

Ward

[1927 Nov]

D. Starch paper 3

When Do People Listen to the Radio?Table IUse of Radio Sets at Different Hours of Day in October - November, 1927.

Question IA: During what hours is your set in use at  
least three days weekly?

<u>Hours</u>	<u>Times Mentioned</u>
Before 10:00 A. M.	58
10:00 A.M. - 12:00 M.	213
12:00 M. - 3:00 P.M.	256
3:00 P.M. - 6:00 P.M.	415
6:00 P.M. - 7:00 P.M.	551
7:00 P.M. - 8:00 P.M.	910
8:00 P.M. - 9:00 P.M.	969
9:00 P.M. - 10:00 P.M.	912
10:00 P.M. - 11:00 P.M.	554
After 11:00 P.M.	147

Table IIPeriods of Day in Which Sets Received Greatest Use in October -  
November, 1927

Question IB: Indicate the two periods in which your set  
receives its greatest use.

<u>Hours</u>	<u>Times Mentioned</u>
Before 10:00 A.M.	6
10:00 A.M. - 12:00 M.	13
12:00 M. - 3:00 P.M.	19
3:00 P.M. - 6:00 P.M.	32
6:00 P.M. - 7:00 P.M.	92
7:00 P.M. - 8:00 P.M.	519
8:00 P.M. - 9:00 P.M.	734
9:00 P.M. - 10:00 P.M.	351
10:00 P.M. - 11:00 P.M.	56
After 11:00 P.M.	9

Table IIIAverage Number of Hours Per Day Sets Were in Operation in October -  
November, 1927

Question 1C: What is the average number of hours per day your set is at present in operation?

<u>Number of Hours</u>	<u>Number of Sets</u>
1	63
2	194
3	252
4	234
5	131
6	52
7	20
8	21
9	4
10	5
Over 10	3

Does the Size of the Radio Audience Vary Seasonally?Table IVSeasonal Listening Habits in Winter and Summer, As Compared with  
October - November, 1927

Question 2: Does your family make greater or less use of your set in mid-summer and mid-winter than now? (October-November, 1927)

Mid-Winter

	<u>Number of Families</u>
Same as autumn	434
One-half more	408
Twice as much	142

Mid-Summer

Same as autumn	248
One-half as much	283
One-fourth as much	341
None at all	101

What Members of the Family Listen to the Radio?Table VMembers of Family Who Generally Listen to the Radio

Question 5A: Who generally listens to your radio?

Member of Family	Times Mentioned		
	Evening	Afternoon	Morning
Father	947	42	29
Mother	948	349	150
Young People	739	100	33
Children	591	107	12
Others	154	28	6

Table VIMember of Family Usually Operating Set

Question 3B: Who usually operates your set?

	<u>Father</u>	<u>Mother</u>	<u>Young People</u>	<u>Children</u>	<u>Others</u>
Times Mentioned	664	542	403	106	43

What is the Average Number of Listeners Per Radio Set?Table VIINumber of Listeners Per Family

<u>Number per family</u>	<u>Times Mentioned</u>		
	<u>Evening</u>	<u>Afternoon</u>	<u>Morning</u>
1	15	233	139
2	265	106	30
3	285	35	9
4	256	11	0
5	122	8	2
6	33	0	0
7	14	0	0
8	4	0	0
9	5	0	0
10	3	0	0

What Types of Advertising Programs Have Been Effective?

Questions four and nine were included in the questionnaire for the purpose of ascertaining what types of radio programs were most popular with listeners. Two questions rather than one were used in order to obtain a cross check upon replies. This check worked out very satisfactorily and revealed no significant inconsistencies between the answers to the two questions.

It is not expedient to divulge the actual names of programs and their sponsors, as they were reported in answer to these two questions. Hence, the information obtained will be very briefly summarized without revealing the identities of advertisers.

Chain programs as a type occupied a very prominent place in the replies to these questions. In answer to question 9 four companies received about two-thirds of the total mentions of companies broadcasting over chains. Each of the four had been broadcasting regularly for a long period. Two of the four had been consistently broadcasting classical programs, one of which was primarily instrumental in character, the other vocal. The third company's programs were of a semi-classical and high-grade popular character, while the fourth company staged programs of popular and dance music exclusively.

The programs of these same four companies also received the largest number of mentions in answer to question 4. The results checked very closely with those obtained in answer to question 9.

