NUMBER OF QUESTIONNAIRES SENT OUT 1,071

NUMBER OF QUESTIONNAIRES RETURNED 434

PERCENTAGE OF RETURN 40.5%

Sent out February 22, 1947

BREAKDOWN OF AGE GROUPS WITHIN FAMILY RECEIVER OWNERS:

	MALE		FEMALE	
UNDER 18	335	57	253	43
20 - 30	161	56	126	44
30 - 40	164	49	169	51
40 and over	178	51	168	49
	838	54	716	46

GUESTS VIEWING TELEVISION PROGRAMS IN RECEIVER OWNERS' HOMES: (DURING THE WEEK OF FEB. 16 - 23) 4,426

GUESTS VIEWING TELEVISION PROGRAMS IN TAVERNS AND PLACES OF BUSINESS: (NIGHTLY AVERAGE) 5,382

DISTRIBUTION OF TELEVISION RECEIVERS IN TELECAST AREA: (AS OF FEB. 16, 1947)

CHICAGO HOMES	447	63	SUBURBAN HOMES	289	80
CHICAGO TAVERNS	84	12	SUBURBAN TAVERNS	14	16
CHICAGO BUSINESS	173	25	SUBURBAN BUSINESS	56	4
TOTAL CHICAGO	704		TOTAL SUBURBAN	359	
INDIANA	6		WISCONSIN	2	

GRAND TOTAL .. 1,071

BREAKDOWN OF GRAPHS FOLLOWING

BREAKDOWN OF DAYS RECEIVERS WERE TURNED ON (FEB. 16 - 22):

	DAY	NIGHT
SUNDAY		
MONDAY	202	303
TUESDAY	194	299
WEDNESDAY	194	293
THURSDAY	196	298
FRIDAY	186	294
SATURDAY	179	311
		281

BREAKDOWN OF HOURS DURING THE DAY AND EVENING MOST DESIRABLE FOR USE OF TELEVISION SET:

TIME	NO.	TIME	NO.	TIME	NO.	TIME	NO.	TIME	NO.
10-4	1	1-4	18	3-5	38	6-11	4	7-1	1
11-1	1	1-5	15	3-6	11	6-12	9	7-?	4
12-1	2	1-6	2	4-5	19	6-1	1	8-10	18
12-2	4	1-7	1	4-6	21	6-2	2	8-11	61
12-3	1	2-3	4	5-7	1	6-?	3	8-12	22
12-4	5	2-4	26	5-10	2	7-9	8	8-?	5
12-5	7	2-5	29	5-12	2	7-10	32	9-11	1
12-6	2	2-6	9	6-9	2	7-11	78	9-12	1
1-2	5	3-4	11	6-10	2	7-12	53	9-2	1
1-3	6								

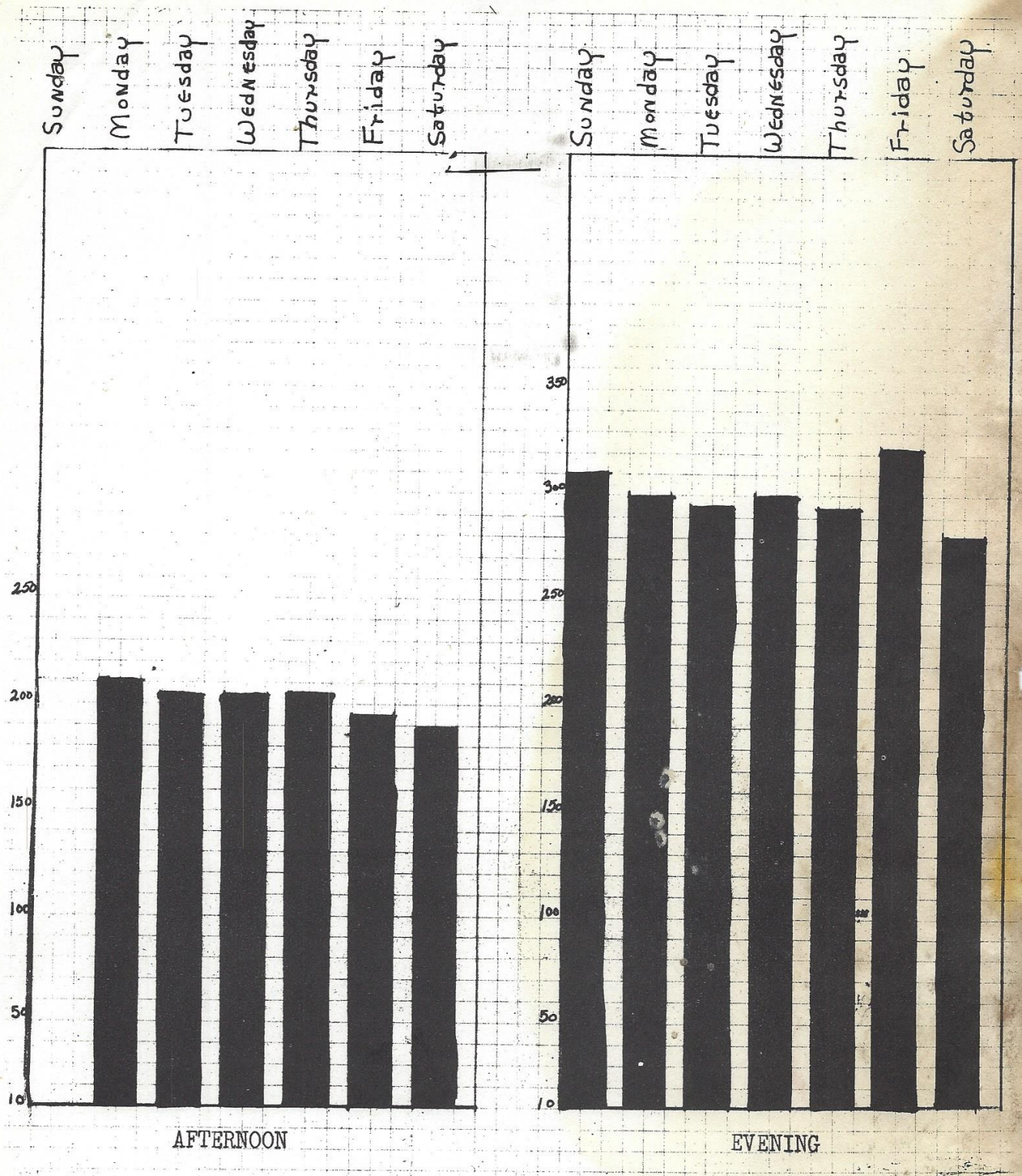
PREFERENCE SHOWN AS TO LENGTH OF INDIVIDUAL PROGRAMS:

