

REPORT ON PROGRAMME PREFERENCE AND BROADCAST REACTIONS

CALCUTTA, APRIL-MAY 1941

by

P. C. MAHALANOBIS

Statistical Laboratory
Presidency College, Calcutta
July 1941

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Text and Tables

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TABLES

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PART I. GENERAL DISCUSSION

CHAPTER 1. INTRODUCTION

Object of the Survey

The chief object of the present survey was to explore the possibility of ascertaining public opinion on specific questions. Three different procedures have been adopted for this purpose in other countries, namely, (1) widely distributed questionnaires as in the Literary Digest surveys in the U.S.A.; (2) Mass-Observation as in Great Britain since 1937; and (3) direct interviewing of a carefully selected and representative sample of the population as in the Gallup Poll. After some small scale trials in Calcutta in February and March 1941 we decided to use a combination of the sample survey and mass observation. The present Report gives a general account of some of the results obtained by the exploratory survey carried out in April and May 1941.

The Different Samples

The 'general' sample. In Calcutta two random samples were used. The first, which we shall call the 'general' sample, consisted of 1503 families picked up at random out of the list of houses given in Thacker's Street Directory in predominantly middle class residential areas in Calcutta.

The 'radio' sample. The second group consisted of 803 persons holding radio licenses selected again at random out of the consolidated list supplied to us by A.I.R. authorities. Both these samples were intentionally picked up from the same geographical area to enable comparisons being made between the results.*

* Additional random samples were also taken at Jagaddal, an industrial area about 20 miles north of Calcutta; and at Asansol, a mixed industrial and rural area about 136 miles from Calcutta; but the tabulation of this material has not yet been completed.

Mass-Observation. Information was also collected, on what may be broadly called mass-observation lines, about reactions to Allied, Neutral, and Enemy broadcasts through personal conversations and discussions. No restriction was imposed on the selection of subjects. This was left to the free choice and opportunity of the observers. We have two samples in this series; the first consists of 385 persons in Calcutta, and the second of 101 persons in Jagaddal, an industrial area 20 miles north of Calcutta.

Statistical Design of the Survey

In developing a sampling technique two important considerations have to be kept in mind. The samples must be sufficiently representative of the universe surveyed to supply a reliable picture of the real position. Secondly, the field work must be arranged in such a way that the personal bias of the different investigators may cancel out leaving the final results unbiased. The first objective can be attained by using a sample which is picked up purely at random. The second objective requires the use of proper statistical design. This principle of statistical design was deliberately introduced in arranging the field survey. This, as we shall presently see, has supplied valuable checks; and has given encouraging results.

In Calcutta the whole area under survey was divided into six geographical blocks, and the information for each block was collected independently by three different batches of investigators called (A), (B) and (C) respectively. In this way several independent estimates relating to each block or to the area as a whole were obtained; and the degree of agreement between these independent estimates supplied an objective measure of the reliability of the final results. The accuracy of the results has been discussed on general lines a little later in this chapter, and also in greater detail in Appendix 3.

Arrangements for the Field Survey

The list of radio licensees in Calcutta, Jagaddal and Asansol was received by us on the 23rd March 1941. It took us about a fortnight to prepare the sampling technique, to pick up families and licensees at random, to prepare the design of the field work and get the schedules

ready. The actual field investigation started on the 16th April 1941, and continued practically till the end of May and thus covered a period of six weeks; one additional group of cards was collected in the first week of June.

During the preliminary trials in February and March we made small scale experiments with whole-time investigators specially appointed for this work. This however did not appear to us to be quite suitable for the purpose which we had in view. We also tried to attract volunteers for the work; but the response was not adequate. After a careful consideration of the whole question we decided to use the workers of the Statistical Laboratory on a part-time basis. On the whole this has proved convenient and economical.

We intentionally employed a large number of investigators, about 50 in Calcutta, 5 in Jagaddal, and 4 in Asansol. We did this for two reasons. We wanted that the personal bias of different investigators should cancel out adequately. The larger the number of persons the greater will be the chance of this happening. We also wanted to try out a large number of investigators on the field so that we could select the most efficient among them for similar surveys in future.

The investigators were asked to fill up the printed schedules by directly interviewing the head of the family or some other responsible member of the family. These schedules, which contain the replies given by persons who had been picked up at random, thus constitute the real statistical samples on which the present Report is based.*

We watched the progress of the sample survey for about a fortnight. In the meantime the programme for mass observation was settled; and a careful selection of observers was made on the basis of previous record of work in the Laboratory, general intelligence, reliability, education, tact, and capacity to establish contact with strangers. Twenty-two part-time observers were used in Calcutta, and one whole-time observer in Jagaddal.

* Besides these random sample schedules the investigators were instructed to collect additional or supplementary schedules from such other members of the sample family as were willing to supply the required information. This material has not however been used in the present Report.

The mass observation work was started on the 10th May but took another fortnight before the work came into full swing. Most of the information discussed here related to the second half of May and first week of June. A chronicle of contemporary events is given in a concise form in Appendix 6.

Tabulation and Statistical Analysis

The tabulation work was started early in June and at the time of writing this report was still in progress. In order to expedite the work we had arranged for the larger portion of the schedules to be sorted and tabulated on the Hollerith machine by the British Tabulating Machine Co. Ltd. Unfortunately, owing to a breakdown of the Tabulating machine, this was delayed; and we were obliged to do a good deal of tabulation by hand in the Statistical Laboratory. This Report is based on the material which has already been analysed. The items selected for discussion will give a good idea of the kind of information which can be obtained by sample surveys. A list of items on which information was collected is given in Appendix 5. Credit is due to the staff of the Statistical Laboratory for working over-time in the present survey in the midst of heavy pressure of other big projects like the Jute Census Scheme or the All-India Survey of Sugarcane Borer Pests. Without the loyal and enthusiastic co-operation of my fellow-workers in the Laboratory it would not have been possible to complete the Report.

Nature of the Population Surveyed

I shall conclude this Introductory Chapter by giving a general idea of the population surveyed and the order of accuracy of the final results. The first exploratory survey was intentionally restricted to what may be broadly called the middle-class residential areas of Calcutta. This because the ground would be more or less familiar to our workers. Secondly because this was the segment of the population in the opinion of which we are primarily interested in the present survey. In order to study the composition of the sample (and through the sample, the composition of the population or universe itself) information was collected about the sex, age, civil status (single, married or widowed), religion,

language, education, occupation and economic status (as determined by the family expenditure per month) of each person interviewed. In this Report we have studied the influence of sex, age, education, economic level, and occupation in considerable detail; in the chapter on reactions to broadcasts we have also considered religion, language, and province. The classification used is given in full in Appendix '1.

The composition of the different samples is given in detail in Appendix 2. As already noted all the four samples belonged almost exclusively to middle-class families. The 'general' and the 'radio' samples, which were both picked up at random (though by different methods) in the same area in Calcutta were on the whole similar in composition.

Age. The proportion of persons below 18 years was smaller than that in the 1931 Census population in all the three Calcutta samples. This because our investigators naturally tried to obtain the required information wherever possible from either the head or a responsible member of the family. The proportion of persons above 55 years was also comparatively small; this because outsiders had little opportunity of coming into contact with the older people many of whom naturally kept indoors. As compared to the 'general' and the 'radio' samples the proportion of persons between 19 and 35 years was much higher in the Calcutta mass-observation group. This was due to the fact that our observers themselves were mostly of this age and had found it easier to establish contact with persons of their own age. The Jagaddal sample had an age distribution nearer to the census distribution.

In a separate note given in Appendix 4 we have considered the effect of making adjustments for differences in the composition of age. The results discussed there show that such adjustments are usually very small and of the order of one per cent or less in most cases. This shows that the minor differences in the age composition of our samples on the whole have very little effect on the results given in this Report.

Education. In educational qualifications all our samples belong to a high level. Naturally because they all represent middle-class families. Educationally the Jagaddal sample occupies the bottom place; the 'general' and 'radio' samples come in the middle and are on the whole similar; the Calcutta mass observation group on the other hand represents

a distinctly higher educational and cultural level. The lower educational level of the Jagaddal sample probably represents a real difference between that area and Calcutta. The higher level of the Calcutta mass-observation group is, on the other hand, probably due to the higher cultural status of the persons contacted by our observers who were all workers of the Statistical Laboratory, and many of whom were themselves men of high educational qualifications.

Economic Level. In economic stratification the three Calcutta samples were on the whole similar. The 'radio' sample had, however, a comparatively large proportion of families with expenditure above Rs.400 per month. This is just what may be expected as ownership of a radio usually means comfortable circumstances. On the other hand, the Jagaddal Sample represents a lower economic level which again almost certainly reflects a real difference between middle-class families living in that area and in Calcutta.

Occupation. In occupational distribution the 'general' and the 'radio' samples were again quite similar. The mass observation samples have a much larger proportion of students which is explained by the fact that our observers were in a sense akin to the student group. The mass observation samples included somewhat lower proportions of the business and service groups, probably because our observers had less contact with them. The professional class was represented by practically the same proportion, namely 12 or 13 per cent, in all the four samples.

Interaction of Age. As we shall see presently age exerts a characteristic and strong influence on tastes and preferences. For this reason we considered it advisable to investigate whether there was any appreciable difference in mean age in the different educational, economic, and occupational groups. The detailed results are given in Appendix 2. On the whole the mean age showed little variations except of course in the case of students whose average age was naturally much lower, and also to some extent in the case of undergraduates whose mean age also was somewhat low.

This is most satisfactory. For this shows that, with the exception of students and to some extent undergraduates, comparisons between different educational economic or occupational groups would be practically independent of age variations.

The Reliability of the Results

I have already mentioned that Calcutta was divided into six blocks for the purpose of the present survey. In each block the information was collected by three independent batches of investigators. This gives us eighteen sub-samples each of which supplies an independent estimate. In the present case the six blocks into which the residential area of Calcutta was divided were more or less similar. We do not therefore expect any regional differences in the results; and this was directly confirmed by our analysis. In the absence of any regional difference if the size of the sample, i.e. the number of persons interviewed, is indefinitely large, and the investigators have no bias or the number of investigators is sufficiently large to cancel out individual differences in bias, then the estimate obtained by each batch in each block should be identical. This of course is not capable of being attained in practice. First, because the sample is small, in our case about 500 families for each batch out of a population of several lakhs. The composition of the sub-sample surveyed by each batch is not therefore quite identical. Second, the number of investigators also is small and only about 15 or 20 in each batch. The personal bias of the investigators cannot therefore completely cancel out. In this situation we get certain differences between the different estimates due to what is technically called sampling errors.

We cannot completely eliminate these sampling errors. In fact this is not necessary. The really important point is to reduce these errors of sampling to the required extent. Practical decisions can often be made if we are satisfied that the margin of error is less than say, five per cent or one per cent or something else. Once the desired degree of accuracy is attained it is not necessary to increase the size of the sample. This is why in analytic statistics an attempt is made to give

a quantitative estimate of the margin of error. This question has been discussed in greater detail in a special note "On the Margin of Error of the Results" given in Appendix 3.

Errors of Sampling

From the figures given in Appendix 3 we find that the agreement between different estimates was such that the standard error (which is a precise measure of the margin of error) in the case of the mean age of persons interviewed, namely 36.8 years, was so low as 0.2 year. The proportional margin of error was thus of the order of one per cent or less. In the same way we can calculate the standard error for other items. The work, however, is laborious; and we have not considered it necessary to do this for every item. We have satisfied ourselves of the general validity of our results by calculating the standard error in a few typical cases. For example, we find that radio is the actual medium of news in the case of 35.1 per cent of our sample, and that the standard error is 2.1 per cent. The corresponding figure for newspapers is 60.1 per cent with a standard error of 1.8 per cent. The medium of current news can thus be determined with a standard margin of error of about two per cent in a sample survey of the present kind covering about 1500 families.

So far as programme preference is concerned the position is much the same. For example, from Table 12 we find that 54.7 per cent of our sample listen 'often' to war news, and that this estimate has a standard margin of error of 1.69 per cent. Similarly, Tagore music is listened to 'often' by 40.2 ± 2.73 per cent of persons in the 'radio' sample. The standard margin of error in estimates of programme preference is usually something like two or three per cent. This is also true in the case of reactions to war broadcasts; from the figures given in Table we find that the standard errors are mostly one or two per cent.

Accuracy of the Results

The low margin of error shows satisfactory agreement between the results obtained by independent sets of investigators in different blocks. This means, first, that there were no appreciable regional differences; and second, that personal bias of the workers had cancelled out to a great extent. The results given here may therefore be safely accepted as fully representative of the middle-class families covered in the present survey. We thus find that the sampling technique used by us had worked quite successfully. The margin of error was on the whole of the order of one, two, or three per cent and rarely if ever exceeded five per cent. This is probably quite sufficient for all practical purposes.

Arrangement of the Report

The Report has been arranged in four parts. A general discussion is given in Part I of which the present Chapter 1 is introductory. A summary of the chief findings is given in Chapter 2. This, as far as it goes, is complete in itself. Chapter 3 contains a review of programme policy based on the findings of the present enquiry together with general observations on the survey. This chapter is of special interest from the administrative point of view.

Part II of the Report deals with the 'general' and the 'radio' samples picked up at random in Calcutta. The use of the radio for news and for entertainment is discussed here in six chapters. The topic of Chapter 4 is the radio as a medium of news, and of Chapter 5 the radio for entertainment. Both these chapters are based on the general sample. We next have Chapters 6 and 7 dealing with programme preferences based on the radio sample, followed by a review of programme policy in Chapter 8. Part II is concluded by a short Chapter 9 on reception in Calcutta from other stations.

Reactions to radio broadcasts are discussed in Part III. Chapter 10 gives the general results for the two series of observations in Calcutta and Jagaddal. This is followed by Chapter 11 dealing with the influence of age, education, economic status, and occupation; and Chapter 12 with the influence of sex, religion, language, and province on broadcasts reactions.

Part IV gives seven appendices on (1) scheme of classification of the material, (2) composition of different samples, (3) note on standard margin of error, (4) note on age correction, (5) list of items in primary schedules, (6) chronicle of current events, and (7) supplementary table for sub-samples.

For convenience of reference the tabular statements are given separately at the end of the Report. This will enable the text pages being read through continuously, and at the same time reference being made to relevant tables at the appropriate places. A detailed list of tables is given in the beginning of the tabular portion of the Report which will enable any particular table being located without difficulty.

CHAPTER 2. SUMMARY OF FINDINGS

The detailed findings of the enquiry in respect of the 'general' as well as the 'radio' sample is given in Parts II and III which form the main body of the report. Continuous references to Tables are made there. We are giving here a general summary of the conclusions for convenience of reference.

THE CALCUTTA GENERAL SAMPLE

The 'general' sample was picked up at random out of Thacker's Calcutta Street Directory of householders. It represents 1503 predominantly middle-class Indian families living in residential areas of Calcutta. The material was classified by (1) Age; (2) Education; (3) Monthly Family Expenditure; (4) Occupations; and also (5) Sex, although the number of women included in the sample was small.

Radio as a Medium of News

Interest in News. Among middle-class families in Calcutta a very large proportion, 91 per cent among men and 86 per cent among women, take interest in current news. Women apparently have somewhat less interest in news, which considering the general backwardness of women's education in this country, is not surprising.

A comparatively large proportion, 25 per cent, of very young persons below 18 years, 16.8 per cent of older people above 55 years, 22.3 per cent of non-matrices, 20.8 per cent of persons in the lowest expenditure level, and 28.3 per cent of those engaged in petty trade are not particularly interested in current affairs; otherwise variations are comparatively small.

Actual Medium of News. The radio serves as the medium of news for about 35 per cent of men and 44 per cent of women. A much large proportion of men, nearly 60 per cent, get their news from newspapers while only about 39 per cent of women do so. As a vehicle for news, radio becomes

increasingly important with increasing economic level from about 17 per cent in the lowest expenditure group to about 41 per cent among families with monthly expenditure above Rs.400. The popularity of the radio decreases steadily with increasing age, and is comparatively small among non-matrices and persons engaged in petty trade. Variations in the case of newspapers are small in comparison, the proportions fluctuating roughly between 56 and 66 per cent in the different groups. The percentage of women (16.7 per cent) who rely on conversation for their news is, as is to be expected, much greater than the percentage of men (slightly over 4 per cent). Among non-matrices 11.7 per cent, among people in the lowest economic group 17.2 per cent, and among persons engaged in petty trade 20.7 per cent get their news through personal conversations.

Preferred Medium of News. The radio is preferred as a medium of news by roughly one-fourth of the persons interviewed among both men and women. Newspapers are preferred by about 71 per cent of men and only about 55 per cent of women. As in the case of the actual medium we find that a large percentage of women 19.4 per cent, non-matrices 12.2 per cent, people in the lowest expenditure level 18.4 per cent, and persons engaged in petty trade 20.5 per cent, prefer personal conversations as a medium of news.

Preference for the radio as a medium of news increases in popularity with increasing economic level but decreases with increasing age. The frequency of listening to the radio definitely decreases with age but increases with increasing economic level. Non-matrices and persons engaged in petty trade on the whole listen to the radio much less frequently than persons in other groups.

The proportion of women who listen often to the radio is 36.4 per cent and is much higher than the proportion of 19.5 per cent among men. On the contrary the position is almost exactly reversed in the case of those who never listen to the radio for we find that 36.4 per cent of women do not do so against 19.4 per cent of men. The explanation is probably quite simple. Women having access to a radio listen more frequently as they stay indoors more often than men. But in the case of families

which do not possess a radio or have no ready access to one, the men can often go out and listen to the radio from commercial sets or in friends' houses; women however can do this very rarely.

Radio for Entertainment

In the general sample we secured data regarding habitual listening-in to the gramophone, radio and the cinema, and also for listeners' first preference among these three forms of entertainment.

Entertainment Habit. A large proportions of people, nearly half among both men (46.7 per cent) and women (51.1 per cent), habitually listen to the radio; while a much lower proportion, only about one-third habitually go to the cinema. The proportion hearing the gramophone is small only about 17 or 18 per cent. Sex differences are small. There is, however, slightly greater use of the radio by women in comparison with men.

The radio is used for entertainment with increasing frequency with advancing years. The proportion going to the cinema is more or less steady up to 35 years, but then begins to decrease and falls to the very low value of 16.7 per cent among persons above 55 years. The gramophone is used by a slightly larger proportion of younger people below 18 years and by older people above 55 years than in the intermediate age-groups.

Education exerts little influence. Graduates use the radio a little more frequently and the gramophone a little less than undergraduates or non-matrices; otherwise differences are small, and probably negligible.

Coming to expenditure levels we find that the use of the gramophone probably decreases to some extent among families with a monthly expenditure above Rs 40 while the use of the radio increases beyond the level of Rs 100 per month. Variations are quite small in the case of the cinema which show that this form of entertainment is equally popular among all economic classes.

Among occupational groups, the gramophone is used most frequently by petty traders (26.0 per cent) and least frequently by professional people (12.7 per cent); while the radio is used most frequently by professional people (51.1 per cent) and least frequently by petty traders

(42.0 per cent). Differences in the case of the cinema are again quite small and do not exceed five per cent.

Entertainment Preferences. Turning now to the question of preference, we find, as in the case of the medium of news, that habits and preferences more or less go together. Certain deviations, however, from this general rule, are of considerable interest.

Practically every one in all age, educational, economic or occupational groups would like to go much more frequently to the cinema and use the gramophone much less than they are doing at present. The difference between habit and preference is less in the case of the radio; but on the whole, people would prefer to use the radio a little less frequently than at present.

Although in actual fact the radio is used more frequently for entertainment than the cinema it is clear that the latter is more popular in the sense that more people would prefer to go to the cinema. That they do not actually go to the cinema more frequently, especially in the case of well-to-do people, is probably due to the long fixed hours and the necessity of going out of doors. The radio can be turned on or off sitting at home whenever one likes, and is thus more easily accessible in a physical sense. Also perhaps the question of recurring expenditure is a factor of some importance. Once a radio is purchased there is little visible expense in keeping it up, while in going to the cinema tangible cash expenditure has to be incurred on each occasion.

THE CALCUTTA RADIO SAMPLE

I shall now consider the 'radio' sample of 887 persons who were selected at random out of the list of radio licensees residing in the same area of Calcutta as the 'general' sample. Out of this we picked up 803 persons who speak Bengali to study their preferences for different items of the programme in Bengali broadcasted from Calcutta in February and March 1941. The material was classified by (1) Age; (2) Education; (3) Occupation; and (5) Sex for detailed analysis.

Programme Preference : Listening Frequency

The Calcutta programme (chiefly in Bengali) in February and March 1941 was grouped under 18 items following closely the classification used in radio announcements. Various criteria have been used in the present enquiry to assess the relative popularity of different items such as percentages of persons listening 'often', 'sometimes', 'rarely', or never.

General Results. On the whole we find that war news and news talks are most popular in the sense of being often or sometimes listened to by a very large proportion of persons (77.4 and 74.4 per cent respectively). Foreign news comes some way behind.

Next we have the entertainment group in which modern (78.4 per cent) and Tagore (74.4 per cent) music easily come at the top both in view of the large numbers who usually listen to them and also in the very small (13.2 and 14.3 per cent) numbers of those who do not listen to these items at all. Instrumental music (73.4 per cent), plays (68.9 per cent) and devotional music (66.3 per cent) come next with ustadi (45.1 per cent) a long way behind.

Humorous (57.2 per cent), scientific (52.6 per cent), literary (47.4 per cent) and educational (49.9 per cent) talks and lessons in music (38.8 per cent) form another group. The proportion of persons who listen to these is on the whole smaller than the entertainment group (with the exception of ustadi) but is still quite considerable. From about one-fourth to a third of the license-holders, however, almost completely refrain from listening to these items.

Folk music (44.9 per cent) and children's (37.5 per cent), women's (35.0 per cent) and rural programmes (33.2 per cent) come at the very bottom. The relative unpopularity of these may however be due to some extent to the fact that our sample contains comparatively small proportions of children, women or rural people.

