

A DEMOGRAPHIC SURVEY OF

W M U U

AN INDEPENDENT PROJECT

THE DEMOGRAPHIC SURVEY

The objective of the WMUU Survey was as follows:

To conduct a demographic survey for radio station WMUU using their program guide list, as well as on the air promotion to obtain responses on the survey form. To compile this data and obtain a true picture of the WMUU listener, his buying habits, tastes, occupational and educational attainments, as well as his general listening habits and general impressions about WMUU radio.

The procedure followed is now outlined: The questions used for the WMUU survey were derived from a number of other questionnaires as well as a special report on the clientele of classical music stations as presented to Concert Music Broadcasters meeting in Lenox, Massachusetts on August 6, 1971. Drawing questions from these survey sources as well as from the management of WMUU and the former manager of WAVO in Atlanta, Ga. To compile the questionnaire, each question was put on a 4 x 6 card and classified as to whether it was pertinent to (1) households; (2) education; (3) ownership of home and car; (4) questions related to various subjects; (5) consumer buying habits; (6) income; (7) listenership.

Each subject category was ordered from least difficult to most difficult, and the categories were listed in an order designed to produce the least cognitive dissonance within the questionee, i. e., questions dealing with money are last or next to last.

Surveys were sent to everyone on the WMUU Program Guide List and spots were run on the air telling people about the survey and asking any who wished to do so to call the station and ask for a survey form to be sent to them. No incentive was offered for this survey. In all, 2915 surveys were sent out. A total of 1244 surveys or 42.67% were returned within 2 weeks after they were mailed out.

The survey was tabulated by the writer and 11 students of the RTV Advertising class.

Here is the survey and cover letter, and the results.

Dear Friend:

I need your help.

It will only take ten minutes to fill in the very simple, but practical, questionnaire which is enclosed.

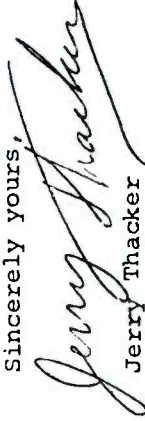
The information will be used in compiling a picture of the typical WMUU listener--his likes and dislikes.

Yes, this is a part of a graduate research program on the university level, BUT, it is not merely academic in nature. The information gathered by this survey will be made available to advertisers, broadcasters, and programmers who are interested in you and what you think, as well as the work of WMUU Radio.

Please return the questionnaire in the postage-paid envelope enclosed as soon as you've finished filling it out. You'll be helping WMUU and me!

You will help me, won't you?

Sincerely yours,



Jerry Thacker
Survey Coordinator

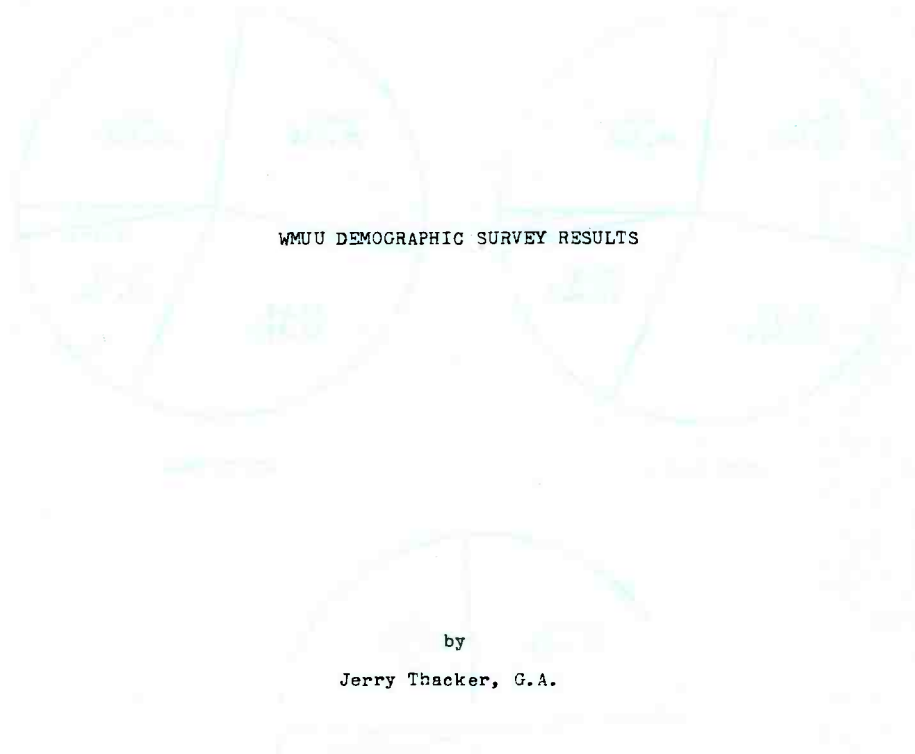
WMUU AUDIENCE SURVEY

1. Age of head of household: 18-24 25-34 35-49 50-64 65 & over
- Age of spouse:
2. Ages of children at home: (1)____ (2)____ (3)____ (4)____ (5)____
 (write ages in blanks)
3. Size of family: 2 3 4 5 6 or more
4. Education: (check highest level completed) grade school high school
college not completed college completed post-grad work
5. If children are at home, where are they going to school?
public school military school private, & Christian schools
6. How long have you lived at your present location? ____years.
7. How long have you lived in the Piedmont? ____years.
8. Are you a: Home renter mobile home renter apartment renter room renter
home owner mobile home buyer condominium buyer
9. Price range if you are buying a home: under 10,000 10,000-20,000
20,000-30,000 30,000-40,000 40,000-50,000 over 50,000
10. Automobiles: (Check makes you own and note year. If more than one per make,
 check category twice.)
- | Make | Year | Make | Year | Make | Year |
|---------------------------------------|-------|---|-------|--|-------|
| 1. <input type="checkbox"/> AMC | _____ | 12. <input type="checkbox"/> Ford | _____ | 23. <input type="checkbox"/> Pinto | _____ |
| 2. <input type="checkbox"/> Audi | _____ | 13. <input type="checkbox"/> Honda | _____ | 24. <input type="checkbox"/> Plymouth | _____ |
| 3. <input type="checkbox"/> BMW | _____ | 14. <input type="checkbox"/> Jeep | _____ | 25. <input type="checkbox"/> Pontiac | _____ |
| 4. <input type="checkbox"/> Buick | _____ | 15. <input type="checkbox"/> Lincoln | _____ | 26. <input type="checkbox"/> Porsche | _____ |
| 5. <input type="checkbox"/> Cadillac | _____ | 16. <input type="checkbox"/> Mazda | _____ | 27. <input type="checkbox"/> Renault | _____ |
| 6. <input type="checkbox"/> Chevrolet | _____ | 17. <input type="checkbox"/> Mercedes | _____ | 28. <input type="checkbox"/> Saab | _____ |
| 7. <input type="checkbox"/> Chrysler | _____ | 18. <input type="checkbox"/> Mercury | _____ | 29. <input type="checkbox"/> Thunderbird | _____ |
| 8. <input type="checkbox"/> Comet | _____ | 19. <input type="checkbox"/> MG | _____ | 30. <input type="checkbox"/> Toyota | _____ |
| 9. <input type="checkbox"/> Cricket | _____ | 20. <input type="checkbox"/> Oldsmobile | _____ | 31. <input type="checkbox"/> Vega | _____ |
| 10. <input type="checkbox"/> Datsun | _____ | 21. <input type="checkbox"/> Opel | _____ | 32. <input type="checkbox"/> Volvo | _____ |
| 11. <input type="checkbox"/> Dodge | _____ | 22. <input type="checkbox"/> Peugeot | _____ | 33. <input type="checkbox"/> VW | _____ |
| | | | | 34. <input type="checkbox"/> Other | _____ |
11. Trucks: (List make and year) _____
12. Which brand of gasoline do you buy most regularly:
- | | | | |
|--------------------------------------|---|--|--|
| 1. <input type="checkbox"/> American | 6. <input type="checkbox"/> Exxon | 11. <input type="checkbox"/> Kayo | 16. <input type="checkbox"/> Sunoco |
| 2. <input type="checkbox"/> Arco | 7. <input type="checkbox"/> Fina | 12. <input type="checkbox"/> Mobil | 17. <input type="checkbox"/> Texaco |
| 3. <input type="checkbox"/> Chevron | 8. <input type="checkbox"/> Gulf | 13. <input type="checkbox"/> Phillips 66 | 18. <input type="checkbox"/> Union 76 |
| 4. <input type="checkbox"/> Citgo | 9. <input type="checkbox"/> Hess | 14. <input type="checkbox"/> Red Diamond | 19. <input type="checkbox"/> Value |
| 5. <input type="checkbox"/> Direct | 10. <input type="checkbox"/> Interstate | 15. <input type="checkbox"/> Shell | 20. <input type="checkbox"/> Other _____ |
13. Do you have an FM radio in your car? yes no
14. Do you own a boat? row boat cabin cruiser houseboat yacht
15. Approximate amount of life insurance you carry:
under \$2,000 \$5,000-10,000 \$10,000-25,000 over \$25,000
16. Do you travel by plane? regularly occasionally seldom
17. Do you carry: hospital insurance? yes no fire insurance? yes no

