

Major Desmond

PUBLIC OPINION SURVEY

(P. W. B.)

STUDIO DELLA PUBBLICA OPINIONE

With the compliments

of

Professor Stuart G. Dodd

SECOND INTERIM REPORT
of the
PUBLIC OPINION SURVEY SECTION OF P.W.B. IN SICILY

December 11th, 1943

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SECOND INTERIM REPORT
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PUBLIC OPINION SURVEY SECTION OF P.W.B. IN SICILY

The following is a summary of preliminary findings from the first thousand interviews made in Palermo on radio listening habits. A random geographic sample was used, selected by visiting houses at regular intervals in streets of different districts in the town.

These findings are necessarily of a general nature, and more specific enquiries are being made in a second survey.

A. Number of listeners.

The aim of this question was to discover the size of the Sicilian radio audience.

The average number of listeners to each radio set is rather less than four persons, ranging up to ten people listening to one set in 2% of the population.

On the basis of this finding an estimate of the total audience in Palermo was calculated from the registered sets, officially recorded as 26,543. Assuming the total population of Palermo to be 500,000, it is estimated that 21% of the people are radio listeners.

This percentage is likely to be higher than in other parts of Sicily, since Palermo operates the Island radio, and has therefore the clearest reception.

Summary of statistical findings.

Listeners per set in Palermo	3.9
Estimated total audience in Palermo	103,000
Percent of population in Palermo	21%

B. Wavelengths of sets.

The aim of this question was to discover within what range of wavelengths the largest audience is reached.

All the radio sets in this Palermo sample receive medium wavelengths (100 to 200 m.) 60% of the sets can receive short waves, and 36% long waves. This means that listeners in Palermo are able to tune in to all the stations listed below.

All sets in Palermo run on house current, and none are battery sets.

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Summary of statistical findings

<u>Sets in Palermo</u>	<u>%</u>
Short wave	60%
Medium wave	100%
Long wave	36%

C. Frequency of listening: relative popularity of stations.

The aim of this question was to discover the frequency of radio listening in general, and what particular stations are listened to most often.

Daily listening is the rule, and on the average people in Palermo tune in at least once a day, with nearly a fifth listening-in twice in a day.

Palermo radio dominates the picture as being the most frequently listened to, with London getting an average of half as much listening, followed by a third as much for New York. Algiers is listened to once a week, with Tunis and Bari only once and twice a month respectively.

Summary of statistical findings.

<u>Stations</u>	<u>Number of occasions listened to per month</u>
Palermo)	31
London)	15
New York) United Nations stations	11
Algiers)	4
North Italy	4
Bari (United Nations)	2
Germany	1
France	1
Tunis (United Nations)	1
Vatican	1
Others (Sofia and Belgrade)	1

D. Reception disturbances.

The aim of this question was to discover what were the chief barriers to radio listening, both in general and to particular questions.

Out of the four hundred and nine radio listeners 76% complained of reception difficulties. Under present war conditions the most common complaint was inevitably the lack of electricity, otherwise one out of every five informants was handicapped in their listening by the worn and broken parts of their radios which they cannot now replace.

In general, jamming was mentioned by only 1.4% of the informants, though the percentage rose with particular stations. 12% reported that London broadcasts were jammed, 6% had the same trouble with programs from New York, whilst 13% admitted jamming of the North Italian stations (Rome).

It is likely that static and jamming are not clearly defined in peoples' minds, and a combination of the findings for both kinds of disturbances would probably indicate more accurately the amount of jamming that occurs. It might also be assumed from the small average of listeners to stations other than Palermo, that people who try to vary their listening habits are partly deterred by interference.

These findings make interesting comparison with those of the Fascist radio investigation of 1940, when interference complained of was predominantly industrial or from trams, high tension cables and so on.

From another angle both Palermo and London have equally only 4% of complaints for faint reception, with 6% making this comment on New York broadcasts.

Though the necessary limitation of imported fuel curtails the supply of electricity, obviously radio could be a more effective weapon if more regular listening habits were possible. Even if an improved electricity supply remains impossible for some time to come, a more practicable means of increasing the Sicilian radio audiences might be by making possible the servicing of worn radios and the importation of spare parts.

Summary of statistical findings:

General difficulties

<u>Difficulties</u>	<u>% of people complaining</u>
Lack of electricity	49
Worn or broken sets	21
Static	11
Faint reception	5
Industrial disturbances	5
Interference of other stations	4
Fading	4
Enemy jamming	1

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Particular difficulties

<u>Station</u>	% of people complaining of	
	<u>Enemy jamming</u>	<u>Static</u>
All stations	1.27%	8.93%
North Italy	13%	12%
London	12%	12%
New York	6%	12%
Palermo	2%	10%
Bari	2%	3%
Algiers	1%	7%
Tunis	0%	3%
Germany	2%	2%
France	1%	k
France	1%	1%
Vatican	0%	1%
Others	1%	1%

E. Stations rated for truth of news.

The aim of this question was to disclose which station was considered to broadcast the most truthful news, and which the most false.