15 MINUTE SHOWS	83	23.2
30 MINUTE SHOWS	201	56.4
45 MINUTE SHOWS	5	1.4
60 MINUTE SHOWS	29	8.1
DEPENDS ON TYPE OF SHOW	39	10.9

ALSO INCLUDED IN INFORMATION BUT NOT IN GRAPH FORM:

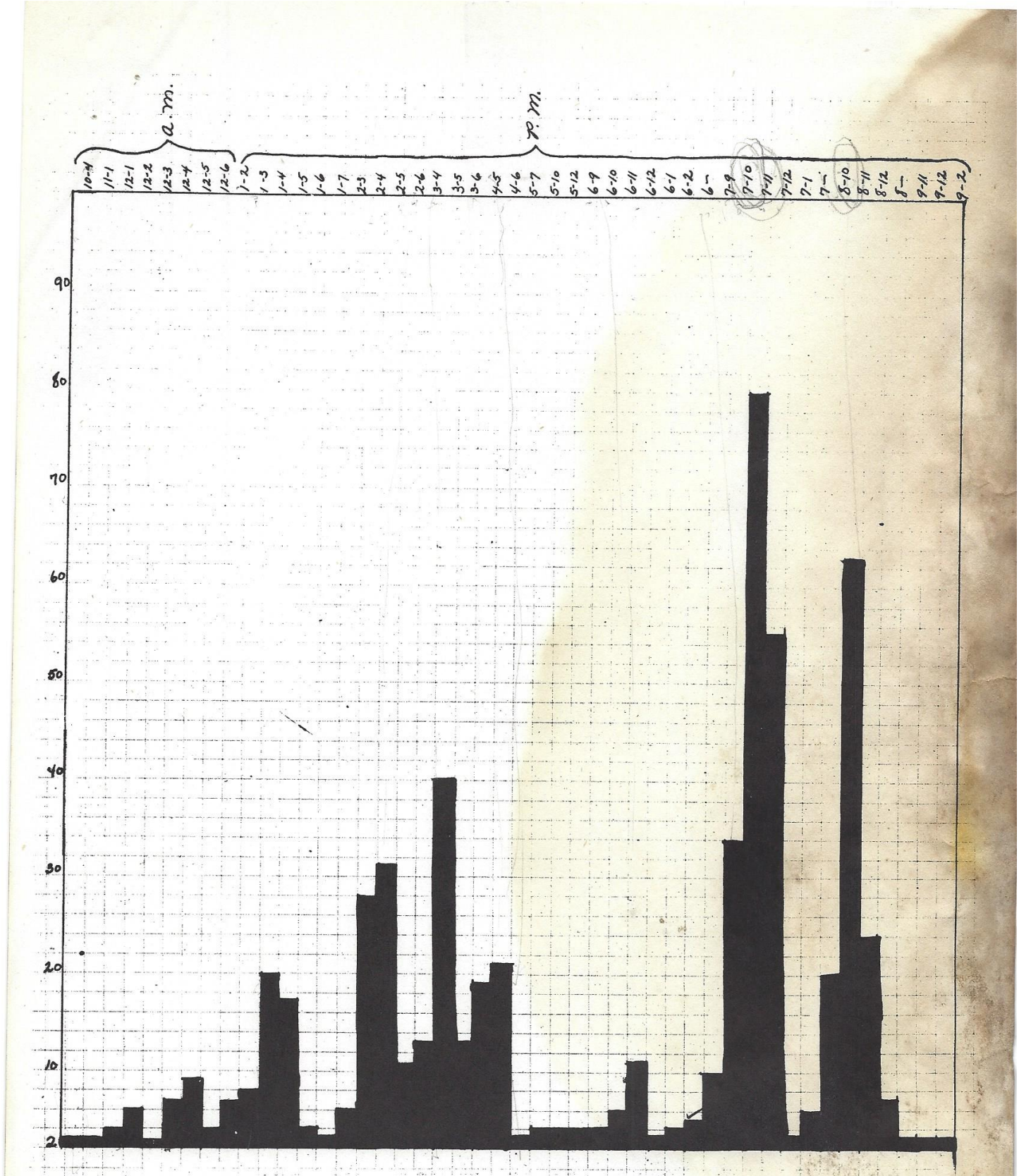
THOSE DESIRING COMPLETE COVERAGE OF A SPORTING EVENT 236 69.9

THOSE DESIRING COVERAGE OF JUST THE MAIN EVENT 102 30.1



AFTERNOONS AND EVENINGS DURING FEB. 16-22 THAT TELEVISION RECEIVERS WERE TURNED ON AS INDICATED ON THE QUESTIONAIRE.

