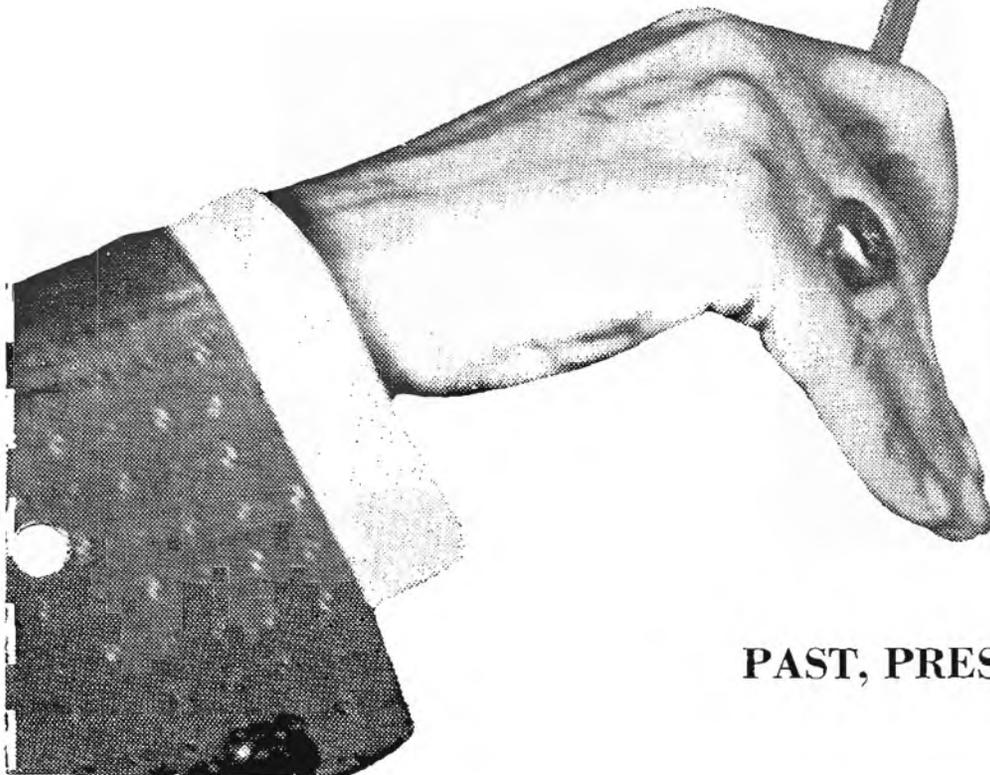


The Chairman and Members,
Board of Broadcast Governors,
48 Rideau Street, Ottawa, Ontario.

*The
Quality
Story of
FM
Radio*



CHFI-FM

PAST, PRESENT and FUTURE

Different Considerations Necessary When Independent FM Station in the Area

CHFI-FM, Canada's first exclusive FM station, is still the only FM station in Canada that is independent and stands on its own without an AM affiliate. The Toronto situation therefore is entirely different from that found in areas where all the FM stations have AM affiliates. It is vital that a measure of protection be afforded to ensure the economic survival of an independent FM-only operation. Thus, a request for separate programming in Toronto has far different consequences than a similar request made anywhere else in Canada would have.

It is noted that as a result of the public hearing on September 26th and 27th, 1960, in Ottawa, the Board of Broadcast Governors recommended for approval separate FM programming for CJOB-FM in Winnipeg. There is, of course, no independent FM station in Winnipeg and there was no opposition or question of economic harm to an existing FM station.

To grant a similar application in Toronto would weaken our station, and we feel this would be a retrograde step which would hinder and not advance improved service to listeners in our service area.

Evidence of Economic Feasibility

Separate programming means separate advertising! In essence it would create a new radio station in Toronto—certainly as far as the advertisers were concerned. We submit that at present and for the immediate future, the Toronto FM market potential would not support the entry of another FM advertising outlet.

The Board may be told by CFRB that it does not intend to seek much advertising for FM and that if for example they only accepted two commercials per hour it would not harm CHFI-FM to any degree. This type of argument would be most deceiving. Let us examine the result.

We will assume CFRB charged the same \$15 rate per spot as CHFI-FM and only accepted two commercials per hour. Even if they only broadcast 12 hours per day and did not accept a single commercial on Sunday, their potential annual revenue from FM would be \$112,320.00. If they broadcast 18 hours per day, accepting commercials seven days per week, their potential annual revenue would be \$197,100.00.

The advertising revenue of CHFI-FM for the year ending November 30th, 1959 was \$69,809.00 and for the year ending November 30th, 1960 is estimated to be \$89,265.00.

The following letters, written by some of the advertising agencies and advertisers experienced in the FM field, are included in order to provide some expert evidence on the market conditions in the Toronto FM service and market area.

We believe that to be consistent with the Broadcasting Act and the public interest, the applicant, CFRB, has the duty to establish clearly the capacity of the market to support the entry of an additional Toronto FM advertising outlet.

Is FM to Become a "Loss Leader" In Toronto?

Separate programming means separate advertising. No one can be expected to compete against a loss leader if all he has for sale is the loss leader item itself.

CFRB-FM could be beyond competition if the application for separate programming is granted. CFRB could make available FM spots for a nominal charge or at no charge if a client buys enough AM spots. It could make available AM spots at a nominal charge or at no charge if a client buys enough FM spots. There would be no way to forestall such arrangements. There is little possibility of competing successfully against such an infinite variety of loss leader sales.

Of course, the loss leader is FM every time and the real loss is to the development of FM. The FM independent, CHFI-FM, has not in 1961 the resources to withstand these pressures and to continue its development plans. The field would then be taken over by a group who do not have the same interest in developing fully the younger media of FM broadcasting.

Introduction Of Another Seeker Of Broadcast Advertising Revenue In Toronto At Time When Second Channel TV Already Straining Broadcasting Budgets.

It has been generally acknowledged that now is not the time to licence additional seekers of broadcast revenues in the major markets where newly licenced TV stations are about to commence operations. These new TV stations are bound to affect the revenues of other broadcasting stations in the same areas.

To permit a further subdivision of advertising broadcasting budgets until after the situation has clarified would create very difficult problems for many of the stations in the area involved. For a small operation such as CHFI-FM the effects would be most severely felt.

CHFI-FM Broadcast Revenues

The broadcast revenue and expenses of CHFI-FM during the past three years are as follows:

Period	Broadcast Revenue	Broadcast Expense	Loss On Broadcasting
Dec. 1, 1957 to Nov. 30, 1958	\$47,859.00	\$85,180.00	\$37,321.00
Dec. 1, 1958 to Nov. 30, 1959	\$69,809.00	\$89,045.00	\$19,236.00
Dec. 1, 1959 to Nov. 30, 1960 (estimated)	\$89,265.00	\$95,382.00	\$6,117.00

Distribution of Advertising Dollars, 1960:

Advertising Agencies	\$31,152.00
Local and regional	\$58,113.00

This table reveals clearly the improving position of CHFI-FM which has resulted from the greater public acceptance of FM broadcasting in the Toronto area. It also shows that in the presently existing competitive situation CHFI-FM can contemplate a "breakthrough" in the near future.

Standard Radio Limited, the parent public company of CFRB, is now distributing dividends to its shareholders at the rate of \$172,000 per year. The profits of CFRB before taxes may therefore be assumed to be at least \$400,000.00, and in all probability they are in the neighborhood of three-quarters of a million dollars each year. Certain it is that CFRB has accumulated and retained out of its net profits in recent years in excess of \$2,143,000.00, for this figure was revealed to the Board earlier this year.

FM Radio In Toronto

SETS IN AREA:	February, 1957	37,000
	December, 1957	70,000
	December, 1958	102,000
	December, 1959	153,000
	October, 1960	195,000

4 out of 5 sets bought since the advent of CHFI-FM!

FM STATIONS - SEPARATELY PROGRAMMED HEARD IN THE TORONTO AREA

1957	* CHFI-FM	Toronto
	* WHLD-FM	Niagara Falls, N.Y.
	* WBNY-FM	Buffalo, N.Y.
1960	* CHFI-FM	Toronto
	CKLB-FM	Oshawa
	CBC-FM	Toronto
	CHIC-FM	Brampton
	* WHLD-FM	Niagara Falls, N.Y.
	* WBUF-FM	Buffalo
	* WGR-FM	Buffalo
	* WILY-FM	Buffalo
	WBEN-FM	Buffalo

***Full Time Separate Programming.**

The History of CHFI-FM



Father and Son—Donald and Dwayne Wright

Early in 1956, Mr. E. J. Piggott first applied to the C.B.C. Board of Governors for permission to operate an independent FM station in Toronto. There were many problems to be overcome including a limited knowledge of the type of programming planned, so it was not until Mr. Piggott's fourth appearance late in 1956 that a licence was granted.

At the same time a conditional licence was issued authorizing the use of what is termed "beeping" so that a background music service might be broadcast. This was in order to provide some revenue for the station on which to operate, as the advertising revenue potential was most uncertain.

CHFI-FM commenced broadcasting on February 1st, 1957, with a full schedule of 18 hours a day, with a basic concept of good music programming that is very little changed today. Good music—well programmed in high fidelity—

limited and high quality commercials with no jingles or hard sell commercials was the format. A wide variety of music for all tastes from standard to classical was included—light concert to jazz—organ, band and show music—colourful and entertaining carefully selected to please every taste but also to utilize to the full the high fidelity which is peculiar to FM. It must be borne in mind that due to the economic necessity to provide background music to certain subscribers it was necessary to compromise full programming by restricting vocal programmes and limiting speech. U.S. independent FM stations have solved this problem by using multiplex for their background music service during the past few years. This results in improved programming and a better service to the listener and CHFI-FM hopes to use this system in the near future.

NEWS

Eight newscasts are presented at periods of the day when of major interest to listeners. Newscast content includes International, National and regional news presented in a mature, factual fashion with no sensationalism or gimmicks. Local news is included when of interest to our listeners such as Municipal Government—Education—Taxes, and area development. The station has a policy of de-emphasis of so-called "discretionary" matter.

Benefits to the Community

The promotion of FM by CHFI-FM has resulted in the sale of millions of dollars worth of FM sets by retail establishments. Other than from advertising placed by a few importers of radio sets, CHFI-FM has not profited directly from these tremendous sales.

The growth of FM as promoted by CHFI-FM has resulted in millions of dollars in salaries - wages - materials - taxes - excise taxes and orders for Canadian industry.

Other FM stations now operating separate programming have benefited from the knowledge and experience of CHFI-FM personnel. Many of the other stations have had their staff members visit CHFI-FM to observe at first hand the operations of this pioneer station.