18. Appliances you own: air conditioner black & white TV deep freeze
AM/FM table radiorefrigerator dishwasher
washer dryer color TV
-
- Stereo with: reel tape cassette tape 2 channel
record changer 8 track tape 4 channel
19. Do you plan to buy any of these appliances within the next year? Which ones?

20. Do you prefer to shop: (check one) downtown shopping centers mail order
21. How often do you eat out per week: never occasionally once 3 or more
22. Do you subscribe to: Greenville News Greenville Piedmont Wall Street Journal
Professional publications in your field (title): _____
23. What is your occupation? _____ How many years at it? _____
24. What day of the week do you buy groceries? _____ Where? _____
25. Are you a registered voter? yes no
26. Do you attend worship services? regularly occasionally seldom never
27. Do you have: checking account savings account stocks bonds mutual funds
28. Does your wife work? full time part time not at all
29. Income: under 5,000 5,000-10,000 10,000-15,000 15,000-20,000 20,000-25,000 25+
 husband
 wife
30. How many credit cards do you carry? 2 3 4 5-10 over 10
31. Do you have any charge accounts? no dept. store gas bank other
32. Shade in the time of day you listen to WMUU-FM & AM regularly:
 MORNING AFTERNOON EVENING
- | | | | | | | | | | | | | | | | | | | | |
|---------|---|---|---|---|----|----|----|---|---|---|---|---|---|---|---|---|----|----|----|
| FM BAND | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| AM BAND | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | | | |
33. Where do you listen to WMUU? to & from work at work at home
 Where at home? living room kitchen bedroom shop den or family room
34. What types of programming would you like to hear more of on WMUU?
News Sports Classical music Sacred music up tempo music
easy listening music religious programs other _____
35. What other radio stations do you listen to? (In order of preference)
36. How much do you watch TV each week? less than 5 hours 5-10 hrs 10-20 hrs.
20-30 hrs. over 30 hrs.

THANK YOU FOR YOUR HELP!!!



WMUU DEMOGRAPHIC SURVEY RESULTS

by

Jerry Thacker, G.A.

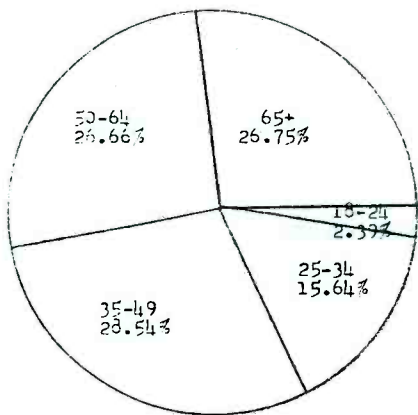
Questionnaires sent out to WMUU program guide list and those calling in for a copy of the questionnaire reveal that the typical WMUU listener is a well-educated, relatively well-to-do person, who likes quality programming and quality music.

Number sent out: 2915

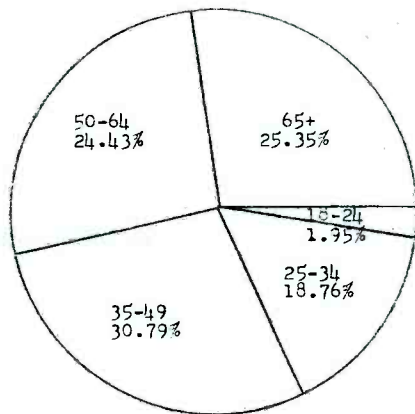
Number returned: 1244

Return percentage: 42.67%

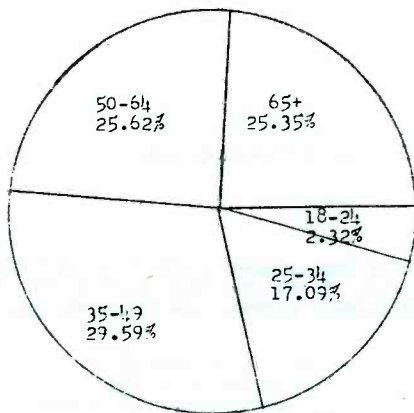
Question 1: Age of head of household and age of spouse.



MEN ONLY



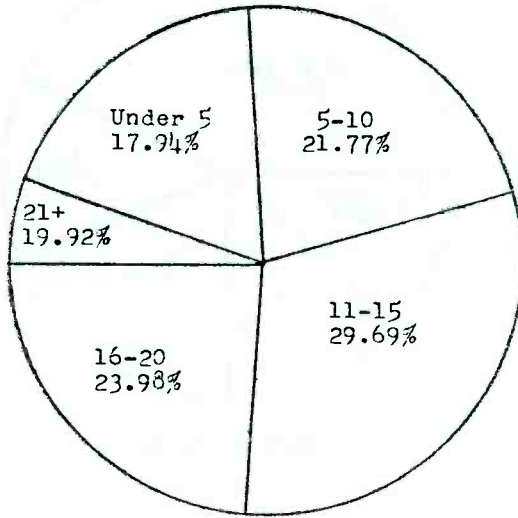
WOMEN ONLY



COMPOSITE
MEN & WOMEN

Question number 2: Ages of children at home.

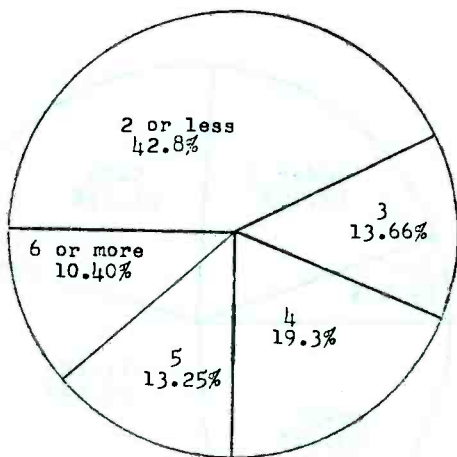
Note: 510 or 41.59% of the 1244 respondents to the questionnaire indicate children at home. The average number of children per family is 2.48.



AGES OF CHILDREN AT HOME

Question number 3: Size of family

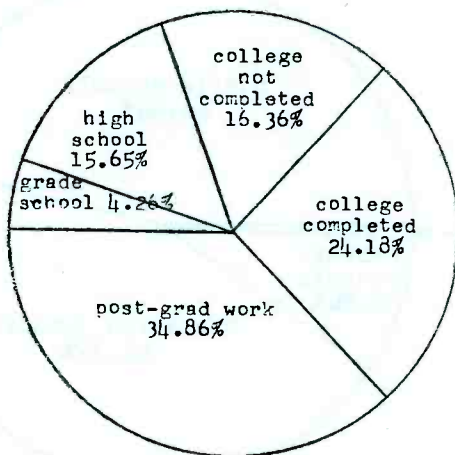
Note: From the survey, it appears there are a number of widows and widowers which listen faithfully. It is estimated that their number makes up approximately 25% of the 2 or less category.