Three of these programs were broadcast through the most powerful station in Chicago. The fourth was broadcast by a station whose power exceeded 1000 watts. It is of course impossible to ascertain to what extent the popularity of these programs was due to local stations, to the length of time the programs had been on the air and to the intrinsic merit of the programs. Each of these factors had undoubtedly had some influence.

All of the eight companies which ranked fifth to twelfth inclusive in the answers to question nine ranked among the first fourteen programs in the answers to question four. Various types of programs were represented among these eight, several being classical and several popular. One can only generalize on the strength of the answers to these two questions to the effect that both classical and popular programs meet with wide approval if presented effectively and with capable talent.

Many of the replies to question four named programs of a local character which may be termed regular station features. These programs were in no way associated with advertising although they of course gave favorable publicity to the respective stations through which they were broadcast and to the concerns which operated these stations. Again in this case four programs far outdistanced all others in total number of times mentioned. One of these four, a daily humorous dialogue between colored characters, occupied a very commanding lead over all programs mentioned. A barn dance program ranked second. An analysis of the replies mentioning station features indicated that the most popular single type of program was the radio "comic strip" -

a program presented at frequent and regular intervals delineating the adventures of one or two characters possessing considerable "human interest" appeal. One or two organ recitals and programs of chamber music, as well as two children's programs stood well up in the ranking of station features, but none of these programs was found among the four programs with highest rank.

A third group of replies to questions four and nine mentioned programs sponsored by local advertisers. Judging from these replies, very few local concerns had succeeded in establishing themselves conspicuously through the broadcasting of radio programs. One department store and a large retailer of musical instruments, each of whom had been broadcasting musical programs, received a fairly large number of mentions. The largest number of mentions obtained in answer to question nine was received by a department store which had been broadcasting shopping talks on an experimental basis. A number of local concerns which had been broadcasting over small stations had evidently made some impression in the communities in the immediate neighborhoods of those stations.

At the time this study was made most of the radio stations in Chicago were owned by commercial organizations. While these stations were presumably operated for publicity purposes it was found in this study that many listeners did not readily associate such station operation with advertising. Thus when asked to name companies which were using radio effectively for advertising purposes a relatively small number of those interviewed mentioned concerns owning and operating stations. This was undoubtedly due not to the ineffectiveness of the publicity efforts of these concerns but rather to the fact that such efforts were not thought of as advertising by a great many listeners. Three exceptions were found in the cases of a manufacturer of a grocery product, a manufacturer of a storage battery and a mail order house. Each of these received a fairly large number of mentions in answer to question nine.

From the data obtained in answer to questions four and nine one may generalize to the effect that advertisers who have consistently and over a long period of time broadcast high-class musical programs, whether classical or popular in character, have been most successful in making an impression upon the consumer. Probably because of their ability to obtain high-class talent chain advertisers have been more successful than local advertisers. A small number of local programs appear to have been very favorably received, however. It would be very interesting to make a detailed analysis of the many programs mentioned in this study in order to ascertain why some have been more successful than others. Some specific facts might thus be secured as to the relative importance of such factors as program quality and type, local station broadcasting the program, time of day program was broadcast, length of program, frequency of broadcast and number of months or years during which the company had been broadcasting regularly. Such an analysis would be particularly important to some advertisers as this study revealed that a number of chain advertisers were making very little impression upon the radio audience.

What Types of Radio Set Are in Most Common Use?Table VIIIMake of Radio Set Owned

Question 5A: What make or kind of set have you?

<u>Make of Set</u>	<u>Times Mentioned</u>
Home Made	158
Three Well-Known Nationally Advertised Makes	223
Eight Nationally Advertised Makes	197
Ten Other Advertised Makes	82
All Others (134 Makes)	217
Total	<u>877</u>

Table IXNumber of Tubes in Set

Question 5B: How many tubes?

<u>Tubes</u>	<u>Number of Sets</u>
Crystal	5
1	11
2	14
3	96
4	56
5	453
6	237
7	24
8	45
Over 8	9

How Do Chicago Stations Compare in Popularity?

In Tables X - XVI are presented such facts as were obtained in the study relative to the popularity of the various Chicago stations. The data in each table cover only the twelve or fifteen stations out of a total of twenty-seven which were given the highest ranking.

Table X.