Age Variations. The data relating to the percentages of persons listening 'often' to these items have been further analysed by age, occupational and educational groups. War news easily heads the list in each age group with proportions fluctuating between 50 and 60 per cent on the whole. News talks are also popular with frequencies ranging between 45.8 to 57.6 per cent.

In the entertainment group, however, age exerts a strong influence. The proportion of persons listening 'often' steadily and consistently decreases with increasing age in the case of modern (from 70.8 to 18.2 per cent), Tagore (from 66.6 to 21.2 per cent), and instrumental music (from 50.0 to 27.3 per cent), and plays (from 54.2 to 36.4 per cent), while preference for devotional music increases (from 25.0 to 51.5 per cent) with advancing age. In the case of ustadi appreciation is low in the youngest age group below 18 years (16.7 per cent) but attains the peak value (29.9 per cent) between 19 and 25 years and then steadily decreases to 12.1 per cent among persons above 55 years.

There is practically no age variation in the case of humorous talks. Interest in scientific, literary, or educational talks on the whole decreases with advancing age up to 55 years with some increase among persons above 55 years who probably have more leisure for these things. Folk music, and programmes for children, women or rural people, show practically the same kind of variation. Interest decreases with advancing years with a recrudescence above 55 years. Interest in music lessons however quite naturally drops very sharply from 37.6 per cent between 19 and 25 years to about 15 per cent among older people.

On the whole we thus find that interest in war news and in news and humorous talks does not change with age. In the case of devotional music it definitely increases with advancing years. In most other cases it decreases, especially in the entertainment group with age. There is probably a revival of interest in various talks and special programmes among persons above 55 years.

Educational Groups. Turning to educational groups we find that news items are equally popular among all groups. Plays, modern and instrumental music have high popularity among non-matrices and undergraduates but decline in popularity among graduates. Both devotional and ustadi music steadily lose in popularity with increasing educational qualifications.

On the other hand, appreciation of scientific talks increases with education. Literary and educational talks as also Tagore music are far more popular among graduates and undergraduates than among non-matrices. These items may therefore be considered to be progressive in the sense that they are more appreciated by persons of superior culture.

In the case of music lessons and children's and women's programmes there is less interest among graduates than among undergraduates and non-matrices; while educational qualification is not a factor of importance in the case of humorous talks, folk music, or rural programmes.

Occupational Groups. Among all the occupational groups, war news and news talks enjoy much the same kind of popularity. The case of foreign news is slightly different. It is least popular with petty traders and most popular with professional people and students. Devotional music is most popular with landlards which perhaps is significant. It is noteworthy again that professional people have the lowest preference for ustadi music. Modern and Tagore songs enjoy the highest popularity amongst students. Petty traders have also a great liking for modern music but have the lowest preference for Tagore music. This contrast is of considerable significance as it reveals the heterogeneous nature of modern music which consists of two distinct strata one comparable to Tagore music and the other of an inferior kind. In this connexion it is worth noting that professional people have the highest preference, next to students, for Tagore music and at the same time the lowest preference for modern music. In the entertainment group Tagore music thus stands out as a progressive item in the sense of being more appreciated by people with higher educational qualifications or by higher occupational groups like professional people.

Sex Differences. Women, on the whole, are more interested in the entertainment group than in news or talks with the sole exception of women's programme. Plays particularly are very often listened to by women. Then comes modern music with women's programmes slightly behind. Their next preference is for Tagore music with war news coming closely behind. This indicates that women in this country, as far as those hearing the radio are concerned, are not quite apathetic to current news, especially war news.

Relative Demand for 'more' or 'less' of the Items

Proportion Voting. As is to be expected in this country, a very large proportion of persons did not give any opinion at all when they were asked whether they would like to have 'more' or 'less' of the different items. This is probably due to either general apathy or to a feeling that any expression of opinion is not likely to be of much use. There are, however, some interesting variations as between different items. A little over one-half of the total population did not vote on the news groups. About two-thirds of the people did not vote on such items as humorous, scientific, literary, and educational talks or music lessons, and more than 70 per cent did not vote on children's, women's and rural programmes. In the latter case, however, some allowance should be made for the fact that our sample contains very few women, children or rural people. Comparatively large numbers of people, however, voted on the entertainment group. On modern and Tagore music in particular, more than half of the total sample actually participated in the voting.

General Results. As far as the whole sample is concerned, the largest demand is for more of modern and Tagore music. Instrumental music and plays come next with war news and devotional music following closely behind. There is also considerable demand for more of humorous, scientific, literary and educational talks, and to a much smaller extent of children's programme. Demands for music lessons and women's programme seem to have reached a point of saturation in relation to the supply; while a majority of persons voting want a reduction in the time allotted to ustadi, folk music, and rural programmes.

Sex Differences. Sex differences are quite significant in this connexion. There is considerable demand for news and talks of various kinds among men while women have not much use for these items. On the other hand women would naturally like to have a good deal more of women's programme; and would, even more than men, prefer an increase in modern and Tagore music and plays.

Age Variations. Age variations in demand broadly follow listening habits. On the whole demand decreases with increasing age in the case of war news, modern, Tagore, and instrumental music, humorous and educational talks, music lessons, children's programme and folk music. In the case of news talks, foreign news, scientific and literary talks, and ustadi the demand probably increases to some extent up to the age of 25 or 35 years after which it again declines on the whole. The demand for plays is high among very young people, then remains more or less steady between 19 and 55 years after which there is a decline. The variation is small in the case of women's programme and irregular in the case of rural programmes. Devotional music stands out in showing on the whole an increasing demand with advancing years.

Educational Groups. Among educational groups we find a larger demand among graduates and undergraduates as compared to non-matrices for an increase in war news, news talks and foreign news; scientific literary and educational talks; and for Tagore music alone in the entertainment group. There is little variation in the case of instrumental music, humorous talks, music lessons, children's programme, folk music, and rural programmes. The demand on the whole decreases with increasing educational qualifications in the case of modern, devotional, and ustadi music, plays and women's programme.

Occupational Groups. Turning to occupational groups, we find that petty traders have little use for war and foreign news, scientific or literary talks, music lessons, or Tagore music; on the other hand they are particularly fond of plays and devotional music. Professional people, in contrast, want comparatively less of plays and devotional music but a good deal more of Tagore music, various talks and children's programme. The requirements of service people and business men are on the whole similar with somewhat more emphasis on talks and less on plays and children's programme in the service group along. The requirements of

landlords are also broadly similar with, however, a comparatively larger demand for devotional and ustadi music and children's programme. Students have a large demand for most items with the highest preference for modern, Tagore and instrumental music.

Choice out of Eighteen Items

In the 'radio' sample every one was asked to record five favourite items to be selected out of the list of eighteen items. About 85 per cent of the people recorded their votes; and the data have been analysed by age-groups.

General Results. The highest preference clearly is for modern music (50.6 per cent) taking all groups into consideration. Next comes Tagore music (42.8 per cent) followed closely by plays (39.4 per cent) and instrumental music (39.2 per cent). These four items therefore constitute the most popular group.

Next in popularity is a group consisting of devotional music (32.1 per cent) and war news (32.0 per cent); next comes the group of talks of different kinds (humorous, scientific, literary, educational and news) and also ustadi music with proportions varying between roughly 17 and 23 per cent. Children's programme, music lessons, folk music, women's and rural programmes occupy the five bottom places with proportions less than ten per cent for the most part.

Age Variations. Devotional music and news talks are the only two items the popularity of which increases steadily with age and attains the highest level among persons above 55 years. In the case of plays, foreign news, and rural programme, age variations are on the whole small. In most other items there is a more or less steady decrease in popularity specially after the age of 25 years. It is interesting, however, to note that though modern music is more popular than Tagore music in every age-group up to 55 years, older people seem to like Tagore music more than modern music.

LISTENING FREQUENCY IN RELATION TO PREFERENCE

We have discussed the question of programme preference from many different aspects, and we have found that the results are in general agreement. The position becomes still more clear if we take an integrated view of combining different measures of preference. It has been done in the form of index numbers of preference from which we find that modern, Tagore, and instrumental music with plays form a compact group of the four most popular items in the Calcutta programme. From the point of view of listeners' preference war news, talks on various subjects, and devotional music form a second group which enjoy a moderate degree of popularity. A long way behind come children's and women's programmes and ustadī music (about which however there is a sharp difference of opinion) forming a third group of comparatively low popularity. At the bottom of the list we have music lessons, folk music and rural programme.

General Features. Comparing with actual listening frequencies we find that war news and news talks are listened to much more frequently than one would expect from their relative popularity. This however is not surprising. Under war conditions people listen to these items not for entertainment but as a matter of necessity. Music lessons also are listened to proportionately more than its relative popularity which merely shows that these lessons are used for learning music rather than for entertainment. On the other hand, the listening frequency is generally less in comparison with the relative popularity of musical items and plays in the entertainment group. This probably because it is not always possible to listen to even favourite items owing to other work or engagements. The position of Tagore music is slightly different. It comes second in the order of preference but occupies the sixth place in order of listening. This is at least partly due to the very small time allotted to this item in radio programmes.

Results for Women. A comparison of similar index numbers of preference and of listening frequency for women shows on the whole that war news and news talks are listened to far more frequently, while plays and musical items and specially Tagore music are listened to much less frequently in proportion to their popularity.

Sex Differences. A comparison of the index numbers of preference for men and women show a number of sharp contrasts. We thus find that women have a much greater liking for women's programme and music lessons, and also to some extent for plays and Tagore music in comparison with men. On the other hand, war news, news talks, and scientific, literary and educational talks are far more popular with men. There is little difference between the two sexes in the case of modern, instrumental, or devotional music and children's programmes. Opinion is sharply divided about ustadi but a majority of both men and women desire a reduction in the time allotted to this item. Folk music is unpopular with both men and women. Finally all age, educational, and occupational groups and both sexes are united in their desire for less of rural programmes.

RECEPTION IN CALCUTTA FROM DIFFERENT RADIO STATIONS

A part of the present enquiry referred to the quality of reception (good, fair, indistinct, or no reception) of broadcasts from ten foreign and ten Indian stations.

Naturally the proportion of good reception is highest, namely, 90 per cent, in the case of Calcutta. The proportion falls sharply to 41 per cent in the case of Delhi which occupies the next best place. It is interesting to note that the third place is occupied not by any Indian station but by the B.B.C. while Bombay and Lucknow occupy the fourth place as far as receptions in Calcutta are concerned, Dacca coming closely behind. Madras comes next followed closely by China. In the case of all other stations - Indian and foreign - the percentage of good reception is lower than 10.

As far as general interest in stations is concerned, it has been found that Calcutta listeners take the greatest interest naturally in the Calcutta station. Next come Dacca and Delhi, followed closely by Bombay and Lucknow. Interest in B.B.C. appears to be slightly higher than in either Bombay or Lucknow. Among foreign stations, broadcasts from Germany occupy the next place to B.B.C. followed closely by Japan and China. After this we have Indq-China, France, U.S.S.R., U.S.A., and Italy with percentages varying between 11 and 16 per cent; Turkey comes last with 8.4 per cent of listeners in Calcutta.

REACTIONS TO RADIO BROADCASTS

Data regarding reactions to war broadcasts from Allied, Neutral and Enemy stations were collected on mass observation lines in one sample of 385 individuals in Calcutta and in a second sample of 101 individuals in Jagaddal, an industrial area about 20 miles from Calcutta. These data refer to opinion under three heads, namely, "interesting", "convincing", and "effective propaganda". The samples in both the areas were predominantly middle-class, and included people both habitually listening to the radio or doing so only casually. Many of them, therefore, did not express any opinion in this matter either because they did not listen to the war broadcasts or had no particular views or did not like to give out their opinion. Considering the circumstances in which the information was collected it is quite encouraging to find that it was actually possible to ascertain the opinion of roughly sixty per cent of the people in the Calcutta sample and sixty-seven per cent in the Jagaddal sample. These percentages compare very favourably with the proportions who gave their opinion on programme preferences during personal interviews in the radio sample.

General Sample. In both Calcutta and Jagaddal a much higher proportion of persons consider Enemy broadcasts to be more interesting and more convincing than Allied broadcasts. The proportion taking greater interest in Enemy broadcasts is 36.1 per cent in Calcutta against 31.7 per cent in Jagaddal; and the proportion having most faith is 34.6 per cent in Calcutta as compared to 33.7 per cent in Jagaddal. We also find that 14.5 per cent in Calcutta and 17.8 per cent in Jagaddal take the greatest interest, while 10.6 per cent in Calcutta and 14.9 per cent in Jagaddal have the greatest confidence, in Allied broadcasts. In Calcutta and Jagaddal about the same proportion, namely, 8.8 percent and 7.9 per cent, are most interested in Neutral broadcasts; while 13.0 per cent in Calcutta and 18.8 per cent in Jagaddal consider them to be most trustworthy. We thus find a close agreement between Calcutta and Jagaddal in most respects. There is however some difference in opinion about propaganda value; 30.7 per cent

in Jagaddal against 40.5 per cent in Calcutta give the highest credit in Enemy broadcasts. The difference is not large considering the small size of the sample in Jagaddal. There is a larger difference about Allied broadcasts; 35.6 per cent in Jagaddal against 14.8 per cent in Calcutta give them highest rank in propaganda value. This discrepancy may however be partly due to a difference in the interpretation of the term effective propaganda. This may be used either in a derogatory or in a complimentary sense and the results naturally will differ accordingly.

This so far as all persons are concerned. If we take into consideration only those who gave their opinion in this matter we find that in Calcutta roughly from 60 to 67 per cent have a higher opinion of Enemy broadcasts as compared to from 18 to 25 per cent or only a fifth or a quarter who have a favourable opinion of Allied broadcasts. In Jagaddal from 50 to 55 per cent give a higher rank to Enemy broadcasts against roughly from 22 to 30 per cent who give greater credit to Allied broadcasts. In both Calcutta and Jagaddal about 14 or 15 per cent of those giving any opinion are interested in Neutral broadcasts while roughly one-fourth consider them more convincing than the two other sources.

In both Calcutta and Jagaddal listeners give the highest credit to Enemy broadcasts in interesting and convincing qualities. They have greater faith in Neutral than in Allied broadcasts but consider the latter to be more interesting and to have greater propaganda value.

In the case of the Calcutta sample the influence of various factors like age, education, economic status etc. was investigated in detail and the results are given in Part III of the Report. A brief summary is given below.

Age. Within each age group the largest proportion of persons believe Enemy broadcasts to be more interesting and more convincing and to have greater propaganda value than other sources. Interest and confidence in Allied and Neutral broadcasts and appreciation of their propaganda value however increases with increasing age; and interest and confidence

in Enemy broadcasts decreases with increasing age. We thus find that on the whole reaction to Allied broadcasts becomes more favourable, and to Enemy broadcasts more unfavourable with advancing years.

Education. Among all educational groups (non-matrices, undergraduates, graduates, and men of superior culture) the usual ranking is in the order Enemy, Allied and Neutrals. But among men of superior culture the largest proportion have greatest confidence in Neutral broadcasts, and a larger proportion consider them to be more interesting than Allied broadcasts. If we consider all persons, interest, confidence, as well as belief in propaganda value of all types of broadcasts increases with increasing educational qualifications. This is, however, merely a consequence of the fact that an increasing proportion of persons are interested in the radio as we go up the educational scale. The position is different if we confine our attention to only those persons who gave their opinion in this matter. We then find that the influence of education on broadcast reactions is small or negligible, with the only exception that men of superior culture have more interest and more confidence in Neutral broadcasts.

Expenditure Level. Within each economic level the ranking is again the same; Enemy easily comes first, then Allied with Neutrals in the last place. With increasing economic status there is generally an increase in all round interest in the radio which is reflected in an increasing proportion taking interest in war broadcasts of all types. If we leave out persons who did not give any opinion we find that on the whole differences are small. With increasing economic status opinion becomes a little more favourable to Enemy broadcasts. Interest and confidence in Allied or Neutral broadcasts show much smaller fluctuations; and differences are probably not significant. Opinion regarding propaganda value also is on the whole fairly steady. Speaking generally we thus find that economic conditions have comparatively little influence on reactions to war broadcasts.

Occupation. On the whole highest rank is given to Enemy broadcasts in interesting and convincing qualities as well as propaganda value in practically all occupational groups with the only exception that professional people have greater faith in Neutral sources of news. Usually greater interest is shown in Allied as compared to Neutral broadcasts. But here also professional people and to a smaller extent businessmen are more interested in Neutral sources; and businessmen, professional people, and persons living on unearned income consider Neutral sources of news to be more trustworthy than Allied broadcasts. Businessmen as a group and professional people have the least use for Allied broadcasts. On the other hand, landlords, petty trade and the service groups are comparatively more interested in Allied broadcasts.

Sex. As regards sex differences, data are available for Hindus only; as we had only one woman observer the size of the sample is small and only 32. There is no large difference between men and women in their attitude towards broadcasts. On the whole, women are more interested in Enemy broadcasts than men; and have less interest and less faith in Allied broadcasts. Women also have apparently very little interest in Neutral broadcasts.

Religion. The number of Muslims included in our sample is only 44 which is rather small, but the results are probably not quite unrepresentative. If we consider all persons, there is practically no difference between Hindus and Muslims as regards their reactions to Enemy broadcasts; but on the whole Muslims are less interested in Allied and Neutral broadcasts. If however we take into consideration only those who gave their opinion we find that Muslims, as compared to Hindus, have much greater interest, more faith, and more confidence in the propaganda value of Enemy broadcasts; and also much less interest and confidence in Allied broadcasts.

Language. On the whole both Hindi and Urdu and Marathi speaking people, as compared to the Bengali speaking group, take greater interest and have greater faith in Enemy broadcasts and also attach greater importance to their propaganda value. The Marathi speaking people appear to have about the same interest and confidence in Allied broadcasts as the Bengali speaking group; but the Hindi and Urdu speaking people take the least interest and have the least confidence in Allied broadcasts.

Province. The size of the sample is comparatively small for provinces other than Bengal. On the whole opinion among non-Bengalis appear to be more favourable to Enemy broadcasts than among Bengalis. In the case of linguistic and provincial comparisons it must be remembered however that, first, the numbers are small; and second, the non-Bengalis are mostly residing in Calcutta, and their opinion may not be fully representative of opinion in their own provinces.

Consensus of Opinion

Although in the main Report we have discussed at some length the influence of age, education, economic status, occupation, sex, religion, language or province on reactions to war broadcasts the important feature everywhere is not the divergence but the striking consensus of opinion among all groups. With one or two exceptions, especially among men of superior culture who have greater interest in Neutral broadcasts, practically in every case a much larger proportion of persons give greater credit to Enemy broadcasts in interesting and convincing qualities as well as in propaganda value in comparison with Allied broadcasts. Taking a broad view the differences are small and not important. On the whole opinion is far more favourable to Enemy than to Allied broadcasts among all classes of people in and around Calcutta.

Filtering down of Opinion

In the enquiry into broadcast reactions we find that the proportion of persons from whom any definite opinion can be elicited one way or the other decreases with decreasing economic and cultural levels. This is probably due to many reasons. As we go down the scale of economic and cultural levels we find less interest in current affairs and also less use of the radio as a medium of news; in fact an increasing proportion get their news secondhand through personal conversations. This suggests that news as well as opinion probably filters down to a great extent from the upper to the lower levels of society in this country. There may also be difficulties in establishing contacts by observers who are necessarily drawn from higher levels. A direct enquiry in the lower socio-economic levels is thus likely to be very expensive as the proportion of successful ascertainment of opinion will be small. The same purposes may probably be attained more easily by surveying that portion of the population which is more accustomed to listening to the radio. This question, however, deserves further experimental study.

CHAPTER 3. REVIEW OF PROGRAMME POLICY

The findings of the present survey which we have discussed above have obvious implications in terms of programme policy. In this connexion we have to take into consideration the time actually allotted to the different items in the Calcutta broadcasts in February and March 1941. It is again convenient to use index numbers of time of broadcast for purposes of comparison.

The real question is whether the distribution of time among different items is commensurate with their relative popularity. In actual fact there are of course wide variations. This can be studied conveniently with the help of index numbers of disparity obtained by dividing the index number of preference by the corresponding index number of broadcast time.

These index numbers of disparity together with other findings discussed in this report give some broad indications regarding the Calcutta programme of February and March 1941 of which a summary is given below.

Summary of Conclusions

War News : These have a very wide circle of listeners. But naturally these are listened to more as a matter of necessity than for pleasure. The time allotted at present appears to be adequate, and no large change is indicated.

Talks : The time devoted to talks at present is extremely small. There is a considerable section of listeners who appear to be genuinely interested and would appreciate an increase in talks of various kinds. A good deal will naturally depend on the choice of speakers and subjects. The present survey shows however that talks have not received the attention they deserve in the Calcutta programme. The evidence is unmistakable, and a determined effort should be made to provide more talks in future. These are all progressive items in the sense that appreciation increases with education and culture, and deserve to be encouraged.

Music Lessons : Music lessons are of interest to certain sections of listeners who would like to have them more frequently. But there are large groups who have no use for such lessons. On the whole no change is indicated.

Folk Music : This is not a popular item, and there is a considerable volume of opinion in favour of reducing the time allotted to it.

Children's Programme : Available evidence is unfavourable and a reduction of time would be appreciated by a large proportion of listeners. It must be remembered that in the present sample the opinion of children themselves is not adequately represented. We have however in hand a good deal of auxiliary schedules which may supply information on this point. It seems desirable to investigate how far these programmes are really popular among children.

Women's Programme : These enjoy a good deal of popularity among women, but naturally men have little use for this item. It is not possible to give any definite opinion as our sample contained very few women. This item also deserves further investigation.