Such stations as:

CKLB-FM, Oshawa	CFPL-FM, London
CKVL-FM, Montreal	CJOB-FM, Winnipeg
CFRA-FM, Ottawa	CHQM-FM, Vancouver
CHIC-FM, Brampton	

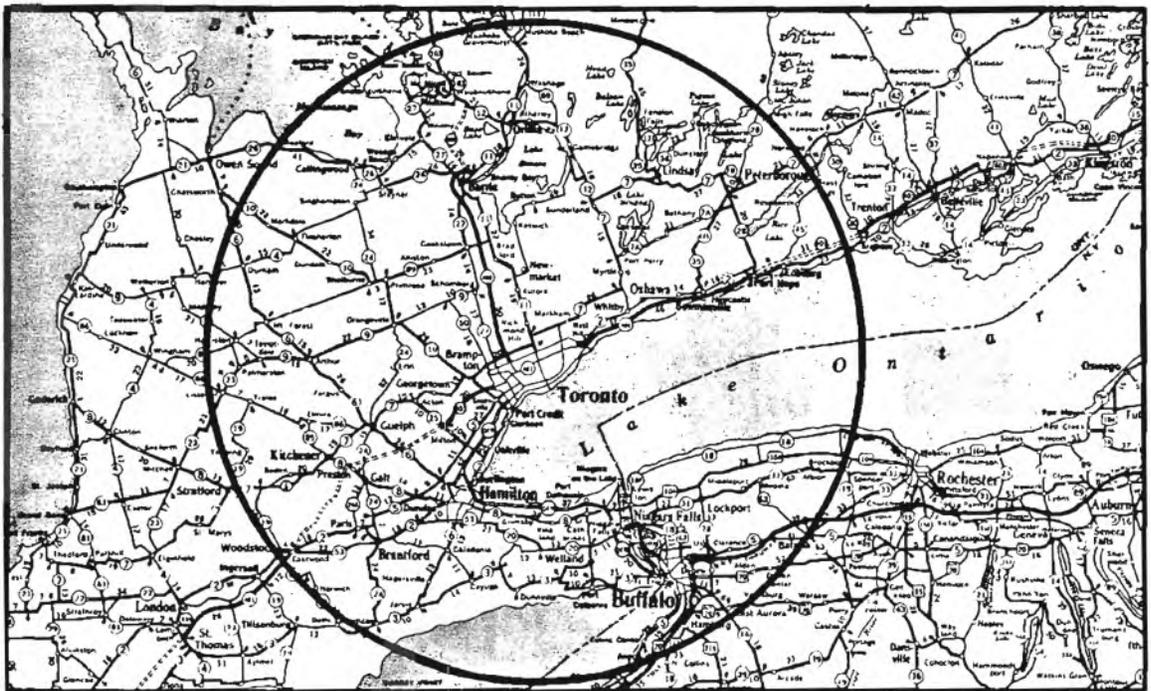
Other stations now operating due to pioneer work of CHFI-FM:

CHLT-FM, Sherbrooke
CJBR-FM, Rimouski

1957 - Less than 40,000 FM sets

1960 - Almost 200,000 FM equipped
Radio Sets are located in
CHFI-FM's Coverage Area

CANADA'S RICHEST MARKET



A 500% INCREASE IN ONLY 3 YEARS!

CHFI-FM Programmes draw listener appreciation and loyalty—

Better Music—well programmed

Exclusively High Fidelity

No hard sell commercials

no jingles

Mature approach to news

No sensationalism or gimmicks

CHFI-FM listeners show appreciation through support of sponsors—

**DEFINITE RESULTS LISTENERS SELL
THEIR FRIENDS ON FM**

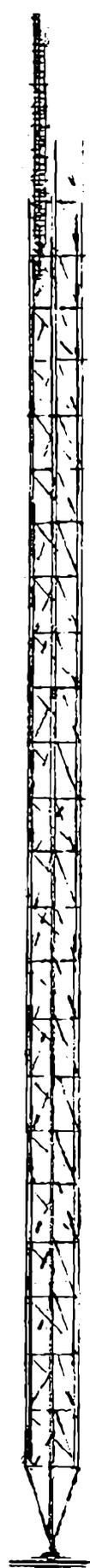
Superior Coverage and Service of CHFI-FM

The change of facilities brief filed by CHFI-FM with the Department of Transport on October 31, 1960, represents a year and a half's efforts. The program of expanding and improving our facilities was initiated by Mr. Piggott and has been endorsed and augmented by Mr. Rogers and Mr. Aldred.

The superiority of our proposed service compared to that by CFRB is beyond question. The height of our antenna will be almost twice that of CFRB, our power will be greater, and our coverage will be substantially in excess of that proposed by them.

This is nothing new! Since the founding of CHFI-FM our coverage and service have at all times been greater than that which CFRB-FM provided. Our power has been 9,450 watts compared to their 600 watts. The height of our antenna has been greater and our coverage has provided a much more extensive service. In the words of the parable, CHFI-FM has been faithful, and has put its talents to work!

CHFI-FM PROPOSED NEW FACILITIES



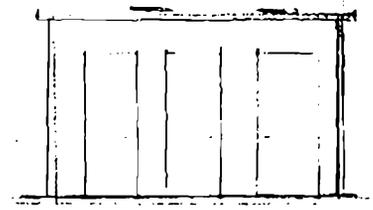
210,000 WATTS

816^{FT.} EHAAT

3,000,000 PEOPLE

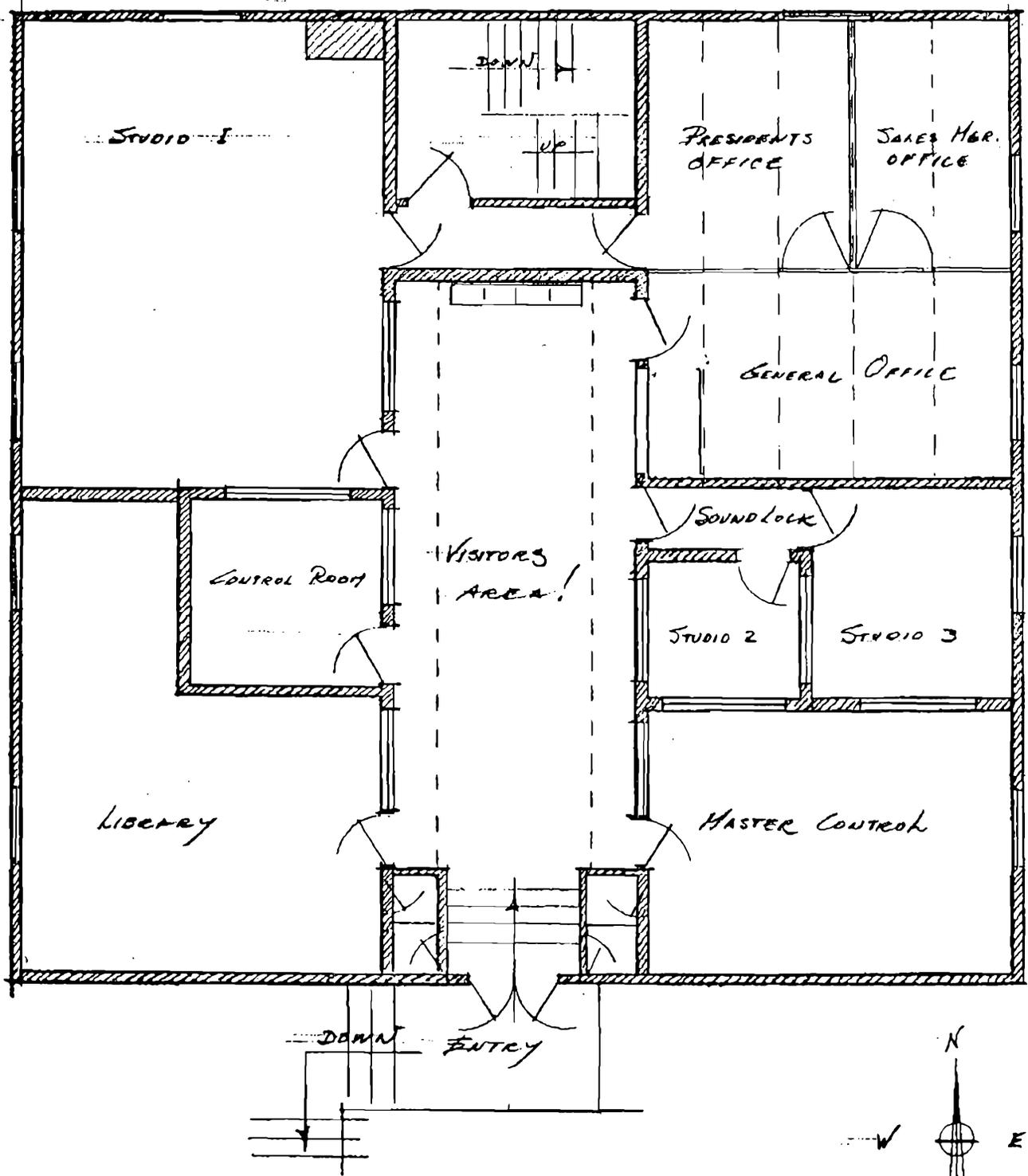
MAXIMUM

COVERAGE



210,000 KILOWATT TRANSMITTER

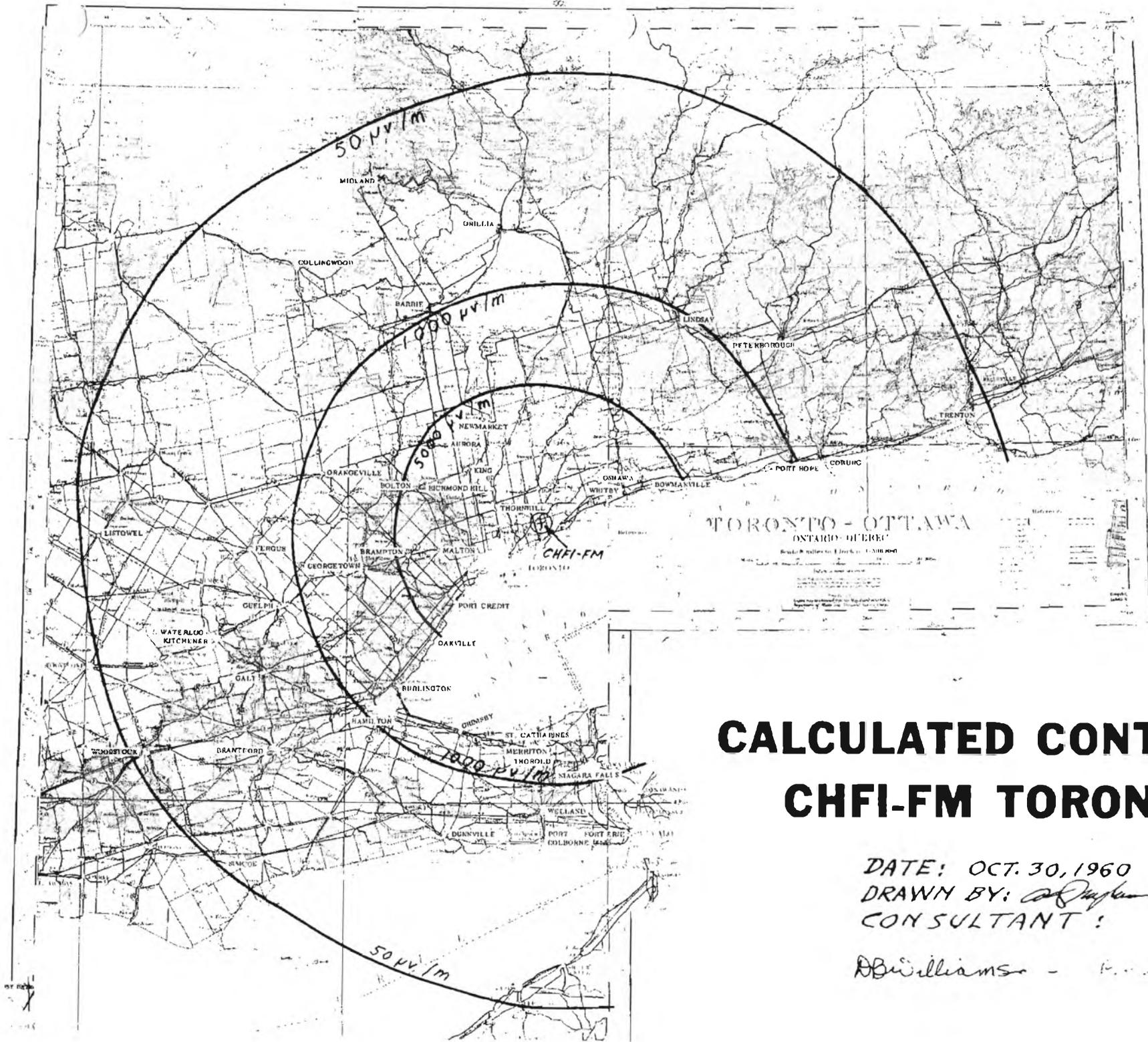
TORONTO FM



plan - 50 1/8" = 1'