SIZE OF FAMILY

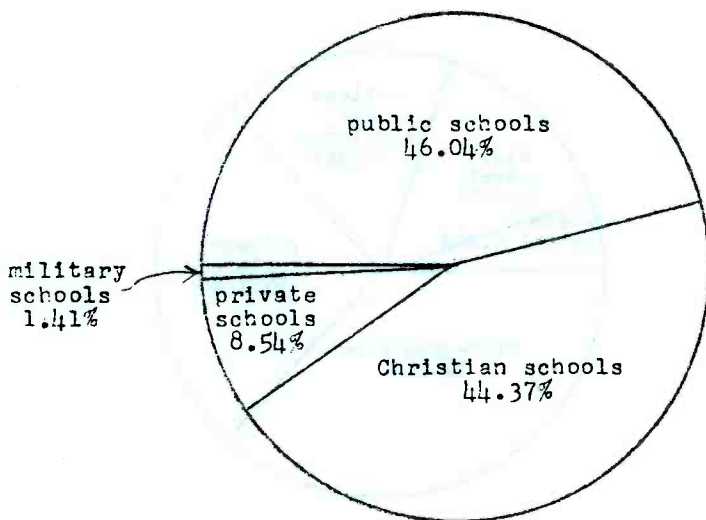
Question number 4: Educational Level (highest level completed)

Note: Some 60.23% of the respondents have had some college training.



EDUCATIONAL LEVEL

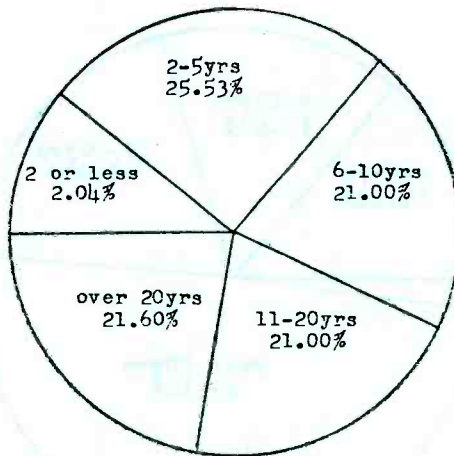
Question number 5: If children are at home, where do they attend school?



SCHOOL ATTENDANCE

Question number 6: How long have you lived at your present location?

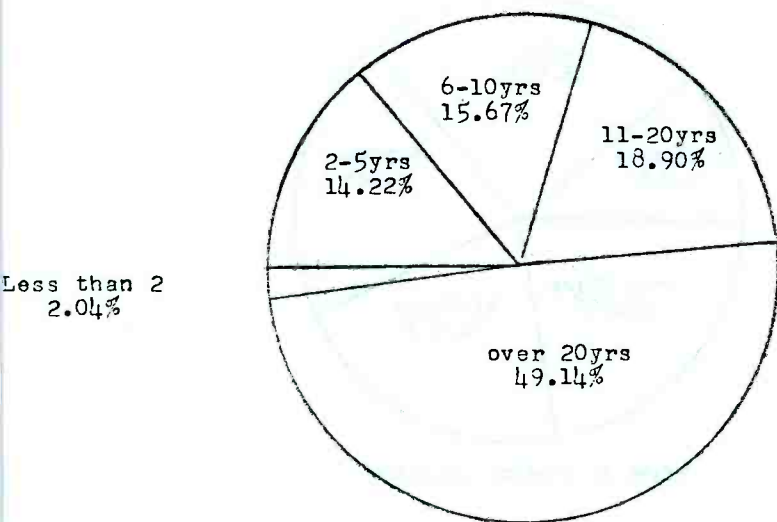
Note: The average number of years lived in present location is 13.1.



YEARS IN PRESENT LOCATION

Question number 7: How long have you lived in the Piedmont?

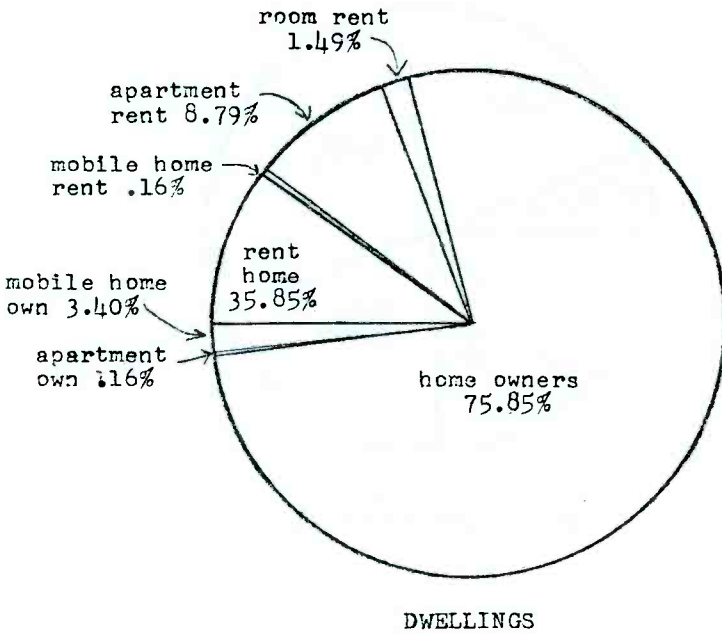
Note: The average number of years lived in Piedmont is 28.70.



YEARS IN PIEDMONT

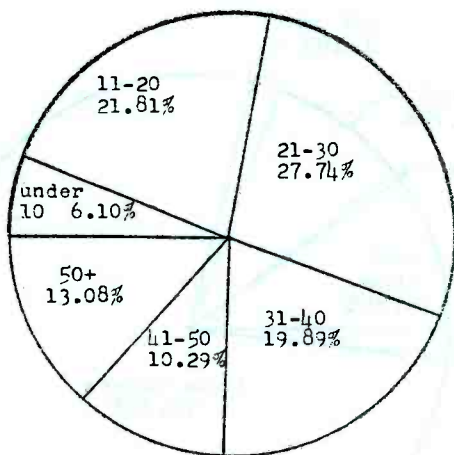
Question number 8: In what type of dwelling do you live?

Note: The survey showed that 75.85% of the respondents own their own home.



Question number 9: Price range of housing owned.

Note: The survey showed that 72.07% of the respondents live in houses valued at over \$20,000.



VALUE OF HOUSING
(In thousands of dollars)

Question number 10: What make of automobile do you own?

The following is a breakdown giving each car and its percentage of the total ownership of cars:

Chevrolet	15.33%	
Ford	10.8%	
Plymouth	9.19%	
Oldsmobile	8.19%	
Volkswagen	8.01%	
Pontiac	7.57%	
Buick	7.44%	
Dodge	5.06%	
AMC	3.80%	
Chrysler	3.00%	
Cadillac	2.50%	
Mercedes	2.06%	
Mercury	2.06%	
Toyota	1.81%	
Other	1.56%	(includes extinct models) (not currently in production)
Audi	1.25%	
Jeep	1.06%	
Lincoln	1.00%	
Datsun	.9%	
Opel	.87%	
Comet	.75%	
Vega	.56%	
Thunderbird	.31%	
MG	.25%	
Porsche	.18%	
Renault	.18%	
Pinto	.12%	
Honda	.12%	
Volvo	.12%	
EMW	.06%	
Cricket	.06%	
Peugeot	.06%	
Saab	.00%	

The average number of cars per household, of those owning cars, is 1.39.

Question number 11: Makes and models of trucks.

Chevrolet	38.38%
Ford	35.35%
Dodge	10.10%
GMC	7.07%
International	5.05%
Toyota	1.01%

The average age of the truck is 4.2 years old.

