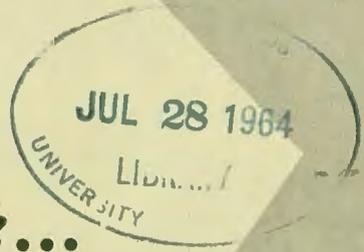


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press
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Reaching People *with information...*

AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

4 July 27, 1964

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 * County Agricultural Agent *
 * County Home Agent *
 * County 4-H Agent *
 * County Ass't Agent *
 * Secretary For Filing *

THE RADIO AND TELEVISION AUDIENCES

We're often asked: "Who is your audience? How much time do people listen? Do you have any farm viewers? Are early (or late) programs worth the time?"

To answer the above questions, I did some reading and found that Broadcasting Publications, Inc., publishers of Broadcasting magazine had reported research on radio and TV audiences. So with their permission I bring you the following material.

IS YOUNG ADULT A MARKET MYTH?*

Is the so-called "young adult" family over-rated as the prime marketing target?

Possibly yes, based on preliminary study of new consumer spending data recently released by the Bureau of Labor Statistics, according to an agency research specialist, Dr. Seymour Banks, vice president of Leo Burnett Co., Chicago. He spoke Friday in Toledo before the Ohio Association of Broadcasters.

The prime market targets may really be the head-of-family age 35-to-44 and 45-to-54 groups, he indicated, in which family size and income tend to hit their respective peaks.

He urged formation of a committee to recommend research into the best way of using the data gathered by the BLS during its survey of Consumer Expenditures for 1960-61.

* The above material is part of an article printed in the May 25, 1964, issue of Broadcasting.

This survey was conducted in 66 cities chosen to be representative of all urban places in the U. S., Dr. Banks explained. Approximately 10,000 families and single consumers were asked to recount their expenditures for items of food, housing, clothing, medical and personal care, transportation and other things used in daily living. Ultimately the data will be reported in considerable detail but for the present Dr. Banks confined his study to 11 broad classifications of expenditures.

Young vs. Old -- Dr. Banks said that the new data on family expenditures when observed on the basis of age of family head appear to refute the popular assumption which highlights the young household. "In fact," he observed, there is "similarity in total spending levels by product category among the 25-34 and 55-64 groups for insurance, food, tobacco, alcoholic beverages and personal care items."

The BLS data, Dr. Banks said, shows that with one exception (household furnishings and equipment) "families where the head of household is between the ages of 35 and 54 purchase at higher rates than do the younger families."

Dr. Banks reported that his initial study of the new data also shows that another broad assumption comes through with a few holes in it but not quite so badly as the "young" family theory. This is the assumption that the bigger families buy more than do the smaller families.

He observed that the new data show that "although expenditures rise as we move from the single person to the 3-to-5 person households, expenditures in eight of the cases drop when we move on to the families containing 6-or-more persons." This last group, he noted, tends to be more nonwhite and with lower income.

One broad assumption--the higher their income, the more people buy--stands up pretty well under the new data, Dr. Banks said.

Dr. Banks noted that the BLS information shows important interrelation of three elements of demographic data--income, family size and age of household head. He suggested that "we might increase the benefits of such data by dealing with them in clusters--say income and presence of children. This type of classification scheme is known as life cycle typologies."

Recalling a study by M. M. David in the December 1962 issue of the Journal of the American Statistical Association which used various family and economic data in an effort to predict purchases, Dr. Banks observed that the study indicates "that no single aspect of demographic data is universally applicable."

Age vs. Marital Status -- Dr. Banks said it seems that while "age of family head is significant for furniture and housing, marital status is more significant for the purchase of automobiles. Family size affects the purchase of washers and dryers but not the purchase of TV sets, stoves and refrigerators."

THE RADIO AND TELEVISION AUDIENCES*

More U. S. homes than ever before had television and radio as 1963 drew to an end.

. Television--A total of 51.3 million homes, or 92 percent of all U. S. homes were TV-equipped as of September, 1963, according to the A. C. Nielsen Co. American Research Bureau estimates put the count at 50.4 million, or almost 92 percent, as of July, 1963.

. Radio--The number of radio homes was placed by Nielsen at 52.3 million, or 94 percent of all U. S. homes, as of September, 1963.