Stations Most Frequently Listened To

Question 6: To what stations in Chicago and its suburbs do those using your set most frequently listen?

Station	Ratings							Mentioned but not rated	Grand Total Mentioned
	1st	2nd	3rd	4th	5th	6th	Total		
KAHR	401	189	136	51	25	4	806	28	834
KABM	124	171	179	136	52	8	670	25	695
KACM	128	205	162	104	45	3	637	17	654
KAMV	72	113	107	106	68	10	476	16	492
KAGQ	28	51	59	79	53	8	278	13	291
KAQZ	56	38	51	50	33	10	238	0	238
KAAB	49	29	42	41	21	6	188	7	195
KAJS	28	32	29	24	28	3	144	8	152
KAFP	14	23	26	23	18	5	109	3	112
KADN	18	16	25	15	11	3	88	8	96
KAAC	5	10	21	23	13	2	74	2	76
KAAD	6	19	14	23	7	0	69	2	71
KAAE	5	12	15	9	11	0	52	0	52

Table XI

Question 6Stations Most Frequently Listened to In Very High  
Class Homes

<u>Station</u>	<u>Mentioned First</u>	<u>Total Mentioned</u>
KAHR	16	46
KABM	11	41
KACM	11	39
KAMV	2	24
KAGQ	2	19
KAQZ	1	11
KADN	2	9
KAAB	1	5

TABLE XIIQuestion 6Stations Most Frequently Listened to in High Class  
Homes

<u>Stations</u>	<u>Mentioned First</u>	<u>Total Mentioned</u>
KAHR	90	158
KABM	16	131
KACM	27	126
KAMV	12	85
KAGQ	3	54
KAQZ	3	39
KAJS	3	30
KAAB	5	21
KADN	3	15

Table XIIIQuestion 6Stations Most Frequently Listened to in Medium  
Class Homes

<u>Station</u>	<u>Mentioned First</u>	<u>Total Mentioned</u>
KAHR	216	451
KABM	59	381
KACM	63	353
KAMV	42	281
KAGQ	18	147
KAQZ	37	122
KAAB	30	118
KAJS	20	84
KAFP	10	63
KADN	10	47
KAAD	3	41
KAAC	3	40



Table XIVQuestion 6Stations Most Frequently Listened to In  
Medium Low Class Homes

<u>Station</u>	<u>Mentioned</u> <u>First</u>	<u>Total</u> <u>Mentioned</u>
KAHR	33	91
KABM	23	79
KACM	17	68
KAMV	13	59
KAGQ	4	35
KAQZ	3	29
KAAB	9	26
KAFP	1	24
KAJS	2	15
KAAD	2	15
KAAE	3	14

Table XVQuestion 6Stations Most Frequently Listened to In  
Low Class Homes

<u>Station</u>	<u>Mentioned</u> <u>First</u>	<u>Total</u> <u>Mentioned</u>
KAHR	21	37
KACM	7	34
KABM	4	30
KAQZ	10	25
KAMV	2	17
KAGQ	1	13
KAFP	2	8

Table XVI

Question 6: To What Stations in Chicago and Its Suburbs  
Do Those Using Your Set Most Frequently Listen?

Station	North Side		West Side		South Side	
	Mentioned First	Total Mentions	Mentioned First	Total Mentions	Mentioned First	Total Mentions
KAHR	140	258	111	238	169	337
KABM	34	203	44	198	43	284
KACM	33	198	30	126	56	281
KAMV	10	117	26	118	41	236
KAGQ	19	95	7	77	3	99
KAQZ	0	10	11	40	45	174
KAAB	13	59	24	81	12	42
KAJS	11	52	11	32	8	63
KAFP	3	25	0	36	10	41
KADN	10	42	3	21	7	25
KAAC	4	36	0	8	1	26
KAAE	0	2	1	26	0	20
KAAZ	0	1	0	4	1	15
KAAD	2	12	4	36	1	20
KAAS	1	1	4	8	5	14

What Types of Program Do Listeners Prefer?

Table XVII

Question 7: What Types of Programs Do You and Other Members  
of Your Family Prefer?

