

QUESTION OF GENERAL INFORMATION

1. How many members are there in your family?

Age: Under 18 20-30 30-40 40 and over

Check group: Male Male / Male / Male
 Female Female Female / Female

2. During the week of February 16 to February 22, how many guest 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)

20

3. Please check the afternoons and nights your receiver was on last week, beginning, Sunday February 16.

	<u>Afternoon</u>	<u>Night</u>		<u>Afternoon</u>	<u>Night</u>
Sunday	<u> / </u>	<u> / </u>	Thursday	<u> / </u>	<u> / </u>
Monday	<u> / </u>	<u> / </u>	Friday	<u> / </u>	<u> / </u>
Tuesday	<u> / </u>	<u> / </u>	Saturday	<u> / </u>	<u> / </u>
Wednesday	<u> / </u>	<u> / </u>			

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
 30 minutes /

45 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.

<u>Programs</u>	<u>Did You See</u>	<u>Three Enjoyed Most</u>	<u>Any You Find Uninteresting</u>	<u>Of Some Interest But Needs Improvement</u>
"Stump the Authors"	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Fair Store Tele-Chats"	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Telequizicalls"	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Over Shoemaker's Shoulder"	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Tommy Bartlett Time"	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Behind The Headlines"	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Midwest Tele-Topic Forum"	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hockey"	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Wrestling"	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Boxing"	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Basketball"	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Swimming"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Maurice of Mandels"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Assoc. American Artists"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Backstage with F. Davis"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 <u>✓</u>	Basketball <u>✓</u>	Wrestling <u>✓</u>
Golf <u>✓</u>	Tennis <u>✓</u>	Billiards <u>✓</u>
Swimming <u>✓</u>	Hockey <u>✓</u>	Bowling <u>✓</u>
Baseball <u>✓</u>	Polo <u>✓</u>	Auto Race <u>✓</u>
Football <u>✓</u>	Yachting <u>✓</u>	Others _____

Special Events:

Man on the Street _____ Stock shows 600
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.

P.M.

From _____ Till _____ From _____ Till _____

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 & myself also.

Why not (broad) telecast a feature picture?