. Radio sets--The number of working-order radio sets in the U. S. was estimated by the Radio Advertising Bureau as 200,258,000 as of January, 1963, a gain of 16,458,000 sets in 12 months. RAB said the sets were distributed as follows: 140,310,000 in homes, 49,948,000 in automobiles, 10 million in public places.

. Viewing and listening--The extent to which radio and television sets were used is indicated in numerous ways in the charts and tables on this and succeeding pages. All data used in preparing this material was furnished by the Nielsen Company and its Nielsen Television Index (NTI) or Nielsen Radio Index (NRI).

TREND OF RADIO AND TELEVISION OWNERSHIP (millions of homes)

<u>Year</u>	<u>Radio Homes</u>	<u>Television Homes</u>	<u>Year</u>	<u>Radio Homes</u>	<u>Television Homes</u>
1949	40.8	1.6	1957	48.2	40.3
1950	42.1	5.9	1958	48.9	43.0
1951	43.6	12.4	1959	49.5	44.5
1952	44.8	17.3	1960	49.5	45.2
1953	45.0	23.4	1961	49.5	46.9
1954	45.4	28.2	1962	51.1	49.0
1955	46.2	32.3	1963	52.3	51.3
1956	47.2	36.7			

THE WEEKLY RADIO AND TV AUDIENCE

<u>Weekly Television Audience</u>			<u>Weekly Radio Listening</u>		
	<u>% TV Homes</u>	<u>No. of Homes ('000)</u>	<u>Hours per Home--6 a. m. to midnight</u>	<u>Summer 1962</u>	<u>Winter 1962-63</u>
Monday-Friday --6 a. m. -12 noon	60.3	30,029	Weekly Total	2:01	18:50
Monday-Friday 12 noon-6 p. m.	84.9	42,280	Plug-in sets	9:32	10:17
All nights, 6 p. m. - midnight	93.4	46,513	Auto radio	3:59	3:28
Seven days, 24 hours a day	94.0	46,812	Battery portable	6:30	5:05

* This above material on audiences was taken from the 1964 Broadcasting Yearbook.

LOOKERS AND LISTENERS--The size of the weekly television audience, in homes, is shown in the table. The comparable count of homes tuning on line-cord (nonportable) radio sets ranges from 25,385,000 in evening hours to 31,020,000 in morning hours, and totals 39,240,000 in a full week; but because much radio listening is to auto and portable sets, the line-cord "homes" figures mean less in radio than TV. More complete data, showing the average home's weekly listening to all radio sources, in home and out, is presented in the table, which also distinguishes between summer and winter listening levels. Tables supplied by A. C. Nielsen Co.

HOMES USING RADIO
(March-April 1963)

	% Homes Using Radio	County Size				Territory			S	Pac.
		A	B	C	D	NE	EC	WC		
Monday-Friday --6 a. m. -12 noon	11.5	12.7	9.6	12.7	11.7	11.3	12.0	16.7	10.3	6.2
Monday-Friday --12 noon-6 p. m.	8.0	9.9	5.4	7.8	7.6	5.8	8.4	12.2	5.8	8.8
All nights--6 p. m. -11 p. m.	5.1	6.9	4.2	4.4	3.8	3.9	5.5	7.5	3.6	5.7

HOMES USING TELEVISION
(November-December 1962)

	% Homes Using TV	County Size				Territory			S	Pac.
		A	B	C	D	NE	EC	WC		
Monday-Friday --6 a. m. -12 noon	11.0	11.2	12.8	9.8	9.3	11.8	13.8	8.2	10.5	11.2
Monday-Friday --12 noon-6 p. m.	24.6	23.3	28.0	24.7	22.4	25.4	29.3	21.7	24.3	22.1
All nights--6 p. m. -11 p. m.	55.4	55.6	56.6	54.8	53.7	54.8	58.2	52.4	55.4	57.1

SIZE OF THE BROADCAST AUDIENCE is spelled out in further detail in the foregoing tables. Here the measurement is in terms of U. S. homes tuning during an average minute. The county-size classifications are as follows: Class A, all counties belonging to the 25 largest metropolitan areas; Class B, all counties with over 120,000 population that are not in Class A that are part of the metropolitan area of cities in such B counties; Class C, all other counties not included in A or B having a population over 32,000 plus counties that are part of the metropolitan areas of cities in such C counties; Class D, all remaining counties. Sources: NRI, NTI.