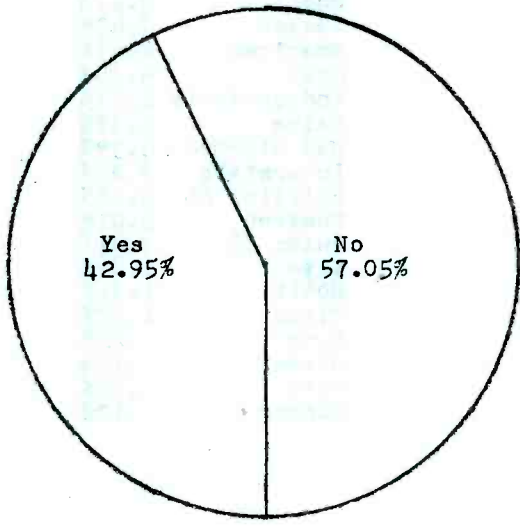
Of the people who own motor vehicles, 8.2% own trucks

Question number 12: Which brand of gasoline do you use?

Note: Since this survey went out the last part of March, several people responded by saying that they bought gas wherever they could find it. However, here are the trends as depicted by the percentage of total responses to the question:

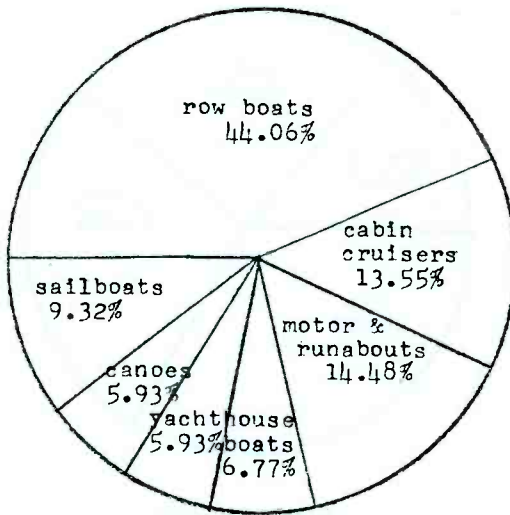
Exxon	25.85%
Gulf	11.15%
Shell	8.41%
Texaco	7.43%
American	6.89%
Hess	5.25%
Independents	4.57%
Value	4.39%
Red Diamond	4.39%
Interstate	2.25%
Phillips 66	2.25%
Chevron	2.01%
Union 76	2.01%
Kayo	1.89%
Mobil	1.76%
Citgo	1.52%
Arco	.24%
Direct	.18%
Fina	.12%
Sunoco	.12%

Question number 13; Do you have an FM radio in your car?



Question number 14: Do you own a boat?

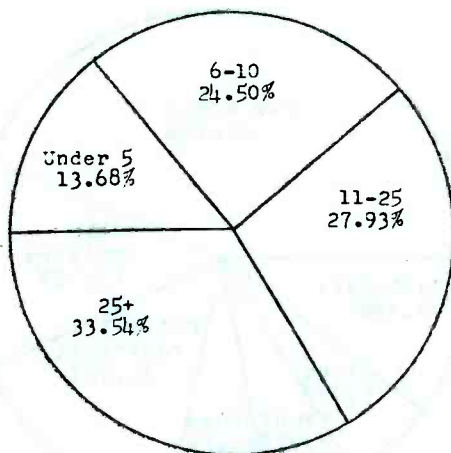
Note: Of those responding to the survey, 9.4% own boats.



TYPES OF BOATS

Question number 15: Approximate amount of life insurance you carry.

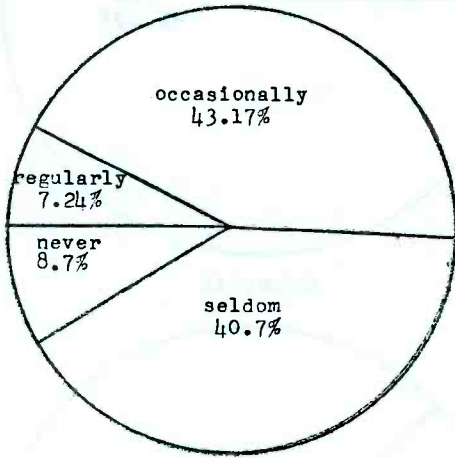
Note: An additional 12% of the responses indicated the people carried no life insurance at all.



LIFE INSURANCE
(In thousands of dollars)

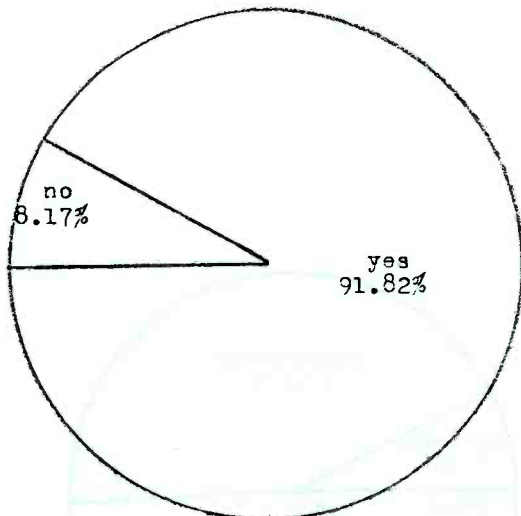
Question number 16: Do you travel by plane?

Note: It is interesting to note that 50.41% of the respondents indicated that they fly regularly or occasionally.

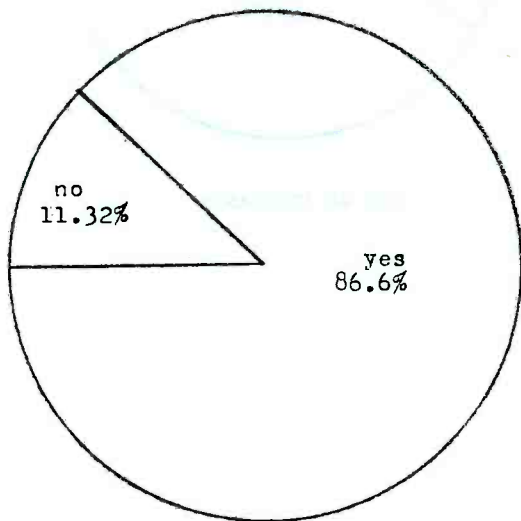


USE OF AIRPLANES

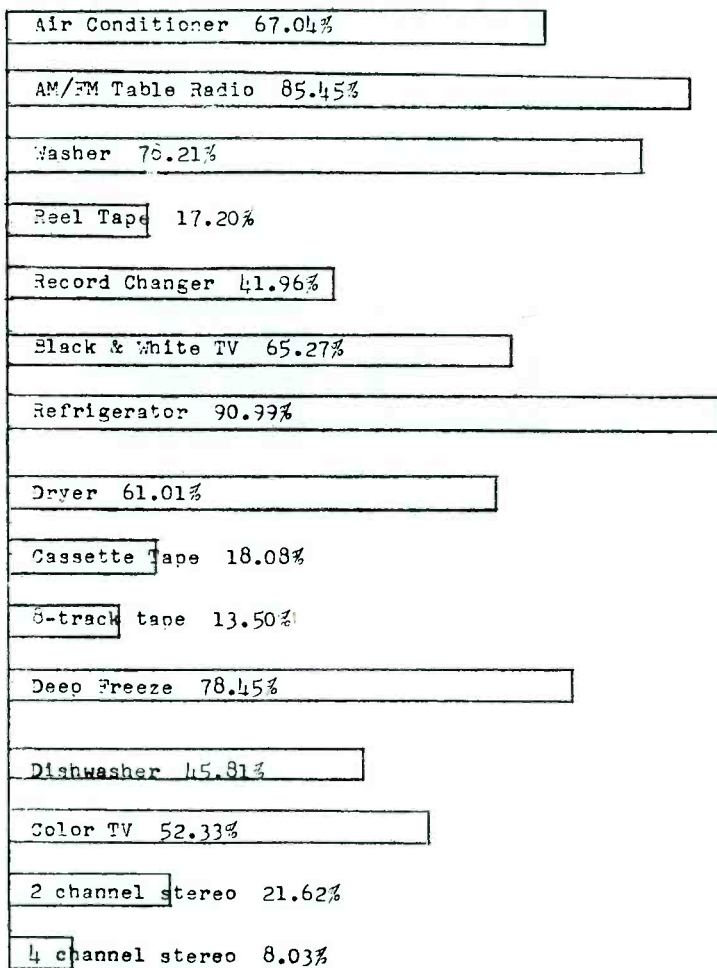
Question number 17: Do you carry (1) hospital insurance (2) fire insurance.