Top of Royal York Hotel -
TORONTO

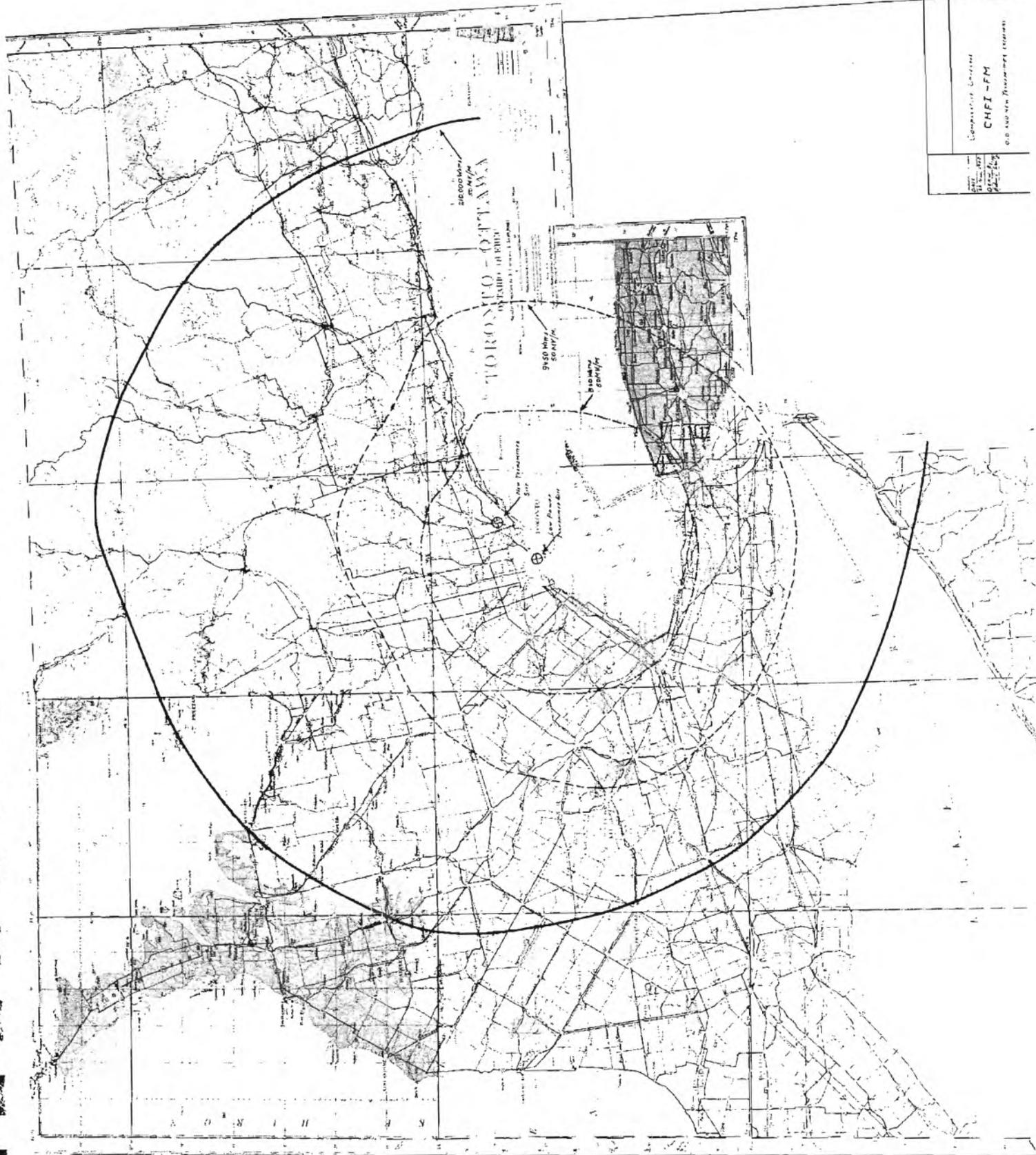
46



CALCULATED CONTOURS CHFI-FM TORONTO

DATE: OCT. 30, 1960
 DRAWN BY: *[Signature]*
 CONSULTANT:

AB Williams



Communications Section
 CHFI - FM
 0.0 100 100 100 100 100 100 100

R E P O R T
on
F M L I S T E N I N G H A B I T S

A SPECIAL STUDY
PREPARED FOR CHFI-FM

by
Dr. B.K. Byram
Broadcasting Research Consultant

Field Work Carried Out by
Canadian Facts Limited

Toronto
April 1961

I N T R O D U C T I O N

The following pages comprise my report on the study of FM listening habits in the Toronto area, carried out on behalf of CHFI-FM.

Immediately after this Introduction is a Summary of Findings, followed by some Conclusions and Recommendations, and thereafter the main body of the Analysis. The original tables supplied by Canadian Facts, who carried out the field work and the tabulation, are at the end together with a copy of the Questionnaire.

This study deals with adult FM listening habits in FM equipped homes compared occasionally with adult listening habits of "AM only" homes.

As an expression of the views of over 200 FM homes located from a random sample of 1752 telephone calls, the findings of this study could be construed as basically reliable. This is particularly so as the musical taste of listeners is reconfirmed by an entirely separate sample of nearly 250 "AM only" homes.

B.K. Byram

Dr. B.K. Byram
Broadcasting Research Consultant

5 Overbank Cres.,
Don Mills, Ontario.
April 1961

SUMMARY OF FINDINGS

- * FM equipped homes turned out to be 14.4% of the total 1752 households telephoned.
- * CHFI-FM was stated by 50% of adult listeners in FM equipped homes to be the station listened to most often, CFRB-FM was second with 25% and CBC-FM third with 15%.
- * The principal reasons given by the respondents for listening to FM are "music in general" (68%) and "little advertising" (38%).
- * Among AM respondents, reasons for listening to AM generally were music (47%) and news (37%).
- * Though CFRB-AM had, at the time of the survey, the same program on its FM as on its AM broadcast, the differences between FM and AM listeners, pointed out above, were even more pronounced in the case of CFRB. According to CFRB-AM listeners, the principal reason was news (51%).
- * The reasons for liking CHFI-FM are even more emphatically music (70%) and little advertising (45%).
- * True musical taste, tested at the subconscious level, seemed to indicate, 72% of FM listeners preferred to listen to Light Music, 19% to Classical and 9% to Hit Parade.
- * When asked for specific programs or types of programs, CHFI-FM listeners also voted very closely to this pattern, 71% Light Music, 21% Classical and 8% Hit Parade.

(Cont'd)

- * A further breakdown showed the following percentages in favour of each type of music.

	<u>FM LISTENERS</u>	<u>AM LISTENERS</u>
	%	%
Broadway Show Tunes	27	27
Semi-Classical	26	24
Lasting & Old Time		
Favourites	19	20
Classical	19	16
Current & Recent		
Hit Parade	9	13

It is clear that both FM and AM listeners have the same order of preference but with slightly varying intensities.

- * The measurement of this intensity in a different way, revealed that the following percentages would probably listen to the different types of music:

Broadway Show Tunes	99%
Semi-Classical	99%
Lasting & Old Time	
Favourites	94%
Classical	81%
Hit Parade	56%

- * There are no significant differences in the musical taste of the men and women respondents and no attempt should be made to cater separately to the different sexes at present.
- * According to age of listeners, CHFI-FM has the largest concentration of those under 50 years of age (82%) and the lowest of those over 50 years (18%) among both FM and AM stations.
- * By occupational breakdown, CHFI-FM again has the largest concentration of "Professional, owners, business executives and sales" group (59%), and the lowest concentration of the remaining groups (41%), among all FM and AM stations. For comparison, in the Control All-Toronto panel "Professional, etc". group was 28% and the balance 72%.

CONCLUSIONS AND RECOMMENDATIONS

Generally speaking the programming of CHFI-FM appears to be well liked by FM listeners, 50% of whom have categorically stated that it is the most listened to station.

THEREFORE ANY CHANGES IN PROGRAMMING SHOULD BE CAREFULLY CONSIDERED AND INTRODUCED VERY GRADUALLY WITHOUT UPSETTING THE REGULAR LISTENERS OR THE ESTABLISHED LISTENING PATTERN.

It must not be forgotten that the study deals entirely with adult listeners and not teenagers. If the study took teenagers into account, the result could well be different.

There are clear and unmistakable indications that the most easily acceptable, as well as the most popular types of music, are the two categories of Broadway Show Tunes and Semi-Classical music. Lasting and Old Time Favourites is third in order with Classical music a close fourth. Hit Parade is the least popular type.

IF IT IS THE INTENTION OF CHFI-FM TO WIDEN ITS AUDIENCE BASE, IT IS RECOMMENDED THAT THE WIDENING SHOULD BE IN THE DIRECTION EQUALLY OF BROADWAY SHOW TUNES AND SEMI-CLASSICAL MUSIC. NEXT, IN THE DIRECTION OF LASTING AND OLD TIME FAVOURITES.

CLASSICAL MUSIC COULD FOR THE TIME BEING BE KEPT AT ITS PRESENT LEVEL, BUT NOT INCREASED OR MADE MORE ESOTERIC. ANY SUCH ATTEMPT WILL DEFEAT THE PURPOSE OF WIDENING THE AUDIENCE BASE.

This is clearly seen in Tables 3 and 4 on page 7 of the Analysis where CBC-FM listeners declared 30% and 51% for Classical music, but the number of listeners who voted for CBC-FM as the most listened to station was only 15%. That is to say, only 2.25% homes in Toronto (15% of 15% FM Homes) form the CBC-FM group, and 30% of them would be less than 1% of the entire homes in Metropolitan Toronto. Furthermore, even though CBC-FM fans said 30% and 51% for Classical music in Tables 3 and 4, in the test of true musical taste they drop back to a more normal 21% in Table 5D on the same page. This would suggest that the declaration for Classical music in Tables 3 and 4 is more a pose or attitude with them, rather than their true taste.

IT IS FURTHER RECOMMENDED THAT CLASSICAL MUSIC BE EITHER REMOVED FROM THE PEAK FM LISTENING PERIOD OF 6 TO 9 P.M., OR KEPT TOWARDS THE END OF IT. THE TRANSITION FROM LASTING FAVOURITES TO BROADWAY SHOW TUNES AND FROM BROADWAY SHOW TUNES TO SEMI-CLASSICAL SHOULD BE AS UNOBTRUSIVE AS POSSIBLE.

IN SEVERAL HOUSEHOLD CHARACTERISTICS AND LISTENING HABITS AND PATTERNS, CHFI-FM IS FIRST, AND IN THE THINGS THAT MATTER, EXCELS ALL FM AND AM STATIONS- eg: OCCUPATIONAL BREAKDOWN SHOWING THE POTENTIAL BUYERS OF GOODS. THESE SHOULD BE EXPLOITED DIRECTLY BY THE SALES STAFF TO THE MAXIMUM EXTENT AND ALSO IN APPROPRIATE TRADE ADVERTISING.

STUDY OF FM LISTENING HABITS

OBJECTIVE

The general objective of this study was to find out something about FM listening habits in Toronto and particularly to discover any attitudes towards FM which could be of immediate help to CHFI in the change of programming planned for April 17th, in anticipation of the increase in power.

With this general aim, the specific objectives were:

To make a double check on the percentage of homes in Toronto equipped with FM sets.

To find out which FM station was most listened to, and to pinpoint the characteristics and programming qualities which FM owners like most in that station.