TV AUDIENCE COMPOSITION

	Homes Using TV	No. Viewers Per Home	Men	Women	Teens	Children
Monday-Friday --9 a. m. -12 noon	18.7%	1.50	14%	44%	3%	39%
Monday-Friday --12 noon-6 p. m.	29.3	1.61	17	48	8	27
All nights--6-11 p. m.	58.7	2.20	29	37	9	25

WHO WATCHES WHEN? The composition of the television audience during the average minute--morning, afternoon and evening--is reflected in the above table. Figures are for February, 1963. The number of homes using TV is a percentage of all U. S. TV homes. Source: NTI National Audience Composition report.

LOOKING, LISTENING: SUMMER vs. WINTER

	TV: HOMES (000, 000)				LINE-CORD RADIO: HOMES (000, 000)		
	July- Aug. 1962	Jan.- Feb. 1963	Mar. - Apr. 1963		July- Aug. 1962	Jan. - Feb. 1963	Mar. - Apr. 1963
Monday-Friday Morning	4.5	6.3	5.6	Monday-Friday Morning	4.6	6.6	5.9
Monday-Friday Afternoon	10.3	14.8	12.6	Monday-Friday Afternoon	4.3	4.8	4.1
All nights--(6- 11 p. m.)	18.8	29.7	26.8	All nights--(6- 11 p. m.)	2.8	2.9	2.6

THE VARIATIONS between summer and winter audiences, in both radio and television, are demonstrated in the tables above. The figures in both tables show in millions the number of homes tuned-in during the average minute. Note that while television's afternoon and evening audiences are substantially higher than radio's, the radio audience is consistently greater during the morning....

TV VIEWING PER HOME PER DAY

	Night (6 p. m. -6 a. m.)	Afternoon (12 n-6 p. m.)	Morning (6 a. m. -12 n)	Total Day
Monday-Friday	3 hrs. 31 min.	1 hr. 47 min.	46 min.	6 hrs. 3 min.
Saturday	3 hrs. 56 min.	1 hr. 49 min.	54 min.	6 hrs. 38 min.
Sunday	3 hrs. 41 min.	1 hr. 56 min.	28 min.	6 hrs. 5 min.
All Days	3 hrs. 35 min.	1 hr. 49 min.	44 min.	6 hrs. 8 min.

VIEWING PER HOME PER DAY--The time the average TV home spends watching television each day is depicted in the table above, which not only shows the daily average over the full week but also breaks down the daily average by day part and days of the week. Data is NTI January-February, 1963.

Publications and Direct Mail

NEW PUBLICATIONS

Profitable Farm Adjustments in South-Central Minnesota. Sta. Bull. 471 C. O. Nohre and H. R. Jensen. Study was made to provide knowledge of some alternative farm organizations for various farm situations where resource use under different price relationships results in maximum income. 48 pages. Available early August.

Effect of Changes in Transportation Costs on Wheat Flour Millers and Oilseed Processors. Sta. Bull. 472. J. D. Hyslop and R. P. Dahl. Objectives of this study were to:

1. Examine effect of competition among carriers on the relationship between shipping costs for wheat and for flour, and the effect on relative volumes of these products shipped from Minnesota.

2. Perform a similar analysis for oilseeds and their products.

3. Indicate how this competition may affect the relationship between rail rates on raw materials and on finished products, and what trends in shipments may result from altered rail rates relationships.

28 pages. Available early August.

Controlling Insect Pests of Trees and Shrubs. Entomology Fact Sheet 28. T. M. Peters. Describes types of tree damages and lists recommended controls. Available early August.

REVISED PUBLICATIONS

Fruit for the Home. Ext. Bull. 255. E. T. Andersen and L. C. Snyder. Presents information on the cultural requirements of each commonly grown fruit. 32 pages. Available late July.

Home Canning Fruits and Vegetables. Ext. Folder 100. Grace Brill. Outlines preparation and canning processing methods for most fruits and vegetables. 12 page railroad fold. Available early August.