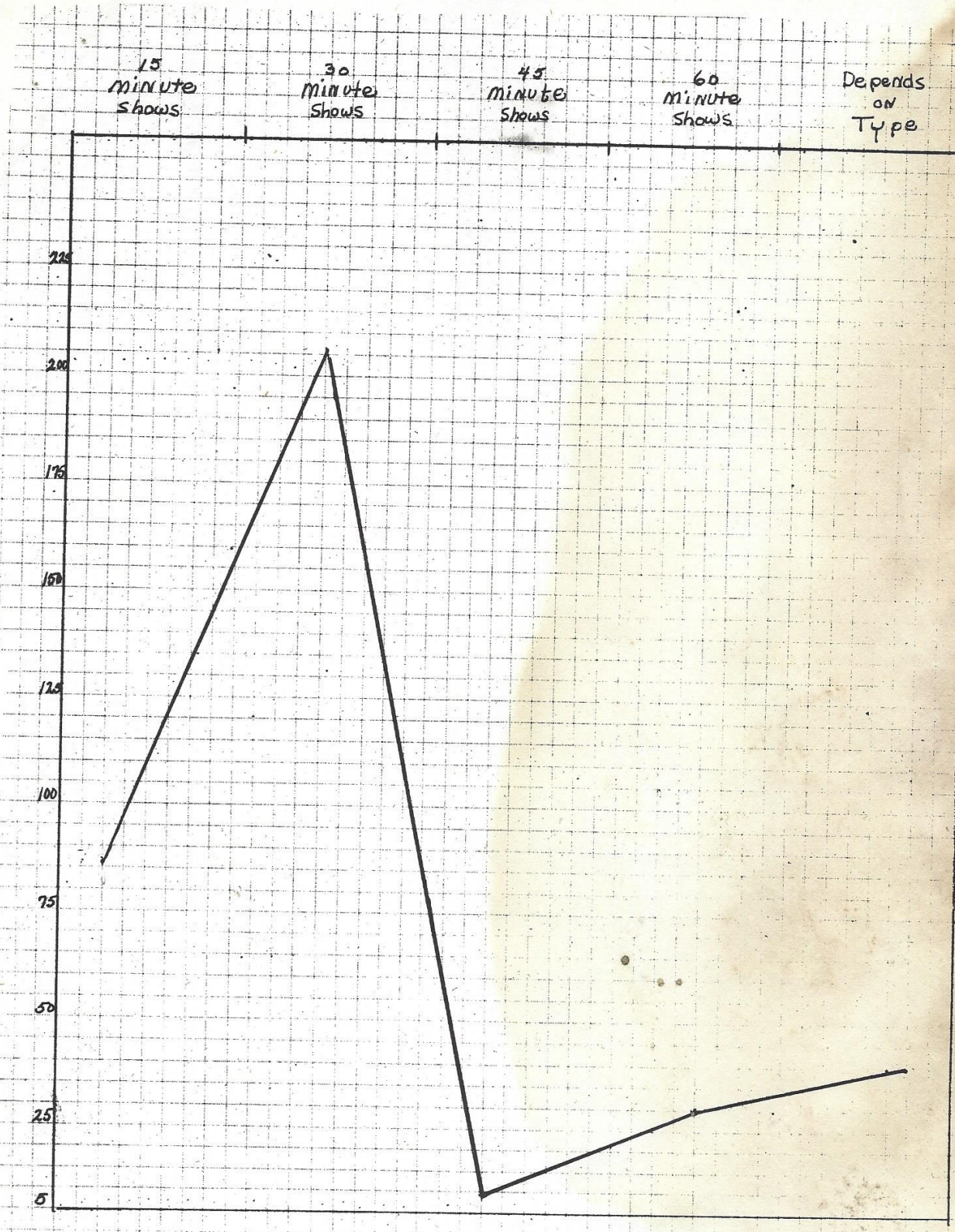
Each square denotes ten receivers.



Hours Most Desirable For Use Of Television Set

Each square denotes two receivers.

ORM 116 WORLD WIDE PRESS. CHICAGO



PREFERENCE SHOWN AS TO LENGTH OF INDIVIDUAL PROGRAMS

Each square denotes five receivers

FORM 116 WIDE PRESS, CHICAGO

BREAKDOWN OF GRAPHS FOLLOWING:

OPINIONS OF PROGRAMS NOW BEING SHOWN OVER W B K B:

PROGRAM	DID YOU SEE	3 ENJOYED MOST	UNINTERESTING	NEED IMPROVEMENT
STUMP THE AUTHORS	305	71	61	50
TELECHATS	287	29	37	38
TELEQUIZICALLS	303	126	19	30
SHOEMAKER	293	24	36	29
TOMMY BARTLETT	296	39	65	51
BEHIND HEADLINES	284	28	26	19
TELE-TOPICS	200	6	14	14
HOCKEY	323	236	12	11
WRESTLING	315	186	12	4
BOXING	330	202	5	4
BASKETBALL	305	138	12	7
SWIMMING	243	52	7	7
MAURICE	181	3	33	13
A.A.A.	186	9	19	15
BACKSTAGE	144	12	14	20

TYPES OF PROGRAMS ORIGINATING FROM THE STUDIO:

AUDIENCE PARTICIPATION	221	COOKING	109
STYLE SHOWS	106	DANCING	101
MUSICALS	234	GOLF	105
COMEDY	276	TENNIS	64
MYSTERY	222	BEAUTY CULTURE	81
ROMANCE	116	DRAWING	94
SERIALS	184	HANDICRAFT	140
HOUSEHOLD	153		

OTHER PROGRAMS SUGGESTED BY THE AUDIENCE TO ORIGINATE FROM THE STUDIO:

AMATEUR SHOW, SCIENTIFIC, EDUCATIONAL, BRIDGE, FOREIGN LANGUAGE, BOOK REVIEWS, INTERVIEWS, QUIZ, MAGIC SHOWS, DANCING, CHEMISTRY, VARIETY, MECHANICAL, MUSIC.