To discover the true musical taste of listeners, without revealing what we are trying to find out, and to co-relate this taste with their own statement of likes and dislikes

To investigate parallel attitudes of AM listeners in these areas in order to discover similarities or dissimilarities between AM and FM listeners.

To co-relate demographic characteristics such as - sex, age, children, occupation etc. for FM and AM listeners by stations listened to most often.

METHOD

A sample of approximately 1750 homes was selected from the telephone book. The questionnaire and techniques were worked out, under my close supervision, by Canadian Facts Ltd. who carried out the field work and tabulation.

The interviewers were asked to phone and find out FM equipped homes according to the first question in the questionnaire (copy attached at the end of the report). All reported FM homes were immediately given the long questionnaire to answer and a limited quota of non FM homes was also given the long questionnaire to answer. In FM homes, the first preference for a respondent was the male head of the household. This ensured at least half of the respondents would be male. By this method, samples of 202 FM homes and 246 "AM only" homes were established and the main part of the study was based on the responses given by these groups to the full questionnaire.

OWNERSHIP OF FM RECEIVER SETS

In a previous survey carried out by Elliott-Haynes Limited it had been established that, 14.9% of the homes in Toronto were equipped with FM sets. This was out of a sample of 1670 completed telephone calls.

In the current study carried out by Canadian Facts, 1752 completed telephone calls were made and these yielded 14.4% FM equipped homes.

The two figures are within limits of statistical variation and could be assumed to be pretty close to the truth. The lower figure of 14.4% could perhaps be accounted for by the fact that there was a longer and more probing FM questionnaire to follow. This could have resulted in unwillingness on the part of some FM homes to co-operate and thus could have slightly reduced the actual percentage.

An earlier CBC study, reported in Canadian Sponsor of February 20th, 1961, had established about 15.6% FM homes and a later CFRB study, I understand, had yielded 15.1%.

From all these studies it would appear that approximately 15% of Toronto homes are equipped with FM sets, with a variation factor of about half of one percent.

STATION MOST LISTENED TO

The most striking fact about the survey was that 50% of all FM equipped homes unequivocally stated that CHFI-FM was the FM station they listened to most often (See Table 2). CFRB-FM was second with 25%, and CBC-FM was third with 15%. The remaining 10% was distributed among all the other Canadian and U.S. FM stations.

Among the 'AM only' homes, 37% stated that they listened to CHUM most often, 31% to CFRB, 10% to CKEY and 8% each to CBL and CJBC.

CFRB is the second choice in both FM and AM homes. Among FM homes, CHFI has a substantial lead over CFRB and among 'AM only' homes, CHUM has a good edge. It was known that the CBC-AM stations were not too popular among AM listeners, but this survey confirms that even among FM homes, which would be expected to include a large proportion of lovers of "high brow" music, CBC-FM ranks only third.

On a later examination it will be seen that this confirms the opinion that all FM listeners are not necessarily seekers of "high brow" music. CBC by its extreme "high brow" music might be alienating a good many, average, middle-of-the-road FM listeners.

REASONS FOR LIKING STATION LISTENED TO MOST OFTEN

Next, an open ended question was asked to find out the reasons why the respondents said they listened to a particular FM/AM station most often. No answers were suggested but any response given was written down by the interviewers and then arranged in some logical order. The full responses will be found in Table 3.

The outstanding aspects of the responses are the different attitudes of FM and AM listeners and the slightly different approaches they have to each station. Omitting the detailed breakdown and picking up the main categories of mentions made, the table could be summarized as follows:

	<u>FM</u> %	<u>AM</u> %
Music (Any kind)	68	47
Little Advertising	38	1
News	4	37
Mention of Programs	7	15
Mention of Announcers	3	18

Whereas, two-thirds of FM listeners are attracted by music, slightly less than half of the AM listeners find music to be the principal characteristic which makes them listen to the station most often.

Among FM listeners again, it is the lack of advertising that appeals to 38%. Among AM listeners, by contrast, this figure is only 1%. Little advertising when expanded, means not only tolerable, small doses of high class commercials, but also, generally speaking, more music and less chatter (as some mentions expressed it). Virtually, therefore, almost every FM listener stresses the "music" aspect of FM directly or indirectly (68% and 38% mentions)

In sharp contrast, people are not particularly looking for news on FM. Only 4% said that it was news that drew them to the station of their choice. Whereas among AM homes, 37% respondents stated that news was one of the reasons for their listening most often to the station of their choice.

Mention of some kind of specific programming (apart from mention of music as a general characteristic) and mention of "announcers" were proportionally less often made by FM listeners than by AM listeners.

These same distinctions between all FM listeners and all AM listeners are true also of CFRB-FM listeners as opposed to CFRB-AM listeners.

	<u>CFRB-FM</u> %	<u>CFRB-AM</u> %
Music (Any kind)	67	45
Little Advertising	27	--
News	6	51
Mention of Programs	10	13
Mention of Announcers	6	26

The dominant characteristic which appeals to CFRB-AM listeners is news (51%), whereas CFRB-FM listeners prefer music (67%). Incidentally, it is interesting to note also, that among AM stations, CFRB-AM stands highest for mention of news as the reason for listening to the station most often.

PERCENTAGE MENTION OF
NEWS AMONG AM LISTENERS

CFRB	51
CHUM	31
CBL & CJBC	30

This would seem to signify that CFRB has built its news broadcasting to the extent that it has become the most dominant characteristic for which the station is most listened to - more so even than in the case of CBL and CJBC. It is probably true that the CBC news bulletins, because of their national nature, contain much less local news and news which would be of interest to Toronto area only.

As pointed out before, only 4% of all FM listeners mention news, and only 5% of CHFI listeners. This should not be understood to imply that news should be discontinued on CHFI-FM; it only means that the typical FM listener is not particularly looking for news on FM. He is quite satisfied if he gets his music. However, it would also suggest that CFRB-FM, with the grant of separate FM programming, could build up news broadcasting specially for FM as strong as for its AM counterpart and thus attract more FM listeners to news.

CHFI would be well advised to keep at least one good news report (with a known announcer such as Larry Henderson) as a nucleus for further development if and when required.

WHAT ARE THE REASONS FOR LIKING CHF1-FM?

We have seen that generally FM is liked for its music and little advertising. These factors are even more true of CHF1-FM.

	<u>ALL FM</u> %	<u>CHF1-FM</u> %
Music (Any kind)	68	70
Little Advertising	38	45
News	4	5
Mention of Programs	7	6
Mention of Announcers	3	3

As far as present listeners of CHF1-FM are concerned the principal appeal of CHF1 is its music and the fact that it is not cluttered with advertising. I cannot see this attraction changing radically even if new listeners were added in the near future. Though any change in pattern, such as the introduction of hard sell advertising, could undoubtedly alienate some of the present listeners.

Among all listeners, AM and FM, and for all stations, though mentions are made of other reasons - such as sports, time, weather and general liking - the basic reasons for listening to a station most often seem to fall in the three main categories of music, little advertising and news. The last two do not appear to have any breakdowns, but music has mentions of several kinds. Let us probe further into the kinds of music mentioned.

KINDS OF MUSIC

On a cursory examination of Tables 3 and 4, it is quite obvious that people, when left to their own free will to express their choices, do not think in terms of specific reasons but rather in terms of generalities. There are few mentions of specific types of music but most of the answers seem to fall in the group "music in general" and "good music". This is normal and does, in fact, represent the inability of the average man to think out what he specifically wants.

It was for this very reason, namely to probe into the true musical taste of the FM listener, that we designed the next question, the answers to which are in Tables 5A, 5B, 5C and 5D.

In this question the listener was read out a list of 15 musical titles. Judging each piece solely by its title, he was asked whether he probably would like to listen to it or probably would not. The 15 titles really fell into the following 5 categories.

- Current & Recent Hit Parade
- Lasting Favourites & Old Time Favourites
- Semi-Classical
- Classical
- Broadway Show Tunes.

It was hoped thus to reach the subconscious level of the listener and find out the types of music he really cared for.

From the answers to the probe it is superficially apparent that there are great differences between true musical taste and the free mention of reasons given in Table 3. But the differences are only apparent ones. In free answering questions people do not stop to analyse their thoughts or express themselves specifically.

As a further check it was hoped that the respondents might reveal some of the specific programs or types of programs they especially like on the station of their choice. This was asked in Question 3b, and the answers are in Table 4. However, no help was given to the respondents, such as supplying them the different categories of music, it was still left open for them to enter anything they thought of.

In Table 4, the respondents still hesitate to give specific answers and take refuge in lumping their reasons together under "music in general".

To make a useful analysis it is therefore necessary to collapse many of the categories together and form the following three basic groups.

1. Hit Parade - including popular, rock and roll and dance band.
2. Light Music - including old time favourites, semi-classical, Broadway show and music in general.
3. Classical

Grouped in this fashion, Tables 3 and 4, for FM listeners, would read as follows:

	VOLUNTARY MENTION TABLE 3				SPECIFIC PROGRAMS OR TYPES OF PROGRAMS TABLE 4			
	TOTAL FM	CHFI FM	CFRB FM	CBC FM	TOTAL FM	CHFI FM	CFRB FM	CBC FM
	%	%	%	%	%	%	%	%
Hit Parade	2	2	2	-	4	7	2	3
Light Music	55	59	63	53	50	60	57	23
Classical	<u>10</u>	<u>10</u>	<u>4</u>	<u>23</u>	<u>17</u>	<u>18</u>	<u>10</u>	<u>27</u>
	67	71	69	76	71	85	69	53

These are breakdowns only of the musical mentions therefore they do not add up to 100%. To make a comparison with the true taste response, the above figures have been expressed below as percentages of the total for music (100%) and compared with Table 5D similarly.

	VOLUNTARY MENTIONS Table 3				SPECIFIC MENTIONS Table 4				TRUE MUSICAL TASTE Table 5D			
	TOTAL	CHFI	CFRB	CBC	TOTAL	CHFI	CFRB	CBC	TOTAL	CHFI	CFRB	CBC
	FM	FM	FM	FM	FM	FM	FM	FM	FM	FM	FM	FM
	%	%	%	%	%	%	%	%	%	%	%	%
Hit												
Parade	3	3	3	-	5	8	3	6	9	9	9	9
Light												
Music	82	83	91	70	71	71	83	43	72	73	72	70
Classi-												
cal	<u>15</u>	<u>14</u>	<u>6</u>	<u>30</u>	<u>24</u>	<u>21</u>	<u>14</u>	<u>51</u>	<u>19</u>	<u>18</u>	<u>19</u>	<u>21</u>
	100	100	100	100	100	100	100	100	100	100	100	100

In the table above we can now see revealed the general similarity between the free response, the specific programs requested and the true musical taste. CHFI-FM in Table 4 comes closest to the general true taste of total FM in Table 5D.

Certain dissimilarities, however, are also obvious. In Table 3 the distribution for total FM seems to avoid any specific mention of Hit Parade at one extreme and Classical at the other extreme, thus falling largely in the Light Music group.

This is true for CHFI and even more exaggerated for CFRB-FM with 91% in the main category and only 6% for classical. For CBC, the classical category is unmistakably more predominant.

In Table 4, when asked for specific programs, there is apparently a tendency to over-emphasize classical (24%) as compared with their true taste in classical music (19%). In CBC this over-emphasis goes to the extreme of 51%.

The evasive replies in Table 3 were because the respondents were not thinking of specifics. The over-emphasis in Table 4 could be due to a desire to appear to do the right thing - FM listeners should mention more classical music; or classical music is a desirable status symbol.

This lengthy analysis was necessary to show that the only reliable indication of taste is in Table 5D, which is, of course, additionally corroborated by Tables 5A, 5B and 5C.