Rural Programme : This is beyond dispute the most unpopular item in the programme and there is a strong demand for reducing the time allotted to it. As the present survey did not cover rural areas we do not know how far these programmes are appreciated by rural people. Considering the large amount of time devoted to such programmes it is probably worth while investigating this question on objective lines. On the whole opinion is so unfavourable that there will be nothing surprising if it is found on further enquiry that rural people themselves have not much use for these programmes.

We may now consider the entertainment group.

Ustadi : Opinion is sharply divided; one group is highly appreciative but another group gets extremely bored by this item. On the whole a substantial reduction in the time allotted to ustadi music would be welcome to large sections of listeners. This item is somewhat regressive as appreciation decreases to some extent with increasing education.

Devotional Music : Although this is quite a popular item the time allotted requires to be reduced to a considerable extent. This item is regressive as its popularity decreases with education.

Modern Music : This is very popular, and yet the time devoted to it is so large that it is capable of being reduced to some extent. This is necessary in order to find the time required for more talks and Tagore music.

Plays : These are also very popular especially among women; and on the whole the time allotted may be increased to some extent.

Instrumental Music : One of the most popular items. No large change is indicated, but the time may be increased slightly.

Tagore Music : As already noted a large increase is called for in the time allotted to Tagore music. In the entertainment group this is the outstanding anomaly. Tagore music is highly popular among both men and women. It is progressive in the sense of appreciation and demand being greater among higher educational and cultural levels. Calcutta is the biggest centre of Tagore music, and yet the time devoted to it is extremely small. This must be due either to lack of contact with cultured opinion in the province on the part of those who draw up radio programmes or to special interests.

General Remarks

I should like to explain here that the index numbers of disparity are diagnostic rather than prescriptive. These index numbers indicate the directions in which changes have to be made, but cannot supply definite information regarding the actual amount of change which would be appropriate in each case. This because with the same increase in time the increase in the satisfaction of listeners is likely to be different for different items. For example, although there is a very strong indication in favour of increasing the time of humorous, scientific, literary, educational or news talks, it is quite possible that only a moderate increase will be able to satisfy listeners' requirements. On the other hand, considering that the relative popularity of modern and Tagore music is roughly of the same order while the actual time devoted to modern music is nearly 5 or 6 times greater than the time devoted to Tagore music, it is quite likely that doubling or even trebling the time for Tagore music would be appreciated by the public.

The real fact is that programme policy is not a static but an essentially dynamic question. Increase or decrease in the time allotted to any particular item must necessarily be made on an experimental basis until the limit of what may be called 'marginal satisfaction' is reached.

Only a method of trial and error or trial and success will work in this case. Changes have to be introduced and the effect on public preference has to be studied with a view to determining future course of action. And this is where the sample survey can supply a completely objective and scientific guide for programme policy.

War Broadcasts

Both in Calcutta and Jagaddal we found that roughly three times more people considered Enemy broadcasts to be more interesting and more convincing and to have greater propaganda value than Allied broadcasts. Compared to wide variations in programme preference among different age, educational, economic, or occupational groups, the agreement in broadcast reactions is most striking, and leaves no doubt about the ineffectiveness of allied broadcasts in carrying conviction to the general public in and around Calcutta. We may mention here that many interesting comments and criticisms were heard by our observers (which however were not systematically reported as going beyond the scope of the present survey). For example there is general complaint of diffuseness in war broadcasts and unnecessary dwelling on points of trivial importance; matter of fact statements would be probably more effective. At the same time there appears to be a good deal of interest in informative talks and general appreciation of the war situation on different fronts or in different countries. The present survey has in any case clearly demonstrated the need of greater experimentation in this matter. The present enquiry has also shown the possibility of using the sample survey as a scientific tool for judging the results of such experiments on an objective basis.

GENERAL OBSERVATIONS ON THE SURVEY

I have been discussing so far the information collected in the course of the present survey. I shall now make some general observations on the survey itself. My remarks will be necessarily brief as this report must be finished without further delay.

The Usefulness of the Sample Survey

- (1) The present experiment has definitely established the possibility of using the sample survey for ascertaining public opinion and preference in India.
- (2) The statistical technique used by us has made it possible to demonstrate the objective validity and scientific precision of the results.
- (3) The reliability and order of accuracy attained in practice was very high considering the nature of the enquiry and the size of the samples. In programme preference the standard margin of error was of the order of only one, two or three per cent.
- (4) In programme preference the results have been discussed in terms of 17 or 18 broad categories. The same method may however be used to study the relative popularity of individual artistes and speakers, or particular kind of songs, musical compositions, plays, subjects for talks etc, or to ascertain public preference for particular hours of broadcast, distribution of various items during different parts of the day etc. In fact we have collected a good deal of such information but the results have not been tabulated.
- (5) The present method has also given most encouraging results in ascertaining public reactions to Allied, Neutral, and Enemy broadcasts. Here also the standard margin of error was only about one or two per cent. This is very satisfactory, and shows that the present method can be used with confidence in practice.
- (6) This first experiment was necessarily restricted to predominantly middle-class families as radio licenses belong mostly to this class. It is possible, however, to use the same method in ascertaining the opinion of working or other classes.

(7) We find therefore that the sample survey can be used as a completely objective, scientific, and flexible tool for guiding programme policy. I am aware that this cannot be decided merely upon the relative popularity of the items. We have found wide variations in public taste and preference. There is no item which has an appeal for everybody or even for a large majority of listeners, nor any item which has not got its own partisans. At best the programme must be a compromise. The point is however that it can be a good or a bad compromise. Public preference should naturally receive due consideration in this connexion.

(8) As I have already pointed out the problem is essentially dynamic. Experiments will have to be made one way or the other. This can be done on haphazard lines without control; or the principle of rational guidance may be introduced through the sample survey. For example, if it is desired to educate public opinion or to give a lead to the public in any matter even then the success or otherwise of the particular method adopted requires careful watching and scientific study. It is just here that the sample survey offers the biggest scope for constructive guidance.

(9) In the present experiment we confined our attention to purely quantitative estimates mainly because a decision regarding the reliability or accuracy of the results could be reached only on this basis. In the course of the enquiry the field workers found however that many interesting and suggestive criticisms were made regarding radio programmes or war broadcasts. Such qualitative information may also have value in shaping broadcast policy. It would be desirable to incorporate the reporting of such comments as an integral part of the sample survey in case one is undertaken in future.

Problems of Organization

(10) I have no time to discuss in detail the various problems of organization but a few general comments may be useful. Very valuable experience has been gained in the present experiment regarding the organization of the field work. If necessary similar surveys can be undertaken in future in Calcutta or other places in Bengal without difficulty.

(11) The tabulation and statistical analysis of the material itself was a difficult task. The problem had to be approached experimentally; and trial tabulations had to be carried out more than once to find out a satisfactory method. This also has been now standardized to a great extent, so that in future the work can be done far more quickly than was possible in the first experiment.

(12) One great drawback of the present survey was the very long list of questions. This was a mistake from every point of view. Very long interviews were necessary which made the people tired and delayed the collection of the schedules.

(13) It also made the statistical work very heavy so much so that it has not been possible as yet to finish the tabulation of more than a fraction of the whole material.

(14) The amount of details required in the statistical analysis is naturally a matter of great importance in this connexion. Broadly speaking the work increases more rapidly than in proportion to the number of "cells" into which the material is classified. For example, giving separate results for five age groups (as we have done in the present report) means a good deal more than five times the work required for giving the results for all ages combined as a considerable amount of additional time is required for sorting the material into different age groups. Reducing the sub-classification therefore simplifies the statistical work very considerably.

(15) In the present report we have however intentionally carried out a thorough analysis of the selected topic with several objects in view. We wanted to get a general idea of the structure of the material for future guidance in statistical analysis. We found for example that age on the whole was more important than any other single factor in determining programme preference. Secondly, we wanted to see what kind of information is likely to be obtained by such detailed analysis. This we hope will make it easier for the administrator to decide the lines on which the work should be done in future. It may not be necessary, for example, to repeat the detailed analysis for every item. In fact it is most desirable that the scheme of analysis should be settled on what may be called minimum lines which would give just enough information for the practical purposes for which the survey is undertaken.

Advantages of Rapid Surveys

(16) Instead of very detailed enquiries of the present type, once in a while a much better plan is to carry out short surveys at comparatively frequent intervals. If the enquiry is restricted to a small number of items then such surveys can be carried out quite quickly. In the present enquiry a good deal of time was consumed, first, in getting things ready for the field survey; and second, in settling the lines of tabulation and statistical analysis. In case rapid surveys are undertaken at short intervals of 2, 3, or 4 months a trained staff can be maintained on a part-time basis ready for the work. In this case the field survey can be started within a few days of an administrative decision being reached, and completed within eight or ten days. The material can be tabulated and the report got ready in another eight or ten days, so that the whole job can be finished in the course of two or three weeks. This will, however, be possible only if a long range policy for six months or more is laid down with a view to carrying out at least two or three surveys at short intervals.

(17) One great advantage of such rapid surveys is the possibility of information relating to public opinion on specified issues being obtained at short notice. Another advantage is the possibility of making short range experiments. For example, a trial change may be made in the broadcast programme for a short time, and the public reaction may be assessed in the course of a few weeks. Such rapid surveys are also very flexible in as much as topics for enquiries may be modified whenever necessary to suit changing requirements.

(18) There is some evidence to suggest that both news and opinion in this country filter down to a considerable extent from upper to lower levels of society. A rapid survey of middle-class opinion may therefore supply information about opinion lower down more easily and at a less expense than a direct survey in the lower strata.

(19) I have not yet had time to make a detailed cost analysis of the present survey. But in this first experiment of its kind in India expenditure was necessarily heavy as many things had to be done experimentally by trial and error methods. The expenditure for the statistical work was also high

because the analysis was carried out in great detail. In rapid surveys restricted to a small number of items the cost will not be large so that such surveys can be used on an extensive scale without difficulty.

(20) The agency for undertaking such surveys is naturally important. The work must be organised independently in the same sense in which audit is independent. The field investigators must be trained men with experience of sample surveys. Adequate checks must be arranged at the point of collection of the primary material. And finally competent statistical supervision and direction must be provided to ensure that the work is done on proper lines.

Concluding Remarks : the General Plausibility of the Results

I shall conclude this section with a few general observations. We have many results showing well-marked contrasts and variations such as the greater popularity of the radio among younger people; increasing importance of the radio for news and for entertainment with increasing importance of the family expenditure; decreasing interest in modern music and at the same time increasing interest in devotional music with advancing years; greater popularity of literary and scientific talks or of Tagore music among persons of superior culture; great popularity of women's programmes among women and their general unpopularity among men etc. On the other hand we also have results showing the absence of variations. For example, all age-groups have about the same interest in war news; education has little influence on the popularity of the radio or the cinema for entertainment; the habit of reading newspapers does not vary much among different groups; devotional music is about equally popular among both men and women etc. In many cases such results look extremely plausible, and shows a satisfactory interlocking of the details into a coherent picture. Unless there is something objective why should sharp contrasts emerge in certain cases, while in other cases there is a complete absence of variations; and why should all these fit so well into the general scheme of things ? This is a strong argument in favour of the validity of our results. Here we take our stand on the broad reasonableness of the findings apart from the corroborative evidence of a small margin of sampling errors. We may conclude therefore from statistical as well from more general considerations that the results given in this Report may be accepted as substantially correct.

PART II. THE RADIO FOR NEWS AND FOR ENTERTAINMENT

The results of the enquiry with detailed reference to relevant statistical Tables are given in Part II for the two samples, 'General' and 'radio', picked up at random in the residential areas of Calcutta, and for the two mass-observation samples at Calcutta and Jagaddal. The arrangements for field work, the nature of the population surveyed, the reliability of the results etc. have been explained in Part I and need not be repeated here.

CHAPTER 4. THE RADIO AS A MEDIUM OF NEWS

We shall first consider how far the radio serves as a medium for the propagation of news among the 1503 families included in our general sample. The results of our enquiry are given in Tables (1) - (4). In col.(1) is shown the range of each group, and in col.(2) the number of persons falling within the group. In the next two columns we have the respective proportion of persons 'interested' and 'not interested' in current news. This question was inserted to find out whether there was any variation in this connexion and, as we shall see presently, a number of interesting results have been obtained. We then have in cols. (5), (6) and (7) the respective proportions of persons who actually receive the latest news through the radio, the newspapers and personal conversations. In contrast we have in the next three cols. (8) - (10) the proportion of persons who would prefer to receive their news through these three vehicles respectively. Finally we have also ascertained what is the proportion of persons in the 'general' sample who listen to the radio 'often', 'sometimes', 'rarely', or never do so. The relevant figures are given in cols.(11) - (14).

Medium of News. Let us first consider the results for the sample as a whole given at the bottom of Table (1). We find that 91.2 per cent of the whole sample were interested in current news; while 8.8 per cent were not particular. We also find that 35.3 per cent or a little over one-third received the latest news through the radio while 59.9 per cent got their news from newspapers; and only 4.8 per cent heard the latest news

from personal conversations. Preferences were, however, somewhat different. On the whole 24.3 per cent or just below one-fourth of the whole sample preferred the radio as a medium of news while 71.3 per cent preferred newspapers; again only about 4.4 per cent preferred conversations.

Radio Habit. Coming to radio habit we notice that 19.5 per cent of the general sample 'often' listen to the radio, 29.5 per cent 'sometimes', and 31.6 per cent listen only 'rarely' while 19.4 per cent never do so. About one-fifth of the sample are thus in the habit of listening often to the radio while about the same proportion never listen to the radio; a little less than one-third listen sometimes and the same proportion listen occasionally.

Sex Differences

Our sample contained only 34 women; but as they were picked up purely at random the results are probably quite representative. These are given in a separate line below Table (1). The whole sample on the other hand practically represents men as it consists of 1447 men and only 34 women.

Comparing the two sexes we find that 86.1 per cent are interested in current news among women as against 91.2 per cent in the general sample. The radio serves as the medium of news for a larger proportion, 44.4 per cent, of women compared to 35.3 per cent in the case of the general sample. The habit of reading newspapers is, on the other hand, less prevalent among women, 38.9 per cent against 59.9 per cent in the general sample. Proportionately the disparity in personal conversations as a vehicle of news is more striking; it is 16.7 per cent among women against 4.6 per cent in the general sample.

Preferences. The proportion who would prefer the radio as the medium for news is about the same in both sexes, 25.8 per cent among women against 24.5 per cent in the general sample. The preference for newspapers is much smaller among women, only about 54.8 per cent as compared to 71.3 per cent in the general sample. But we find that compared to the radio both sexes still prefer the news paper as the medium of news. Women prefer to get their news through personal talks and discussions to a much greater extent than men, the proportions being 19.4 per cent and 4.4 per cent respectively.

Radio Habit. Finally as regards radio habit there is characteristic sex differences. The proportion of women listening often to the radio is 36.4 per cent and is much higher than the corresponding proportion of 19.5 per cent in the general sample. On the other hand the proportion of women listening 'sometimes', or 'rarely' is much smaller, only 18.2 per cent and 9.0 per cent against 29.5 per cent and 31.6 per cent respectively in the general sample. The proportion of women who never listen to the radio is also much higher, 36.4 per cent, as compared to 19.4 per cent the general sample. Sex differences in radio habits are just what might have been expected. Women stay indoors to a much greater extent than men; and naturally in households in which women have access to a radio they listen to it more often than men. On the other hand in Calcutta women have much less opportunity of hearing the radio outside their own house; while men can often go out to do so. This explains why the proportion of women who hear the radio 'rarely' or 'sometimes' is so low as compared to men.

Age Variations

The results for age groups are shown in detail in Table (1) in which we find interesting variations due to age.

Interest in News. Apparently the younger people below 18 years with a proportion of only 75 per cent have the least interest in current news. On the other hand, the next higher age group of 19 — 25 years with 95.1 per cent shows the highest interest. After this there is a slow but steady decrease with increasing age. The proportion of persons interested in current news fall from the highest value to 95.1 per cent in the age group of 19—25 to 92.2 per cent in the age group 26—35 years; 91 per cent among persons between 36 and 55 years; and to the much lower figure of 83.2 per cent among persons above 55 years.

Medium of News. Among younger people in the age group 14—18 years 54.2 per cent or more than half get their news actually through the radio. The next higher age group of 19—25 years the proportion of persons who received their news through the radio decreases to 41.9 per cent. It then falls slightly to 38.3 per cent in the age group of 26—35 years; and still further to 29.9 per cent in the age group of 36—55 years; and finally to 27.2 per cent among persons above 55 years.

In the youngest age group 42.9 per cent get the news from newspapers; this proportion is actually lower than the proportion of 54.2 per cent who use the radio for the same purpose. The proportion of persons who get their news from newspapers is appreciably higher and just above 56 per cent in the next two higher age groups, that is, among persons between 19 and 35 years. It is still higher among older people, 64.4 per cent in the age group of 36—55 years, and over 66 per cent among persons above 55 years. We thus find that only the very young people below 18 years get their news more often through the radio than through newspapers. In all other age-groups newspapers are more important than the radio as the vehicle of news.

The proportion of persons getting their news through conversations is comparatively small and only about 2 or 3 per cent among persons below 25 years. It is somewhat larger, about 5 or 6 per cent, among older people.

Preferences. In all age groups people prefer the newspaper to the radio as the medium of news. On the whole the radio is comparatively more popular among younger people. In the lowest age group of 14—18 years 31.3 per cent prefer the radio against 65.6 per cent in favour of newspapers. In the next higher age group (19—25 years) the radio has a still higher preference of 36.2 per cent against 61.5 per cent for newspapers. Between 26 and 35 years preference for the radio falls appreciably to 23.8 per cent while preference for newspapers rises to 71.8 per cent. There is a further drop in the preference for the radio to 18 or 19 per cent among persons above 36 years as compared to a preference of about 75 per cent for newspapers.

Radio Habit. The radio is naturally more popular among young people. Between 14 and 18 years 45.5 per cent listen often and 18.2 per cent sometimes to the radio. Between 19 and 25 years the proportion listening often decreases to 26.5 per cent, but the proportion who listen sometimes increases to 38.8 per cent so that the proportion listening often or sometimes remain nearly the same, roughly about 64 or 65 per cent among persons below 25 years. After this there is a steady decrease. Among persons between 26 and 35 years 21.3 per cent listen often and 30.5 per cent listen sometimes. The respective proportions fall to 15.5 per cent and 27.8 per cent in the next higher age group of 36—55 years. After this there is a sharp decline. Among persons above 55 years only 8.9 per cent listen often and 20 per cent sometimes to the radio.

The proportion of persons who hear the radio rarely is on the whole steady and of the order of about 32 per cent. The percentage of persons who never listen to the radio increases very rapidly with age. Among younger people only about 4.5 per cent never hear the radio. The proportion increases to 8.2 per cent in the age group of 19—25 years, then to 16.2 per cent in the age group of 26—36 years, and still further to 23.7 per cent in the age group of 36—55 years; finally we have no less than 37.8 per cent of persons above 55 years who never listen to the radio. The radio as a medium of news is thus more effective among younger people; and it is increasingly more difficult to reach the older people through broadcasts.

Variations between Educational Groups

Results by educational groups are given for the whole sample in Table (2).

Interest in News. As regards interest in current news we find considerable variations between different groups. Among non-matrics only 77.7 per cent are interested in current news; there is however a large increase to 94.1 per cent among undergraduates and a further rise to 98.4 per cent among graduates or persons of equivalent educational standard.

Medium of News. The radio serves as a medium of news for 30.8 per cent among non-matrices, and a little over 38 per cent among persons with higher educational qualifications. Newspapers serve this function to the extent of 57.5 per cent in the case of non-matrices, and to a slightly higher proportion of about 61 per cent in the case of the other two classes. Finally conversation is the medium of news to quite a large extent, 11.7 per cent, in the case of non-matrices, but to the extent of only 2 or 3 per cent in the two other groups.

Preferences. The radio as a medium for news is preferred by 23.6 per cent of non-matrices, 26.3 per cent of undergraduates and 21.8 per cent of graduates. The variation is thus quite small. Among non-matrices 64.2 per cent prefer newspapers; the proportion is appreciably higher, 72.2 and 75.5 per cent, among undergraduates and graduates respectively. Among non-matrices a large proportion, 12.2 per cent, prefer to get their news through personal talks; while this proportion decreases to only 1 or 2 per cent among persons with higher educational qualifications.

Radio Habit. Among non-matrices only 13.4 per cent listen often to the radio, and 21.4 per cent do so sometimes. The proportion is much higher in the other two groups. Roughly about 22 per cent listen often and about 32 or 33 per cent sometimes among undergraduates and graduates. We also find that 25.6 per cent or about one-fourth of the non-matrices never listen to radio programmes; while an appreciably smaller proportion of about 16 or 17 per cent never do so among undergraduates and graduates. The radio is thus distinctly a better medium for reaching persons with education above the matriculation standard.

Variations between Expenditure Levels

The variation between different levels of monthly family expenditure are given in Table (3).

Interest in News. The proportion of persons interested in current affairs is comparatively low and only 79.2 per cent in the lowest expenditure level. It rises to 91.3 per cent in the level of family expenditure between Rs.41 and 100, and then goes above 95 per cent in higher economic levels. This shows that interest in current affairs, in the sense of news outside the happenings in the immediate neighbourhood of the household, is appreciably less in the lowest expenditure level.

Medium of News. The radio serves as the medium of news to the extent of only 17.2 per cent in the lowest expenditure level. Then there is a steep rise to 29.3 per cent in the level of Rs.41—100; followed by a more gradual rise to 34.8 per cent in the level of Rs.101—200; 39.1 per cent in the level of Rs.201—400; and 40.9 per cent above Rs.400. There is an opposite variation in the case of newspapers, but the differences are small. Current news is obtained from news papers to the extent of 65.6 per cent in the lowest expenditure level; after this the proportion gradually and steadily decreases to 56.5 per cent above a family expenditure of Rs.400 per month. Personal talk and conversation on the other hand play quite an important part as a medium of news in the lowest expenditure level, as 17.2 per cent of persons in this level get their news by this means. The proportion falls sharply to 6.8 per cent in the expenditure level of Rs.41—100, and then very slowly to about 1 or 2 per cent above Rs.200.