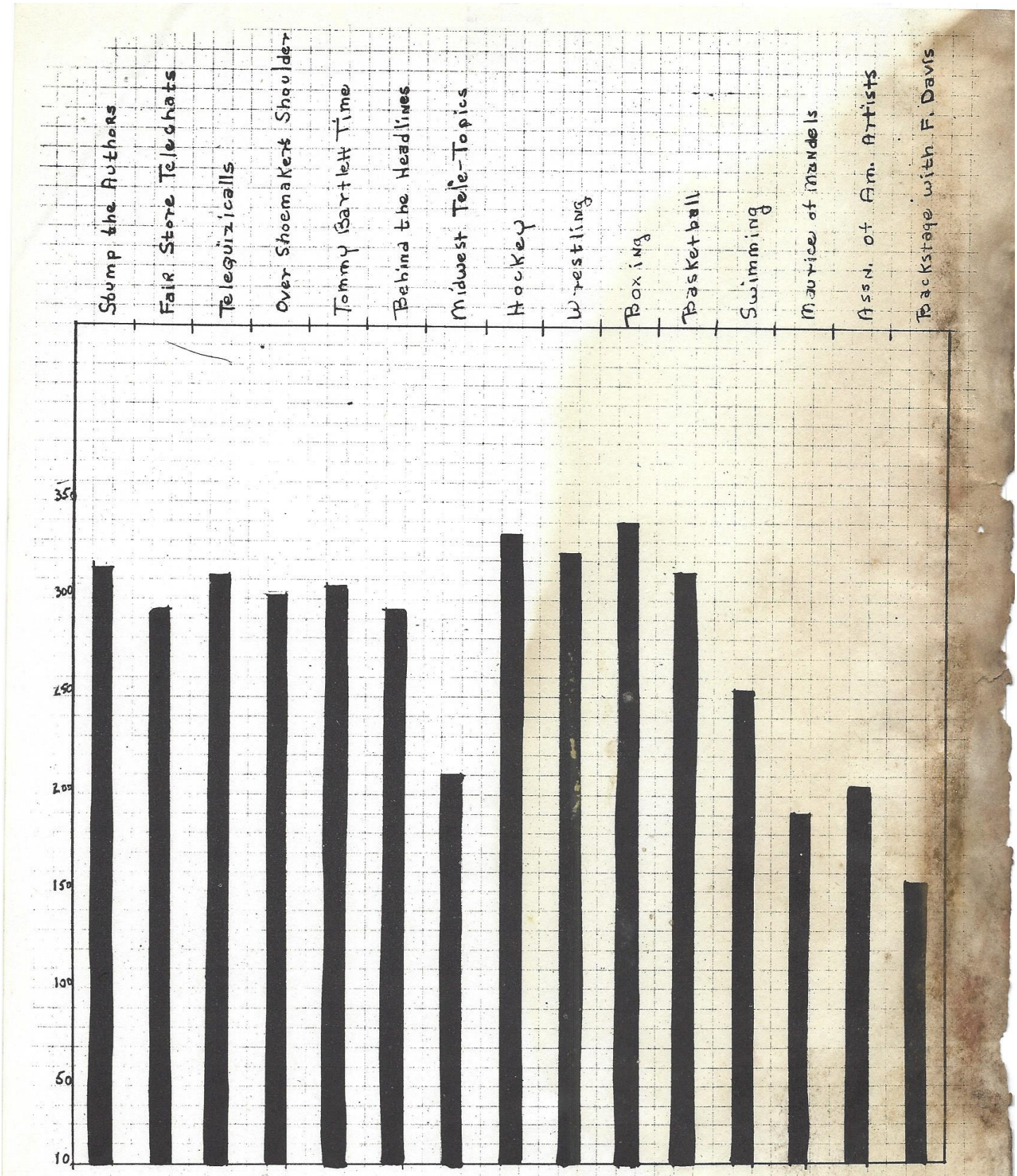
METHODS OF NEWS PRESENTATION DESIRED BY AUDIENCE:

STRAIGHT COMMENTARY ... 69 ILLUSTRATIVE COMMENTATING ... 214

NEWSREEL ... 282

TYPES OF CHILDREN'S PROGRAMS DESIRED BY RECEIVER OWNERS:

ADVENTURE SERIALS ... 135 FAIRY TALE STORIES ... 136
INSTRUCTIVE ... 136 EDUCATION ... 159



RESULTS OF QUESTION: WHAT PROGRAMS DID YOU SEE OVER WBKB DURING WEEK?

Each Square denotes ten receiver owners.

FORM 116 WORLD WIDE PRESS, CHICAGO

RESULTS OF QUESTION: WHICH THREE PROGRAMS DID YOU ENJOY MOST?

Each square denotes ten receiver owners.

