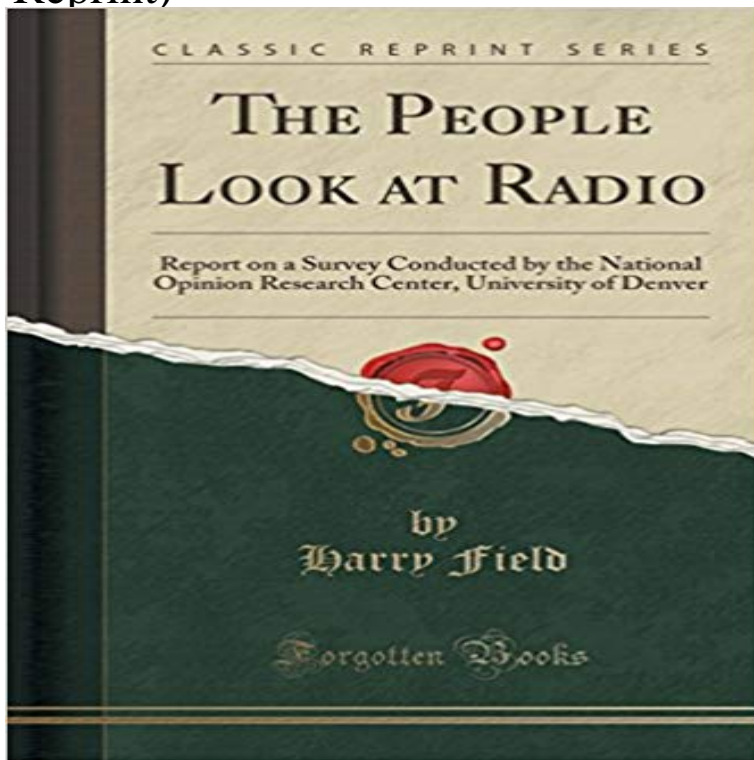


The People Look at Radio: Report on a Survey Conducted by the National Opinion Research Center, University of Denver (Classic Reprint)



Excerpt from The People Look at Radio: Report on a Survey Conducted by the National Opinion Research Center, University of Denver. In June, 1943, The National Association of Broadcasters planned a national survey of the public's understanding and acceptance of radio in the United States. The object was to assess the strengths and weaknesses of the radio industry, to ascertain where radio stands with the public, in order to blueprint a sound plan of action for the future of broadcasting. Exigencies of the war postponed the project until November, 1945, when the NAB commissioned the University of Denver's National Opinion Research Center to carry through this first nationwide investigation of the public's attitudes toward radio. Columbia University's Bureau of Applied Social Research subsequently was asked to cooperate in the analysis and interpretation of the findings of the survey which are reported here. Credit for the careful planning of the study and working out of the questionnaire belongs to the NAB and the National Opinion Research Center. The generally favorable attitude of the American public toward existing radio is brought out in the first chapter. This should come as no surprise to anyone who has given even superficial thought to the radio scene in this country. The average man listens to the radio almost three hours and the average woman listens almost four hours a day to the radio. It is not conceivable that people will spend hundreds of hours of their leisure time on something which they do not enjoy. If the sponsors of this study had been satisfied to show that people like radio very much, their case might be amply proved from these findings. But the scope of the study was much broader. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at

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