Preferences. Preference for the radio as the medium of news rises on the whole steadily from 14.9 per cent in the lowest to 30.2 per cent in the highest expenditure level. The fluctuation in the case of newspapers is comparatively small, between 66.7 and 74.1 per cent, and irregular showing no systematic trend. Personal contact and conversation as the medium of news is high (18.4 per cent) in the lowest expenditure level, decreases sharply to 4.9 per cent, and then slowly to 2 or 3 per cent in the highest levels.

Radio Habit. As may be easily anticipated the habit of listening 'often' to the radio increases steadily and systematically from 6.9 per cent in the lowest expenditure level to 31.5 per cent in the highest. The variations in the proportion of persons listening 'sometimes' is much smaller, and naturally more irregular. The proportion of persons listening 'rarely' decreases on the whole with increasing expenditure level. The proportion of persons who never listen to the radio or do so only rarely is very high, about 69 per cent, in the lowest expenditure level. This naturally decreases with increasing economic status. In higher levels it is about 40 per cent. On the whole we find that the radio increases in importance as a medium of news with increasing economic status. The contrast is quite sharp below a family expenditure of Rs.40 per month. In the higher economic groups the change is more gradual.

Variations between Occupation Groups

Results for various occupational groups are given in Table (4).

Interest in News. Among students 91.5 per cent are interested in current news. Among petty trade the proportion is extremely low, only 71.7 per cent, showing that in this group 28.3 per cent takes little interest in current affairs. The proportion rises to 89.1 per cent among business, and to 93.9 per cent among service, while profession and landlords come at the top with proportions well above 97 per cent.

Medium of News. The radio serves as the medium of news for 40.2 per cent among students, and only 16.1 per cent among persons engaged in petty trade. The proportion rises appreciably to 31.2 per cent among professional people, 34.0 per cent in the business and 36.7 per cent in the service groups, and reaches the high value of 43.7 per cent among landlords. The indirect influence of economic conditions is quite clear.

The newspaper is the medium of news to the extent of 55.6 per cent among landlords, 58.0 per cent among students, 59.6 per cent among service, 60.6 per cent among business, 63.2 per cent among petty trade, and 64.6 per cent among professional groups. The range of variation is comparatively small. Roughly speaking about 60 per cent of the people still get their news actually from newspapers.

Occupational variations in conversations as medium of news show one or two interesting features. Among students the proportion is very low and only 1.8 per cent; it is a little higher and about 3, 4 or 5 per cent among other groups with the single exception of petty trade in which the proportion is very high, 20.7 per cent. Apparently one-fifth of people engaged in petty trade get their news through personal contacts and conversations. The proportion is comparatively low, only about 2.7 per cent, among landlords.

Preferences. The highest preference for the radio as the medium of news is shown by landlords (31.5 per cent), students (29.5 per cent) and service (27.3 per cent). The preference is much lower and only 20.0 per cent among business and 17.0 per cent among professional people; and is lowest, 14.1 per cent, among petty trade. On the other hand professional people have the highest preference (81.3 per cent) for newspapers; next in order come business (74.3 per cent), service (69.9 per cent), students (67.4 per cent), petty trade (65.4 per cent) and landlords (65.2 per cent). Conversation is preferred as the medium of news by 20.5 per cent of persons engaged in petty trade; business also has a moderately high preference of 5.7 per cent; in all other groups the preference is very small and fluctuates between 2 and 3 per cent.

Radio Habit. In the student group 24.1 per cent listen often and 33.7 per cent sometimes to radio programmes. The proportion is much lower among persons engaged in petty trade; only about 12.1 per cent listen often and 19.7 per cent sometimes. It is appreciably higher in the business group with 23.0 per cent coming under often and 28.1 per cent under sometimes. Although a large number of the service group get their news through the radio, only about 18.1 per cent listen often and 32.1 per cent sometimes to the radio. The proportion is still lower among professional people; 16.9 per cent listen often and 28.9 per cent sometimes. Among landlords 22.7 per cent are in the habit of listening often to radio programmes and 13.6 per cent sometimes.

The proportion of persons who never listen to radio programmes varies from 12.1 per cent in the case of students to 31.8 per cent among persons engaged in petty trade. It is quite high, 27.3 per cent, among landlords; and moderately high, 22.9 per cent among professional people. The proportion falls to 19.7 per cent among business and 17.3 per cent among the service groups.

Actual versus Preferred

A two-way classification by actual x preferred gives more detailed information. In Table (5) the distribution of preferences is shown for each medium. We notice that among persons who actually get their news direct from the radio only 51.7 per cent would like to do so while 46.7 per cent would prefer newspapers, and only 1.6 per cent personal conversations. Among persons who get their news from newspapers, only about 9.7 per cent would prefer newspapers, and only 1.6 per cent personal conversations. Among persons who get their news from newspapers, only about 9.7 per cent would prefer the radio while 89.1 per cent are satisfied with newspapers. Among persons who get their news through conversation 66.1 per cent are satisfied with this medium, 29.1 per cent would prefer newspapers, and only 4.6 per cent the radio.

Information regarding the distribution of the actual medium is given in the same way in Table (6). Among persons who prefer the radio as a medium for news 77.6 per cent actually get it through the radio, while about 21.6 per cent get it from newspapers, and 0.8 per cent through conversations. Among persons who prefer newspapers 25.7 per cent actually get their news through the radio, 72.4 per cent from newspapers, and 1.9 per cent through conversations. Among people who prefer conversations as their source of information 68.3 per cent actually get it in this way, while about 16.7 per cent get their news from newspapers and 15.0 per cent through the radio.

In another set of questions we tried to ascertain how far the radio is used for entertainment purposes and its relative popularity in comparison with the gramophone and the cinema. Each householder was asked to state whether he hears the gramophone and the radio or goes to the cinema habitually. The answer to this question would give the relative frequencies of the three forms of entertainments in actual practice. In another set of questions the subjects were asked to rank the gramophone, the radio, and the cinema in order of preference. This would give the relative popularity in terms of personal choice.

The Whole Sample

Habit. The results are given in Tables (7)—(10). In the whole sample we have got the opinion of 1614 persons of whom 47 are women and the rest men. Let us first consider the results of the sample as a whole given at the bottom of Table (7). We find that 46.7 per cent of the sample habitually listen to the radio. Against a proportion of 46.7 per cent of habitual listeners to the radio we find an appreciably smaller proportion of 34.8 per cent who habitually see the cinema. The proportion of persons who habitually listen to the gramophone is much smaller and is only 18.5 per cent. Keeping in mind the errors of sampling we may state the position in round numbers in the following way. Just below half of the whole sample habitually listen to the radio, about one-third habitually go to the cinema, while a little less than one-fifth habitually hear the gramophone.

Before proceeding further I should like to explain one point. The proportion of habitual listeners to the radio in this section has an entirely different significance from the proportion of persons who listen 'often', 'sometimes' or 'rarely' to the radio given in Chapter 4. In the present chapter we are using 100 as the total number of occasions on which the gramophone, or the radio, or the cinema is used for entertainment purposes by each individual. The relative share of each form of entertainment is given on this basis. In the previous chapter the

the comparison was exclusively between different types of radio habit, namely listening to radio 'often', or 'sometimes', or 'rarely', or never at all. That is, in the previous chapter 100 represented the total number of occasions of hearing the radio without any reference to other forms of entertainment. The two sets of figures, therefore, represent entirely different things and no comparison is possible between them.

Sex Differences

The corresponding results for women are given below Table (7).

Habit. Although the size of the sample is small consisting of 47 individuals the results are probably not unrepresentative. On the whole we find that the proportion of habitual listeners is 51.1 per cent among women against 46.7 per cent in the 'radio' sample. The difference of 4.4 per cent between men and women is scarcely significant in view of the small number of women included in our sample. We also find that 31.9 per cent among women against 34.8 per cent in the whole sample go to the cinema habitually. Although the difference is not statistically significant it is not unlikely that the proportion of habitual cinema goers is slightly less among women. In the case of the gramophone we find much the same proportion of habitual listeners, namely, 17.0 per cent among women and 18.5 per cent in the whole sample.

Preferences. Coming to preferences we find that 43.2 per cent in the whole sample state the radio to be their first choice. The proportion is appreciably higher, namely, 49.0 per cent in favour of the cinema. Although a larger proportion of persons listen to the radio habitually as compared to the proportion which go to the cinema, evidently the cinema is more popular in the sense that a larger proportion would prefer to see the cinema if they could do so. Although 18.5 per cent habitually listen to the gramophone only 7.8 per cent prefer it in comparison with the radio or the cinema.

There are no large sex differences in actual habit of listening to the radio, the gramophone, or the cinema. Sex differences in preferences are more sharply contrasted. We find 50 per cent among women in favour of the radio against 38.2 per cent in favour of the cinema as the first choice. Apparently among women the radio is more popular than the cinema. The preference for gramophone is 11.8 per cent which is a little higher than the corresponding preference among men.

Age Variations

The results for different age-groups are given in Table (7).

Habit. As a form of entertainment we find that with increasing age the radio becomes increasingly popular as compared to the gramophone and the cinema. For example, in the age-group of 14—18 years 36.4 per cent habitually listen to the radio as compared to 37.9 per cent who go to the cinema and 25.7 per cent who hear the gramophone. In the next age-group of 19—25 years 40.2 per cent listen to the radio and the same proportion go to the cinema, and a lower proportion, 19.6 per cent, hear the gramophone. Between 26 and 35 years 47.2 per cent use the radio for entertainment against 36.2 per cent who go to the cinema, and 16.6 per cent who hear the gramophone. In the next higher age-group we have a still higher proportion, namely, 51.4 per cent using the radio against 30.7 per cent going to the cinema and 17.9 per cent hearing the gramophone. Above 55 years there is a further increase in the relative proportion of persons using the radio for entertainment. This is 55.7 per cent against a very small proportion of 16.4 per cent who go to the cinema. The proportion of persons hearing the gramophone is also quite high, 27.9 per cent.

We thus find that the relative proportion of persons using the radio increases steadily from 36.4 per cent in the youngest age-group below 18 years to 55.7 per cent above 55 years. At the same time the relative proportion of cinema goers decreases from about 40 per cent of 25 years to only 16.4 per cent among persons above

The relative proportion of persons who hear the gramophone for purposes of entertainment is comparatively high, 25.7 per cent, in the youngest age-group; it then decreases to 19.6 per cent in the next higher age-group and reaches the lowest value of 16.6 per cent between 26 and 35 years, and then rises to 17.9 per cent between 36 and 55 years and to the high value of 27.9 per cent among persons above 55 years.

Broadly speaking we find that the relative popularity of the radio increases and of the cinema decreases with age. This, however, is a purely relative comparison. In the earlier section we saw that the proportion of persons listening to the radio decreases with increasing age. We now find that the proportion of persons using the radio for entertainment, as compared to the proportion using the cinema, increases with age.

This suggests that with increasing age the proportion of cinema-goers falls far more rapidly than the proportion listening to the radio. The relative fall in the popularity of the cinema as compared to the radio among older people may probably be ascribed to the greater trouble and difficulty in going to the cinema house in comparison with the comfort with which the radio can be heard at home.

Preferences. The radio is preferred as a form of entertainment by roughly 40 per cent of the people up to the age of 35 years; between 36 and 55 years there is an increase in the relative proportion to 47 per cent; and still further to 60 per cent above 55 years. The cinema has a first preference of considerably above 60 per cent up to the age of 35 years. Beyond this there is an appreciable fall to 42.7 per cent between 36 and 55 years and to 24.6 per cent above 55 years. First preference for the gramophone fluctuates between 4 and 6 per cent up to the age of 35 years; then there is an increase to 10.2 per cent between 36 and 55 years and to 15.4 per cent above 55 years. This shows that among older people the gramophone is a more popular and familiar form of entertainment.

Variations between Educational Groups

Habit. In entertainment habit variations between educational groups are small and irregular. The radio has a relative proportion of 47.7 per cent among non-matrices, 43.7 per cent among undergraduates, and 51.5 per cent among graduates. The relative proportions are reversed in the case of the cinema with 32.4 per cent among non-matrices, 36.4 per cent among undergraduates and 33.6 per cent among graduates. The gramophone has a relative proportion of 19.9 per cent among non-matrices and undergraduates, and 15.0 per cent among graduates.

Preference. In preference also differences between different educational groups are on the whole small and probably negligible. We thus find that education exerts very little influence in deciding entertainment habit or preference. This again is just as it should be as there is sufficient variety in each form of entertainment to satisfy the cultural requirements of all kinds.

Variations between Expenditure Levels

Habit. The proportion of habitual users of the radio is comparatively low, of the order of 40 or 41 per cent, below the level of family expenditure of Rs.100 per month. It then rises to above 50 per cent between Rs.101 and 400 but decreases slightly to 45.5 per cent in the highest expenditure group where probably more expensive forms of entertainment displace the radio to some extent. Except in the two lowest expenditure levels there is not much difference in the relative popularity of the radio. Differences are much smaller and quite negligible in the case of the cinema. Roughly about 35 per cent in all expenditure levels habitually go to the cinema. In the case of the gramophone the proportion is possibly a little higher, 24.2 per cent, in the lowest expenditure level; otherwise it is practically steady and fluctuates between 17.6 per cent and 19.5 per cent. Broadly speaking the relative popularity of the cinema is practically steady and about 35 per cent. The relative popularity of the radio is possibly a little lower in the lower expenditure levels.

Preferences. As regards first preferences also contrasts are not very sharp. The cinema appears to be more popular as compared to the radio in the two lowest as well as in the highest expenditure levels. In the medium range with family expenditures between Rs.101 and Rs.400 both appear to be equally popular. The gramophone has an appreciably higher popularity in the lowest expenditure level; otherwise differences are small. On the whole we find that expenditure exercises a comparatively small influence over entertainment habit of preference.

A word of caution is perhaps necessary in interpreting these results. We have seen that the relative popularity of cinema is practically 35 per cent in all expenditure levels. This does not mean that the absolute frequency of cinema going is the same among all classes. In the highest expenditure level for example the total number of occasions on which either the cinema, or the radio, or the gramophone is used for entertainment purposes may be much higher than the corresponding number of occasions in the lower expenditure levels. Our figures simply show that, whatever may be the absolute frequency or the total number of occasions of entertainment for the three forms taken together, the relative proportion of occasions on which people go to the cinema is practically the same.

Variations between Occupational Groups

Finally we come to the distribution by occupations shown in Table (10). Here again differences are quite small.

Habit. For example, the relative popularity of radio fluctuates between 42.0 and 51.1 per cent. In the case of the cinema the variation is still smaller between 32.0 and 36.8 per cent. Relatively speaking the contrast is slightly more sharp in the case of the gramophone. The relative frequency is highest and 26.0 per cent among petty trade as contrasted with 12.7 per cent in the professional group.

Preferences. In preferences also differences are on the whole small. In the case of the radio, petty trade has got rather a low relative proportion of 32.6 per cent; otherwise the frequency fluctuates between 40.3 and 48.3 per cent. In the case of the cinema also variations are comparatively small. The gramophone shows a comparatively high popularity of 19.8 per cent only among petty trade.

General Summary. Excepting for age which exercises some kind of systematic influence in deciding the relative popularity of the radio-cinema and the gramophone, other factors, namely, education, expenditure level or occupation appear to have very little influence.

FREQUENCY OF LISTENING.

In addition to the general group which was picked up at random on a geographical basis we had a second sample of 803 Bengali speaking families selected at random out of the list of radio licensees residing in the same area in Calcutta. A separate schedule containing a large number of items was used for this group. In this report we shall discuss some of the items for which the tabulation has been completed.

Classification of Items

One section consisted of opinion relating to various items of radio programme broadcast from Calcutta during the months of February and March 1941. The items were grouped under 18 heads following the usual classification used in A.I.R. announcements. A list with brief descriptions of the 18 groups of items is given below :-

- (1) War News : The official daily broadcasts by A.I.R.
- (2) News Talks : The weekly and other occasional talks and reviews relating to different phases of the war.
- (3) Foreign News : Occasional talks about foreign countries with special reference to the war.
- (4) Modern Music : includes practically all songs and tunes composed in recent times, and is a loose aggregate of works of various kinds, some in the same class as Tagore music and others of an inferior type. Cinema music falls mostly under this category.
- (5) Tagore Music consists entirely of music (mostly songs) composed by Rabindranath Tagore.
- (6) Plays : Bengali drama broadcasted by A.I.R.
- (7) Instrumental : Consists of instrumental music of all kinds including both classical and modern compositions.
- (8) Devotional (Kirtan and Bhajan) : Kirtan is a kind of devotional music peculiar to Bengal while Bhajan has a wider geographical distribution.

(9) Ustadi : This group consists of all music conforming to the orthodox pattern of ragas and raginis. Until recently ustadi music has been usually cultivated by professional artistes with great emphasis on abstract technique. Words have little significance in ustadi in contrast to both Tagore and modern songs in which words have an importance of their own.

(10) Humorous Talks includes sketches.

(11) Scientific talks on such topics as wonders of modern chemistry, food stuff of Bengal.

(12) Literary talks on such subjects as modern Bengali literature.

(13) Educational talks on such subjects as Glimpses of Bengal, Census, Round the world in sixty minutes. Talks on life of great men have been included in this category.

(14) Lessons in Music.

(15) Folk Music (Baul & Bhatiali) songs, often of a devotional kind, sung by villagers and boatmen etc.

(16) <u>Children's programme</u>	)	These are given in a consolidated form and do not call for any comments.
(17) <u>Women's programme</u>	)	
(18) <u>Rural programme</u>	)	

Three sets of Questions

Three types of information were collected with regard to each item. In the first set we had entries enquiring whether the type in question was listened to 'often', 'sometimes', or 'rarely'. Another question was whether the subject would like to have 'more' or 'less' of each of the 18 types in radio broadcasts. Finally the subjects were asked to indicate their first five choice out of the 18 types in order of preference.

Broadly speaking all three sets of questions have the same aim, namely, to find out which of the items are more popular. Some distinction must, however, be made between the answers to the different sets of questions. For example, even if war news be listened to more frequently than any other item yet there may not be any desire to have

more time devoted to it. On the other hand certain items may be listened to more often because these are broadcast very frequently although the listeners may prefer to have more time devoted to other items. These distinctions have to be kept in mind in interpreting the results.

Relative Frequency of Listening-in

Let us first consider the relative popularity of each item as judged by the proportion of persons who 'often' listen to the item in question. The results for all persons are given in Table (11), in which the serial number and the name of the item are given in cols. (1) and (2), and the percentages of persons (out of a total of 803) who listen to the item 'often', 'sometimes' or 'rarely' are given in cols.(3), (4) and (5) respectively. The proportion of persons for whom no records are available is given in each case in col.(6); the total in col.(7) naturally is 100.

Proportion of 'Often'. War news, and news talks easily come at the top; these are often listened to by 54.7 and 50.9 per cent of all listeners. Foreign news are also quite popular with a frequency of 43.5 per cent. We then have a group of four popular items with frequencies above 40 per cent, namely, modern music (46.0 per cent), Tagore music (40.2 per cent), plays (42.5 per cent) and instrumental music (42.0 per cent). These form a compact group the popularity of which is beyond doubt. Then comes devotional music with a moderately high proportion of 35.2 per cent followed at some distance ustadi with 23.3 per cent.

We next have talks of various kinds, humorous (29.8 per cent), scientific (26.2 per cent), literary (18.6 per cent), and educational (24.9 per cent); and music lessons (20.7 per cent). Roughly from one-fifth to a little over one-fourth of all persons are thus in the habit of often listening to different types of talks and lessons in music.

Finally, we have the group consisting of children's programme (16.1 per cent) women's programme (14.7 per cent), folk music (16.9 per cent) and rural programme (12.0 per cent) which are much less popular.

'Often' and 'Sometimes'. We also have records for the number of persons who listen 'sometimes' to these items. The total frequency of 'often' plus 'sometimes' would thus give us a second measure of popularity. Judged by this

criterion the results remain broadly the same with however some interesting displacements. Modern music comes at the top with a relative frequency of 78.4 per cent followed closely by war news (77.4 per cent), Tagore music (74.4 per cent), news talks (74.4 per cent), and instrumental music (73.4 per cent) all with a relative popularity exceeding 70 per cent. We then have plays (68.8 per cent), foreign news (67.9 per cent), devotional music (66.3 per cent) with frequencies a little below 70 per cent. Humorous (57.2 per cent), scientific (52.6 per cent), educational (49.9 per cent) and literary talks (47.4 per cent) and ustadhi (45.1 per cent) have frequencies above 45 per cent. Folk music and lessons in music have a slightly lower frequency in the neighbourhood of 40 per cent. Finally we have children's programme (37.4 per cent), women's programme (35.0 per cent) and rural programme (33.2 per cent) still occupying the last three places; apparently only about one-third of the listeners normally hear these items.

'Never'. We have a third criterion in the proportion of persons who do not listen to the item in question even rarely. Judged by this negative standard, we find that the most popular group with only about 13 or 14 per cent of abstainers is made up of modern music (13.2 per cent), war news (13.3 per cent), Tagore music (14.3 per cent), news talks (14.9 per cent) and instrumental music (14.9 per cent). This is followed by devotional music and plays with 19.4 and 19.8 per cent of abstainers respectively. Foreign news (20.5 per cent), humorous talks (24.4 per cent), folk music (31.9 per cent), ustadhi (25.0 per cent) have abstainers ranging between 20 and 25 per cent. Literary (32.4 per cent) and educational talks (34.5 per cent) apparently do not have any interest for about one-third of our sample. Finally, we have lessons in music (40.0 per cent), children's programme (40.1 per cent), women's programme (41.5 per cent) and rural programme (40.7 per cent) which are never heard by more than 40 per cent of listeners.