HOSPITAL



FIRE



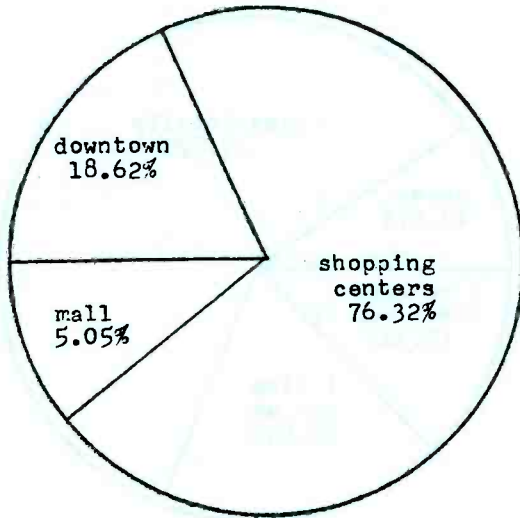
Question number 13: Which appliances do you own?

Note: Based on total responses to the survey, 1244.

Question number 19: Which of these appliances do you plan to buy during the coming year?

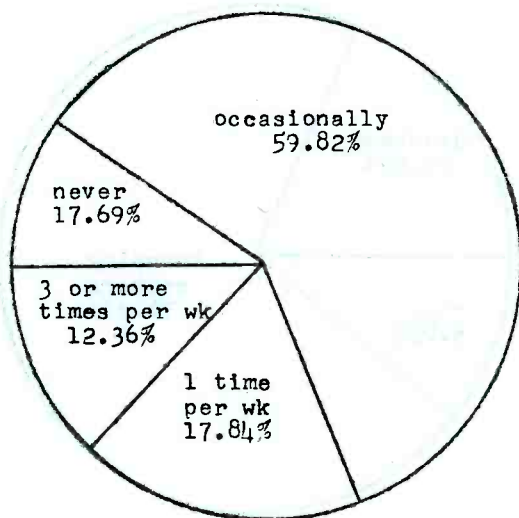
Color TV	32	plan to buy	reel-to-reel tape	13
Freezer	26	" " "	Refrigerator	11
Record Changer	23	" " "	4-channel stereo	10
Clothes Washer	21	" " "	AM/FM table radio	10
Dryer	20	" " "	8-track tape	9
Cassette Recorder	16	" " "	black & white TV	5
Air Conditioner	15	" " "	stove	3
Dishwasher	14	" " "	2-channel stereo	1

Question number 20: Where do you prefer to shop?



SHOPPING PREFERENCES

Question number 21: How often do you eat out per week?



FREQUENCY OF EATING OUT

Question number 22: Do you subscribe to:

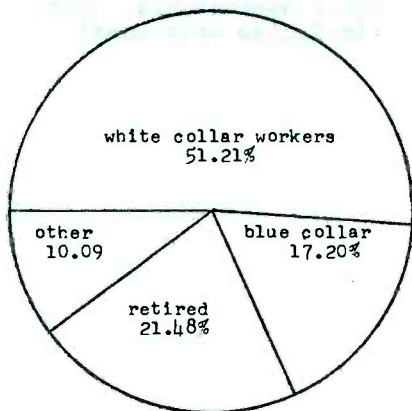
Note: Of the 1244 surveys received, 979 indicated receipt of one or more of the following papers:

Greenville News	653
Greenville Piedmont	231
Wall Street Journal	95
Other periodicals (including magazines)	508



Question number 23: What is your occupation?

Note: This is a fill in the blank question. The answers were categorized into 4 groups: (1) white collar, (2) blue collar, (3) retired, and (4) other (housewives & students, etc.)

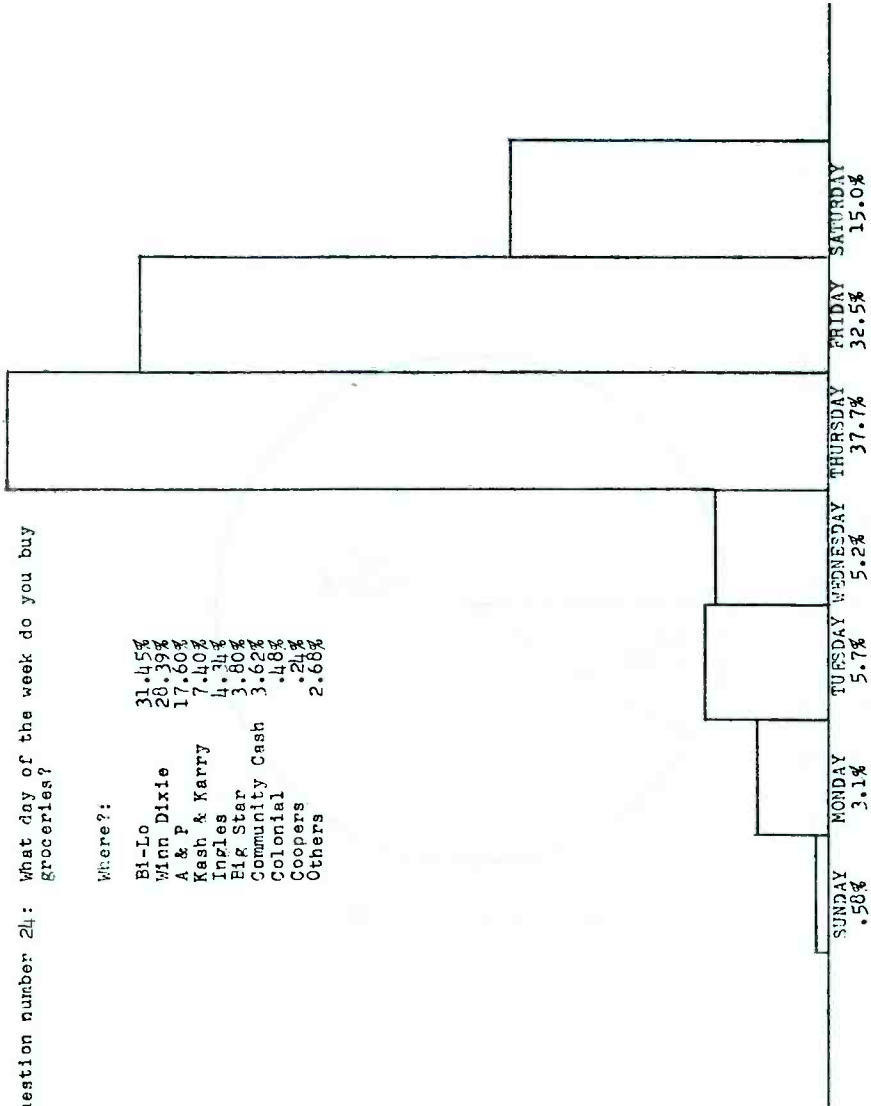


OCCUPATIONS

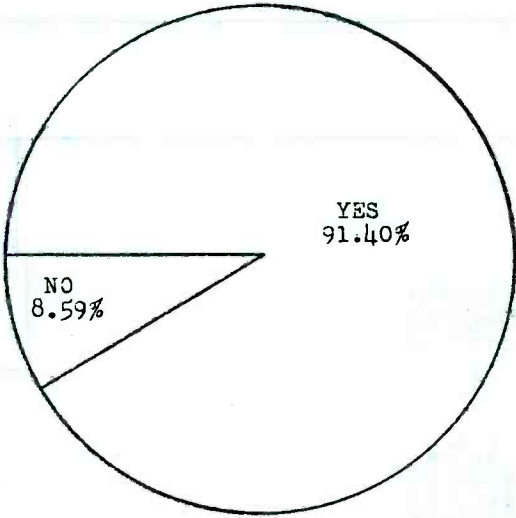
Question number 24: What day of the week do you buy groceries?