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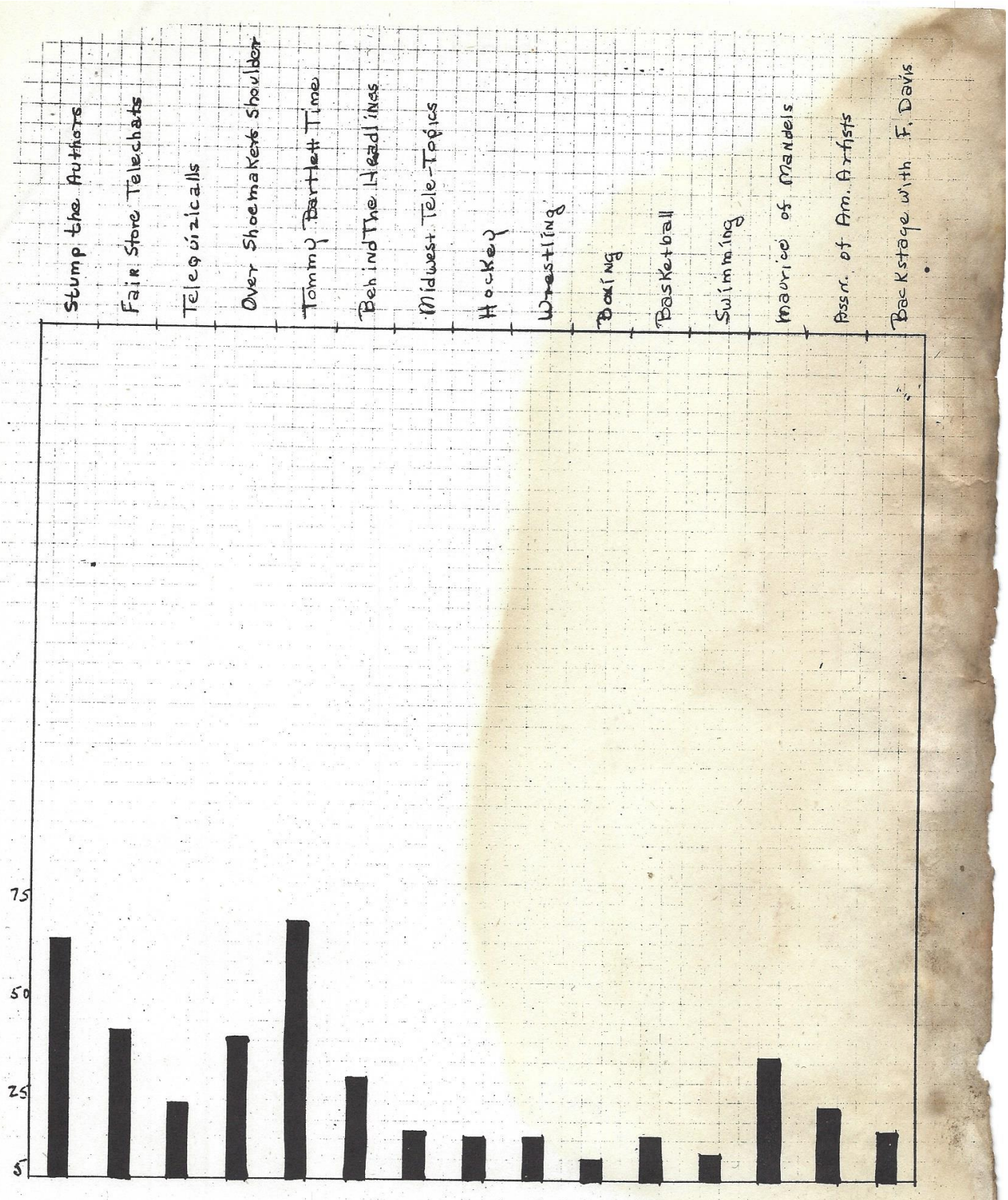


RESULTS OF QUESTION: WHICH PROGRAMS DO YOU FIND UNINTERESTING?

Each square denotes five receiver owners.

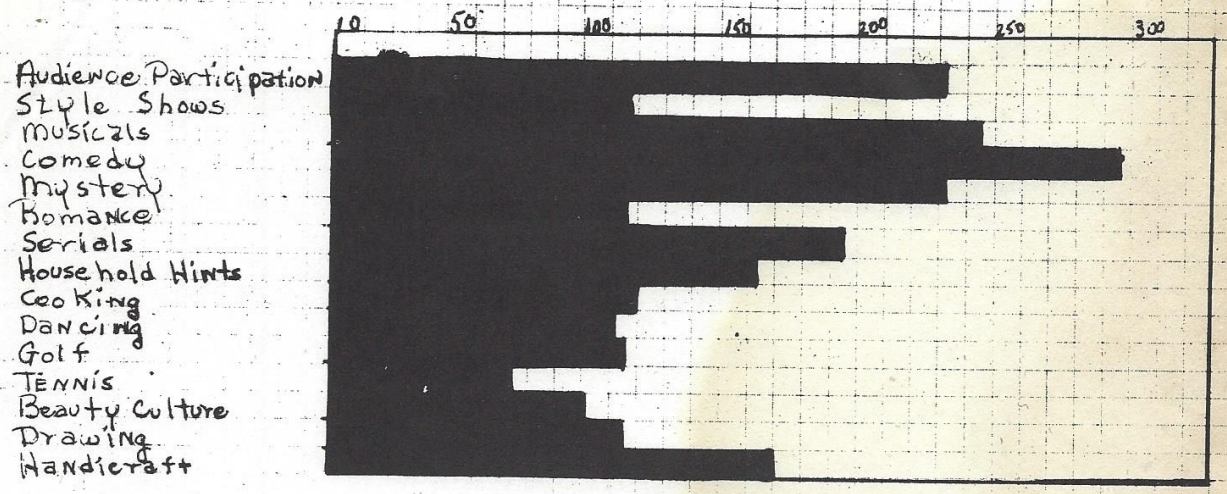
FORM 116 WORLD WIDE PRESS, CHICAGO

RESULTS OF QUESTION: PROGRAMS OF SOME INTEREST, BUT NEED IMPROVEMENT.

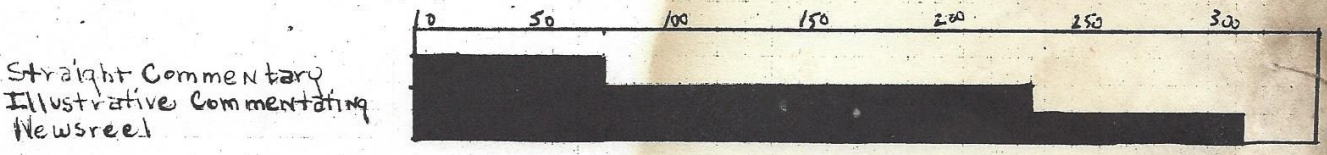
Each square denotes five receiver owners.