General Features. Taking all three criteria into consideration we find that war news, and news talks are very popular from every point of view; with foreign news coming some way behind. In the entertainment class modern and Tagore music easily come at the top both in the large numbers who usually listen and also in the very small number of abstainers.

Instrumental music, plays and devotional music form another group. Folk music, and children's, women's and rural programme come at the very bottom. The marked unpopularity of these items may be partly due to the fact that our sample contains a comparatively small proportion of children, women or rural people.

The results for the three batches of investigators are given separately in the Appendix in Table (65). It is not necessary to comment in detail on these figures. On the whole there was satisfactory agreement between the three sets of results showing that the survey was carried out under statistically controlled conditions.

Variations between Age-Groups

We may now consider the age variations in listening habits. For this purpose we have used only one criterion, namely, the proportion of persons in each age-group who 'often' listen to the item under review. In view of the broad agreement in the results obtained by using the different tests this is probably sufficient for all practical purposes. The results are given in Table (12). In this Table the total number of persons in each age-group is given at the head of the appropriate column; the percentages in each column are expressed with this number as 100.

We find that war news easily heads the list in each age group with proportions fluctuating between 50 and 60 per cent on the whole. News talks are also on the whole popular with frequencies ranging between 45.8 and 57.6 per cent. In both cases age variations are irregular showing that interest in war news and news talks is more or less general among all ages. Foreign news is slightly less popular with frequencies ranging between 40 and 45 per cent up to the age of 55 years and about 55 per cent among persons above 55 years.

In the entertainment group we find that in the case of modern, Tagore, and instrumental music there is a well marked age variation. The proportion of persons often listening to these items steadily and consistently decreases with increasing age. In the case of modern music it falls from 70.8 per cent in the youngest age group to 18.2 per cent among persons above 55 years. For Tagore music there is a similar steady decline from about 66.6 per cent in the youngest age group to 21.2 per cent among

older people. The frequency decreases from about 50 per cent to 27.3 per cent in the case of instrumental music. The variation in this case is however less pronounced than in the case of modern and Tagore music.

In the case of plays the relative popularity is highest, 54.2 per cent and 51.2 per cent, in the two lowest age groups 14 to 18 and 19 to 25 years respectively. After this there is a sharp drop to about 40 per cent or a little less in higher age groups.

Preference for devotional music, which shows an exactly opposite age effect, increases definitely with age. The relative frequency starts with 25 per cent in the age group 14—18 years, and rises slightly to 30.6 and 32.4 per cent in the next two age groups 19—25 and 26—35 years respectively; after this there is a more rapid rise to 39.3 per cent in the age group 36—55 years, and finally to 51.5 per cent among persons above 55 years.

The popularity of humorous talks on the other hand is not affected by age. The fluctuation is quite small from 27.3 per cent among persons above 55 years to 32.4 per cent in the age group 26 to 35 years, and may have easily arisen from sampling errors. Scientific, literary, and educational talks on the other hand show a characteristic age variation; the popularity probably decreases to some extent from the youngest age groups to the age of 55 years after which there is a considerable rise indicating greater interest in cultural pursuits among older people owing probably to their greater leisure. Incidentally it is worth noting that scientific talks apparently are more popular than literary talks at all ages. This may be due either to greater interest in scientific subjects or simply to more attractive speakers broadcasting on scientific topics. Scientific talks are also more popular than humorous talks among the younger people, while humorous talks are more popular among persons between 26 and 55 years.

Ustadī shows a still different kind of age fluctuation. The relative frequency starts with 16.7 per cent in the youngest age group of 14—18 years; attains its peak value of 29.9 per cent in the next higher age group of 19—25 years; and then steadily decreases to 12.1 per cent among persons above 55 years. Lessons in music also has a more or less similar course. The

relative proportion starts with 33.3 per cent in the youngest age group, rises to 37.6 per cent in the next higher age group, and then falls to the comparatively low value of about 15 or 16 per cent in all higher age groups.

Folk music with a frequency of 25 per cent is as popular as devotional music in the youngest age group; its popularity then suddenly drops, and the proportion fluctuates between 17 or 18 per cent among all higher age groups. In the case of children's and women's programme there is a steady decrease in popularity from the youngest age group to the age of 55 years; after this apparently there is a rise in popularity among older people. Rural programme is generally unpopular, and age variations are irregular.

In view of the substantial agreement between sub-samples broader tendencies in the age variations noticed above appear to be quite real and are of considerable interest in many ways.

Variations between Educational Groups

Variations between educational groups are shown in Table (13) in which the arrangement of the columns is similar to that in Table (12). The proportion of persons listening often to war news is 50.3 per cent among non-matrices; 58.5 per cent among undergraduates and 52.2 per cent among graduates. News-talks also show a practically parallel fluctuation with 46.5, 54.2, and 48.8 per cent frequencies in the three educational groups. Foreign news, on the other hand, have the smallest appeal for non-matrices (35.1 per cent) with a much higher proportion of about 45 or 46 per cent among undergraduates and graduates.

In the case of modern music the proportion rises from 45.9 per cent among non-matrices to 49.4 per cent among undergraduates but drops appreciably to 42.0 per cent among graduates. In the case of Tagore music the proportion is definitely low, only 30.6 per cent, among non-matrices, but much higher among both undergraduates (44.4 per cent) and graduates (40.3 per cent). Plays have a high popularity of about 51 per cent among non-matrices and undergraduates, with a much lower proportion of only about 33 per cent among graduates. Instrumental music also has a comparatively high proportion of 41.4 per cent among non-matrices and 46.6 per cent among undergraduates with a substantially lower value of 36.5 per cent among graduates.

A definite decrease with increasing educational qualifications can be noticed in the case of devotional music; the proportion starts with 43.3 per cent among non-matrices and drops to 36.4 per cent among undergraduates and 29.0 per cent among graduates.

Scientific talks show increasing popularity with education. Among non-matrices the frequency is only 20.4 per cent; it rises to 24.9 per cent among undergraduates and to 30.4 per cent among graduates. Literary talks show a very low frequency of 8.9 per cent among non-matrices, with a much higher value of 25.7 per cent among undergraduates and a slightly lower value of 21.5 per cent among graduates. Educational talks have the lowest frequency among non-matrices (17.8 per cent), and highest among undergraduates (30.2 per cent) with graduates (24.6 per cent) occupying an intermediate position. Music lessons also show the same kind of variation with frequencies of 21.7, 24.9, and 15.0 per cent in the three educational groups respectively.

Children's programme has the highest frequency among undergraduates but the difference between non-matrices (16.6 per cent) and undergraduates (18.9 per cent) is very small while graduates occupy the lowest position (12.3 per cent). There is a steady decrease in popularity with increasing education in the case of women's programme; the relative frequencies being 19.1 per cent among non-matrices, 16.7 per cent among undergraduates and 9.9 per cent among graduates.

Humorous talks show very little variation, the proportion fluctuating between 27.6 per cent among graduates and 31.6 per cent among undergraduates. In the case of folk music the variation is very small from about a little over 15 per cent among non-matrices and graduates to 18.9 per cent among undergraduates. Rural programme also shows very little variation, the proportion remaining fairly steady between 10.8 and 12.4 per cent.

Cultural Classification of the Items

If we accept education as an appropriate criterion the position may be described broadly in the following way. The popularity of scientific talks increases very definitely with increasing education. We then have a group of items consisting of Tugore music, literary and educational talks, foreign news and news talks, which all have the greatest appeal for undergraduates, and have nearly the same or only slightly smaller popularity among graduates; non-matrices have much less interest in these items. From a cultural point of view these items may therefore be considered to have high rank.

In contrast we have another group consisting of modern and instrumental music, children's programme and lessons in music in which also the highest frequency occurs among undergraduates but the difference between non-matric and undergraduates is quite small; while graduates are least interested in these items.

In the case of humorous talks, folk music, and rural programme differences are on the whole small showing that education has very little influence on the popularity for these items.

Finally we have ustadi, devotional music, plays, and women's programme for which the popularity decreases steadily and systematically with rising educational qualifications. In the case of women's programme this may be ascribed partly to low standards of women's education in our country. In the other three cases, ustadi and devotional music and plays, evidently interest diminishes with increasing culture.

Variations between Occupational Groups

The variations between occupational groups are shown in Table (14) in which the arrangement is again similar to that in Tables (12) and (13) War news and news talks enjoy much the same kind of popularity among all occupational groups. The case of foreign news is slightly different. Petty trade has the lowest preference (27.3 per cent); service and business (about 41 per cent), and landlords (43.8 per cent) coming higher with students (46.7 per cent) and professional people (49.5 per cent) at the top. The contrast evidently reflects differences in outlook and range of interest.

Modern and Tagore music show very interesting contrasts. As may be easily expected both enjoy the highest popularity among students, 58.7 per cent for modern and 49.3 per cent for Tagore music, owing partly no doubt due to their youth. Among petty trade modern music has an almost equally high proportion of 54.3 per cent with however the lowest preference namely, 27.3 per cent for Tagore music. This reveals the heterogeneous character of modern music which includes at least two strata, one comparable to Tagore music and the other sharply contrasted. In the other occupational groups both modern and Tagore music enjoy high popularity with modern music slightly leading except in the professional class with which Tagore music is more popular.

Plays do not show striking occupational contrasts. They have the highest popularity among students (48.7 per cent) and the landlord class (53.1 per cent), followed by petty trade (45.5 per cent), business (45.7 per cent), and service (42.0 per cent) with the lowest proportion among professional people (38.9 per cent). Variations in the case of instrumental music is on the whole small and do not call for any comments.

Devotional music shows comparatively small variations and has usually of frequency of the order of 30 or 35 per cent except in the landlord class in which the frequency is highest, namely, 43.8 per cent. In the case of ustadi also the variation is not large. Students (26.6 per cent), petty trade (27.3 per cent), landlords (26.6 per cent) have the highest preference with business (23.4 per cent) and service (22.0 per cent) coming next, and professional people (18.9 per cent) occupying the bottom of the list.

Humorous talks have a frequency varying from 26 to 30 per cent among students, business, service and professional classes; and a much higher frequency of about 36 to 41 per cent in the petty trade and landlord groups. Scientific talks have a relative frequency of about 27 or 28 per cent in the students, service, profession and landlord class and 21.7 per cent in the business group; while it has the lowest frequency of 9.1 per cent among petty trade. Literary talks have frequencies varying between 21 and 25 per cent in most occupational classes with a comparatively low value of 14.7 per cent in the business and the lowest value of 9.1 per cent in the petty trade groups. Educational talks and lessons in music have naturally the highest popularity among students; otherwise the occupational variations are probably not important.

Folk music has the highest proportion in the business group (20.6 per cent) and no adherents among petty trade; otherwise the frequency fluctuates between only 15 and 17 per cent. As regards children's, women's and rural programme occupational variations are on the whole small. Rural programme has a small frequency of 9.1 per cent among petty trade but otherwise does not show any large fluctuation.

CHAPTER 7. PROGRAMME PREFERENCES : DEMAND FOR INCREASE AND BEST CHOICE.

I have already mentioned that an attempt was made to ascertain whether the subjects wanted more or less of each item under review. The results are given in Table (15) in which the serial number of the item is given in col.(1), and the name in col.(2). The proportion of persons not voting (out of a total of 803) is given in col.(3). This is followed by the proportion of persons voting for 'more' and for 'less' of the item in cols.(4) and (5) respectively. Finally the proportion of votes in favour of 'more' and 'less' among persons who participated in the voting are given in cols.(6) and (7) respectively.

The first point to be noted in this table is the very large proportion of persons who did not give any opinion at all. The frequency varies from 45.7 per cent for modern music and 48.4 per cent for Tagore music to 72.0 per cent in the case of rural programme. This shows that the majority of listeners do not consider it worth while to make definite recommendations regarding programme policy. This may be due either to apathy or to a general feeling that such suggestions are not likely to improve matters, or to a combination of both causes. In any case owing to a majority of listeners refraining from expressing any opinion the results in this section have to be used with caution.

Subject to this limitation we find that the items may be broadly grouped into several classes. Only in three cases, namely, modern, Tagore and instrumental music, 50 per cent or more gave their opinion one way or the other. These three classes also have the highest proportion of votes 44.1 per cent, 42.0 per cent, and 41.1 per cent respectively in favour of an increase. All these three items have a majority of over 80 per cent among persons who participated in the voting. From the point of view of explicit demand there can be no doubt that modern, Tagore, and instrumental music come at the top.

Plays (38.0 per cent) and devotional music (36.1 per cent) also have strong adherents in the sense that many of those who liked these items were sufficiently interested to vote in favour. The proportion of persons who did not give any opinion was, however, in a majority, namely 54.9 and 53.9 per cent in the case of plays and devotional music respectively.

After this we have another broad group consisting of war news (37.7 per cent), foreign news (34.1 per cent), news talks (33.6 per cent), and also humorous (30.4 per cent), scientific (29.6 per cent), educational (27.3 per cent) and literary (24.3 per cent) talks for which there is considerable demand for an increase. In fact the majority was above 80 per cent among persons voting in the case of foreign (84.0 per cent) and war news (80.6 per cent), and ranged between roughly 70 and 80 per cent in the other cases.

The demand for increasing children's (18.6 per cent) and women's (17.8 per cent) programmes, and lessons in music (15.8 per cent) was quite small. The proportion among persons voting was 62.6 per cent in favour of children's programme; while women's programme and music lessons were just on the border line with 51.8 per cent of votes cast in favour of each.

Judged by the present voting opinion was definitely in favour of the allotted time being reduced in the case of ustadi (26 per cent for reduction against 22.2 per cent for increase), folk music (17.8 per cent for reduction and 16.8 per cent for increase), and rural programme (15.1 per cent for reduction and 12.9 per cent for increase).

The parallels and contrasts between popularity and demand for increase are of considerable interest. Modern and Tagore music come at the top both as regards the frequency with which they are heard and in the desire for an increase. War news and news talks are listened to very frequently, and there is a good demand for increase among persons voting. Instrumental music and plays fall in the same class.

The percentage of people who want "more" of various kinds of talks is greater than that of people who often listen to these items. This is probably due to the fact that such talks are given on comparatively rare occasions so that even people who like them do not get an opportunity of often hearing them.

The case of ustadi is peculiar. It appears to be moderately popular occupying just about the middle position in the list of 18 items as regards the proportion of persons who listen often to this item; and yet a majority of the persons voting wanted to reduce the time devoted to it. This shows that opinion is sharply divided about ustadi. It is enjoyed by many people but there is probably an equal or greater number who get bored by it.

Lessons in music are probably just satisfying the demand and do not require any increase or decrease. As regards women's and children's programme it is difficult to give a definite opinion on the basis of the present survey as our sample is necessarily deficient in the proportion of women and children.

As may be easily expected in the case of a sample survey carried out in a large city like Calcutta folk music and rural programme are least popular, and there is a general demand for reduction.

Variations between Age Groups

Variations between age-groups are shown in Table (16) in which we are giving only the proportion of persons in each age-group who voted for "more" of each item. This is probably sufficient for our present purposes. A more detailed analysis is possible if we take into consideration the proportion not voting or the majority among those who participated in the voting. The relevant information is given in full in Table (68) in the Appendix.

In the case of war news there is not much variation up to 35 years after which there is an inexplicable drop. The demand for foreign news or for news talks on the other hand do not show much variation with age.

In the case of the two most popular items, namely, modern and Tagore music, there is a steady decrease for the demand with growing age. In the case of plays there is a good deal of demand among younger people; otherwise there is not much age variation. The demand for instrumental music is quite high up to the age of 35 years after which there is an appreciable decline. Devotional music shows a steady and systematic increase in the demand with growing age.

The case of ustadi is quite characteristic. In each age group the majority of opinion is definitely in favour of a reduction in the time devoted to this item with one single exception, namely, the age group 19—25 years in which the net voting is in favour of an increase. This fits in with the fact already noticed that there is a comparatively high proportion of listeners of this item in this particular age-group.

Humorous talks on the whole show a slightly falling demand with age. Scientific talks have a high demand up to the age of 55 years after which there is a slight drop. Younger people below the age of 18 years have not much interest in literary talks; but above 18 years the demand for increase is considerable with possibly another drop above 55 years.

The demand for educational talks, children's programme and lessons in music naturally decreases with age. In fact in the case of music lessons opinion is definitely in favour of a reduction in age groups above 25 years. Women's programme shows little age variation, except that below 18 and above 55 years opinion appears to be in favour of a reduction.

The demand for folk music decreases with age, and on the whole the majority is in favour of reduction. Finally, in the case of rural programme opinion in most age-groups is in favour of a reduction.

Variations between Educational Groups

Results for different educational groups are given in Table (17) in which the arrangement is similar to that in Table (16). Here also we are using only the proportion of votes recorded in favour of increasing the time devoted to different items. Further information relating to votes in favour of reduction and proportion of persons not voting is given in detail in Table (69) in the Appendix.

The demand for scientific and literary talks and for foreign news and news talks increase with educational qualifications. For educational talks and war news there is a much larger demand for undergraduates and graduates as compared to non-matrices. These results are, of course, just what might have been expected. The larger demand for these items merely reflect the wider cultural outlook associated with higher educational qualifications. In fact non-matrices actually want of decrease in literary and educational talks.

In the entertainment group there is only one item, namely, Tagore music for which the demand is greater among undergraduates and graduates as compared to non-matriculates. The demand for an increase in this item is highest in the undergraduate class owing probably to the presence of a large number of students among whom Tagore music is particularly popular. In the case of modern music the position is somewhat different. The

demand is high among both non-matrices and undergraduates as compared to graduates. This again corroborates the heterogeneous character of modern music with its two streams, one like Tagore music and the other of a cheaper kind.

The demand for instrumental music and humorous talks is practically steady in all educational groups. Variations are also small in the case of lessons in music, and children's programme, with perhaps a slightly higher demand for undergraduates.

Opinion is in favour of a reduction in both folk music and rural programme among all educational groups. Folk music does not show much variation, but in the case of rural programme there is apparently a higher demand from higher educational groups which may be, however, merely due to sampling errors.

In the case of four items, plays, devotional and ustadi music and women's programme the demand decreases with increasing educational qualifications. Ustadi also shows the peculiar feature of non-matrices voting for an increase while higher educational groups desire a reduction.

Cultural Classification

On the whole the relative demand described above is consistent with the cultural classification of the items which we had made in an earlier section. Instructional and informative subjects show an increasing demand with increasing education. In the entertainment group Tagore music alone shows a higher demand from undergraduates and graduates as compared to non-matrices. Modern music is more heterogeneous. It is very popular, but there is distinct evidence of one portion of such music being in higher demand among less cultured people.

In the case of ustadi, devotional music, and plays the popularity as well as the demand decreases with increasing education. Humorous talks, instrumental and folk music, children's programme and lessons in music do not show much variations in demand among different educational groups.

Variations between Occupational Groups

The analysis of demand by occupational groups is given in Table (18) in which the proportion of persons voting for 'more' of each item has been shown. The general arrangement is similar to Tables (16) and (17). The occupational differences in the demand show many characteristic features even when we confine our attention to the proportion of votes cast in favour of an increase in the different items. A deeper analysis is possible with the help of the fuller information relating to votes in favour of reduction and the proportion abstaining from giving any opinion. relevant figures are given in Table (17) in the appendix.

Students. Among students the highest demand of 50.3 per cent is for modern and Tagore music and a very large demand of 46.3 per cent for instrumental music and 40.3 per cent in favour of plays. The demand for war news, foreign news, as also for news and other talks is fairly high with proportions ranging between 25.5 and 36.9 per cent. Devotional music has 33.6 per cent in favour but 16.8 per cent against. There is a good deal of demand also for lessons in music and children's and women's programme with proportions varying between 20.8 and 24.2 per cent. There is general desire for a reduction in the time allotted to folk music, rural programme, and ustadi.

Petty trade. The size of the sample is too small to allow reliable inferences being made. The general tendency may, however, be noticed. There is high demand for plays and devotional music; and moderate demand for humorous and news talks and modern music. Opinion is equally divided about instrumental, ustadi, war news, rural and women's programme and lessons in music. The voting, however, appears to be definitely against Tagore music, literary and scientific talks, foreign news and also for children's programme and folk music, showing that these items have no appeal for persons engaged in petty trade.

Other occupations. The position in the service, business, landlord and professional classes is on the whole similar. There is high demand for war news, and modern, Tagore and instrumental music with somewhat

lower demand for plays, devotional music, news talks and foreign news. There is also moderate demand for humorous, scientific, literary and educational talks.

There are, however, certain well marked contrasts. Thus the professional class has a much higher demand for foreign news, as well as for news, scientific, literary, and educational talks and children's programme, but a lower demand for plays and instrumental music. The business class, on the other hand, has a much lower demand for scientific, literary, and educational talks. The service group as a class is less interested in war and foreign news and news talks or in children's and women's programme. The landlord class has a higher demand for instrumental and devotional music as well as for women's programme. It is also the only class which would like to have more of ustadī music; all other classes (except petty trade in which opinion is divided) would welcome a reduction. All classes are practically united in desiring a reduction in folk music and rural programme.

PROGRAMME PREFERENCES : BEST CHOICE OUT OF EIGHTEEN ITEMS

In a third section we had included columns for recording five most popular items in order of preference to be selected out of the list of eighteen items. The number of times an item is included in this selected list would thus give a good idea of the popularity of the item. We had intentionally given five choices to make the task easy. If only one choice is given people often find it difficult to make up their mind. On the other hand arranging the whole list of eighteen items in order of preference would be too arduous and would take too much time. We are showing in Table (19) by age-groups, the proportion of persons who included the item under review in the selected list. The total number of persons in each age-group as usual is shown at the head of the column in each case. The figures for all ages taken together are given in col.(8).