Where?:

Bi-Lo 31.45%
 Winn Dixie 26.39%
 A & P 17.60%
 Kesh & Karry 7.40%
 Ingles 4.31%
 Big Star 3.80%
 Community Cash 3.62%
 Colonial .48%
 Coopers .24%
 Others 2.68%



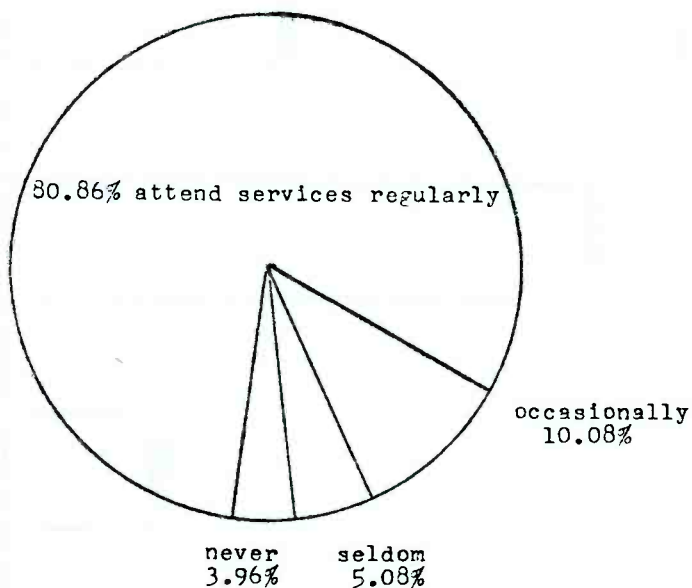
Question number 25: Are you a registered voter?



VOTER REGISTRATION

Question number 26: Do you attend worship services regularly?

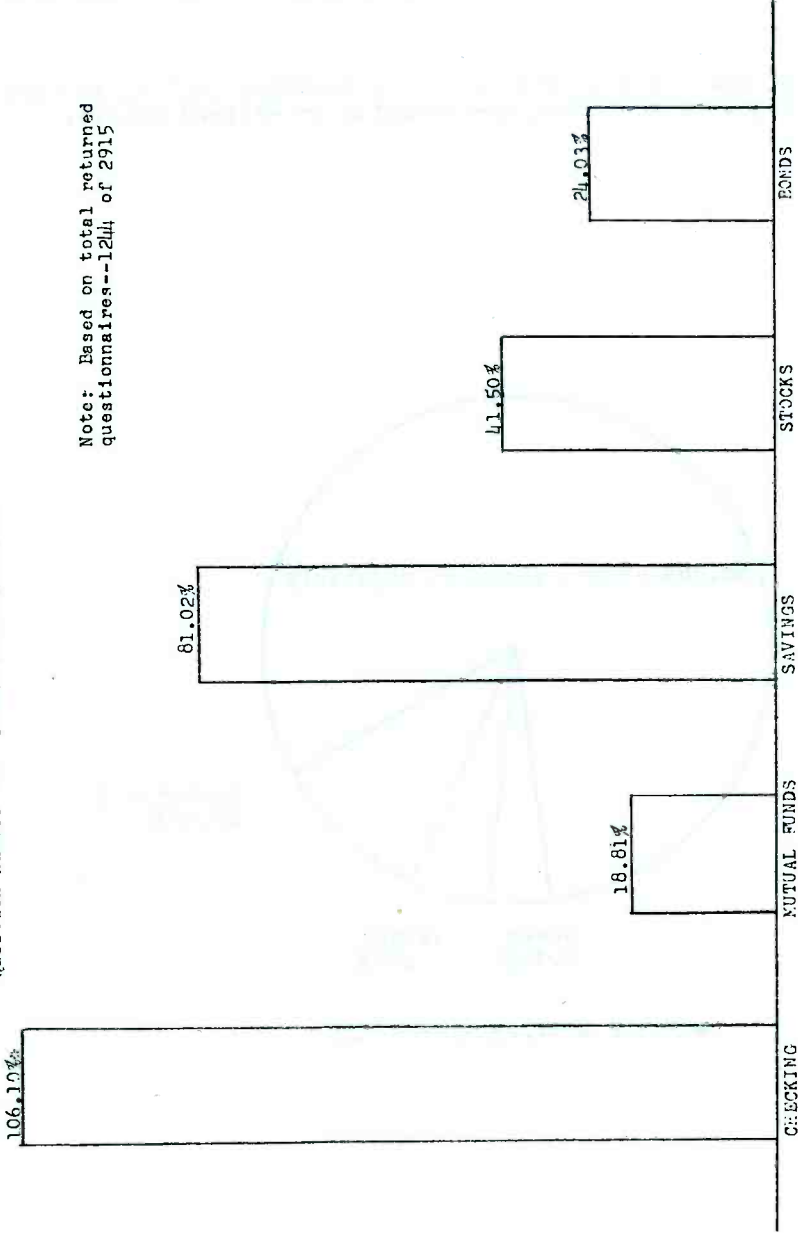
Note: Of those people checking occasionally, seldom, and never, 5.34% of the total are invalids or retired people.



WORSHIP SERVICE ATTENDANCE

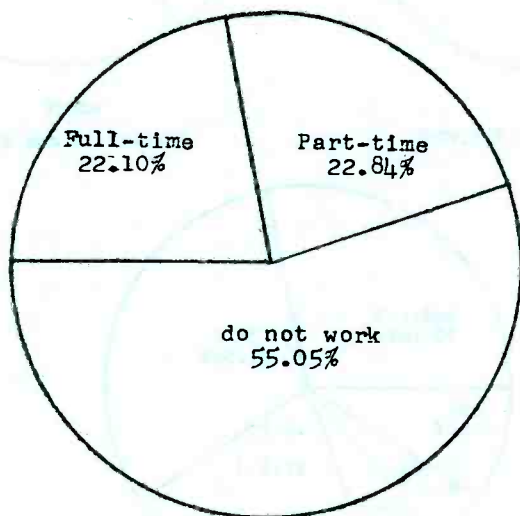
Question number 27: Financial resources.

Note: Based on total returned questionnaires--1244 of 2915



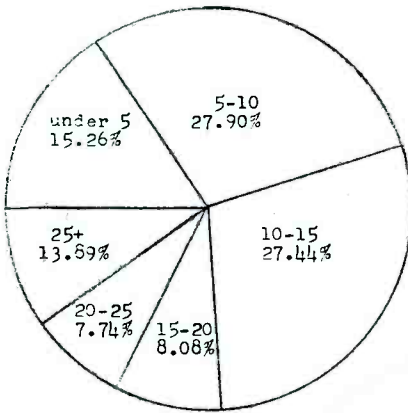
* totals more than 100% due to several people have 2 accounts.

Question number 26: Does your wife work outside of the home?