Types of Program Preferred by Listeners

	Husband	Wife	Young People	Children	Total
Popular Music	661	321	555	148	1685
Classical Music	607	657	344	156	1764
Dance Music	542	561	544	202	1849
Sport Events	474	496	568	213	1751
Grand Opera	243	402	172	44	861
Musical Comedies	203	218	75	25	521
Travel Lectures	178	192	135	32	537
Humorous Lectures	164	184	82	18	448
Educational Lectures	160	131	105	81	477
Plays	114	156	89	31	390
Home Economics Lectures	10	162	17	1	190

Table XVIIITypes of Program Preferred in Very High  
Class Homes

	<u>Husband</u>	<u>Wife</u>	<u>Young People</u>	<u>Children</u>	<u>Total</u>
Classical Music	40	40	25	5	110
Sport Events	33	24	40	5	102
Dance Music	21	23	38	10	92
Popular Music	24	25	31	8	88
Grand Opera	20	28	16	0	64
Musical Comedies	15	17	17	0	49
Travel Lectures	23	17	6	1	47
Plays	13	13	15	0	41
Humorous Lectures	12	8	8	5	33
Educational Lectures	11	16	3	0	30
Home Economics Lectures	0	7	0	0	7

Table XIXTypes of Program Preferred in High Class Homes

	<u>Husband</u>	<u>Wife</u>	<u>Young People</u>	<u>Children</u>	<u>Total</u>
Classical Music	125	134	89	26	374
Sport Events	114	82	113	18	327
Popular Music	77	83	113	24	297
Dance Music	57	67	113	39	276
Grand Opera	64	73	54	9	200
Travel Lectures	40	50	24	4	118
Musical Comedies	34	41	34	4	113
Educational Lectures	41	38	12	9	100
Humorous Lectures	28	27	18	8	81
Plays	17	28	12	4	61
Home Economics Lectures	0	22	2	0	24

Table XXTypes of Programs Preferred in Medium Class Homes

	<u>Husband</u>	<u>Wife</u>	<u>Young People</u>	<u>Children</u>	<u>Total</u>
Popular Music	317	333	308	109	1067
Classical Music	340	380	186	86	992
Dance Music	276	271	312	103	962
Sport Events	360	229	293	66	948
Grand Opera	123	162	83	27	395
Travel Lectures	110	126	51	14	301
Humorous Lectures	87	71	57	47	262
Educational Lectures	95	113	30	14	252
Musical Comedies	78	82	42	10	212
Plays	59	82	39	18	198
Home Economics Lectures	6	118	10	2	136

Table XXITypes of Program Preferred in Medium-Low Class Homes

	<u>Husband</u>	<u>Wife</u>	<u>Young People</u>	<u>Children</u>	<u>Total</u>
Dance Music	72	73	61	25	231
Popular Music	66	72	57	19	214
Sport Events	77	37	61	13	188
Classical Music	58	72	30	16	176
Musical Comedies	31	29	30	11	101
Plays	18	22	16	2	58
Grand Opera	19	26	9	0	54
Travel Lectures	16	20	14	2	52
Humorous Lectures	17	13	9	13	52
Home Economics Lectures	0	25	0	0	25
Educational Lectures	6	9	6	2	23

Table XXIITypes of Program Preferred in Low Class Homes

	<u>Husband</u>	<u>Wife</u>	<u>Young People</u>	<u>Children</u>	<u>Total</u>
Dance Music	31	34	36	16	117
Sport Events	33	22	32	5	92
Popular Music	29	24	21	14	88
Classical Music	10	13	7	1	31
Musical Comedies	9	9	10	1	29
Humorous Lectures	3	3	3	0	9
Grand Opera	2	2	3	0	7
Educational Lectures	2	2	1	0	5
Plays	2	2	0	0	4
Travel Lectures	2	1	0	0	3
Home Economics Lectures	0	1	0	0	1

Do Listeners Prefer Chicago or New York Programs?

Answers to question eight indicated that Chicago listeners had a slight preference for local Chicago programs over New York chain programs broadcast through Chicago stations. Whether this was an actual preference or was due to the greater number of local programs and the resulting greater exposure to them is an open question. Most of the chain broadcasts at the time the study was made came through one of three Chicago stations, and it may be that many listeners had difficulty in hearing the programs of these stations. One of the stations was located in the center of the city, one on the north side, and one outside the city to the west. Each of the three stations was powerful--in fact each was to be found among the five stations with highest standings

in question six. The fact that these stations, according to the answers to question six, were among the most popular in the city justifies questioning the results obtained in question eight. Out of a total of 980 replies to question eight, 418 expressed a preference for local programs, and 365 for New York programs. One hundred and ninety-seven expressed no preference.