In using these figures it should be remembered that each of the 803 persons did not exercise the right of five choices; a few did not give any votes at all but their number was small; some, however, gave a smaller number of selections than five. The total number of votes recorded was 3389 in the place of a possible total of 4015 ($= 803 \times 5$). The effective proportion of voting was thus 84.4 per cent which is quite satisfactory. The equivalent number of persons voting was $(3389/5 =) 678$ approximately. On this basis 339 votes would be required to obtain an absolute majority. As we shall see presently only two items, modern and Tagore music, achieved this with total votes of 406 and 344 cast in their favour.

Considering first all age groups we find that the highest preference is for modern music with a frequency of 50.6 per cent of votes. Next comes Tagore music (42.8 per cent) followed closely by plays (39.4) and instrumental music (39.2). These four items therefore constitute the most popular group. Devotional music (32.1) and war news (32.0) both have somewhat lower popularity of about 30 per cent.

In the next group we have ustadī (22.9 per cent), humorous (22.5 per cent), news (22.4 per cent) and scientific talks (21.5 per cent) with a frequency of about 22 or 23 per cent. Literary (16.7 per cent) and educational (16.6 per cent) talks and foreign news (18.3 per cent) have only a slightly lower proportion of about 17 or 18 per cent of votes.

Children's programme and lessons in music have a roughly 11 per cent, with folk music (9.3 per cent) women's programme (8.7 per cent) and rural programme (5.7 per cent) occupying the three bottom places.

Variations between Age Groups

The age variations are quite characteristic. In the case of Tagore music the popularity steadily decreases with age showing that the younger people are most appreciative of the non-classical music introduced by the Poet. In the case of modern music there is an initial rise from the youngest to the next higher age groups; after which a steady decrease, practically parallel to that in the case of Tagore music, sets in and persists throughout. It is, however, of some interest to note that although modern music is more popular than Tagore music in every age group up to 55 years among older people and appreciably larger proportion, 27.3 per cent voted in favour of Tagore music against 21.2 per cent in favour of modern music. This shows that there are considerable sections of older people who like Tagore music.

The popularity of children's programme, lessons in music, scientific talks and folk music also decreases steadily with age. This is perhaps not surprising. The decrease in the popularity of scientific talks may probably be ascribed to the generally lower interest in scientific matters among older people.

In the case of ustadi, instrumental music, humorous and educational talks the popularity increases from the youngest (14—18 years) to the next higher age group (19—25 years) and then steadily decreases with growing age. In the case of war news and literary talks the popularity goes on increasing for some time longer and attains peak value between 26—35 years after which a decline sets in. Women's programme appears to have a higher popularity among the youngest and the oldest age groups but differences are small. On the other hand the popularity of devotional music and news talks increases steadily with age and attains the highest level among persons above 55 years. The popularity of plays, foreign news, or rural programme remains more or less steady in all age groups.

CHAPTER 8. REVIEW OF PROGRAMME POLICY

We have considered the popularity of programme items from many different aspects. The results are in broad agreement. But the salient features will come out more clearly if we now take an integrated view of the whole position.

Index Numbers of Preference and of Listening

The answers to the different questions are being given for this purpose in a consolidated form in Table (20) for the whole sample. In this Table cols.(1) and (2) give as usual the serial number and name of the item. In col.(3) is shown the proportion of persons who voted for "more", i.e. an increase in the time devoted to each item; col.(4) gives the proportion of persons voting for "less" or a reduction; and col.(5) the majority in favour of an increase. In the next col.(6) we have the proportion of persons who included the item in the selected list of five best. The majority in favour of an increase and the proportion in the selected list are two different measures of the preference for the item. If we take the sum of the two figures given in cols(5) and (6) we shall get a more balanced measure of preference. This is shown in col.(7). For convenience of comparison these measures of preference have been converted into index numbers of preference in col.(8). As distinguished from preference we also have the proportion of persons who actually listen often to each item. These proportions, converted again into the form of index numbers, are given in col.(9).

Let us first consider the preference for the different items. From col.(8) we find that modern music comes at the top with an index of 207 followed by Tagore music (184), instrumental music (175) and plays (172) all with index numbers above 170. These four beyond dispute form the most popular group among the whole radio sample.

After this we have war news (148), devotional music (142), news talks (116), humorous (104) and scientific (102) talks with index numbers above 100. Educational talks with an index number of 90 may probably be included in this second group of items which enjoy moderately high popularity.

We then have children's (45) and women's (38) programme with index numbers of the order of 40. Ustadi with a preference index of 47 comes in the same group, but it stands on a special footing of its own as a majority of persons would like to have this item reduced in the programme. Music lessons (28), folk music (20) and rural programme (9) come at the bottom of the Table in order of preference.

Listening Frequency in Relation to Preference

If we compare the index numbers of preference with corresponding index numbers of listening frequencies given in col.(9) certain interesting displacements are noticed. We find that war news and news talks are listened to much more frequently than would be justified by their relative popularity. Under war conditions this of course is inevitable. People listen to these news items not out of preference or choice but as a matter of necessity. In the case of music lessons also the actual frequency of listening is proportionately higher than its place in the preference list. This merely shows that these lessons are used for learning music rather than for entertainment.

On the other hand, in the entertainment group the listening frequencies are on the whole less than their relative popularity. This is due to the fact that even favourite items cannot always be listened to on account of other work or engagements. The case of Tagore music is probably a little different. Its ranking in order of actual listening is sixth while it occupies the second place in order of preference. This may be partly ascribed to the fact that, compared to other popular items, a very small proportion of time is allotted to this item in radio programmes.

Results for Women

Similar index numbers of preference and of listening frequency are given for women in Table (21) in which the arrangement is exactly the same as in Table (20) which gives the results for the sample as a whole. If we compare the index numbers of preference and of listening frequency for women we find that reversals are to some extent similar in the case of both sexes. War news and news talks are listened to far more frequently than warranted by their relative popularity. The entertainment group also on the whole shows deficiency in listening as compared to preferences. Tagore music again stands out. It occupies the first place in order of preference but the fifth place in order of listening frequency.

Sex Differences

We may now consider the differences between the two sexes in programme preference. For convenience of comparison we are giving the index numbers of preference for the whole sample and for women respectively in cols.(3) and (4) of Table (22) in which the serial number and name of the item are given as usual in cols.(1) and (2). It will be remembered that the whole sample of 803 individuals consist of 764 men and 39 women. The whole sample therefore practically represents men and we shall use it in this way for purposes of comparison.

A sharp contrast is shown by a related group of items consisting of war news and news talks, and scientific, literary and educational talks which enjoy a moderately high popularity among men but occur very low in the preference list of women. On the other hand, women's programme, quite naturally, has the very high preference index of 203 among women as compared to the low value of 38 among men. Music lessons also are much more popular with women than with men with index numbers of 94 and 28 respectively. The case of Tagore music and plays is also worth noting. These two items are highly popular among both men and women; but the index of preference is much greater among women, about 236 in both cases against 184 and 172 for modern and Tagore music respectively among men.

REVIEW OF PROGRAMME POLICY

We have so far considered the relative popularity and the relative listening frequency of various items of the Calcutta radio programme. An interesting question arises in this connexion. The amount of time allotted to different items was of course widely different. How far does the distribution of time among different items compare with their relative popularity? I shall discuss this question on general lines in this section.

Index Numbers of Disparity

From the radio programmes given in the "Indian Listener" and the Bengali "Betar Jagat" we calculated the total time actually allotted to the different items in the Calcutta broadcasts in February and March 1941. These were converted into index numbers of time of broadcast which are shown in col.(6) of Table (22).

If listening frequency or preference depended only on the time allotted to each item then the index numbers of listening or of preference would be exactly proportional to the index numbers of broadcast time. Even a cursory glance at Table (22) shows that this is far from the truth. A simple way of comparing the relative popularity and the relative time allotted to the different items is to calculate 'index numbers of disparity' by dividing the index number of preference or of listening by the corresponding index number of broadcast time. An index number of disparity of 100 indicates that the broadcast time is at par with the relative popularity. A disparity index greater than 100 indicates that the time allotted to the item under review is proportionally less than the relative popularity of the item. On the other hand, a disparity index less than 100 shows that the time allotted is proportionally greater than that justified by the relative popularity. These index numbers of disparity are given in cols.(7) and (8) for the whole sample (practically representing men) and women respectively. The mean value of cols.(7) and (8), which may be treated as a general index number of disparity, is given in col.(9).

Indications for Change

These index numbers indicate in a general way whether the time allotted to any particular item requires to be increased or decreased. If we consider the figures given in Table (22) we find that the index numbers of disparity are extremely large for humorous, scientific, literary, and educational talks, and also for Tagore music all with index numbers in excess of 300 for both sexes. The index number for news talks is very high for men (488) and slightly above average (114) for women, while the index number for women's programme is high (276) for women but low for men (52). Plays and instrumental music have moderately high index numbers for both men and women, and music lessons for women only. On the other hand, the index numbers are less than 100 in the case of war news, modern, devotional, ustadi, and folk music, and children's and rural programmes. These figures show that there is a strong case for increasing the time allotted to humorous, scientific, literary, educational and news talks. These are all progressive items in the sense that preference for these items increases with increasing educational qualifications and higher cultural level.

In the entertainment group we find that listeners' preference demands a very large increase in the time allotted to Tagore music. Plays also may be allotted a little more time while instrumental music is about right or may be increased slightly. In order to secure the time required for these changes it is necessary to cut down to some extent the time at present allotted to modern and devotional music and to reduce very considerably the time allotted to ustadi music. In view of their great popularity among women some increase is desirable in the time allotted to women's programme. War news is a necessity but no further increase in time is indicated. Music lessons also may continue more or less as at present. Opinion is generally in favour of large reductions in the time devoted to folk music, and children's and rural programmes.

CHAPTER 9. RADIO RECEPTION IN CALCUTTA FROM OTHER STATIONS

In a different question we had made enquiries about the quality of reception (good, fair, indistinct or no reception) of broadcasts from 10 foreign and 10 Indian stations. The results are given in Table (23) in which col.(1) gives the serial number; col.(2) the name of the station; col.(3) the percentage of good receptions; col.(4) the percentage of fair receptions; and col.(5) the percentage of indistinct receptions. The total of cols.(3), (4) and (5) that is, of receptions of some kind or other is shown in col.(6). This is followed by col.(7) giving the proportion of no receptions, while the last col.(8) gives the percentage of missing records which may be interpreted as listeners who are not usually interested in the station under review.

Good Receptions

Naturally the proportion of good receptions is highest, namely, 90.0 per cent in the case of Calcutta. The proportion falls sharply to 41.0 per cent in the case of Delhi; after this we have Bombay and Lucknow each with 22.5 per cent; Dacca 18.3 per cent; and Madras 12.3 per cent. In the case of the remaining four Indian stations, Rangoon, Lahore, Trichinopoly and Peshawar, the proportion of good reception is less than 10 per cent.

Among foreign stations B.B.C. easily comes first with 33.0 per cent of good reception, followed a long way behind by China (10.8 per cent), Japan (9.1 per cent), Indo-China (8.3 per cent) and Germany (8.0 per cent). After this we have U.S.S.R. (5.7 per cent), France (3.6 per cent), Italy (2.9 per cent), U.S.A. (2.8 per cent) and Turkey (1.6 per cent).

We thus find that reception in Calcutta city is good from Delhi, Bombay, Lucknow and Dacca. Among foreign stations reception from B.B.C. is very good with China, Japan, Indo-China and Germany forming a group with a proportion of good reception of the order of 9 or 10 per cent.

All Receptions

If we now consider the figures given in col.(5) we find that the reception percentage is 94.4 per cent in the case of Calcutta which of course is just what is to be expected; missing records to the extent of 5.6 per cent probably include licensees whose receivers are out of order, or who have ceased to take an active interest in the radio. After Calcutta greatest interest is shown in Indian broadcasts from Dacca and Delhi with 56.7 per cent and 55 per cent of listeners. Closely following we have Bombay and Lucknow each with a proportion of 46.8 per cent. Next in point of interest come Lahore (34.7 per cent) and Madras (31.5 per cent), with the other three stations Peshawar, Rangoon and Trichinopoly with percentages fluctuating between 20 and 25 per cent.

Among foreign stations 50 per cent of Calcutta listeners appear to be interested in B.B.C. broadcasts. Next we have 24.2 per cent interested in broadcasts from Germany and about 21 per cent in broadcasts from Japan and China. After this we have Indo-China (16.2 per cent), France (13 per cent), U.S.S.R. (12.3 per cent), U.S.A. (11.4 per cent) Italy (11.2 per cent) and Turkey (8.4 per cent). We thus find that next to B.B.C. greatest interest is shown in broadcasts from Germany and after this from Japan and China. Interest in broadcasts from France, U.S.S.R., U.S.A. and Italy is roughly of the same order, while interest in Turkish broadcasts is appreciably smaller.

PART III. BROADCAST REACTIONS

CHAPTER 10. GENERAL RESULTS

Introduction

We shall now consider the results of mass observation on reactions to war broadcasts from allied, neutral and enemy stations in one sample of 385 individuals in Calcutta and a second sample of 101 individuals in Jagaddal, an industrial area about 20 miles from Calcutta. In the mass observation series no attempt was made to ascertain opinion by direct interviews. The impressions gathered by the observers were recorded on special forms in which the age, sex, religion, language, province as well as the educational, economic and occupational status of the subjects were noted. In many cases these entries were based on personal knowledge; in other cases on subjective estimates.

After some preliminary trials it was decided to consider reactions to radio broadcast under three categories, namely, "interesting", "convincing", and "effective propaganda". Thus if in the opinion of any particular subject Allied broadcasting is more interesting than the other two, then in the record for this subject the first rank would be given to Allies in respect of the category "interesting". The one considered to be the least interesting would be assigned the third rank; and the one judged to be intermediate between the other two would have the second rank. In the same way ranks were assigned with respect to the other two categories "convincing", and "effective propaganda". It is believed that this method of ranking under three categories gave sufficient flexibility to the system without being too elaborate.

Proportion of Ascertainment

The mass observation series naturally included persons who were not in the habit of listening to the radio or did so only casually. There were also some radio listeners whose opinion regarding radio broadcasts could not be ascertained or who refused to express any opinion on the subject. In the Calcutta sample out of 385 individuals 232 persons or about 60 per cent gave definite opinion about radio broadcasts. In Jagaddal the proportion was higher as 67 out of 101 expressed their views

on the subject. This compares very favourably with the proportion voting on programme preference.

Composition of the Calcutta Sample

The selection of subjects in this case naturally had to be left to the free choice and opportunity of the observers.

Age. The age composition is shown in Table (44). The proportion of subjects between 19 and 55 years was as high as 96.3 per cent and there was a large concentration of 42.9 per cent in the age-group 26—35 years. This merely shows that the observers, who were mostly of this age, had found it easier to establish contacts with persons of their own age.

Education. As regards educational qualifications there were only two illiterates out of a total of 385 persons included in the Calcutta sample. The proportion of non-metrics was 14.8 per cent, of undergraduates nearly 28.0 per cent, and of graduates and men of superior culture more than 57 per cent. Educationally the Calcutta sample was thus superior to the other samples.

Family Expenditure. The composition by monthly family expenditure is given in Table (45). The proportion of persons with monthly expenditure below Rs.40 was 3.9 per cent. The low income group between Rs.41 and Rs.100 contributed 28.6 per cent, while the proportion of persons belonging to the real middle-class level with monthly family expenditure fluctuating between Rs.101 and Rs.400 was very high, 51.2 per cent. The top group with family expenditure exceeding Rs.400 was also quite well represented with a quota of 16.3 per cent which is probably greater than the real proportion in the universe.

Occupation. As regards occupational distribution 28.6 per cent belonged to the student group, 17.9 per cent to petty trade, 25.2 per cent to service, 11.2 per cent to business, 11.7 per cent to the professions, 5.5 per cent to landlords and people living on unearned income. The proportion of students and petty trade was larger and of business and service smaller than the corresponding proportions in the 'general' and 'radio' samples. On the whole it will be seen that the sample was

primarily middle-class with a certain amount of over-representation of age between 26 and 35 and of higher educational and economic groups.

Composition of the Jagaddal Sample

Age. The age composition is shown in Table (44). The relative frequency was 5.9 per cent between 14 and 18 years, 20.8 per cent between 19 and 25 years, 34.7 per cent between 26 and 35 years, 28.7 per cent between 36 and 55 years, and 9.9 per cent of persons above 55 years. The age-distribution was more uniformly spread out as compared to the Calcutta sample; and was thus more representative of the Census proportions.

Education. In educational qualifications, illiterates contributed 8.9 per cent, non-matrices 29.7 per cent, undergraduates 34.7 per cent and graduates 26.7 per cent while superior culture has no representative. Educationally the Jagaddal sample was thus on a distinctly lower level than all the Calcutta samples.

Family Expenditure. In expenditure levels, Jagaddal had 12.9 per cent in the lowest group; 21.8 per cent in the expenditure level between Rs.41—100; 66.3 per cent between Rs.101 and Rs.400; and only two per cent above Rs.400. The economic status of the Jagaddal group was thus lower than that of the Calcutta.

Occupation. In occupational composition students contributed 32.7 per cent, petty trade only 3 per cent, service 27.6 per cent, business 11.9 per cent, profession 12.9 per cent, and landlords 11.9 per cent. Compared to the Calcutta sample Jagaddal had a lower proportion of petty trade but a higher frequency of students and landlords; there was not much difference in the other groups.

Speaking generally we find that the Jagaddal sample was more representative in age, but belonged to a lower educational and a lower economic level than the corresponding Calcutta sample. This probably reflects a real difference between the two areas. On the whole both the Calcutta and Jagaddal samples may be considered to be fully representative of middle-class families in these areas.

Results for the Samples as a Whole

I shall first consider the results for the sample as a whole.

The total number of persons whose opinion could be ascertained under the different categories is shown in Table (24) for the Calcutta and in Table (25) for the Jagaddal sample. From col.(2) of Table (24) we find, for example, that 139 persons (out of a total of 385) gave the highest place to Enemy broadcasts in point of interest, 133 persons in point of convincing qualities, and 156 persons in regard to effective propaganda. Looking at the Table horizontally we find from the first line that 139 persons gave the highest rank to Enemy, 56 to Allied, and 34 to Neutral broadcasts so far as interesting qualities are concerned, while 156 did not express any opinion.

The corresponding percentages are given in Table (26) from which we notice that no less than 36.1 per cent took the greatest interest in Enemy, 14.5 per cent in Allied, and only 8.8 per cent in Neutral broadcast, while the opinion of 40.6 per cent is not known. The results are on the whole similar in the case of the other two categories. The largest proportion, 34.6 per cent of listeners, had greatest faith in Enemy, only 10.6 per cent in Allied, and 13.0 per cent in Neutral sources of news. In propaganda value 40.5 per cent of listeners gave the highest place to Enemy, and only 14.8 per cent to Allied broadcasts; while 4.9 per cent attached any importance to the propaganda value of Neutral broadcasts.

If we compare the three categories for each type of broadcasts we find that Enemy broadcasts received the largest proportion of votes, namely 40.5 per cent in respect of propaganda value, and slightly lower but practically similar proportion of votes, 36.1 per cent and 34.6 per cent in respect of interesting and convincing qualities. Against this only 14.5 per cent each gave the highest place to Allied radio in respect of interesting qualities and propaganda value, and only 10.6 per cent in convincing qualities. The position was quite different in the case of Neutral broadcasts; 13.0 per cent of listeners gave this the highest place in respect of convincing qualities, 8.8 per cent in interesting qualities, and only 4.9 per cent in propaganda value.

The position may be described in a slightly different way if we calculate the percentages after omitting the missing records, i.e. leaving out persons whose opinion is not known. Relevant figures are given in detail in Table (37)—(43) in which the arrangement of columns is exactly the same as in Table (30)—(33). We find from these Tables that a majority of listeners among those who expressed their views, namely, 60.8 per cent gave the highest place to Enemy broadcasts in interesting qualities against 24.4 per cent who ranked Allied broadcasts higher in this respect; only 14.8 per cent thought Neutral broadcasts to be more interesting than the other two. We also find that 59.6 per cent had greatest confidence in Enemy, 18.3 per cent in Allied, and 22.3 per cent in Neutral broadcasts. In propaganda value 67.2 per cent give the highest rank to Enemy, 24.6 per cent to Allied, and only 8.2 per cent to Neutral efforts. From sixty to sixtyseven per cent (or nearly two-thirds) of listeners give Enemy broadcasts the highest place in different respects against only a fifth or a quarter who give Allied broadcasts a higher rank. In whatever way we make the comparison, as judged by listener reaction, the superiority of Enemy broadcasts is beyond dispute.

Interesting versus Convincing

A two-way classification in terms of "interesting" and "convincing" frequencies is given in Tables (28) and (29). In the first line in col.(1) of Table (28) we find that 139 persons had given the highest place to Enemy broadcasts in point of interest. In the same line the succeeding columns show that proportion of these 139 persons voted in favour of different classes of broadcast in regard to their convincing qualities. Thus we find that among these 139 persons who were most interested in Enemy broadcasts no less than 79 per cent or four-fifths thought them also most convincing, while 11.5 per cent placed Neutral radio higher and only 5.0 per cent had greater faith in Allied broadcasts. Among persons who considered Allied broadcasts to be more interesting than the other two, only 53.6 per cent or about half considered them also to be most convincing, while 25.0 per cent had greater faith in Enemy and 14.3 per cent in Neutral sources of news. Finally among the persons who preferred Neutral radio to

others in point of interest 67.7 per cent or about two-thirds considered them to be also most reliable, and a considerable proportion, 17.6 per cent or a little over one-sixth had greater faith in Enemy, and only 8.8 per cent in Allied sources of news. Of the persons who had no opinion to express nearly 95 per cent were silent regarding both interesting and convincing qualities.