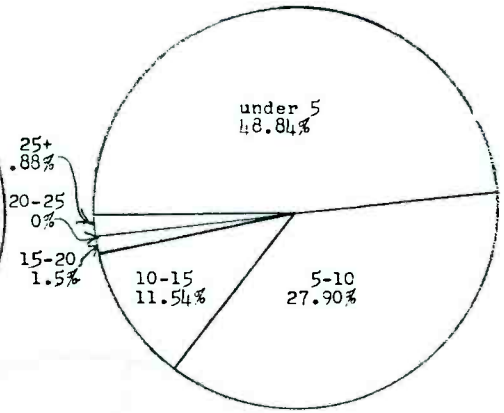


WORKING WOMEN

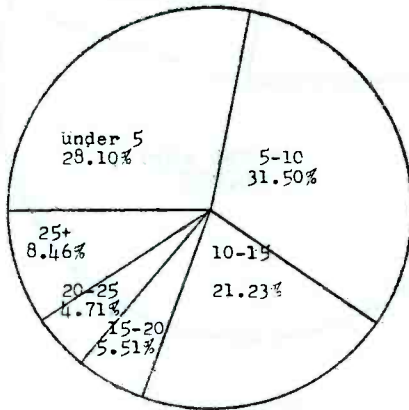
Question number 23: Income



MEN
(Median income \$12,900)



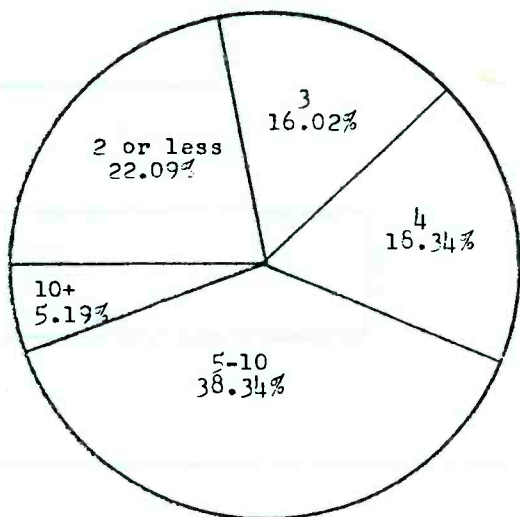
WOMEN
(Median income \$7,100)



COMPOSITE
(In thousands of dollars)

Question number 30: How many credit cards do you carry?

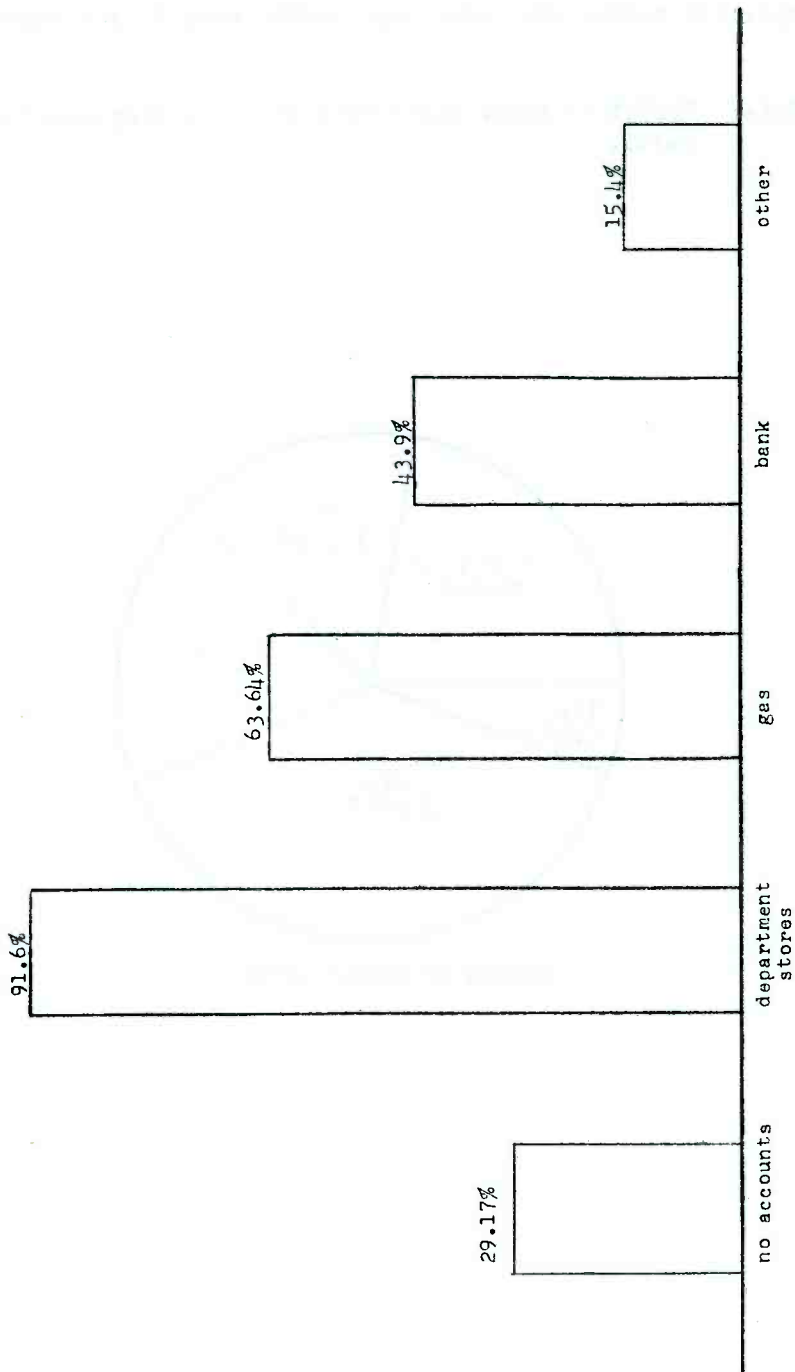
Note: 72.74% of those responding to the survey carry credit cards.



NUMBER OF CREDIT CARDS

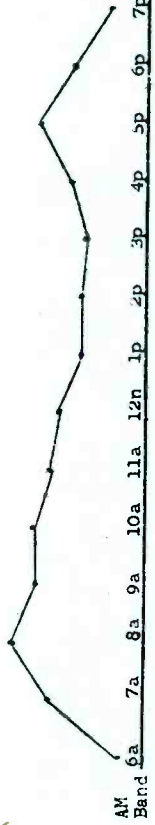
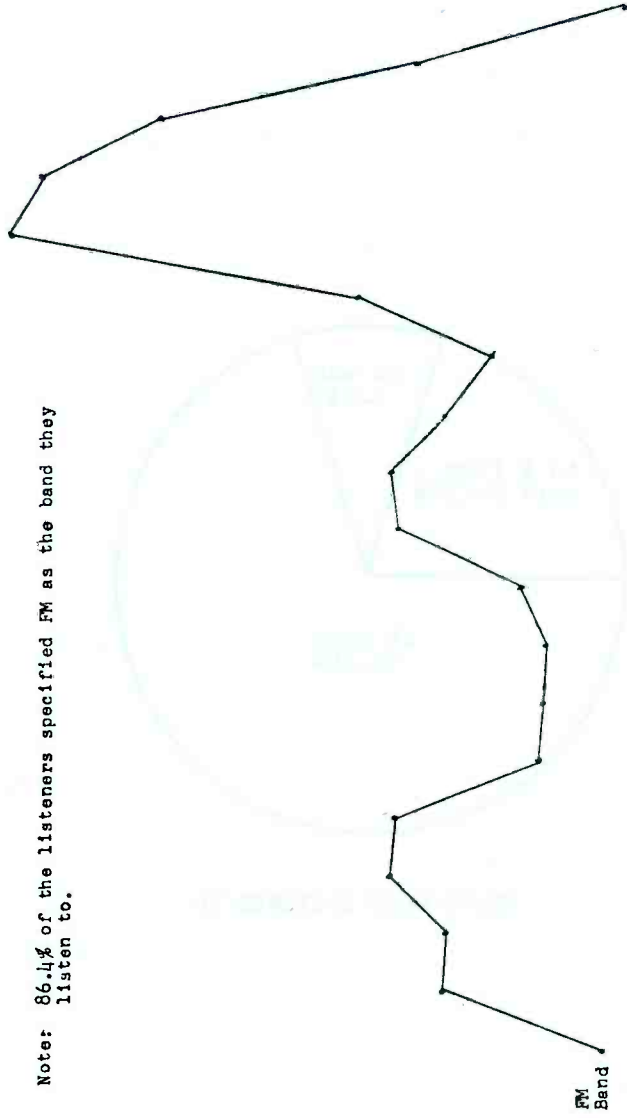
Question number 31: Do you have any charge accounts? (Based on total 1244 of 2915 responses)

Note: The average number of charge accounts per household is 1.78.