FORM 116 WORLD WIDE PRESS, CHICAGO

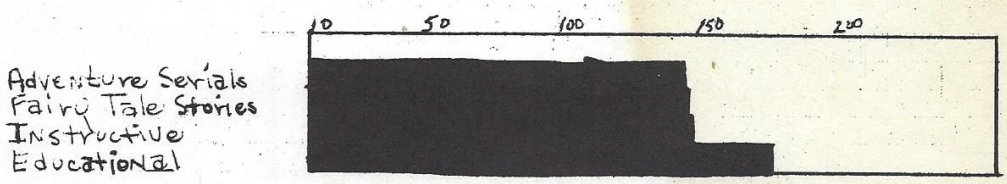
PROGRAMS ORIGINATING FROM STUDIO



TYPES OF STUDIO PROGRAMS DESIRED BY RECEIVER OWNERS.



TYPES OF NEWS PRESENTATIONS DESIRED BY RECEIVER OWNERS.



TYPES OF CHILDREN'S PROGRAMS DESIRED BY RECEIVER OWNERS.

Each square denotes ten receiver owners.

FORM 116 WORLD WIDE PRESS. CHICAGO

BREAKDOWN OF GRAPHS FOLLOWING

OTHER TYPES OF CHILDREN'S PROGRAMS SUGGESTED BY RECEIVER OWNERS:

PUPPET SHOWS, ZOO STORIES, CARTOONS, SAFETY FIRST, MAGIC, QUIZ, HISTORICAL, CHILDREN PARTICIPATION.

REMOTE PROGRAMS DESIRED BY RECEIVER OWNERS:

BOXING	293	HOCKEY	269
GOLF	134	POLO	140
SWIMMING	194	YACHTING	134
BASEBALL	305	WRESTLING	259
FOOTBALL	300	BILLIARDS	121
BASKETBALL	257	BOWLING	151
TENNIS	141	AUTO RACING	186

OTHER REMOTE PROGRAMS SUGGESTED:

HORSERACING, TRACK, AIR RACING, ICE MEETS, BIKE RACES, SKI JUMPING, BOAT RACING, SOCCER.

SPECIAL EVENT PROGRAMS ORIGINATING OUTSIDE THE STUDIO:

MAN ON THE STREET	178	STOCK SHOW	151
RODEO	208	ICE REVIEW	287

OTHER SPECIAL EVENT PROGRAMS SUGGESTED:

CIRCUS, POLITICAL EVENTS; HORSE SHOWS, SYMPHONIES, OPERAS, PARADES, SPORTSMAN SHOWS, NIGHT CLUBS, TOURS TO THE ZOO, AQUARIUM, AND MUSEUMS, BALLET.

FILM PROGRAMS DESIRED BY RECEIVER OWNERS:

MUSICALS 216	294	TRAVELOGUE	206 151
~~TRAINING~~	~~70~~	DRAMA	255 187
DOCUMENTARY 2.8	45	COMEDY	232 171
CARTOON 171	222	"OLD TIME"	103 .76

FREQUENCY OF MOVIE SERIALS:

DAILY EPISODE	115	WEEKLY	61
BI-WEEKLY EPISODE	51	NONE	22

PREFERRED METHOD OF TELECASTING:

29 511 19-9

LIVE SHOWS ... 168 REMOTE SHOWS ... 296 FILM SHOWS ... 115

FREQUENCY OF NEWS SUMMARIES:

EVERY HOUR	14 4.2	BI-WEEKLY	20 6.1
NIGHTLY	230 70.3	WEEKLY	37 11.3
OTHER NIGHT	22 6.7	NONE	4 1.4

BREAKDOWN OF GRAPHS FOLLOWING

DESIRED POSITION OF COMMERCIALS AS STATED BY RECEIVER OWNERS:

BEGINNING	169	42.7
MIDDLE	31	7.8
END	103	26
	303	

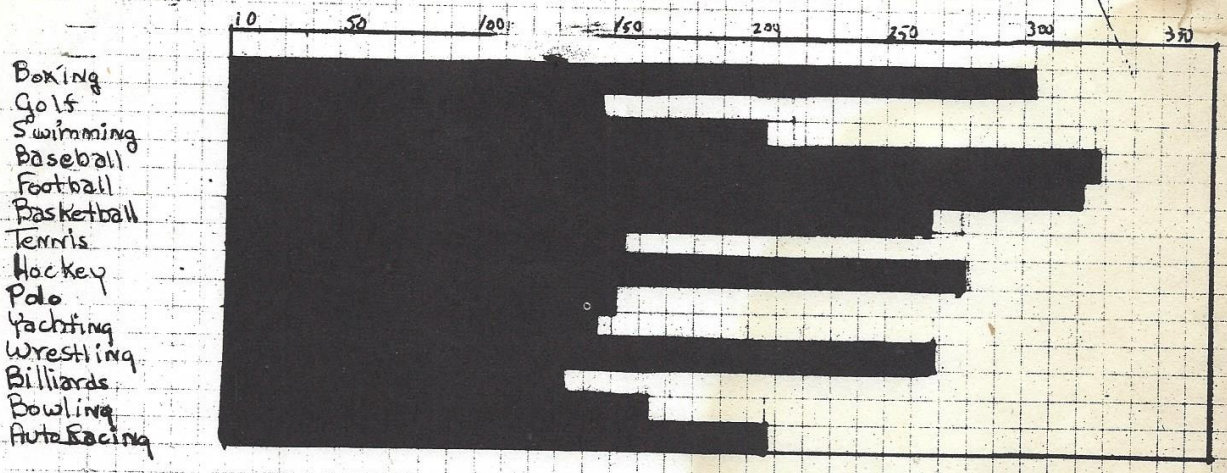
INTEGRATED	81	20.5
NOT INTEGRATED	4	1
NO PREFERENCE	7	2
	92	