Let us next consider the distribution by convincing qualities shown in Table (29) in which the arrangement is similar to Table (28). Of the persons who had the greatest faith in Enemy broadcasts, no less than 82 per cent also considered them to be most interesting while 10.5 per cent had greater interest in Allied and 4.5 per cent in Neutral broadcasts. Among persons who gave the highest place to Allied broadcasts in convincing qualities, 73.2 per cent found such broadcasts also to be more interesting than others, while 17.1 per cent had greater interest in Enemy, and 7.3 per cent in Neutral broadcasts. Among persons who relied most on Neutral broadcasts, 46.0 per cent or a little less than half also thought them most interesting; while 32 per cent had greater interest in Enemy and 16 per cent in Allied broadcasts.

General Results for the Jagaddal Sample

The number of persons giving their opinion under different categories is shown in Table (25) and the percentage results in Table (27). The proportion of missing records in Jagaddal is 32.6 per cent which is appreciably lower than the proportion of 41.8 per cent in Calcutta.

Interesting. We find that in Jagaddal 31.7 per cent are most interested in Enemy broadcast as compared to 36.1 per cent in Calcutta. The proportion taking greatest interest in Allied broadcast is 17.8 per cent in Jagaddal as compared to 14.5 per cent in Calcutta. In the case of Neutral broadcasts we find about the same proportion, namely 7.9 per cent in Jagaddal and 8.8 per cent in Calcutta taking the greatest interest in Neutral broadcasts. On the whole considering the small size of the sample the general agreement between the Jagaddal and Calcutta samples is quite satisfactory.

Convincing. Here also the results are in good agreement. We find that 33.7 per cent in Jagaddal as compared to 34.6 per cent in Calcutta have greatest faith in Enemy broadcasts; 14.9 per cent in Jagaddal as compared to 10.6 per cent in Calcutta give the highest place to Allied sources in this respect; while 18.8 per cent in Jagaddal and 13.0 per cent in Calcutta have the greatest faith in Neutral sources.

Propaganda Value. The position is somewhat different in regard to propaganda value of different sources. In Jagaddal 30.7 per cent consider Enemy broadcasts to be most effective in this respect; the corresponding proportion in Calcutta is 40.5 per cent. On the other hand while only 14.8 per cent in Calcutta consider Allied broadcasts to be most effective in propaganda value the corresponding proportion is so high as 35.6 per cent in Jagaddal. Apparently nobody in Jagaddal believes Neutral sources to have any propaganda value.

On the whole we find that so far as interesting and convincing qualities are concerned the results in Calcutta and Jagaddal are in very good agreement. Opinion regarding propaganda value appears, however, to differ quite sharply. As the Jagaddal results are based on observations by one single observer it is difficult to check whether there is any real difference in this respect between the two areas, or the observed divergence is only apparent, being due to some persons bias. Opinion relating to propaganda value is ambiguous. More effective propaganda may be interpreted in two ways, in a complimentary or in a derogatory sense. Thus persons who are sympathetic to a particular source of news may give credit for propaganda value in case propaganda itself is considered justifiable in a good cause. On the other hand, a radio source which is condemned for unreliability of its news may also be credited with high propaganda value in the sense of disseminating false news effectively. The cleavage in the results in Calcutta and Jagaddal may thus be simply due to a difference in the interpretation of the term effective propaganda.

CHAPTER 11. BROADCAST REACTIONS : BY AGE, EDUCATION,
EXPENDITURE AND OCCUPATION.

Age Variations

The age variations in reactions to broadcasts are shown in Tables (30) and (37). The number of individuals is only 6 in the lowest (14—18 years) and 8 in the highest (above 55 years) age-groups. These are too small to allow any weight being given to the results for these age-groups. Subject to this remark there is some evidence of interest in war broadcasts increasing with age up to 35 years. After this there is a gradual decline in interest which is probably due to a great extent to the appreciably lower interest in the radio generally which we had observed among older people in the case of the other samples.

Results for Each Age-group

14—25 years. In the youngest age-group two-thirds have no interest in war broadcasts while one-third consider Enemy broadcasts to be most interesting as well as most convincing; but as already noted, the total number of this group is too small to allow general conclusions being drawn. In the next higher age-group between 19 and 25 years we find from Table (30) that 37.9 per cent are most interested in Enemy, 12.9 per cent in Allied, and 8.9 per cent in Neutral broadcast, while records are not available for 40.3 per cent. Although there is generally greater interest in Allied broadcasts as compared to Neutral, we find that between 19 and 25 years 8.1 per cent consider Allied broadcasts to be more convincing against 9.7 per cent who consider Neutral broadcasts to be better in this respect. The highest proportion, 40.3 per cent, have greatest faith in Enemy broadcasts. In propaganda value 44.4 per cent give the first place to Enemy, 12.1 per cent to Allied, and only 4 per cent to Neutral broadcasts.

26—35 years. In the next age-group between 26 and 35 years there is a small all-round increase in interest in war broadcasts; 38.8 per cent have the greatest interest in Enemy, 13.9 per cent in Allied, and 10.3 per cent in Neutral broadcasts. Only 12.7 per cent however consider Allied broadcasts to be the most convincing. A slightly larger proportion, 13.9 per cent, have greater faith in Neutral, and a much higher proportion,

36.4 per cent, in Enemy broadcasts. About 16.4 per cent consider Allied broadcasts to have the highest propaganda value; only 4.8 per cent vote in favour of Neutral, while 34.0 per cent consider Enemy broadcasts to be most effective.

36-55 years. In the age-group 36 and 55 years there is a slight decrease in interest in war broadcasts. There is however an increase in the proportion of persons who show greatest interest in Allied broadcasts; 20.7 per cent give the highest place in point of interest to the Allied and only 7.3 per cent to the Neutral radio. The proportion interested in Enemy broadcasts has decreased appreciably but is still very high, namely, 29.3 per cent. The proportion which considers Enemy broadcasts most convincing has also decreased to 23.2 per cent as compared to 36.4 per cent in the previous age-group, but is still nearly double the proportion of 12.1 per cent who have greater faith in Allied broadcasts. A much larger proportion, 18.3 per cent, give greatest credit to Neutral broadcasts. As regards propaganda value 30.5 per cent among persons between 36 and 55 years vote in favour of Enemy against 17.1 per cent in favour of Allied broadcasts; only 7.3 per cent consider Neutral broadcasts to be more effective than others.

Above 55 years. In the highest group above 55 years only about 25 per cent are interested in the radio; and they all consider Enemy broadcasts to be more interesting, and more convincing than others. The older people also consider Enemy broadcasts to have greater propaganda value than others. As already pointed out, the size of the sample is however too small in this group to allow general conclusions being drawn.

Results by Categories

Interesting. Within each age-group the relative order is the same, Enemy occupying the first, Allied the second and Neutral the third place in point of interest. Within each type of broadcast, there is, however a perceptible variation with age. With increasing age there is an increasing proportion of persons who find Allied broadcasts more interesting than the other two. On the other hand, interest in Enemy broadcasts appears to decrease beyond 35 years. There is no large variation with age in matter of interest in Neutral broadcasts.

Convincing. Coming to the category of 'convincing' we find however that with increasing age a definitely larger proportion of persons consider Neutral broadcasts to be more convincing than others. This proportion is only about 9.7 per cent (among all persons, or 16.7 per cent among those giving their opinion) in the age-group 19—25 years, and then rises to 13.9 per cent (or 23.1 per cent) in the age-group 26—35 years and finally to 18.3 per cent (or 43.1 per cent) among persons between 36 and 55 years. The proportion which considers Allied war news to be most convincing rises from 8.1 per cent (or 13.9 per cent) in the age-group 19—25 years to 12.7 per cent (or 20.2 per cent) in the age-group 26—35 years and 12.1 per cent (or 22.7 per cent) among persons between 36 and 55 years. The proportion which considers Enemy broadcasts to be most convincing is 40.3 per cent (or 69.7 per cent) in the age-group 19—25 years, and then decreases to 36.4 per cent (or 57.7 per cent) in the age-group 26—35 years, and declines to 23.2 per cent (or 43.2 per cent) in the age-group 36—55 years.

Within each age-group the largest proportion of persons believe Enemy news to be most convincing, and then Neutral, and least of all news from Allied sources. But on the whole with increasing age an increasing proportion have greater faith in Neutral and Allied, and a decreasing proportion in Enemy sources of news.

Propaganda Value. The age variations are more or less similar in the case of opinion regarding propaganda value. Within each age-group the largest proportion of persons attach the highest propaganda value to Enemy, then to Allied, and last of all to Neutral radio. With increasing age there is however increasing recognition of the propaganda value of Allied and Neutral but a decreasing recognition of the effectiveness of Enemy radio.

General Features. Enemy broadcasts are considered to be more interesting, to have greater propaganda value, and also to be more convincing by the largest proportion of persons in all age-groups. But interest and confidence in Allied broadcasts and appreciation of their propaganda value increases with increasing age. At the same time the proportion having

interest and confidence in Enemy broadcasts or attaching importance to their propaganda value decreases with increasing age. In other words reaction to Allied broadcasts becomes increasingly more favourable and to Enemy broadcasts increasingly more unfavourable with advancing years.

Broadcast Reactions : Variations between Educational Groups

The relevant results are given in Table (31) and (38).

Interesting. We may now consider the variations between different educational groups. As regards Enemy broadcasts 22.8 per cent of non-matrices found them the most interesting; and about 36 or 37 per cent among undergraduates and graduates; a much higher proportion, 48.9 per cent among men of superior culture preferred Enemy broadcasts. The proportion of persons giving first place to Allied broadcasts in point of 'interest' is smallest, about 10.5 per cent, among non-matriculantes. This is partly due to the fact that this group takes less interest in radio broadcasts generally. Among undergraduates and graduates there was not much difference, the proportions being 16.0 per cent and 15.4 per cent respectively. Among men of superior culture the proportion was 13.3 per cent. Only about 6 or 7 per cent among non-matrices, undergraduates and graduates consider Neutral broadcasts to be more interesting than the other two. There was however a sharp rise among men of superior culture 24.4 per cent of whom considered Neutral broadcasts to be more interesting than the other two.

This is the position if we take into consideration all persons in each group. If we omit those who did not express any opinion we find from Table (38) that differences are comparatively small. For example the proportion taking the greatest interest in Enemy broadcasts fluctuated only between 56 and 62 per cent roughly. The proportion interested in Allied broadcast was very steady and of the order of 26 or 27 per cent among non-matrices, undergraduates, and graduates, but appreciably lower and only 15.4 per cent among men of superior culture. Interest in Neutral broadcasts is high, 28.2 per cent among men of superior culture but otherwise fluctuations are irregular.

Contrasting the different educational groups we find on the whole that non-matrices, undergraduates and graduates the first rank in point of interest was invariably given to Enemy, the second rank to Allied, and the last place to Neutral broadcasts. Among persons of superior culture the position was a little different. Enemy broadcasts still occupied the first place but Neutral came next with Allied in the last place.

Convincing. As regards convincing quality non-matrices to the extent of 24.6 per cent considered Enemy broadcasts to be the most reliable; the corresponding proportion varied from 35.4 per cent to 37.7 per cent in higher educational groups. Only 7.0 per cent among non-matrices, and about 12 per cent among undergraduates and graduates gave the first place to Allied; while the proportion dropped to the much lower value of 6.7 per cent among men of superior culture. Neutral news was considered to be the most reliable by 7 per cent of non-matrices, 7.5 per cent of undergraduates and 10.3 per cent of graduates. Then there was a rapid rise to 44.4 per cent among men of superior culture. Among educational groups the ranking in point of convincing quality was usually in the order Enemy, Allied, and Neutrals. Among persons of superior culture, however, Neutral command the highest respect for reliability with Enemy in the second place, and Allied broadcasts coming a long way behind.

If we take into consideration only those who gave their opinion we find, however, from Table (33) that there was very little difference in the proportions having faith in Enemy, Allied, or Neutral broadcasts among non-matrices, undergraduates, or graduates. Men of superior culture, however, had much less faith in both Enemy and Allied and much greater faith in Neutral broadcasts.

Propaganda Value. Opinion regarding the propaganda value of Allied broadcasts did not show any consistent trend with educational classification. If we take all persons into consideration the proportion of persons giving Allied broadcasts the first place fluctuated between 10.5 per cent and 18.9 per cent; and with increasing educational level a larger proportion of persons considered Enemy propaganda to be more effective than the other two.

The proportion was 26.3 per cent among non-matrices, and rose to 41 or 42 per cent among graduates and undergraduates, and to 53.3 per cent in the highest group. If we, however, leave out those who did not give any opinion there was not much difference in these proportions which fluctuated between 63 and 71 per cent, and was actually lowest among men of superior culture. The propaganda value of Neutral broadcasts was considered most effective by only about 4 or 5 per cent among all undergraduates and all graduates but by a substantially larger fraction, 15.6 per cent, among persons of superior culture. In each educational group the ranking in respect of of propaganda value was always in the same order, namely, Enemy, Allied, Neutral.

Contrasts between the different categories are also of some interest. In each educational level the proportion of persons who gave first ranking to Allied broadcasts in point of interest and of propaganda value was usually higher than the proportion which considered Allied news to be more reliable than news from other sources. That is, the over-all ranking of Allied broadcasts was higher in respect of both interest and propaganda value, but lowest in convincing quality. In the case of Enemy broadcasts the ordering was propaganda value, then convincing quality, and last of all interest among non-matrices and undergraduates. In the two higher educational groups propaganda value still came first, but interest occupied the second place and convincing quality came last. In the case of Neutrals in all educational groups the convincing quality always came first, then interest, and finally propaganda value.

Broadcast Reactions : Variations between Expenditure Levels

The results by expenditure levels are given in Tables (32) and (39).

Interesting. Below a monthly family expenditure of about Rs.40 we find from Table (32) that 26.7 per cent or a little more than one-fourth considered Allied broadcasts and exactly the same proportion Enemy broadcasts to be most interesting while only 6.7 per cent found Neutral broadcasts to be of greater interest than the other two. In the expenditure

level between Rs.41 and Rs.100 about 13.6 per cent gave their first preference to Allied, and 8 or 9 per cent to Neutral broadcasts in point of interest. Among families spending Rs.100 or less per month 27.3 per cent or a little more than one-fourth found Enemy broadcasts to be more interesting than the other two. The proportion rises to 38.1 per cent among families in the next higher expenditure level Rs.41—100, and to a still higher value, 47.6 per cent, in the highest economic level among families spending more than Rs.400 per month.

Interest in Allied broadcasts was greatest in the lowest expenditure group possibly because such broadcasts were more readily available and were easier to understand. Among families with a monthly expenditure above Rs.400 the preference in point of interest for Allied broadcast was practically steady with a proportion of the order of 14 or 15 per cent. Interest in both Neutral and Enemy broadcasts, however, increased systematically with increasing expenditure level, and rise being more steep in the case of Enemy broadcasts. In each economic level the ranking in point of interest was exactly the same; Enemy easily came first, then Allied with Neutrals in the last place.

If we take into consideration only those expressed their opinion we find from Table (39) that with increasing economic status a larger proportion of persons take interest in Enemy broadcasts but the proportion interested in Allied broadcasts decreases; the fluctuation in the case of Neutrals is irregular.

Convincing. If we consider the category of 'convincing' we find that only 6.7 per cent had faith in Allied and 60 per cent in Enemy broadcasts in the lowest expenditure level. Between Rs.41 and Rs.100 per month we find 10.9 per cent in favour of Allied, 11.8 per cent in favour of Neutral and 26.4 per cent in favour of Enemy broadcasts. The position is somewhat similar in the next higher expenditure level of Rs.101—400; 10.2 per cent considered Allied broadcasts to be more convincing, while 13.7 per cent gave this credit to Neutral and 34.5 per cent to Enemy broadcasts. In the highest expenditure level the proportions are all

somewhat higher but retain the same order; about 12.7 per cent had greatest confidence in Allied, 15.9 per cent in Neutral and 42.9 per cent in Enemy broadcasts.

With increasing expenditure level we thus find an increasing proportion of persons having faith in the reliability of each source of news, Allied, Neutral or Enemy. This, however, is simply a consequence of the greater interest in war broadcasts shown by persons with increasing economic status. Within each expenditure level the relative order in point of reliability remains the same, Enemy coming first, Neutrals next, and Allied occupying the last place. Even if we omit the missing records the general position remains much the same.

Propaganda Value. As regards propaganda value, 13.3 per cent each in the lowest expenditure level gave the first vote to Allied and Neutral broadcasting, while 40 per cent considered Enemy broadcasts to be more effective. The high proportion in favour of Neutrals is a little surprising; but much weight cannot be attached to this result owing to the very small size of the sample in this group. In the next higher expenditure level (£s.41—100) the position is somewhat different; 15.5 per cent were in favour of Allied, 3.6 per cent in favour of Neutral and 30.9 per cent in favour of Enemy broadcasts. In the next higher expenditure level (£s101—400) we find 14.2 per cent voting in favour of Enemy broadcasts. In the highest expenditure level (above £s.400 per month) 15.9 per cent gave their first preference to Allied, 4.8 per cent to Neutral and 52.4 per cent to Enemy sources.

There was very little variation, only between 13.3 and 15.9 per cent, in the proportion of persons who gave the highest place to Allied broadcasts in propaganda value. On the whole a small proportion, only about 5 per cent, attached any importance to the propaganda value to Neutral radio. Omitting the lowest economic level in which the number of individuals was probably too small to give reliable results, we find that with increasing economic status an increasing proportion of persons considered Enemy radio to be more effective in propaganda value as compared to the other two.

Broadcast Reactions : Variation between Occupational Groups

Results by occupational groups are given in Tables (33) and (40).

Students. Among students 36.4 per cent considered Enemy broadcasts to be more interesting than the other two, while 14.3 per cent preferred Allied and 9.1 per cent Neutral broadcasts. About 40 per cent was either indifferent or did not care to express any opinion. As regards convincing qualities 31.8 per cent gave the highest place to Enemy, 12.7 per cent to Neutral, and 10.9 per cent to Allied sources of news. As regards propaganda value the position was more or less similar to "interesting"; 40.0 per cent considered Enemy broadcasts to be more effective than the other two, while 13.6 per cent gave the highest place to Allied and only 5.5 per cent to Neutral broadcasts. Among students 13 or 14 per cent gave the highest place to Allied radio in point of interest and propaganda value while a distinctly smaller proportion, 10.9 per cent, thought them more convincing than other sources of news. Enemy broadcasts were ranked highest in all three categories.

Petty Trade. In point of interest 30.4 per cent gave the highest place to Enemy, 15.9 per cent to Allied, and 4.3 per cent to Neutral broadcasts; while records were missing for nearly half of the whole sample. The relative order was the same in regard to the other two categories, Enemy sources of news were considered more reliable by 36.2 per cent, Allied sources by 8.7 per cent; and Neutral sources by 5.8 per cent of persons. In propaganda value, Enemy broadcasts were given the highest place by 29 per cent, Allied broadcasts by 12.8 per cent and Neutral broadcasts by only 5.8 per cent.

Service. In the service group 33 per cent considered Enemy broadcasts to be of the greatest interest against 18.6 per cent in favour of Allied and 7.2 per cent in favour of Neutral broadcasts; while records were missing for 41.2 per cent. As regards convincing qualities the Enemy radio was given the first place by 36.1 per cent, Allied broadcasts by 12.4 per cent and Neutral sources of news by 10.3 per cent. In propaganda value 41.2 per cent gave the highest rank to Enemy and 16.5 per cent to Allied broadcasts while no propaganda value was attached at all to Neutral broadcasts.

Business. Among businessmen a very high proportion, 69.8 per cent, were more interested in Enemy than in other broadcasts. Only 9.3 per cent were most interested in Neutral; and a still lower proportion, 7.0 per cent, in Allied broadcasts. The proportion of no records were lowest, only 13.9 per cent, among businessmen. As regards convincing qualities 53.5 per cent gave the first place to Enemy, 16.3 per cent to Neutral and 11.3 per cent to Allied sources of news. In propaganda value there was a much larger proportion, 74.4 per cent, voting in favour of Enemy; 9.3 per cent in favour of Allied; and only 2.3 per cent in favour of Neutral efforts.

Professions. In the professional class the proportion of no records was very high, 51.1 per cent, showing probably a reluctance to express any opinion in this matter. Enemy broadcasts were considered most interesting by 22.2 per cent and Neutral broadcasts by only a slightly smaller proportion namely 17.8 per cent, while only 8.9 per cent thought Allied broadcasts to be of greatest interest. As regards convincing qualities the highest place was given to Neutral sources by 24.4 per cent, while 17.8 per cent had greatest faith in Enemy, and 11.1 per cent in Allied sources of news. In propaganda value Enemy efforts were given the highest rank by 35.6 per cent, Allied broadcasts by 11.1 per cent, and Neutral broadcasts by 8.9 per cent. It will be seen that in this case a larger proportion of persons considered Neutral sources to be more trustworthy than Enemy broadcasts. The propaganda value of Enemy broadcasts was also recognised to a greater extent than either their interesting or convincing qualities. Another interesting fact is a slightly higher proportion of persons, 11.1 per cent, who had the greatest confidence in Allied sources of news against 8.9 per cent who thought them most interesting.

Landlords. Finally we come to landlords and persons living on unearned income. In this group 28.6 per cent were most interested in Enemy, 19.0 per cent in Allied, and 9.5 per cent in Neutral broadcasts. An even higher proportion, 33.3 per cent, had greater faith in Enemy; while a very small proportion, only 4.8 per cent, considered Allied broadcasts to be most trustworthy. A very large proportion, 19.0 per cent, had the greatest confidence in Neutral sources of news. As regards propaganda value, opinion was equally divided, 19.0 per cent voting in favour of each of the three categories.

Results by Sources

Enemy. Business apparently take the greatest interest in Enemy broadcasts with such a high proportion as 69.8 per cent of the sample. Students, service, petty trade and unearned income come next with proportions fluctuating between 28.6 and 36.4 per cent; while professional men apparently have the smallest proportion, 22.2 per cent, chiefly because they are most reticent in giving out their opinion. If we leave out the persons who did not express any opinion we find from Table (40) that businessmen still have the highest proportion, namely, 81.1 per cent and professional people the lowest proportion of 45.5 per cent most interested in Enemy broadcasts, while proportions in other groups fluctuate between 50 and 60 per cent.