What Do Listeners Think of Advertising?

In question ten an effort was made to determine the attitudes of listeners towards three kinds of advertising: (1) The publicity or radio hour type; (2) Concealed advertising, and (3) Selling or shopping talks. The answers most frequently obtained with reference to publicity are presented in Table XXIII.

Table XXIII

Attitudes Towards Publicity

Question 10: What is your attitude towards advertising over the radio? (Publicity)

Favorable Remarks

<u>Remarks</u>	<u>Times Mentioned</u>
All right	168
All right if programs are good	33
Good	32
Likes radio hour type	31
Doesn't object to it	14
I. K. if not too much	12
Very good	10
Doesn't mind it	10
Likes it	9
Publicity all right	8
Doesn't mind a little	7
Publicity O. K. if good programs go with it	6
Best kind of advertising over the radio	6
All right if short	6
Good if not overdone	6
Prefers publicity to other forms of advertising	5
All others mentioned not more than four times	99
Total Favorable Remarks	462

Unfavorable Remarks

<u>Remarks</u>	<u>Times</u>	<u>Mentioned</u>
Doesn't like it		7
Doesn't pay attention to it		6
No good - but will listen to get program		3
Don't like too much of it		2
Too much of it is done		2
Never listens		2
Never listens to publicity talks		2
Not so good		2
Name of the station all that I want to hear		2
Not interested in publicity		2
Other remarks, each mentioned once		22
		<u>52</u>

The remarks made in answer to question ten bearing upon concealed advertising (programs in which the name of a product or company is mentioned casually and ostensibly without advertising intent) revealed that on the whole listeners entertained no objections to it. In fact it is probable that the average listener was not aware of the fact that advertising was being done. Less than one-third of those interviewed offered any comment on concealed advertising and a considerable number of those who did indicated that they were quite ignorant of its nature. "Plugging" as practiced on the stage can apparently be used with very much the same result on the radio.

Selling or shopping talks apparently had a considerable following among radio listeners, although the majority were opposed to them. Comments on shopping talks obtained through question ten are presented in Table XXIV.

Table XXIVAttitudes Towards Shopping Talks

Question 10: What is your attitude toward advertising over the radio? (Shopping talks)

Favorable Remarks

<u>Remarks</u>	<u>Times</u>	<u>Mentioned</u>
O. K.		28
Good		16
All right if not too much of it		12
Helpful to housewives		11
Very good		10
Helpful		9
All right but does not listen		8

Favorable Remarks (Continued)

Talks of the Shepard store O. K.	7
Likes shopping talks	6
Listens occasionally	6
Pretty good	6
Shopping talks interesting	5
Good thing -- lets people know what's being offered and where	5
Interested at times	5
All right if interested	5
Likes outright selling	5
All others mentioned not more than four times each	84
Total favorable remarks	<u>228</u>

Unfavorable Remarks

<u>Remarks</u>	<u>Times Mentioned</u>
Never listens	46
Doesn't like them	24
No good	20
Not interested in shopping talks	18
Doesn't care for it	14
Won't listen	12
No time to listen	11
Shopping talks uninteresting	8
Never hears it	8
Doesn't like it -- radio is for entertainment	6
Not so good	6
All others mentioned not more than five times each	173
Total unfavorable remarks	<u>346</u>

Lack of space prevents listing all the opinions received on selling talks but note should be made of the fact that there was some very strong feeling against the use of the radio for purely commercial purposes. Witness the following quotations: "Tunes it out;" "Foolishness;" "Ridiculous;" "Against all of them;" "Doesn't like this advertising stuff;" "Spoils programs;" "Absolutely terrible;" "No patience for it;" "Waste of time;" "Annoying."

Does Station KABM Duplicate the Circulation of the Daily Globe?

The results obtained in answer to question eleven, when combined with answers to question six indicated clearly that station KABM had a substantial following among persons who did not regularly read the Daily Globe. This fact is brought out in Table XXV.

Table XXV

## Correlation between newspapers reading and radio listening habits

Homes in which Daily Globe is read regularly and which mention KABM	422
Homes in which Daily Globe is not read regularly and which mention KABM	269
Homes in which Daily Globe is read regularly and which do not mention KABM	148
Homes in which Daily Globe is not read regularly and which do not men- tion KABM	164

How Has Radio Advertising Influenced Listeners?