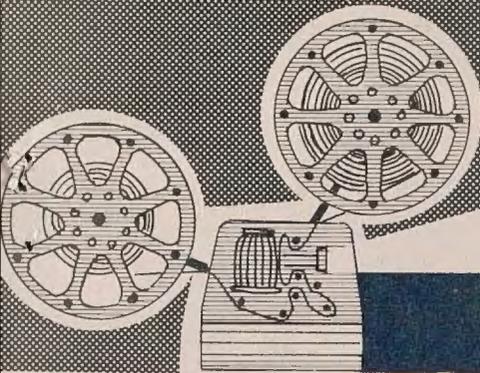
Stalk Rot and Lodging of Corn. Plant Pathology Fact Sheet 3. Herbert G. Johnson. Discusses the causes, results, and control of stalk rot and lodging. Now available.

Cedar-Apple Rust. Plant Pathology Fact Sheet 4. Herbert G. Johnson. Describes control measures on apple and cedar trees. Now available. Discard old copies--revision contains new chemical recommendations.

Raspberry Diseases. Plant Pathology Fact Sheet 8. H. G. Johnson and T. H. King. Describes the various diseases and lists control measures. Now available. Discard old copies--revision contains new chemical recommendations.

Chemical and Cultural Weed Control in Field Crops, Ext. Folder 212, is out of stock and will not be run again until the 1965 revision. It's hard to appraise the quantity needed; we've run a total of 24,000 copies this year compared to 16,000 in 1963. So to make sure we order enough to go around next year, will you please order the quantity of Folder 212 you need in 1965 by August 31. A line on a postcard is all it takes; address the card to the Dept. of Information and Agricultural Journalism, University of Minnesota, St. Paul, Minnesota 55101.

--Harlan Stoehr
Shelly Elliott



visual aids TIP SHEET

Minnesota Agricultural Extension Service

July 1964

New Films In Agricultural Extension Library

KEEP THIS TIP SHEET

The 1964-65 edition of the Audio-Visual Catalog has gone to the printer. The films and slides listed in this tip sheet and in those of coming months will not be included in the catalog.

BROKEN GLASS - 15 min. - Color - University of California - Serv. Chg. \$1.00

Speed Kills is the basic story of the crash research being carried on in California. Slow-motion photography shows what happens to people in an auto accident. This film is guaranteed to impress safe driving on anyone.

DNA: MOLECULE OF HEREDITY - 16 min. - Black & White - Encyclopedia Britannica - Serv. Chg. \$1.50

With photomicrography, animation, models and live subjects, this film explains why DNA (deoxyribonucleic acid), a giant molecule of the cell's chromosomes, is the basis of growth, reproduction, and mechanism for transporting hereditary "specifications" from one generation to the next.

A MARK OF WHOLESALE MEAT - 18½ min. - Color - USDA - Serv. Chg. \$1.00

This film shows what it takes for meat products to earn the right to display the "stamp of approval" on the package. With a magazine writer assigned to do an article on the meaning of the small round purple stamp, you enter the busy establishments where meat is prepared, processed and packed. You see the care taken in these plants to produce the best possible meat products for the market, under the watchful eye of meat inspectors.

SIGN OF PROFIT - 20 min. - Color - USDA - Serv. Chg. \$1.00 - TV

Shows the profit and other advantages to be obtained by the modern-day hog producer to establish a validated brucellosis-free herd. It instructs farmers to test the entire breeding herd--all animals six months of age and older--and shows the plan best suited to the commercial or purebred producer. This film is especially suited for showing to groups of swine producers interested in health and management progress.

Booth Slide Set Revised

242 - STATE FAIR BOOTHS 1963 (Revised) - 49 slides - Color - Department of Information staff

Slides of the 1963 State Fair booths are incorporated into this set to replace the previous set containing slides from 1957. The set shows effective techniques in planning and building booths. Principles brought out are the same as in the set of slides on 1957 State Fair booths.

Who Are You?

We have had a bit of trouble in filling film and slide orders. A few people are not putting their names on the order. Please enclose your name and proper address, along with the name of the film and name and number of the slide set. Don't forget to tell us your planned showing date.

New Things For Overhead Projection

Several companies are now selling color pencils and ink markers for use with overhead transparencies. These materials can help you spark up your transparency visuals with the added color. The pencil color can be wiped off after use, but the ink markers are permanent on your transparencies. Be sure to test the ink markers on a separate piece of transparency as the markers are not too uniform when applied.

County Agent's Corner

The Agricultural Extension Service has about 60 large pictures which have been used in exhibits. Several agents have taken advantage of this resource by using some of these pictures at the county level. The pictures used are 30 x 40", in black and white.

A listing of all of these pictures will be included in the next issue of the Audio-Visual Catalog.