TRUE MUSICAL TASTE

As respondents had three musical titles to vote on in each musical category, there were two ways of measuring their desire to probably listen to each category of music. First, if they mentioned at least one of the three titles they were counted once in the group concerned. Further votes in the same category were not reckoned. Another method was to count every single title separately. Thus, 202 FM respondents had the opportunity to mention each group thrice, or altogether 606 times. As there were five groups, this would mean a total of 3,030 possible mentions. The FM respondents, as such exercised only 2,023 choices, which therefore became 100% and the various percentage mentions of different categories were worked out proportionately. This results in the different kinds of figures in Tables 5A and 5C as opposed to Tables 5B and 5D.

Furthermore, Tables 5A and 5B give the musical taste broken down for men and women respondents separately whereas Tables 5C and 5D provide musical taste by the most listened to stations.

Table 5D has, in fact, the most meaningful comparisons between FM and AM listeners and between respondents who expressed themselves for various stations. These have been arranged below in descending order of popularity of each musical category, both for FM and AM listeners.

	<u>FM</u>				<u>AM</u>			
	TOTAL FM %	CHFI FM %	CFRB FM %	CBC FM %	TOTAL AM %	CHUM AM %	CFRB AM %	CBL CJBC AM %
Broadway Show Tunes	27	28	27	28	27	27	29	28
Semi- Classical	26	26	26	25	24	22	26	26
Lasting Favour- ite & Old Time Favourites	19	19	19	17	20	22	19	17
Classical	19	18	19	21	16	12	17	21
Current & Recent Hit Parade	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>13</u>	<u>17</u>	<u>9</u>	<u>8</u>
	100	100	100	100	100	100	100	100

It is clear that, among both FM and AM listeners, Broadway Show Tunes hold first place. This could be due to the familiarity that respondents generally have with this category of music. But then familiarity itself is a part of the whole concept of popularity. The semi-classical category is a close second. Lasting Favourites and Old Time Favourites are third, Classical music fourth and Current and Recent Hit Parade last.

Among the FM listeners, the order was slightly different for CBC listeners, who put Classical third and Lasting Favourites fourth.

Among AM listeners as a whole, there is a little stronger expression for Hit Parade than among FM listeners, but the rank order of popularity remains the same. However, among CHUM listeners Classical music has been replaced by Hit Parade and CBC listeners again, as in FM, place Classical higher in rank than Lasting Favourites.

This expression of taste is borne out by Table 5C, in which the order of popularity for the different categories is the same. In Table 5C, as previously shown, mention of even one title could count one point for that group. While 99% of the potential FM listeners would probably listen to Broadway Show Tunes or Semi-Classical music, 94% to Lasting Favourites and 81% to Classical music, only 56% would probably listen to any Hit Parade piece.

Even among AM listeners, this order does not basically change though percentages are rather different. In CHUM, 83% would probably listen to Hit Parade, in the CBC only 45%, while for Classical music - CHUM has 64% and CBC 82%. These variations are perfectly understandable in the light of our knowledge of the programming of these stations.

Table 5C gives a general indication as to how many percent of listeners would be inclined to listen to a piece of music in a certain category. Thus it is clear that 99% of FM respondents would be quite happy to hear either a Broadway Show Tune or a Semi-Classical piece. At the other end of the scale, only 56% would attempt to listen to a Hit Parade tune.

For comparison purposes we could convert this again into percentages of the whole and place them side by side with the percentages obtained from Table 5D.

	<u>TABLE 5C</u>		<u>TABLE 5D</u>	
	<u>TOTAL</u> <u>FM</u>	<u>TOTAL</u> <u>AM</u>	<u>TOTAL</u> <u>FM</u>	<u>TOTAL</u> <u>AM</u>
Broadway Show Tunes	23	23	27	27
Semi-Classical	23	23	26	24
Lasting Favourites	22	21	19	20
Classical	19	17	19	16
Current & Recent Hit Parade	13	16	9	13

Once again, the rank order of the types of music is the same both in Tables 5C and 5D and in FM and AM, whatever way you look at it. The only differences are in weight.

When we combine the results of responses for all tune titles, we find that there are slightly higher percentages favouring Broadway Show Tunes (27%) and Semi-Classical (26%) than when only one mention of a category is taken into account as in Table 5C. But the reverse is true of Current and Recent Hit Parade. This is because individual single tunes in the Hit Parade group are mentioned as "probably like to hear" by FM respondents (13% vs 9%) and also AM respondents (16% vs 13%) but not all three titles in that group or even two titles are often mentioned. Therefore figures in Table 5D are relatively lower.

We have tried to prove our point that the general rank order of these categories of music remains consistent, however, more exact percentages of total wishes to listen are likely to be found in Table 5D than anywhere else.

DO MEN AND WOMEN DIFFER IN THEIR MUSICAL TASTE?

There are no significant differences in the musical taste of the men and women respondents. This can be checked in Table 5B. Among FM listeners, the women have a slight edge over men for classical music and the men over women for Current and Recent Hit Parade. This is even more true of AM listeners.

Further, Tables 6A and 6B deal with the musical taste of the spouses (male or female) of the respondents. These answers provide additional information and do not form part of Tables 5A and 5B. The extent of agreement between husbands and wives in their musical taste and between each sex in the parallel parts of Tables 5B and 6B is really remarkable.

I do not think this need be investigated further at this stage, because CHFI-FM does not appear to have any special programs specifically intended for one sex as opposed to the other. Also from the evidence of this study it would appear to be unwise to formulate such separate programming for the sexes because the male and female musical tastes seem to coincide with each other to a great extent.

GENERAL CHARACTERISTICS

The marital status of FM respondents is similar to that of AM respondents, except that among the latter there is a slightly heavier concentration of widowed and divorced people, and consequently a few more married people in the FM group. It stands to reason that the widowed and the divorced people cannot afford to be owners of FM sets to the same extent as those who are married. This could perhaps explain the slight difference.

The possession of children is also basically alike between FM and AM listeners, but there are differences for individual stations. CHUM-AM appears to have a larger concentration of families with children - both teenagers and younger children.

There are differences in the ages of the respondents. There is a larger concentration of over 50 years of age in the AM group, particularly in CFRB-AM. CHFI has the largest concentration among all stations, FM or AM, of those under 50 years (82%) and the lowest of those over 50 years (18%).

The most significant differences, however, are to be found in the occupational breakdown of FM and AM homes. The nine major occupational subdivisions have been further collapsed and this highlights the differences appropriately. Besides FM and AM, we have included in the last column in the following table, a control breakdown based on a block probability sampling of Toronto carried out by Canadian Facts Limited in the Fall of 1960.

	<u>FM</u>			<u>AM</u>			<u>CONTROL</u>		
	<u>TOTAL</u> <u>FM</u>	<u>CHFI</u> <u>FM</u>	<u>CFRB</u> <u>FM</u>	<u>CBC</u> <u>FM</u>	<u>TOTAL</u> <u>AM</u>	<u>CHUM</u> <u>AM</u>	<u>CFRB</u> <u>AM</u>	<u>CBL</u> <u>AM</u>	<u>ALL</u> <u>TORONTO</u>
Professional, Owners, Bus. Executives & Sales	46	59	26	50	28	19	26	53	28
Office & Other White Collar.	13	10	21	15	17	12	25	20	14
Skilled & Un- skilled Labour	33	24	43	27	41	62	29	7	42
Widows, Spin- sters, Retired Pension- ers, Misc.	8	7	10	10	14	7	20	20	16

At first glance, it will be seen how close the total AM listeners are to the Control All-Toronto group. In fact, there is no significant difference. The FM listeners, on the other hand are definitely concentrated in the Professional group and less so in the Skilled and Unskilled Labour group and the Widows and Spinsters, etc. group, as compared with the AM listeners.

The differences are much more marked in the individual stations. The highlight is, of course, CHFI's heavy concentration of 59% in the Professional breakdown as opposed to 28% in the Control All-Toronto group, and only 19% for CHUM-AM, 26% for CFRB and 50% for CBC-FM.

Conversely the lowest Skilled and Unskilled Labour percentage is also in CHFI-FM (24%), except for a freak 7% for CBL and CJBC-AM. This latter could be due to the fact that (a) the CBC-AM stations have low ratings and do not show up appropriately and (b) that they have very few broadcasts that would be appreciated by the common working man who is therefore driven to make his choice among AM stations, including CHUM (with high concentration of 62% Labour) and CFRB-AM (29%).

Office and other-white-collar workers also show up appropriately very low in CHFI-FM (10%) - lower than the Control All-Toronto panel and lower than all FM and AM stations.

A point to be noticed is that CFRB-AM has an occupational breakdown (26%, 21%, 43%, 10%) which is reasonably close to the average total AM pattern and the Control All-Toronto panel. This would suggest that the FM listeners listening to CFRB-FM are not occupationally different from ordinary AM listeners and therefore do not constitute any special group of better income and better educated families to which FM programming is supposed to cater. Conversely, the fact that emerges from these breakdowns is that CHFI-FM can offer to the prospective advertiser and sponsor, at present, an outstanding group of high income and better educated homes, which could be said to constitute Toronto's most discriminating, potential buying public.

With change of programming and widening of CHFI-FM's base it is conceivable that the overall audiences can be increased considerably without necessarily reducing the potentiality of this special audience.

DETAILED TABLES

- TABLE 1 - Possession Of Radio And Type Owned
- 2 - Station Listened To Most Often By Respondent
- 3 - Likes Volunteered About Station Listened To Most Often
- 4 - Specific Programmes Or Types Of Programmes Liked On
Station Listened To Most Often
- 5-A Musical Taste Of Respondent (Based On Percent Selecting
One, Two, Or Three Selections In Each Category) - By
Sex Of Respondent
- 5-B Musical Taste Of Respondent (Based On Total Choices In
Each Category) - By Sex Of Respondent
- 5-C Musical Taste Of Respondent (Based On Percent Selecting
One, Two, Or Three Selections In Each Category) - By
Station Listened To Most Often
- 5-D Musical Taste Of Respondent (Based On Total Choices Falling
In Each Category) - By Station Listened To Most Often
- 6-A Extent Of Agreement Between Husbands And Wives In Musical
Taste (Based On Percent Selecting One, Two, Or Three
Selections In Each Category) - By Husbands vs. Wives
- 6-B Extent Of Agreement Between Husbands And Wives In Musical
Taste (Based On Total Choices Falling In Each Category) -
By Husbands vs. Wives

TABLE 1

POSSESSION OF RADIO AND TYPE OWNED

Question: "Do you happen to have a radio that receives regular
(AM) (FM) stations?"

	<u>TOTAL</u>
TOTAL CONTACTS	(1752) 100%
Have no radio in home	5.9
Have radio in home	94.1
 <u>Type Of Radio</u>	
AM only	79.7
FM only	0.9
Both AM and FM	13.5
 Total AM	 93.2
Total FM	14.4

STATION LISTENED TO MOST OFTEN BY RESPONDENT

Question: "What (FM/AM) station do you yourself listen to most often?"

	<u>FM</u> <u>Households</u>	<u>"AM Only"</u> <u>Households</u>
TOTAL INTERVIEWS	(202) 100%	(246) 100%
<u>FM Stations</u>		
CHFI-FM	50	
CFRB-FM	25	
CBC-FM	15	
CKLB-FM	1	
WGR	*	
WBEN	*	
CBLT-TV sound	*	
Buffalo unidentified	1	
Other Canadian FM	2	
Other American	1	
No special one, doesn't know	4	
<u>AM Stations</u>		
CHUM		37
CFRB		31
CKEY		10
CBL		8
CJBC		8
CKFH		5
CHML		*
CHIQ		*

* Less than 1%

4
0
8
-
6
1

TABLE 3

LIKES VOLUNTEERED ABOUT STATION LISTENED TO MOST OFTEN

Question: "What are all the things you particularly like about station listened to most often?"