From the positive point of view Palermo again comes out on top with two-thirds of the Palermo informants rating its news broadcasts as the most truthful: London comes below Palermo with one-fifth of the votes, New York following with one-tenth of the population.

From the negative point of view more than half the informants declare the North Italian stations (Rome) to give the least truthful news. About one person in nine condemns Germany on this score. The almost complete absence of opinion on Algiers, Tunis and Bari in this respect, when considering the overriding interest taken in news broadcasts, indicates how small an audience is probably reached in Palermo by these stations. However, provincial findings are likely to tell another story.

In order to counter the usual criticism that informants are more than likely to reply to questions of this kind in a way calculated to please the Allies rather than with any regard for truth, a test was made to check the reliability of these findings. Five hundred informants, after being questioned by an interviewer who was unknown to them, were reinterviewed by one of their personal friends. Their replies to a friend are assumed to be approximately sincere; and since the data thus

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far analysed shew only slight discrepancy between the two interviews, the findings on these questions can be taken as valid.

Summary of statistical findings.

<u>Station</u>	% of people considering the news	
	<u>Truest</u>	<u>Least true</u>
Palermo	70%	5%
London	14%	3%
New York	7%	1%
Vatican	1%	0%
Algiers	0%	1%
Tunis	0%	0%
Bari	0%	1%
France	0%	1%
Germany	0%	11%
North Italy	1%	47%

F. Stations and their programs.

The aim of this question was to find out whether any particular station was favoured for any particular type of program.

Palermo seems to be generally the favourite station for all ten kinds of programs. Apart from the slight interest in news broadcasts from other stations, programs from ~~xx~~ transmissions other than Palermo have a negligible audience. Once more it is clear that broadcasts from Bari, Algiers and Tunis by the United Nations have so far only a small following in Palermo.

It is interesting that the North Italian station has - by comparison, for instance, with London and New York - a fair audience for its programs of music. North Italy's transmissions appear to have as much disturbance as both London and New York, yet it has succeeded in holding a moderate following for entertainment. The need for more popular programs of entertainment from United Nations stations would therefore seem to be emphasised, if a more regular audience is to be secured.

Summary of statistical findings

Percent of listeners favouring each station				
<u>Program part</u>	<u>Palermo</u>	<u>London</u>	<u>New York</u>	<u>North Italy</u>
News	80%	11%	2%	4%
Comment	64%	14%	2%	4%
Talks	57%	8%	0%	2%
Dialogues	54%	1%	0%	0%

(continued overleaf)

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Summary of statistical findings (continued)

Percent of listeners favouring each station				
Program part	Palermo	London	New York	North Italy
Poetry	19%	1%	0%	3%
Prose (drama)	23%	0%	0%	4%
Music - classical	35%	1%	1%	17%
light	52%	1%	2%	12%
dance	50%	2%	3%	9%
religious	20%	0%	0%	5%

NOTE: These percentages corroborate the findings for the question on the relative popularity of each type of program. (See below).

G. Favourite types of programs.

The aim of this question was to find out what kind of programs are most popular so that broadcasters might know how best to appeal to their public.

"News" is emphatically the favourite broadcast program. Although only two-fifths of listeners rate it as first choice, yet this is twice the following of its nearest rival - classical music. Light music, followed by dance music are next in order.

On the other hand 12% of the informants ranked classical and dance music equally with poetry as being their least popular programs, with dialogue unfavourably mentioned by 8% of the people. But the positive opinion is more important than the negative in this case. Unpopular programs can always be turned off, but if a station is to command a regular audience and compete successfully with its rivals, the programs desired by its potential audience must be known and emphasised.

In the second enquiry now in preparation people will be asked to specify their program preferences, excluding news, which in war-time almost invariably takes first place. This should yield more significant data.

Summary of statistical findings.

<u>Program part</u>	<u>% of people preferring</u>
News	38%
Classical music	18%
Light "	16%
Dance "	13%
Comment on news	7%
Dialogue	2%

(continued overleaf)

7.

Summary of statistical findings (continued)

<u>Program part</u>	<u>% of people preferring</u>
Religious music	1%
Prose (drama)	1%
Talks	1%
Poetry	1%

H. Hours of listening.

The aim of this question was to explore by quarter-hour periods, the times of listening, so that broadcasters may know the varying size of their audience throughout the day.