HOURS DESIRED BY RECEIVER OWNERS FOR CHILDREN'S PROGRAMS:

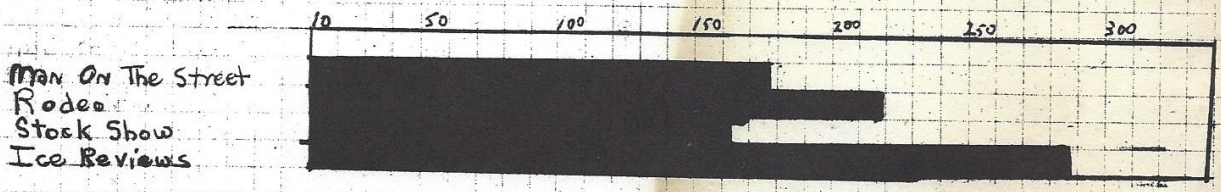
TIME	NO.
9-11	2
10-11	8
10-12	8
11-12	10
12-1	2
1-2	5
1-3	1
1-4	2
1-5	1
2-3	7
2-4	54
2-5	2
3-4	18
3-5	17

TIME	NO.
3-6	3
4-5	49
4-6	29
4-7	2
4-8	2
5-6	26
5-7	5
5-9	1
6-7	14
6-8	6
7-8	50
7-9	13
8-9	13

REMOTE PROGRAMS DESIRED

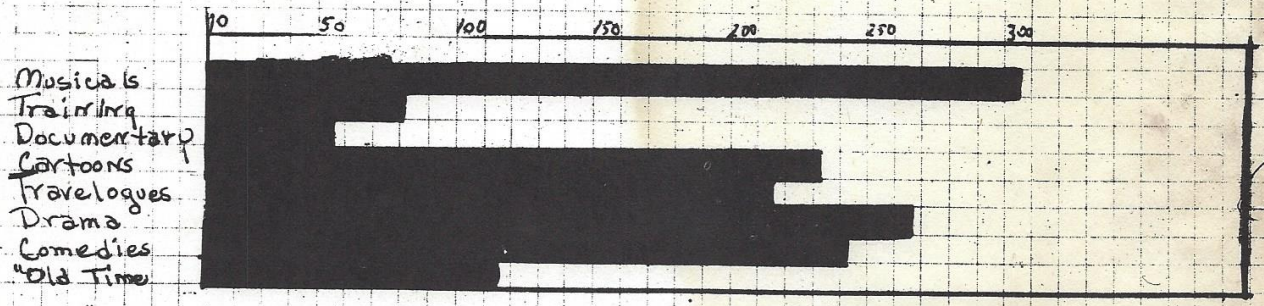


SPORTS



SPECIAL EVENTS

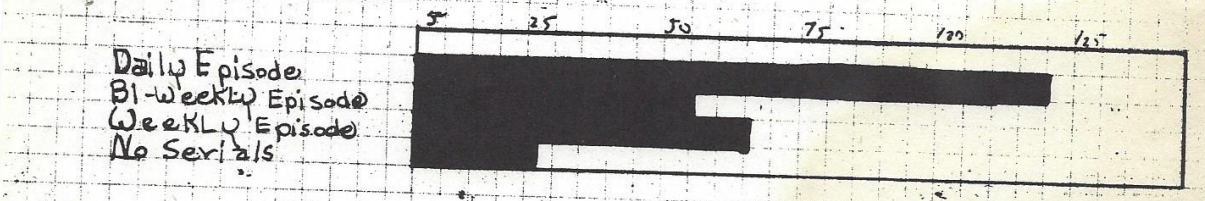
FILM PROGRAMS DESIRED



Each square denotes ten receiver owners.

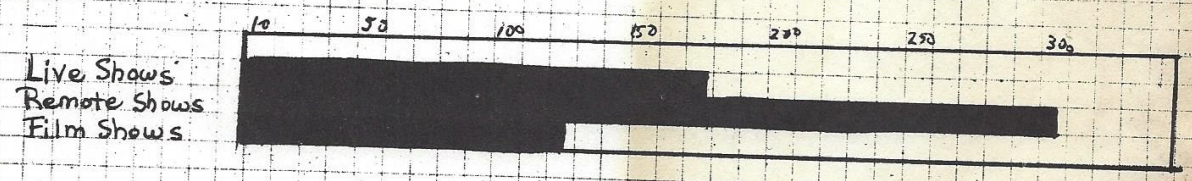
FORM 116 WORLD WIDE PRESS, CHICAGO

FREQUENCY OF MOVIE SERIALS



Each square denotes five receiver owners.

PREFERRED METHOD OF TELECASTING



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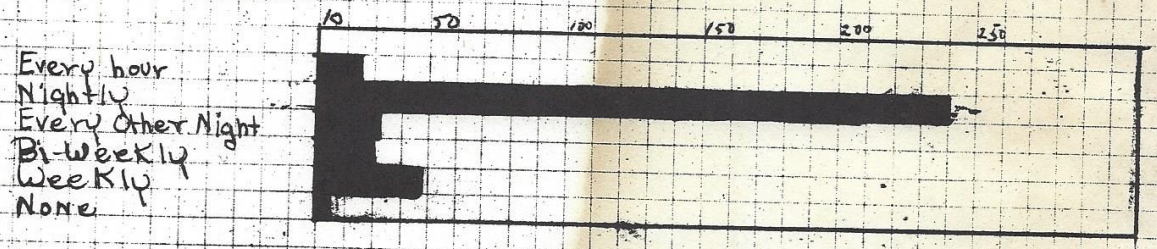
FREQUENCY OF NEWS SUMMARIES



