QUESTION OF GENERAL INFORMATION

1. How many members are there in your family?
   Age: Under 18 ______ 20-30 ______ 30-40 ______ 40 and over ______
   Check ______ Male ______ Male ______ Male ______ Male ______
   group: Female ______ Female ______ Female ______

2. During the week of February 16 to February 22, how many guests were entertained in your home and watched a television broadcast? Please indicate number. (If your receiver is in a place of business: indicate the approximate number of persons who watched the program for one evening during that period)
   ______

3. Please check the afternoons and nights your receiver was on last week, beginning, Sunday February 16.
   Sunday ______ Afternoon ______ Night ______
   Monday ______
   Tuesday ______
   Wednesday ______
   Thursday ______ Afternoon ______ Night ______
   Friday ______
   Saturday ______

OPINIONS ABOUT A CONVENIENT TIME

1. If you were to choose, what hours are most desirable for you to use your television receiver?
   Afternoon
   From ______ Till ______
   Evening
   From 6 PM Till 12:00 midnight

2. What is your preference as to length of individual programs? Please check
   15 minutes ______ 45 minutes ______
   30 minutes ______ 60 minutes ______
OPINIONS OF PROGRAMS YOU SEE

1. Please check the appropriate columns to indicate exactly what you feel about programs you are now seeing in television.

<table>
<thead>
<tr>
<th>Programs</th>
<th>Did You Enjoy</th>
<th>Three of Some Interest</th>
<th>You See Most</th>
<th>But Needs Improvement</th>
<th>Any You Find Uninteresting</th>
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</thead>
<tbody>
<tr>
<td>&quot;Stump the Authors&quot;</td>
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<td>&quot;Fair Store Tele-Chats&quot;</td>
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<td>&quot;Telequizicalls&quot;</td>
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<td>&quot;Over Shoemaker's Shoulder&quot;</td>
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<td>&quot;Tommy Bartlett Time&quot;</td>
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<td>&quot;Behind The Headlines&quot;</td>
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<td>&quot;Midwest Tele-Topic Forum&quot;</td>
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<td>&quot;Hockey&quot;</td>
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<td>&quot;Wrestling&quot;</td>
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<td>&quot;Swimming&quot;</td>
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<td>&quot;Maurice of Mandels&quot;</td>
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<td>&quot;Assoc. American Artists&quot;</td>
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<td>&quot;Backstage with F. Davis&quot;</td>
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2. Which of the following two would you prefer? Please check

a. Complete coverage of a sporting event, i.e. boxing, wrestling, double headers of the same sport. [ ]

b. Coverage of the main event of a sport, i.e., boxing, wrestling, feature event of a double header. [ ]

OPINIONS ABOUT FEATURES YOU WOULD LIKE TO SEE

1. Please check the type of program you would like to see telecast:

   PROGRAMS ORIGINATING IN THE STUDIO

   Audience participation programs [ ] Style shows [ ] Musicals [ ]
   Drama: Comedy [ ] Mystery [ ] Romances [ ] Serials [ ] Others [ ]
Instructions:
Household hints Golf Drawing
Cooking Tennis Handicraft
Dancing Beauty Culture Others

News Summary (Please check two):
Straight commentating
Commentating with illustrative pictures, maps, etc. Newsreel

Children's programs:
Adventure serials Instructive (making things)
Fairy tale stories Educational
Others

Other types of programs that you would like to see originating from our studios:
Talks by U.S.P.S.

PROGRAMS ORIGINATING OUTSIDE THE STUDIO

Sports:
Boxing Basketball Wrestling
Golf Tennis Billiards
Swimming Hockey Bowling
Baseball Polo Auto Race
Football Yachting Others

Special Events:
Man on the Street Stock shows
Rodeo Ice Revues
Others

PROGRAMS ORIGINATING ON FILM

Types:
Musicals Documentary Travelogues Comedies
Training Cartoons Drama "Old Time"
Others

Serials:
Daily episode Bi-weekly episode Weekly episode

QUESTIONS ABOUT SPECIAL PROGRAMS

1. What method of telecasting programs do you prefer?
   Live studio show
   Remote pick-up (originating outside studio as sports events
   Film
2. How many times a week do you like news summaries? Check one.
   Every hour   Every other night   Weekly
   Nightly   Bi-weekly

3. If you would like to see children's programs, what time of the day would you like to see them telecast (indicate the time)
   A.M.
   From    Till    From    Till
   P.M.

4. Assuming there is a commercial to be presented on a program, would you prefer to see it:
   At the beginning of the program
   In the middle of the program
   At the end of the program
   Integrated with the entertainment of the program

IN ADDITION TO THE ABOVE PREFERENCES YOU HAVE NOW MADE DO YOU HAVE ANY ADDITIONAL SUGGESTIONS?

Sporting events seem to take preference with my guests and myself also.
Why not (broadcast) telecast a feature picture?