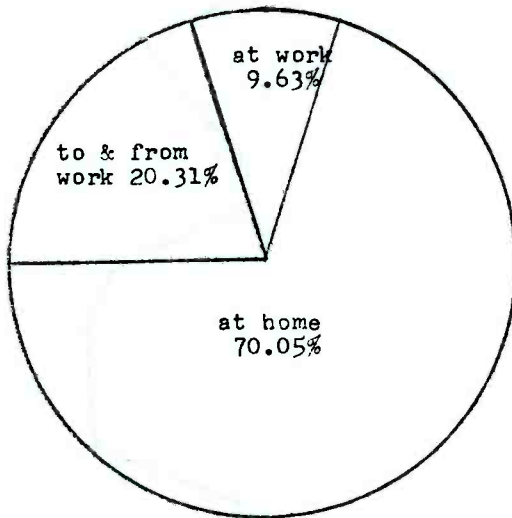


Question number 32: When do you listen to WKUU? FM & AM

Note: 86.4% of the listeners specified FM as the band they listen to.



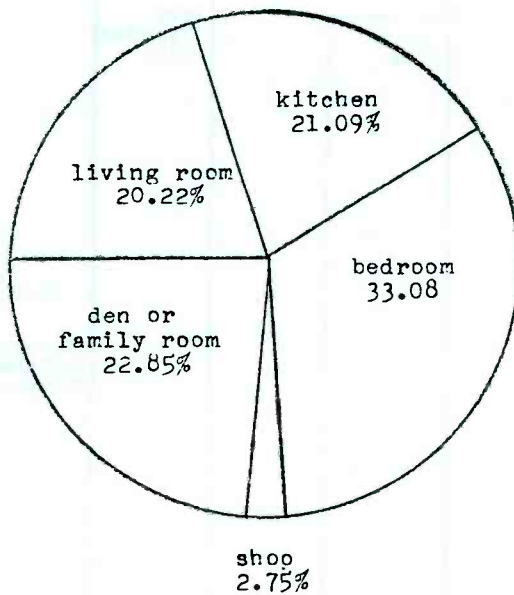
Question number 33: Where do you listen to WMUU?



WHERE WMUU LISTENED TO

Question number 33: part two;

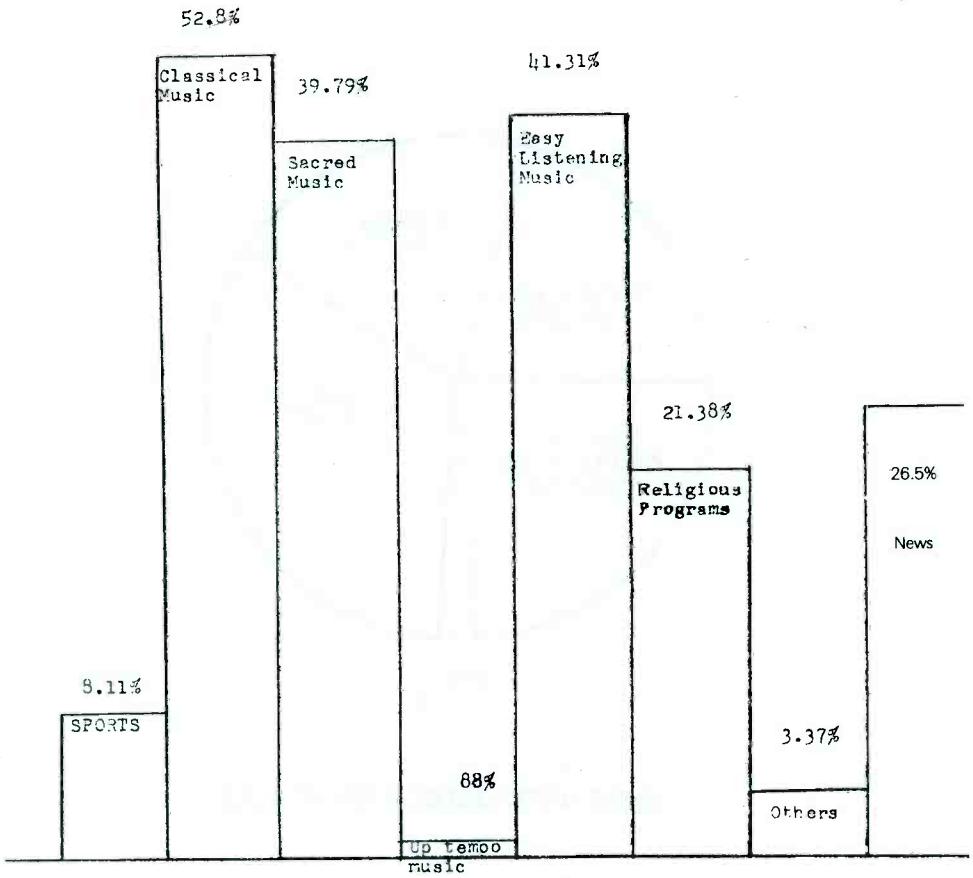
Where do you listen to WMJU at home?



WHERE WMJU LISTENED TO AT HOME

Question number 34: What types of programming would you like to hear more of on WAMU?

Note: Based on the 1244 base.



Question number 35: What other radio stations do you listen to:

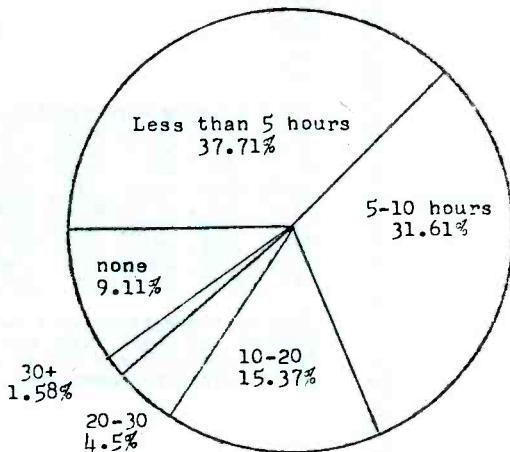
Note: Many of the respondents said that they listen to no other station. Several older people said that their radio had been tuned to WMUU for over 10 years.

Other stations listened to and the number of times each is listed:

WFBC	302	(Many specified Monty Dupuy*)	
WSPA-FM	282		
WMT-FM	120		
WFRB	98	WCBS	2
WEPR-FM	95	WXPY	2
WLOS-FM	83	WHOS	2
WESC-FM	75	WASV	2
WET-FM	50	WGOG	2
WAGI-FM	23	WEAP	2
WCKI	22	WHKY	2
WAIN-FM	21	WBZ	2
WELP	18	WOWO	2
WQOK	18	WFSC	2
WEER	16	WSCI	2
WEZC	12	WEBQ	2
WSBP	13		
WLEI-FM	10	The following were mentioned once each:	
WTVN	10	WEEZ, WPNF, WBBM, WNNC, WKXD, WABC,	
WLBG-FM	10	WPBG, WSCF, WTHO, WLOV, WGPL, WEIS,	
WCRS	9	WLAC, WQOU, WHAS, WJSC, WSHN, WCAB,	
WAGY	8	WEAB, WBYN, WQXR, WRHI, WSGN, WSM,	
WPGH-FM	8	WPBS, WNGC, WIST, WROQ, WKBC, WCRB,	
WHYZ	7	HCJB, WQVC, KMOX, WCAU, WRDW, WSPC,	
WCRD	7	WEIA, WKLY, WNEK, WDEF, WKDY, WNBC,	
WFGW	7	WEDT, WSOC, WBCU, WNET, WCKM, WASC,	
WVNC	6	WXIC, WPXI, BBC, WDUN, WQDR. *	
WQCP	6		
WIS	6	Some of these sound very much like	
WNCK	5	some of the local stations. Perhaps	
WUOT	5	the respondents are not so accurate	
WCKY	4	or call-letter remembrance.	
WSNY	4		
KDKA	4		
WGWG	4		
WTIS	4		
WEKP	4		
WGAC	4		
WJON	3		
WANE	3		
WANS	3		
WCAC	3		
WNBC	4		

Question number 36: How much do you watch TV each week?

Note: 69.3% of the people watch the TV less than 10 hours per week. The national average that the TV is on in American homes is 6 hours 52 minutes per day.



T-V VIEWING
Hours per week watching
the television.