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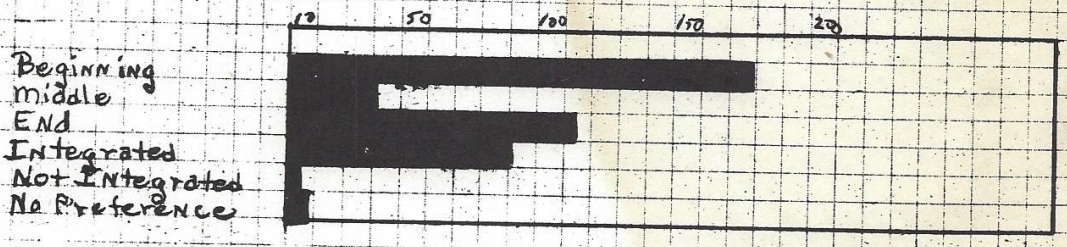
PLACEMENT OF THE COMMERCIALS



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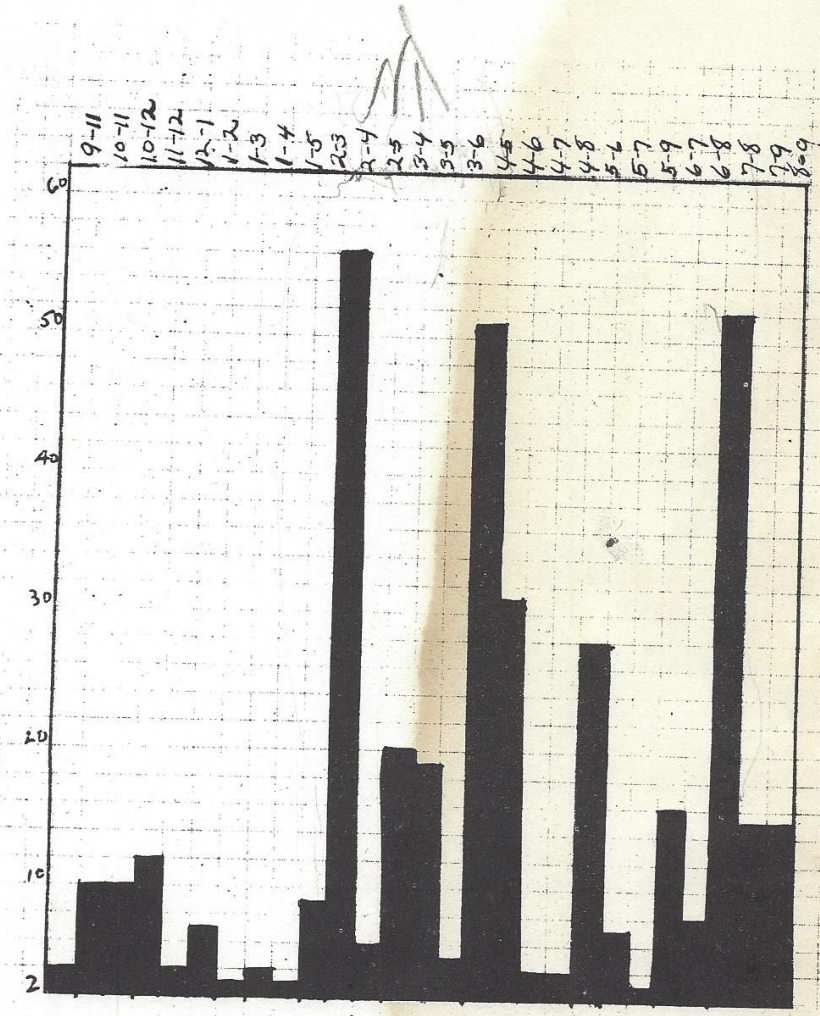
RM 116 WORLD WIDE PRESS



HOURS MOST DESIRABLE FOR CHILDREN'S PROGRAMS.

Each Square denotes two receiver owners.

GENERAL COMMENTS ON PROGRAMING OF TELEVISION STATION WBKB AS OFFERED BY TELEVISION RECEIVER OWNERS.

" We would like to have tours through various industries, such as steel mills, airports, weaving and industry in general."

R. K. Northbrook, Ill.

"Never dreamed that television has been so well perfected. Have my set installed just recently, upon returning from a long hospitalization, following liberation from Jap imprisonment, after fall of Bataan. It certainly is great for me, as I am unable to get around except in a wheelchair. No ringside seat at the recent boxing events can equal the television broadcasts you put on."

A. C. W.

"We have no suggestions, but would like to say that we did enjoy the hockey games, as did most of our guests. The beauty contest proved also to be very interesting and unusual. The boxing was another favorite of our guests, especially the "Golden Gloves"."

R. H. T.

"Sports are most desired by the majority of people who stop to see television at our store, but I think the general public will stop to see most anything televised."

C. R.

"...give us sports and more sports. As for loyalty to those who sponsor it, I bought my last suit at Lytton's (my first visit to their store)."

E. H. M.

"I feel television should show action...mere telecasting of ideas is dull and can be done by radio just as well."

R. F. F. Wilmette, Ill.

"We would like to see some late evening programs originating from the night clubs and dance halls of Chicago."

A. P. Hammond, Ind.

"I would like to see some sort of a religious program, originating from a church and not the studio."

R.W.

"Would like to see more educatinal programs, such as science illustrated. More cartoons for the kids."

S. M. G.

"WBKB is to be complimented on the excellent job it is doing in bringing television to Chicago listeners."

A. W. F.

"I certainly think you are doing evertything to improve your telecasts and you have more on even now than when we purchased the set. It broadens your vision. I never cared so much for sports, but now I'm getting educated to like them."

W. P.

"We think you are doing a splendid job and hope that you continue in the same direction, extending broadcasting hours as much as possible."

F. M. C. Hines, Ill.