Question twelve was included in the questionnaire with full knowledge of the fact that most radio advertising does not have as its purpose the actual closing of sales. The answers to the question did not of course show the actual effects of radio advertising. They did reveal however, that a considerable number of listeners had been directly influenced by radio advertising in buying.

Out of 856 persons answering question twelve 129 stated that they had purchased products as a result of hearing them advertised over the radio. Only five products received over five mentions. These were the products of a Chicago department store which was broadcasting shopping talks; a brand of coffee, a brand of ginger ale and a brand of toothpaste, each of which had been extensively advertised in chain broadcasts; and a brand of baking powder sold by a company affiliated with a Chicago station.

In Table XXVI the results obtained in answer to question thirteen are presented. They are of interest chiefly because of the prominence given to the Shepard Company, a Chicago department store. One-fourth of those interviewed cited this store as an instance of a department store making effective use of radio advertising.

Table XXVIDepartment Stores Using Radio Advertising Effectively

Question 13: Can you name any department stores which seem to you to be using radio advertising effectively:

<u>Store</u>	<u>Times Mentioned</u>
The Shepard Company	248
Wells & Company	68
Barnes & Company	30
Harper Brothers	18
A. W. Ryerson Company	10



There were 473 negative answers to this question.

### Validity of Results of Study

A careful study of the questionnaire used in the study will reveal that the accuracy and dependability of the answers to several questions can be determined by checking these questions against one another. One hundred questionnaires were checked as a test and it was found that in most cases answers were reconcilable. The results of this test follow:

1. Comparison of same persons' answers to questions eight and nine.

Question eight: Do you and your family prefer Chicago or New York programs?

Question nine: Name three companies which seem to you to be using radio effectively for advertising purposes.

(a) Of thirty-nine persons expressing a preference for Chicago programs:

- (1) Seven named only companies broadcasting from New York in question nine.
- (2) Eleven named only companies broadcasting from Chicago in question nine.
- (3) Eighteen named no companies in question nine.

(b) Of thirty-three persons expressing a preference for New York programs:

- (1) Eight named only companies broadcasting from Chicago in question nine.
- (2) Seventeen named only companies broadcasting from New York in question nine.
- (3) Three named no companies in question nine.

While the answers to these two questions are consistent in 85% of the cases they seem to be inconsistent in the remaining 15%. As the inconsistencies are about evenly divided between persons preferring New York programs but mentioning Chicago companies and persons preferring Chicago programs but mentioning New York companies, there seems little cause for questioning the soundness of the findings in either question eight or question nine.

2. Comparison of same persons' answers to questions ten and thirteen.

Question ten: What is your attitude towards advertising over the radio? (Shopping talks)

Question thirteen: Can you name any department stores which seem to you to be using radio advertising effectively?

- (a) Of fifty-six persons who objected to shopping talks in answering question ten;
  - (1) Fourteen mentioned the Shepard Company in answering question thirteen.
  - (2) Forty-two mentioned no department store using shopping talks in answering question thirteen.

While again in this case most of the answers are consistent there are enough inconsistencies probably to justify the conclusion that some persons who expressed objections to shopping talks did so out of prejudice and not because any real objection existed.

3. Comparison of same persons' answers to questions four and ten.

Question four: Name five regular programs of music or entertainment to which you or other members of your family most frequently listen.

Question ten: What is your attitude towards advertising over the radio?

- (a) The great majority (80%-90%) of the answers to these questions were consistent with one another. Again in this case a few persons who objected to advertising over the radio named several advertising programs in answering question four. This lends further support to the conclusion that some persons will say they object to advertising when actually they do not.

4. Comparison of same persons' answers to questions four and eight.

Question four: Stated above, under 3.

Question eight: Do you and your family prefer Chicago or New York programs?

- (a) About 85% of the answers to these questions are consistent with one another. The only inconsistency appeared in the case of twelve persons who stated a preference for Chicago programs in answering question eight and who named only companies broadcasting from New York in answering question four.

5. Comparison of same persons' answers to questions eight and ten.

Question eight: Stated above, under 4.

Question ten: Stated above, under 3.

- (a) No serious inconsistencies appeared in the answers to these questions. An inconsequential number of persons who expressed a preference for New York programs claimed to be opposed to radio advertising.