Listening is almost exclusively in the evening. The peak is reached from eight to nine o'clock, when 80% of all listeners interviewed tune in. This is in large part due to restrictions in electric current, which in most districts of Palermo is not turned on until the late afternoon. Radio Palermo itself only operates from 6 p.m. to 1.30 in the morning and though seven other stations could be heard throughout the day, the predominance of Radio Palermo in the popularity of its programs and the frequency with which it is listened to, is probably weighted by the fact that radio listeners, limited by electricity restrictions to the brief evening period of listening, tend to turn to the local station where reception is almost invariably strong and clear.

These listening habits shew a great change from those recorded by the Fascists in 1940, when daytime listening was far more frequent.

Summary of statistical findings.

<u>Hour</u>	<u>% of listeners</u>	<u>Hour</u>	<u>% of listeners</u>
6 a.m.	0%	12 noon	1%
7	2%	13 p.m.	4%
8	1%	14	2%
9	1%	15	0%
10	0%	16	1%
11	0%	17	4%
		18	9%
		19	36%
		20	80%
		21	55%
		22	22%
		23	7%
		24	1%
		1 a.m.	0%

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I. Radio and newspaper publics.

The aim of this question was to start exploring the relative value of radio and newspapers for dissemination of news.

These preliminary findings shew that the relative intensity of the radio and newspaper public's interest is indicated by a comparison of the frequency with which they listen to their radio - thirty-two times a month, or in other words, at least once a day - whilst newspapers are not even read daily, on an average twenty-two times a month. People, in fact, listen to their radios fifty percent more frequently than they read their newspapers.

Buyers of newspapers in this sample, though ten percent fewer than newspaper readers, shew the same frequency of buying as of reading - twenty-two times a month.

A further enquiry is planned to measure in greater detail the overlap between the two media and the proportion of newspaper readers as compared with the actual buyers.

Summary of statistical findings.

	<u>Average occasions per month</u>
Newspapers bought	22
Newspapers read	22
Radio listened to	32

J. Age, sex and occupation of informants.

The aim of these questions was to assure that a balanced sample of the population was covered by the investigation.

Women were interviewed rather more frequently than men, being most often at home during working hours. Since a large proportion of the questions (those in Schedule A) dealt with problems of food, shelter and clothing, this predominance of women informants was desirable, as they were better able to answer these questions than their menfolk. In fact, when both man and wife were at home, the interviewer put his questions on household problems to the woman, and questioned the man afterwards on issues of a more political nature.

Under these circumstances the chief occupation of the informants fell into the housewife category, though the proportions of the other occupations were fairly equally distributed.

The average age - thirty-four years - for both sexes was that of the adult head of the household. These ages were, of

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course, only approximate.

Summary of statistical findingsPercentage of informantsSex

Men	45%
Women	55%

Age

60 years and over	11%
40 " " "	50%
20 " " "	37%
12 " " "	2%

Occupation

Housewives	44%
Artisans	9%
Private employees	6%
Accountants	4%
Unskilled workers	4%
Skilled workers	3%
Pensioners	3%
Directors of trade	2%
Students	2%
Landowners	2%
Others (less than 2% each)	2%

(signed) Stuart C. Dodd,
Director.

P.W.B.,
Public Opinion Survey Section,
Sicily.

December 11th, 1943.

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RE: INFORMATION
ALBANY COUNTY GOVERNMENT
AND 912
Information Sub-Commission

6 December 1943

SUBJECT: Captain P. D. Krolik

TO: CO, PAB, ARHQ

1. It has been the duty of this sub-commission, in recent weeks, to maintain liaison for ARHQ with the PAB. In this connection, we have had frequent contacts with Captain P.D. Krolik, representative of PAB in the public opinion survey being conducted in Sicily.
2. It has been a pleasure to deal with Captain Krolik, not only in his professional capacity, but personally. He has shown an unflinching energy in his work for the PAB public opinion survey, has worked to overcome a certain disinclination and even opposition to the survey in some quarters, and appears to have done most competent work.
3. It is a matter of regret to learn that Captain Krolik is leaving Palermo. He has been personally welcomed in this office.

ROBERT W. BOWMAN
Major, Spec. Res. ARHQ
Director, Information Sub-Commission

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CONFIDENTIAL ROUTINE

LBS 3605

FROM: EISENHOWER

160850A

TO : CO IBS

Have the Commanding Officer of 20th MRU contact Mr. Stuart C. Dodd, care of FMB, to assist him in the Public Opinion Survey. Amount of cards to be punched is 6000 and card forms will be supplied by the 20th MRU.

(CITE DAACS. SIGNED EISENHOWER. ACTION CO IBS)

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