	FM				AM			
	TOTAL FM	CHFI FM	CFRB FM	CBC FM	TOTAL AM	CHUM AM	CFRB AM	CBL And CJBC AM
TOTAL INTERVIEWS	(202) 100%	(101) 100%	(51) 100%	(30) 100%	(246) 100%	(90) 100%	(77) 100%	(40) 100%
<u>Any Mention Of Music</u>	68	70	67	73	47	50	45	38
Music in general, good music	49	53	53	47	39	42	39	25
Classical music	10	10	4	23	2	-	1	10
Older type, sensible, no rock and roll	1	2	-	3	4	4	5	2
Semi-classical, dinner music	4	4	6	3	-	-	-	-
Hit parade, popular music, band music	2	2	-	-	2	2	-	-
Broadway show tunes	1	-	4	-	*	-	-	-
Rock and roll	*	-	2	-	*	1	-	-
News	4	5	6	3	37	31	51	30
No commercials, more music than chatter, little advertising	38	45	27	37	1	-	-	5
<u>Any Mention Of Programme</u>	7	6	10	10	15	19	13	20
Programming in general	5	5	8	3	10	13	8	13
Speak your mind	-	-	-	-	1	3	-	-
Toast and jamboree	-	-	-	-	*	-	-	2
Plays	*	-	-	3	-	-	-	-
Other specific programmes	2	1	4	3	4	3	5	7
<u>Any Mention Of "Announcers"</u>	3	3	6	-	18	20	26	13
Announcers in general, friendly announcers	1	1	2	-	11	18	10	7
Gordon Sinclair	1	1	2	-	3	-	10	-
Wally Crouter	*	-	2	-	2	-	8	-
Bruce Smith	-	-	-	-	1	-	-	5
Miscellaneous other announcers	1	1	2	-	2	2	3	-
General liking	4	4	8	3	11	15	13	10
Sports	-	-	-	-	5	2	3	-
Time, weather	-	-	-	-	5	4	3	-
Miscellaneous other likes	1	-	-	3	2	2	1	7
Not stated, none in particular	11	7	12	7	3	3	1	2

* Less than 1%

SPECIFIC PROGRAMMES OR TYPES OF PROGRAMMES LIKED ON STATION LISTENED TO MOST OFTEN

Question: "What specific programmes or types of programmes do you especially like on this station?"

	FM				AM			
	TOTAL FM	CHFI FM	CFRB FM	CBC FM	TOTAL AM	CHUM AM	CFRB AM	CBL And CJBC AM
TOTAL INTERVIEWS	(202) 100%	(101) 100%	(51) 100%	(30) 100%	(246) 100%	(90) 100%	(77) 100%	(40) 100%
<u>Programme Types (Non-Specific)</u>								
<u>Music</u>								
Any mention of music	67	76	65	53	43	51	38	33
Music in general, good music	38	44	39	23	34	40	35	20
Classical music	17	18	10	27	2	1	1	7
Hit parade, popular music	3	6	-	3	4	8	-	2
Semi-classical, concert, dinner music	7	11	8	-	1	-	1	2
Broadway show tunes	5	5	10	-	-	-	-	-
Dance bands	1	1	-	-	1	2	-	-
Rock and roll	*	-	2	-	1	1	-	-
News	6	2	18	3	28	24	32	30
Sports	*	-	2	-	7	3	5	7
<u>Programmes</u>								
Programming in general, good variety	1	2	2	-	2	7	-	-
Panel shows, open discussion	1	-	2	3	2	2	3	2
R R Request programme	*	-	2	-	1	2	-	-
General liking	3	2	2	3	3	4	3	2
Time, weather	*	-	2	-	4	3	6	-
Announcers, unidentified	-	-	-	-	2	3	1	-
Miscellaneous, vague	1	2	-	3	3	3	1	10
Not stated, none in particular	17	10	16	27	11	15	9	-
<u>Specific Programme Or Announcer</u>								
Miscellaneous specific programmes	6	10	4	3	14	9	10	40
Miscellaneous specific announcers	2	-	2	10	7	6	8	10
Starlight Serenade	2	1	4	7	3	-	10	-
Gordon Sinclair	-	-	-	-	5	1	14	-
Wally Crouter	-	-	-	-	4	-	12	-
Bruce Smith	-	-	-	-	2	-	-	15
Betty Kennedy	-	-	-	-	2	1	5	-
Any mentioned announcer	2	-	2	10	16	10	26	20
Any mention of programme	11	12	14	10	24	20	27	43

*Less than 1%

TABLE 5-A

MUSICAL TASTE OF RESPONDENT (BASED ON PERCENT SELECTING ONE, TWO,
OR THREE SELECTIONS IN EACH CATEGORY) - BY SEX OF RESPONDENT

Question: "Now I would like to read you a list of 15 musical titles. Some of these you probably have heard, and some probably not. For each one, just judging from the title, would you tell me whether you think you probably would like to listen to it, or probably would not?"

	<u>TOTAL</u>		<u>FM</u>		<u>AM</u>	
	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
TOTAL INTERVIEWS	(191)	(257)	(100)	(102)	(91)	(155)
	100%	100%	100%	100%	100%	100%
<u>Categories In Which One Or More Titles Fall</u>						
Current and recent Hit Parade	61	62	55	58	68	65
Lasting favourites and Old Time favourites	89	92	94	94	85	90
Semi-classical	96	98	99	99	93	97
Classical	71	78	77	84	64	74
Broadway Show tunes	97	98	99	100	96	97
Does not listen to music	1	1	-	-	2	1

MUSICAL TASTE OF RESPONDENT (BASED ON TOTAL CHOICES IN EACH CATEGORY)
- BY SEX OF RESPONDENT

Question: "I would like to read you a list of 15 musical titles. Some of these you probably have heard, and some probably not. For each one, just judging from the title, would you tell me whether you think you probably would like to listen to it, or probably would not?"

	<u>TOTAL</u>		<u>F M</u>		<u>A M</u>	
	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
TOTAL CHOICES BY RESPONDENTS	(1801)	(2521)	(985)	(1038)	(816)	(1483)
	100%	100%	100%	100%	100%	100%
<u>Choices Falling In Each Category</u>						
Current and recent Hit Parade	12	11	10	8	14	12
Lasting favourites and Old Time favourites	20	19	19	19	21	20
Semi-classical	25	25	26	26	24	25
Classical	16	18	18	19	14	16
Broadway Show tunes	27	27	27	28	27	27
Does not listen to music	*	*	-	-	*	*

* Less than 1%

MUSICAL TASTE OF RESPONDENT (BASED ON PERCENT SELECTING ONE, TWO, OR THREE SELECTIONS IN EACH CATEGORY) - BY STATION LISTENED TO MOST OFTEN

Question: "Now I would like to read you a list of 15 musical titles. Some of these you probably have heard, and some probably not. For each one, just judging from the title, would you tell me whether you think you probably would like to listen to it, or probably would not?"

	FM				AM			
	TOTAL FM	CHFI FM	CFRB FM	CBC FM	TOTAL AM	CHUM AM	CFRB AM	CBL And CJBC AM
TOTAL INTERVIEWS	(202) 100%	(101) 100%	(51) 100%	(30) 100%	(246) 100%	(90) 100%	(77) 100%	(40) 100%
<u>Categories In Which One Or More Titles Fall</u>								
Current and recent hit parade	56	56	55	50	66	83	52	45
Lasting favourites and old time favourites	94	95	98	90	88	93	86	80
Semi-classical	99	98	100	100	96	96	93	98
Classical	81	84	80	80	70	64	70	82
Broadway show tunes	99	99	100	100	97	98	97	95
Does not listen to music	-	-	-	-	2	1	3	2

TABLE 5-D

MUSICAL TASTE OF RESPONDENT (BASED ON TOTAL CHOICES FALLING IN EACH CATEGORY) -
BY STATION LISTENED TO MOST OFTEN

Question: "I would like to read you a list of 15 musical titles. Some of these you probably have heard, and some probably not. For each one, just judging from the title, would you tell me whether you think you probably would like to listen to it, or probably would not?"

	F M			A M				
	TOTAL FM	CHFI FM	CFRB FM	CBC FM	TOTAL AM	CHUM AM	CFRB AM	CBL CJBC AM
TOTAL INTERVIEWS'	(2023)	(1011)	(526)	(290)	(2299)	(853)	(699)	(378)
	100%	100%	100%	100%	100%	100%	100%	100%
<u>Choices Falling In Each Category</u>								
Current and recent Hit Parade	9	9	9	9	13	17	9	8
Lasting favourites and Old Time favourites	19	19	19	17	20	22	19	17
Semi-classical	26	26	26	25	24	22	26	26
Classical	19	18	19	21	16	12	17	21
Broadway Show tunes	27	28	27	28	27	27	29	28
Does not listen to music	-	-	-	-	*	*	*	*

* Less than 1%

EXTENT OF AGREEMENT BETWEEN HUSBANDS AND WIVES IN MUSICAL TASTE (BASED ON PERCENT SELECTING ONE, TWO, OR THREE SELECTIONS IN EACH CATEGORY) -
BY HUSBANDS vs. WIVES

Questions: "I would like to read you a list of 15 musical titles. Some of these you probably have heard, and some probably not. For each one, just judging from the title, would you tell me whether you think you probably would like to listen to it, or probably would not?"

"And finally, once more for what you think your (wife/husband) would say about each. Would (he/she) probably like to listen to each, or probably not?"

	TOTAL		F M		A M	
	Husbands	Wives	Husbands	Wives	Husbands	Wives
TOTAL MARRIED RESPONDENTS	(400) 100%	(423) 100%	(189) 100%	(192) 100%	(211) 100%	(231) 100%
<u>Categories In Which One Or More Titles Fell</u>						
Current and recent Hit Parade	61	61	53	57	67	65
Lasting favourites and Old Time favourites	92	91	95	95	90	89
Semi-classical	95	97	97	98	93	95
Classical	71	75	79	81	64	70
Broadway Show tunes	97	97	98	99	96	96
Does not listen to music	2	1	1	1	2	2

TABLE 6-B

EXTENT OF AGREEMENT BETWEEN HUSBANDS AND WIVES IN MUSICAL
TASTE (BASED ON TOTAL CHOICES FALLING IN EACH CATEGORY) -
BY HUSBANDS vs. WIVES

Questions: "Now I would like to read you a list of 15 musical titles. Some of these you probably have heard, and some probably not. For each one, just judging from the title, would you tell me whether you think you probably would like to listen to it, or probably would not?"

"And finally, once more for what you think your (wife/husband) would say about each. Would (he/she) probably like to listen to each, or probably not?"

	TOTAL		FM		AM	
	Husbands	Wives	Husbands	Wives	Husbands	Wives
TOTAL CHOICES BY MARRIED RESPONDENTS AND SPOUSES	(3787) 100%	(4100) 100%	(1863) 100%	(1922) 100%	(1924) 100%	(2178) 100%
<u>Choices Falling In Each Category</u>						
Current and recent Hit Parade	11	11	9	9	13	12
Lasting favourites	20	20	20	19	21	20
Semi-classical	25	25	26	26	24	24
Classical	17	17	18	19	14	16
Broadway show tunes	27	27	27	27	28	28
Does not listen to music	*	*	*	*	*	*

* Less than 1%

A P P E N D I X

Characteristics Of Respondents - By FM
And AM Households

Categories Of Music And Titles
Representing Each Category

Radio Listening Tally Sheet

The Questionnaire

CHARACTERISTICS OF RESPONDENTS - BY FM AND AM HOUSEHOLDS

	<u>FM</u>				<u>AM</u>				
	<u>TOTAL FM</u>	<u>CHFI FM</u>	<u>CFRB FM</u>	<u>CBC FM</u>	<u>TOTAL AM</u>	<u>CHUM AM</u>	<u>CFRB AM</u>	<u>CJBC AM</u>	<u>CBL And</u>
TOTAL INTERVIEWS	(202) 100%	(101) 100%	(51) 100%	(30) 100%	(246) 100%	(90) 100%	(77) 100%	(40) 100%	
<u>Sex</u>									
Men	50	57	35	60	37	38	32	38	
Women	50	43	65	40	63	62	68	63	
<u>Marital Status</u>									
Married	89	88	94	80	80	87	77	68	
Single	9	9	4	17	8	5	8	15	
Widowed or divorced	2	3	2	3	12	8	15	17	
<u>Possession Of Children</u>									
Have no children	44	45	43	53	46	31	64	47	
Have children	56	55	57	47	54	69	36	53	
13 to 17	20	19	31	7	23	37	13	13	
12 and under	43	40	41	43	42	51	27	47	
<u>ALL TORONTO **</u>									
<u>Occupation</u>									
Professional	15	21	4	20	8	4	9	23	6
Owners, business executives	22	24	18	27	11	6	12	20	14
Sales	9	14	4	3	9	9	5	10	8
Office and other white collar	13	10	21	13	17	12	25	20	14
Skilled labour	28	20	39	20	33	46	25	7	30
Unskilled labour	5	4	4	7	8	16	4	-	12
Widows, spinsters	1	1	-	3	5	1	5	13	10
Retired, pensioned	3	4	6	-	5	2	10	2	4
Miscellaneous (unemployed, students, etc.)	4	2	4	7	4	4	5	5	2
<u>Age</u>									
Under 35	34	32	25	47	30	28	25	32	
35-49	47	50	49	33	44	53	32	43	
50 and over	19	18	26	20	26	19	43	25	

** Based on a block probability sample of Toronto, Fall, 1960.

CATEGORIES OF MUSIC AND TITLES
REPRESENTING EACH CATEGORY

1. Current and recent hit parade music
 - Tom Dooley - The Kingston Trio
 - Baby Sitting Boogie - Buzz Clifford
 - Wake Up Little Susie - The Everley Brothers

2. Lasting and Old-time favourites
 - String Of Pearls - Glenn Miller
 - Avalon - Lenny Dee
 - Blueberry Hill - Louis Armstrong

3. Semi-classical music
 - Rhapsody In Blue - Oscar Levant
 - Clair de Lune - José Iturbi
 - The Blue Danube - Alphons Bauer and Orchestra

4. Classical music
 - Beethoven Symphony No. 3 - Berlin Philharmonic Orchestra
 - Bartok Concerto No. 12 - Geza Anda
 - Handel Concerto for Organ and Orchestra - Michael Schneider

5. Broadway show tunes
 - Some Enchanted Evening - from South Pacific - Ezio Pinza
 - The Rain In Spain - from My Fair Lady - Rex Harrison and Julie Andrews
 - Oh, What a Beautiful Mornin' - from Oklahoma - Gordon MacRae

NOTE TO INTERVIEWER:

From your tally sheet, check in here
whether this respondent has:

AM only 6-1
FM only 2
Both AM & FM 3

IF HAS FM ONLY OR BOTH, ASK ABOUT FM LISTENING ONLY FROM HERE ON.

IF HAS AM ONLY, ASK ABOUT AM LISTENING FOR QUOTA SPECIFIED.

Now ask to speak to male head of house - if not available, take female head of house -
if neither available, end interview and check here

2. What (FM/AM) station do you yourself listen to most often?

<u>FM STATIONS</u>	<u>Listen To Most Often</u>	<u>AM STATIONS</u>	<u>Listen To Most Often</u>
CBC-FM	<input type="checkbox"/> 7-1	CBL	<input type="checkbox"/> 8-1
CHFI-FM	<input type="checkbox"/> 2	CJBC	<input type="checkbox"/> 2
CFRB-FM	<input type="checkbox"/> 3	CFRB	<input type="checkbox"/> 3
CKLB-FM	<input type="checkbox"/> 4	CHUM	<input type="checkbox"/> 4
Other(specify) _____		CKFH	<input type="checkbox"/> 5
		CKEY	<input type="checkbox"/> 6
		Other(specify) _____	

3-a) What are all the things you particularly like about (name station checked as "Most often"
above)?

(Probe) _____ 9-
_____ 10-

-b) What specific programmes or types of programmes do you especially like on this station?

(Probe) _____ 11-
_____ 12-

4-a) Now I would like to read you a list of 15 musical titles. Some of these you probably have heard, and some probably not. For each one, just judging from the title, would you tell me whether you think you probably would like to listen to it, or probably would not? (READ EACH TITLE AND ARTIST)

(GET AN OPINION FOR EACH TITLE EVEN IF NEVER HEARD OF IT.)

-b) And finally, once more for what you think your (wife/husband) would say about each. Would (he/she) probably like to listen to each, or probably not? (READ EACH AGAIN)

No husband

No wife

(Read from top to bottom on one questionnaire, bottom to top on next.)	(a) RESPONDENT		(b) HUSBAND <input type="checkbox"/> OR WIFE <input type="checkbox"/>	
	Probably Would	Probably Would Not	Probably Would	Probably Would Not
Tom Dooley - The Kingston Trio	<input type="checkbox"/> 13-1	<input type="checkbox"/>	<input type="checkbox"/> 15-1	<input type="checkbox"/>
String of Pearls - Glenn Miller	<input type="checkbox"/> 2	<input type="checkbox"/>	<input type="checkbox"/> 2	<input type="checkbox"/>
Rhapsody In Blue - Oscar Levant	<input type="checkbox"/> 3	<input type="checkbox"/>	<input type="checkbox"/> 3	<input type="checkbox"/>
Beethoven Symphony No. 3 - Berlin Philharmonic Orchestra	<input type="checkbox"/> 4	<input type="checkbox"/>	<input type="checkbox"/> 4	<input type="checkbox"/>
Some Enchanted Evening - from South Pacific - Ezio Pinza	<input type="checkbox"/> 5	<input type="checkbox"/>	<input type="checkbox"/> 5	<input type="checkbox"/>
Baby Sitting Boogie - Buzz Clifford	<input type="checkbox"/> 6	<input type="checkbox"/>	<input type="checkbox"/> 6	<input type="checkbox"/>
Avalon - Lenny Dee	<input type="checkbox"/> 7	<input type="checkbox"/>	<input type="checkbox"/> 7	<input type="checkbox"/>
Clair de Lune - José Iturbi	<input type="checkbox"/> 8	<input type="checkbox"/>	<input type="checkbox"/> 8	<input type="checkbox"/>
Bartok Concerto No. 12 - Geza Anda	<input type="checkbox"/> 9	<input type="checkbox"/>	<input type="checkbox"/> 9	<input type="checkbox"/>
The Rain In Spain - from My Fair Lady - Rex Harrison and Julie Andrews	<input type="checkbox"/> 0	<input type="checkbox"/>	<input type="checkbox"/> 0	<input type="checkbox"/>
Wake Up Little Susie - The Everly Brothers	<input type="checkbox"/> 14-1	<input type="checkbox"/>	<input type="checkbox"/> 16-1	<input type="checkbox"/>
Blueberry Hill - Louis Armstrong	<input type="checkbox"/> 2	<input type="checkbox"/>	<input type="checkbox"/> 2	<input type="checkbox"/>
The Blue Danube - Alphons Bauer and Orchestra	<input type="checkbox"/> 3	<input type="checkbox"/>	<input type="checkbox"/> 3	<input type="checkbox"/>
Handel Concerto for Organ and Orchestra - Michael Schneider	<input type="checkbox"/> 4	<input type="checkbox"/>	<input type="checkbox"/> 4	<input type="checkbox"/>
Oh, What a Beautiful Mornin' - from Oklahoma - Gordon MacRae	<input type="checkbox"/> 5	<input type="checkbox"/>	<input type="checkbox"/> 5	<input type="checkbox"/>

17-

BASIC DATA

Name of Respondent: _____ Telephone No. _____

Sex: Male 18-1 Female 2

Married or Single: Married 19-1 Single 2

Occupation of head of house: _____ IN _____ 20-
TYPE OF JOB TYPE OF COMPANY

Do you have any children: 13 to 17? _____ 21-1
(number)

12 or under? _____ 2
(number)

Which age group should I check you in? Under 35 22-1
35 - 49 2
50 or over 3

Interviewer's Signature: I hereby certify that the information on the questionnaire represents the statements of the respondent named during an interview conducted by me personally over the telephone.

Date: _____

Signed: _____

REPORT

OF A STUDY OF ATTITUDES AND CHARACTERISTICS AMONG ADULT FM AND AM RADIO LISTENERS

Toronto, April, 1961

CONDUCTED FOR: **CHFI-FM** TORONTO, ONTARIO

CANADIAN FACTS

LIMITED

HEAD OFFICE: TORONTO, ONT.

BRANCH OFFICE: MONTREAL, QUE.

FOREWORD

Purpose

This study was designed to accomplish three things:

- (1) To obtain an accurate measure of the incidence of FM radio in Metropolitan Toronto;
- (2) To gain some insight into the main characteristics which differentiate FM listeners from AM listeners, with particular reference to possible differences in musical taste.
- (3) To point up any important differences among specific stations, as they are perceived by listeners.

Method

A total of 1752 telephone calls were completed among Toronto residents, numbers being selected at random from the Toronto Telephone Directory.

From each of these calls, interviewers first obtained information regarding the type of radio in the home (AM and/or FM). This information was accepted from any responsible adult in the household, and was recorded, along with name and telephone number, on a tally sheet.

The interview proper was then conducted with the male head of house if he was available, with the female head of house if he was not. (If neither was at hand, no interview was taken). It was hoped by this procedure to obtain interviews with approximately equal numbers of men and women. In fact, 191 men and 257 women were interviewed.

Interviews were attempted in all FM households, asking about FM listening only, irrespective of any AM listening; but quotas were assigned each interviewer for interviews with "AM only" homes. In total, 202 FM interviews were obtained, 246 AM.

All interviewing took place on week-day evenings and on Saturday during the day between April 3rd and April 11th, 1961.

Results

The results of the study are presented in the following pages under three main sections:

Highlights
General Summary
Detailed Tables

HIGHLIGHTS

- * FM equipped homes turned out to be 14.4% of the total 1752 households telephoned.
- * CHFI-FM was stated by 50% of adult listeners in FM equipped homes to be the station listened to most often, CFRB-FM was second with 25% and CBC-FM third with 15%.
- * The principal reasons given by the respondents for listening to FM are "music in general" (68%) and "little advertising" (38%).
- * Similarly, the main reasons for liking CHFI-FM are focus on music (70%) and little advertising (45%).
- * Among AM respondents, reasons for listening to AM generally were music (47%) and news (37%).
- * According to age of listeners, CHFI-FM has the largest concentration of those under 50 years of age (82%) and the lowest of those over 50 years (18%) among both FM and AM stations.
- * By occupational breakdown, CHFI-FM again has the largest concentration of "Professional, Owners, Business Executives and Sales" group (59%), and the lowest concentration of the remaining groups (41%), among all FM and AM stations. For comparison, in the Control All-Toronto panel, "Professional, etc." group was 28% and the balance 72%.

GENERAL SUMMARY

AM AND FM OWNERSHIP

9 out of 10 telephone homes in Metropolitan Toronto have some type of radio, 8 out of 10 (80%) owning a set receiving AM stations only.

FM radio is received by about 1 home in 7 (14.4%), almost all of these equipped for AM listening as well.

	Percent of Homes
Have no radio	6%
Have radio	94
	100%
<u>Type of Radio</u>	
AM only	80
FM only	1
Both AM and FM	13
 Total AM	 93
Total FM	14

(See Table 1)

STATION LISTENED TO MOST OFTEN

In FM households, CHFI is clearly the leading FM station, claimed as the station listened to most often by half of those with FM sets. CFRB-FM is in second place with half this level of listenership (25%); and CBC-FM next at 15%.

Among those homes with only AM reception, CHUM with 37% and CFRB with 31% are the most popular diallings, with CKEY a distant third at 10%.

	Percent of Respondents Listening To Each Station "Most Often"	
	FM Households	"AM Only" Households
<u>Main FM Stations</u>		
CHFI-FM	50%	
CFRB-FM	25	
CBC-FM	15	
Others or no special one	10	
	100%	
 <u>Main AM Stations</u>		
CHUM		37%
CFRB		31
CKEY		10
Others		22
		100%

(See Table 2)

ATTITUDES AMONG FM AND AM LISTENERS

Asked to specify what things they particularly like about the station they listen to most frequently, respondents in general tend to focus their comments more on "music" than on any other single category - and this is especially true of FM listeners.

News is a strong secondary attraction in the choice of a particular AM station, while absence of commercials or little advertising is next in importance in influencing FM station selection.

Programming and "personality" likes appear to be much more exclusive to choice of AM station.

<u>Main Likes</u>	<u>Percent of Respondents</u>	
	<u>FM</u>	<u>"AM Only"</u>
	<u>Households</u>	<u>Households</u>
Any mention of music	68%	47%
News	4	37
Little Advertising	38	1
Any mention of programme	7	15
Any mention of announcer	3	18

(See Table 3)

A comparison among the major FM stations reveals that CBC-FM receives special consideration for its classical music, with CFRB-FM receiving almost none and CHFI in between.

CHFI, on the other hand, is particularly liked, relative to the others, for its fewer commercials. Still, however, its music is the main feature liked.

And among the leading AM stations, CFRB is liked relatively more frequently - and even primarily - because of its news coverage.

In any of the broad station characteristics emerging from this study, it should be remembered that they are meaningful only in relative terms, not in any absolute sense.

GENERAL CHARACTERISTICS

The marital status of FM respondents is similar to that of AM respondents, except that among the latter there is a slightly heavier concentration of widowed and divorced people, and consequently a few more married people in the FM group. The possession of children is also basically alike between FM and AM listeners, but there are differences for individual stations.

There are differences also in the ages of the respondents. There is a larger concentration of over 50 years of age in the AM group, particularly in CFRB-AM. CHFI has the largest concentration among all stations, FM or AM, of those under 50 years (82%) and the lowest of those over 50 years (18%).

The most significant differences, however, are to be found in the occupational breakdown of FM and AM homes. In addition to FM and AM data, the last column of the following table shows a control breakdown based on a block probability sampling of Toronto carried out by Canadian Facts Limited in the Fall of 1960.

	FM				AM				CONTROL ALL TORONTO
	TOTAL FM	CHFI FM	CFRB FM	CBC FM	TOTAL AM	CHUM AM	CFRB AM	CBL & CJBC AM	
Professional, Owners, Business Executives and Sales	46	59	26	50	28	19	26	53	28
Office and Other White Collar	13	10	21	15	17	12	25	20	14
Skilled and Unskilled Labour	33	24	43	27	41	62	29	7	42
Widows, Spinsters, Retired Pensioners, Miscellaneous	8	7	10	10	14	7	20	20	16

(See Table 4)

Even on a cursory examination, it is noticeable how close the total AM listeners are to the Control-All-Toronto group. In fact, there is no significant difference. The FM listeners, on the other hand, are definitely concentrated in the Professional group and to a lesser extent in the Skilled and Unskilled Labour group and the Widows and Spinsters, etc. group, as compared with the AM listeners.

The differences are much more marked in the individual stations. The highlight is, of course, CHFI's heavy concentration of 59% in the Professional and Executives breakdown as opposed to 28% in the Control-All-Toronto group and only 19% for CHUM-AM, 26% for CFRB, and 50% for CBC-FM.

TABLE 1

POSSESSION OF RADIO AND TYPE OWNED

Question: "Do you happen to have a radio that receives regular
(AM) (FM) stations?"

	<u>TOTAL</u> (1752) 100%
TOTAL CONTACTS	
Have no radio in home	5.9
Have radio in home	94.1
Type Of Radio	
AM only	79.7
FM only	0.9
Both AM and FM	13.5
Total AM	93.2
Total FM	14.4

TABLE 2

STATION LISTENED TO MOST OFTEN BY RESPONDENT

Question: "What (FM/AM) station do you yourself listen to most often?"

	<u>FM</u> <u>Households</u>	<u>"AM Only"</u> <u>Households</u>
TOTAL INTERVIEWS	(202) 100%	(246) 100%
FM Stations		
CHFI-FM	50	
CFRB-FM	25	
CBC-FM	15	
CKLB-FM	1	
WGR	*	
WBEN	*	
CBLT-TV sound	*	
Buffalo unidentified	1	
Other Canadian FM	2	
Other American	1	
No special one, doesn't know	4	
AM Stations		
CHUM		37
CFRB		31
CKEY		10
CBL		8
CJBC		8
CKFH		5
CHML		*
CHIQ		*

*Less than 1%

TABLE 3

LIKE VOLUNTEERED ABOUT STATION LISTENED TO MOST OFTEN

Question: "What are all the things you particularly like about station listened to most often?"

	FM				AM			
	TOTAL FM	CHFI FM	CFRB FM	CBC FM	TOTAL AM	CHUM AM	CFRB AM	CBL And CJBC AM
TOTAL INTERVIEWS	(202) 100%	(101) 100%	(51) 100%	(30) 100%	(246) 100%	(90) 100%	(77) 100%	(40) 100%
Any Mention of Music	68	70	67	73	47	50	45	38
Music in general, good music	49	53	53	47	39	42	39	25
Classical music	10	10	4	23	2	-	1	10
Older type, sensible, no rock and roll	1	2	-	3	4	4	5	2
Semi-classical, dinner music	4	4	6	3	-	-	-	-
Hit parade, popular music, band music	2	2	-	-	2	2	-	-
Broadway show tunes	1	-	4	-	*	-	-	-
Rock and roll	*	-	2	-	*	1	-	-
News	4	5	6	3	37	31	51	30
No commercials, more music than chatter, little advertising	38	45	27	37	1	-	-	5
Any Mention of Programme	7	6	10	10	15	19	13	20
Programming in general	5	5	8	3	10	13	8	13
Speak your mind	-	-	-	-	1	3	-	-
Toast and jamboree	-	-	-	-	*	-	-	2
Plays	*	-	-	3	-	-	-	-
Other specific programmes	2	1	4	3	4	3	5	7
Any Mention of "Announcers"	3	3	6	-	18	20	26	13
Announcers in general, friendly announcers	1	1	2	-	11	18	10	7
Gordon Sinclair	1	1	2	-	3	-	10	-
Wally Crouter	*	-	2	-	2	-	8	-
Bruce Smith	-	-	-	-	1	-	-	5
Miscellaneous other announcers	1	1	2	-	2	2	3	-
General liking	4	4	8	3	11	15	13	10
Sports	-	-	-	-	5	2	3	-
Time, weather	-	-	-	-	5	4	3	-
Miscellaneous other liked	1	-	-	3	2	2	1	7
Not stated, none in particular	11	7	12	7	3	3	1	2

*Less than 1%

CHARACTERISTICS OF RESPONDENTS - BY FM AND AM HOUSEHOLDS

	FM				AM				CBL And CJBC	
	TOTAL FM (202) 100%	CHFI FM (101) 100%	CFRB FM (51) 100%	CBC FM (30) 100%	TOTAL AM (246) 100%	CHUM AM (90) 100%	CFRB AM (77) 100%	CJBC AM (40) 100%		
TOTAL INTERVIEWS										
Sex										
Men	50	57	35	60	37	38	32	38		
Women	50	43	65	40	63	62	68	63		
Marital Status										
Married	89	88	94	80	80	87	77	68		
Single	9	9	4	17	8	5	8	15		
Widowed or divorced	2	3	2	3	12	8	15	17		
Possession of Children										
Have no children	44	45	43	53	46	31	64	47		
Have children	56	55	57	47	54	69	36	53		
13 to 17	20	19	31	7	23	37	13	13		
12 and under	43	40	41	43	42	51	27	47		
Occupation										ALL TORONTO **
Professional	15	21	4	20	8	4	9	23	6	
Owners, business executives	22	24	18	27	11	6	12	20	14	
Sales	9	14	4	3	9	9	5	10	8	
Office and other white collar	13	10	21	13	17	12	25	20	14	
Skilled labour	28	20	39	20	33	46	25	7	30	
unskilled labour	5	4	4	7	8	16	4	-	12	
Widows, spinsters	1	1	-	3	5	1	5	13	10	
Retired, pensioned	3	4	6	-	5	2	10	2	4	
Miscellaneous (unemployed, students, etc.)	4	2	4	7	4	4	5	5	2	
Age										
Under 35	34	32	25	47	30	28	25	32		
35-49	47	50	49	33	44	53	32	43		
50 and over	19	18	26	20	26	19	43	25		

** Based on a Canadian Facts Limited block probability sample of Toronto, Fall, 1960.

EXCERPTS FROM CANADIAN BROADCASTER
DECEMBER 21, 1961

FM, THE POOR BOY

With one CBC-FM station in Toronto, CKLB-FM at Oshawa and several other FM stations in southern Ontario and Buffalo, the two private FM stations in Toronto CFRB-FM and CHFI-FM are meanwhile facing an increasingly competitive situation.

CHFI-FM is particularly hard pressed as Canada's only independent FM station.

INDEPENDENT'S STRUGGLE

Before its power boost to 210,000 watts early this year, the five-year-old independent station (CHFI-FM) operated on a small, local scale. By providing extra services in addition to broadcasting, such as piping music into stores and offices, it managed to eke out an existence.

With the entry of CFRB-FM this year into the separate FM programming field, the independent FM station, although operating on a vastly expanded scale, and claiming the bulk of FM listeners, still must share a substantial slice of its small market.

Ted Rogers, CHFI-FM president, acknowledges that despite big promotion efforts earlier in the year, his operation is not yet any "pot of gold".

"If you divide the 15 per cent FM homes in the area into three, four and five, what happens to the station that has no AM support?" Rogers asked.

He stated frankly he was banking on an application for an AM licence and the starting of AM simulcast programming sometime near his birthday next May to solve the station's financial problems.

Despite the growing FM listenership - and CHFI has itself sold over a 1,000 of its economy-priced FM receivers - Rogers acknowledges it is almost impossible for a station to break even on an FM licence alone at the present time.

NO JUKE BOXES WANTED

At the present time both private FM stations in Toronto are engaged in surveys which seek to find out what their listeners want. So far indications are that this seems to be more talking, if only for news, and a greater variety of music veering away from such extremes as pure jazz or classical.

2 | FM programmers seem in the process of rediscovering that the greatest music of all sometimes is the sound of the human voice. Lonely housewives, particularly, seem to need this human contact with their listening.

Hence CHFI-FM, with five years experience in FM programming, is departing from earlier policies of "rolled music" in favor of more deejay-type commentary. The conversation does not come between every selection, as it might in AM, but between every four or five.

With program policies reinforced by studies conducted by Dr. W.K. Byram, formerly director of audience research for the CBC, and some good guesses by Dave Amer, program manager, CHFI-FM claims to be reaching 50 per cent of the FM homes in the area.

The claim is based upon a Canadian Facts Survey which puts the CFRB audience at 25 per cent, and CBC-FM at 15 per cent.

FM VOICES

In addition to music CHFI-FM offers the human voice with Larry Henderson in news reports and commentaries, Arnold Edinborough in Editor's Choice, Camera Club Conversations, Garden Clinic as well as stock market reports and spoken recordings by such people as Dylan Thomas and Mort Sahl.

To this extent at least it is moving away from the "juke box" concept abhorred by the BBG.