As regards convincing qualities, if we consider all persons, Businessmen again take the first place with 53.3 per cent having confidence in Enemy broadcasts. Professional people are far more cautious as only 17.8 per cent have most faith to Enemy broadcasts; while a higher proportion, 24.4 per cent, have greater faith in Neutral sources. In the other occupations the proportion of persons having the greatest confidence in Enemy broadcasts varied only slightly between 31.8 per cent and 36.2 per cent.

In regard to propaganda value 74.4 per cent or nearly three-fourths of the businessmen gave the highest rank to Enemy broadcasts. Only a small proportion, 19.0 per cent, of persons in the unearned income group attached much value to Enemy propaganda. The proportion is slightly higher, 29.0 per cent, among petty trade; and varies from 35.6 per cent to 41.2 per cent in the three other categories.

Allied. Among students, petty trade, service and persons living on unearned income from 14.5 per cent to 19.0 per cent found Allied broadcasts to be more interesting than the other two. In contrast, among businessmen and professional group, only 7 or 8 per cent gave the highest place to Allied broadcasts in point of interest. Even if we omit the missing records the position remains the same. Only 8.1 per cent of businessmen and 18.2 per cent of professional people have greatest interest in Allied broadcasts; otherwise the proportions fluctuate only between 24.2 and 33.3 per cent.

As regards convincing qualities landlords and persons living on unearned income apparently had the least confidence, with only 4.8 per cent in favour of Allied broadcasts. In the other occupations the proportion varied from 8.7 per cent among petty trade to 12.4 per cent in the service group. If we omit missing records the proportion having faith in Allied broadcasts is 8.3 per cent among landlords, 14.3 per cent among businessmen, and varies between 17.1 and 22.9 per cent in other groups.

In regard to propaganda value landlords, petty trade and service had the greatest confidence in Allied broadcasts with proportions varying from 16.5 per cent to 19.0 per cent; students come next with 13.6 per cent; while business and profession had the smallest proportions of 9.3 per cent and 11.1 per cent respectively. The relative position remains the same even if we leave out persons who did not express any opinion.

Neutral. The professional people had the highest proportion, 17.8 per cent, interested in Neutral broadcasts. The proportion was about 9 per cent among students, businessmen and unearned income; slightly lower, 7.2 per cent, in the service group, and much smaller and only 4.5 per cent among petty trade.

The professional class headed the list with 24.4 per cent in the degree of confidence in Neutral sources of news. Landlords and businessmen came next with 19 per cent and 16.3 per cent respectively, followed by students, 12.7 per cent, and service 10.3 per cent; while among petty trade only about 5.8 per cent had faith in Neutral news. On the whole, little propaganda value was attached to Neutral news.

Comparing different occupations we find that businessmen as a group take the greatest interest and have most faith in Enemy broadcasts and also give them highest credit for propaganda value. Professional people, on the other hand, take greater interest and have greater confidence in Neutral sources of news. Both businessmen and professional people have, however, the least use for Allied broadcasts. Comparatively speaking, landlords, men engaged in petty trade and the service group take more interest in Allied broadcasts and attach more importance to their propaganda value than other groups.

CHAPTER 12. BROADCAST REACTIONS BY SEX, RELIGION, LANGUAGE AND PROVINCE

Sex Differences

All our observers, with one exception, were men. As a result women were badly under-represented in our mass observation sample the actual proportions being only about 8.4 per cent of females against 91.6 per cent males. Although the proportion of women was small, the sample may not be unrepresentative in character; and it is of some interest to compare the results for the two sexes. These are shown in Tables (34) and (41). It will be noticed that Enemy broadcasts were considered most interesting by 40.6 per cent of women against 35.2 per cent of men. On the other hand, 16.8 per cent of men against 12.5 per cent of women had greatest interest in Allied broadcasts. Apparently women were not much interested in Neutral broadcasts. If we omit the missing records the disparity in favour of Enemy broadcasts becomes more prominent, as 76.5 per cent of women against 56.5 per cent of men have greatest interest in such broadcasts. On the other hand only about one-fourth of either sex are most interested in Allied broadcasts.

As regards convincing qualities the proportion having the greatest faith in Enemy sources of news was 34.4 per cent among all women against 35.2 per cent among all men. Next in order came Neutral sources which were considered most convincing by 14.1 per cent of men and 9.4 per cent of women. Confidence in Allied sources was lowest among both men and women with proportions of 11.4 and 6.3 per cent respectively. Omitting the missing records we find from Table (41) that 68.0 per cent of women and 58.0 per cent men have greatest faith in Enemy; and 12.5 per cent of women against 18.8 per cent of men have confidence in Allied broadcasts.

In regard to propaganda value 37.5 per cent of women against 41.6 per cent of men gave the highest credit to Enemy broadcasts. On the other hand, 15.6 per cent of women against 16.8 per cent of men considered Allied broadcasts to be more effective than the other two. Only a small proportion of both men and women, 5.1 per cent and 3.1 per cent respectively, attach any importance to the propaganda value of Neutral broadcasts. If we

leave out the persons who did not give any opinion we find that practically two-thirds of both men and women attached greatest value to Enemy propaganda while about one-fourth gave higher credit to Allied broadcasts in this respect.

The striking feature in the case of all three categories is the general similarity of opinion among men and women. In regard to convincing qualities both men and women had practically the highest confidence in Enemy broadcasts while women and somewhat greater interest in Enemy broadcasts. Allied broadcasts occupied the lowest place as regards convincing qualities in the opinion of both men and women; but had a higher ranking than Neutral broadcasts in respect of propaganda value and interest. Although the number of women in our sample is small the general agreement between the two sexes in their reactions to radio broadcasts makes us believe that the present results may be accepted as substantially correct.

Broadcast Reactions by Religious Groups

In our sample we have a very large number of subjects belonging to the Hindu community owing partly to its larger communal proportion in Calcutta and partly to majority of our observers themselves being Hindus. The actual composition of the effective portion of our sample was 88.6 per cent Hindus, 8.3 per cent Muslims and 3.1 per cent belonging to other religions. The results by religious groups are shown in Tables (34) and (41).

Interesting. As regards interesting qualities we find that Enemy broadcasts are ranked highest by 36.4 per cent of Muslims against 35.8 per cent of Hindus showing that there is little difference between the two religious groups. Among Muslims only 2.3 per cent as compared to 16.4 per cent among Hindus appear to be more interested in Allied broadcasts than in the other two. Neutral broadcasts are given the highest place in point of interest by 4.5 per cent of Muslims against 9.4 per cent of Hindus. If we omit the missing records the ranking remains the same, but we find from Table (41) that 84.2 per cent of Muslims against 58.1 per cent of Hindus have greatest interest in Enemy broadcasts, while only 5.3 per cent of Muslims against 26.6 per cent of Hindus take the greatest interest in Allied broadcasts.

Convincing. In convincing qualities we again find practically the same proportion, 34.1 per cent of Muslims and 35.2 per cent of Hindus, giving the highest place to Enemy sources of news. A slightly smaller proportion, 6.8 per cent of Muslims against 10.9 per cent of Hindus, have greatest confidence in Allied sources; while 4.5 per cent of Muslims and 13.6 per cent of Hindus give the highest place to Neutral news in respect of reliability. If we leave out the persons who did not give any opinion we find that 75.0 per cent of Muslims against 58.9 per cent of Hindus had greatest faith in Enemy broadcasts, and 15.0 per cent of Muslims and 18.3 per cent of Hindus had greatest confidence in Allied broadcasts.

Propaganda Value. In propaganda value the Enemy is ranked highest by 38.6 per cent of Muslims against 41.2 per cent of Hindus. Allied broadcasts are not given any credit in respect of propaganda value by Muslims while 16.7 per cent of Hindus give them the highest place. Only a small proportion of persons among both communities, 2.3 per cent of Muslims and 4.8 per cent of Hindus, attach the highest propaganda value to Neutral broadcasts. If we omit the missing records we notice that an over-whelming proportion of Muslims, no less than 94.4 per cent, give the greatest credit to Enemy broadcasts for their propaganda value.

So far as interest and confidence in Enemy broadcasts or their propaganda value are concerned we find little difference between Hindus and Muslims if we take all persons into consideration. In the present sample the Muslims, as compared to Hindus, apparently have less interest in Allied broadcasts and consider them to be less reliable and to have practically no propaganda value. The Muslims also have been on the whole less interest than Hindus in Neutral sources of news. If we omit those persons who did not express any opinion the Muslims appear to show a much more favourable reaction to Enemy broadcasts than Hindus. Owing to the small number of Muslims, only 44, included in our sample it is not possible to attach much weight to these results, and yet the general trend appears to be quite clear. That Enemy broadcasts are ranked highest by both communities can scarcely be in dispute. Appreciation of Allied broadcasts may be actually less and of Enemy broadcasts greater among muslims than among Hindus.

The number of persons belonging to other religions was only 11.

But even here we find that the largest number give the highest place to Enemy broadcasts in respect of interest and convincing qualities as well as propaganda value. Not much difference is made between Allied and Neutral broadcasts, the advantage, if any, being in favour of Neutral sources of news; but the size of the sample is too small to allow any weight to be given to the actual figures.

Broadcast Reactions by Linguistic Groups

The results by linguistic groups are shown in Tables (35) and (42).

In Calcutta the largest number of persons in our sample, 282, naturally have Bengali as their mother tongue. Next come Urdu and Hindi with 55; and Marathi with 18 representatives; while 30 per cent speak other languages.

Interesting. We find 63.6 per cent of Urdu and Hindi speaking persons, and 50 per cent of Marathi speaking persons against 32.6 per cent of Bengali speaking persons taking greatest interest in Enemy broadcasts. Interest in Allied broadcasts is shown by only 5.5 per cent of the Urdu and Hindi group; and by a much larger proportion of 17.0 per cent of the Bengali; and 22.2 per cent of the Marathi group. Interest in Neutral broadcasts is also very low among Urdu and Hindi speaking persons with a proportion of only 3.6 per cent. Among Bengali and Marathi speaking persons the corresponding proportions are 10.3 and 11.1 per cent respectively. If we leave out the missing records even then the position remains broadly the same. Urdu and Hindi speaking people show the greatest and the Bengali speaking people the least interest in Enemy broadcasts with respective proportions of 87.5 per cent and 54.4 per cent respectively. The position is reversed in the case of Allied broadcasts; the Bengali speaking people have the highest proportion of 28.4 and the Urdu and Hindi speaking people have the lowest proportion of 7.5 per cent taking the greatest interest in Allied broadcasts.

Convincing. All three groups have the greatest faith in Enemy broadcasts the proportions being practically the same as in the case of the category "interesting" namely, 60 per cent, 50 per cent and 31.6 per cent among Urdu and Hindi, Marathi and Bengali groups. The position is a bit different in the case of Allied broadcasts; 16.7 per cent of Marathi, 11.3 per cent of Bengali, and 7.3 per cent of Urdu and Hindi groups have the highest confidence in Allied broadcasts. Neutral sources of news are considered to be the most reliable by 15.6 per cent of Bengali, 9.1 per cent of Urdu and Hindi, 5.6 per cent of Marathi speaking persons. The relative position remains the same if we omit the missing records and detailed comments are unnecessary as all relevant figures are given in Table (42).

Propaganda Value. In regard to propaganda value we notice that 77.8 per cent of Marathi, 63.6 per cent of Urdu and Hindi, 36.9 per cent of Bengali give the highest place to Enemy broadcasts. On the other hand 18.1 per cent of Bengali, 7.3 per cent of Urdu and Hindi, and 5.6 per cent of the Marathi group attach greater propaganda value to Allied broadcasts as compared to other sources. Only a very small proportion, only 6.4 per cent of Bengali, and 1.8 per cent of Urdu and Hindi give the highest credit to Neutral broadcasts in regard to propaganda value. Here also no change is made in the relative ranking if we omit the persons who did not express any opinion.

General Features. On the whole we find that a very large proportion of persons, 60 per cent or more among the Urdu and Hindu speaking group, give the highest place to Enemy broadcasts in respect of interesting and convincing qualities and propaganda value. On the other hand, they show the least interest and confidence in Allied broadcasts and attach to them the smallest propaganda value. Fifty per cent of the Marathi speaking groups take the greatest interest and have most confidence in Enemy broadcasts; while an even higher proportion, 77.8 per cent, give them the highest credit for effective propaganda. A considerable proportion, roughly about one-fifth or one-sixth are interested and have confidence in Allied broadcasts; while only a small proportion take interest in or

have confidence in Neutral sources of news. Among Bengali speaking persons roughly one-third give the highest place to Enemy broadcasts in respect of all three categories. About 17 or 18 per cent take the greatest interest, and a slightly lower proportion, 11.3 per cent, have most confidence in Allied broadcasts. Roughly 10 or 11 per cent of the Bengali group are interested and have confidence in Neutral sources of news.

On the whole we find that among all three linguistic groups the highest place is invariably given to Enemy broadcasts in all three categories with Allied broadcasts usually coming next, and Neutral occupying the last place. Compared to the Bengali speaking group the non-Bengali speaking group show more interest and have greater confidence in Enemy broadcasts and also give them greater credit for effectiveness of propaganda. The Urdu, Hindi, and Marathi speaking persons in our sample constitute however a selected class as most of them are residing in Calcutta and not in their own provinces. It is not possible to say anything as to how far they are representative of the respective provinces or linguistic regions from which they are drawn. The trend of opinion is however, if anything, even more favourable to Enemy broadcasts among the non-Bengali as compared to the Bengali speaking group.

Broadcast Reactions by Provinces

The results by provinces are given in Tables (36) and (43).

Except for the Bengal group numbers are very small, and exceed 20 only in the case of persons belonging to the United Provinces, Bihar or Madras. It is not therefore possible to attach much weight to provincial differences in broadcast reaction. The general trend is however unmistakable. In every case the highest place is assigned to Enemy broadcasts in respect of interest and convincing qualities as well as propaganda value. Usually there is greater interest in Allied broadcasts as compared to Neutral; but sometimes Neutral broadcasts are considered more convincing than Allied sources of news. In regard to propaganda value in most cases no importance is attached to Neutral broadcasts.

Interesting. If we take into consideration only those persons who had given their opinion we find from Table (43) that 77.0 per cent of Non-Bengalis as compared to 54.8 per cent of Bengalis give the highest place to Enemy broadcasts in respect of interesting qualities. On the other hand 28.0 per cent of Bengalis against 14.8 per cent of Non-Bengalis have the greatest interest in Allied broadcasts. Bengalis also have a much higher proportion, 17.2 per cent, interested in Neutral broadcasts in comparison with only 8.2 per cent of Non-Bengalis.

Convincing. As regards convincing qualities we find that 71.6 per cent of Non-Bengalis against 54.9 per cent of Bengalis have greatest confidence in Enemy broadcasts. The proportion having greatest faith in Allied broadcasts is much smaller but about the same, about 17 or 18 per cent, in the two groups. Bengalis have proportionately more faith in Neutral broadcasts than Non-Bengalis.

Propaganda Value. In propaganda value 65.0 per cent of Non-Bengalis and 61.0 per cent of Bengalis give the highest place to Enemy broadcasts. A larger proportion of Bengalis, 28.5 per cent, in comparison with 13.4 per cent of Non-Bengalis give greater credit to Allied broadcasts in this respect.

On the whole we find that a larger proportion of the non-Bengal group give the highest place to Enemy broadcasts in respect of all three categories; while a larger proportion among the Bengal group take greater interest and have greater confidence in Allied and Neutral broadcasts and also attach greater propaganda value to Allied broadcasts. But in the case of both Bengal and non-Bengal groups there cannot be any doubt that Enemy broadcasts are ranked much above Allied broadcasts in every way.

Decreasing Returns in Lower Educational and Expenditure Groups

A matter of some practical importance is worth pointing out here. From Col.(5.1) of Table (31) it will be seen that the proportion of persons from whom records relating to broadcast reactions were missing increased seriously as we go down the educational scale. Among persons with education up to the school level 59.7 per cent were indifferent or

failed to give any opinion. The proportion decreased appreciably to about 42.5 per cent among undergraduates and 39.5 per cent among graduates. Finally, among men of superior culture only about 13.4 per cent were either indifferent or refused to express any opinion.

If we consider expenditure levels, we find from col.(5.1) of Table (32) that the proportion of missing records was 39.9 per cent in the lowest group but this result is a little uncertain owing to the extremely small number of individuals, only 15, in this class. In the next three groups there is a steady decrease in the proportion of missing records from 50.0 per cent in the expenditure level of Rs.41—100 and 40.1 per cent in the level of Rs.101—400 to 25.4 per cent in the highest group with monthly family expenditure above Rs.400.

These results thus justify empirically our policy of concentrating on a middle-class sample in the first instance. If we had gone down much further in the educational or socio-economic scale a much larger number of "no records" would have been inevitable. This would have meant a good deal of waste of time and money which would have been inadvisable in an exploratory survey of the present kind. It is also not unlikely that effective public opinion in such matters as we have under review is actually determined more by the people in the higher groups than by persons lower down and gradually filters down from the upper to the lower ranks of society.

PART IV. APPENDICES

APPENDIX (1). CLASSIFICATION OF THE MATERIAL

For detailed analysis the material was classified into several age, educational, economic, and occupational groups. The actual scheme is given below.

Age Groups

The age-groups used were 14-18 years; 19-25 years; 26-35 years; 36-55 years; and above 55 years. These divisions were of course arbitrary, but probably represented fairly homogeneous groups for radio tastes and preferences.

Educational Groups

The educational classification was simple and consisted of three groups :

- (1) School (Non-metrics) consisting of persons who had not matriculated.
- (2) Undergraduates who had passed the matriculation examination but had not taken a degree. Persons with equivalent education were placed in this class.
- (3) Graduates and other persons with education of the degree standard. In the case of Mass-Observation two other categories were used namely (1) illiterates and (2) persons of superior culture.

Economic Status

The economic status was defined in terms of monthly expenditure per family. Expenditure, rather than income, was used for two reasons. It gives a better picture of the actual level of living; and secondly because it can be ascertained more easily and without rousing any opposition or suspicion. The following four levels were used.

- (1) Up to Rs.40 per month. This represents the lowest and extremely poor section of middle-class families in Calcutta.
- (2) Rs.41 - Rs.100 per month is the low income group just above poverty line.
- (3) Rs.101 - Rs.400 per month includes the well-to-do families in comfortable circumstances.

(4) Above Rs.400 per month represents the richer section of the middle-class.

Occupational Classification

The following classification was used.

(1) Students consisting mostly of students or persons under training with a few persons temporarily out of employment.

(2) Petty trade and domestic service. The general economic level of this group was low and on the whole it may be taken as the class with a family expenditure of less than Rs.40 or Rs.50 per month.

(3) Business. In the case of middle-class families this is miscellaneous group with representatives of both medium-sized and large commercial concerns.

(4) Service consisting of all kinds of clerical appointments on monthly salaries. Persons who had retired from service and were living on pensions were placed in this group.

(5) Professional includes independent professions like law, medicine, engineering as well as paid appointments in higher educational or executive posts. Culturally this may be considered to be the highest class.

(6) Landlords and other people living on unearned income.

APPENDIX (2). THE COMPOSITION OF THE DIFFERENT SAMPLES.

In a sample survey the interpretation of the results depends entirely on the composition of the sample, that is, on what the sample represents or the population from which the sample is drawn. In the present report we have four different samples :-

(1) The 'general' sample of 1503 persons drawn from families living in middle-class residential areas of Calcutta picked up at random on a geographical basis from Thacker's Street Directory.

(2) The 'radio' sample consisting of 803 householders picked up at random out of the list of radio licensees residing in the same area as the 'general' sample.

(3) The 'Calcutta' sample consists of 385 persons contacted on the lines of mass observation by 18 observers working in the Calcutta area.

(4) The 'Jagaddal' sample consisting of 101 individuals contacted on mass observation lines by one observer working in the Jagaddal area which is an industrial town about 20 miles north of Calcutta.

We have used four broad types of classifications, namely, (a) age; (b) educational qualification; (c) family expenditure per month; and (d) occupation. A general description of the groups has been given in the main report and need not be reproduced here.

The composition of the different samples is shown in Tables (44)-(47) for all four samples. In this table col.(0.1) gives the range of group in each case; and the total number of persons in each sample is given in the first line in each sub-table. The actual percentages of persons falling in each group are shown in cols.(1), (2), (3) and (4) for the 'general', 'radio', 'Calcutta' and 'Jagaddal' samples respectively. In the case of the age distribution relevant 1931 Census figures for males in Calcutta are quoted for comparison.

Age Distribution

Let us first consider the age distribution. The proportion of younger people between 14 and 18 years is comparatively small in all our samples in comparison with the census population. This is quite natural as our investigators attempted to get the information from either the

head or some responsible member of the family. The proportion of persons above 55 years is also somewhat smaller than the census proportion. This also is natural as an outside interviewer has little chance of coming into contact with older people.

The 'general' and the 'radio' samples are on the whole in fairly good agreement which confirms broadly the fact that both samples were picked up from among the same stratum of society in the same area. Compared to either of these two random samples, the 'Calcutta' mass observation group shows certain peculiarities. The proportions below 18 years and above 55 years are comparatively much smaller. Also the proportions between 19 and 25 years and also between 26 and 35 years are much larger as compared to the two random samples. This concentration between 19 and 35 years is very easily explained by the fact that practically all the observers belonged to this age group and had naturally found it easier to establish contact with persons of their own age. In contrast, the Jagaddal area where the observer was a comparative stranger the proportions are much better distributed and agree remarkably well with Calcutta census numbers. On the whole we find that the age distribution although differing in certain respects from the census population, may be considered to be representative of the universe surveyed by us. In any case as shown in a separate note in Appendix the differences in age composition exert little influence on the results. We may therefore conclude with considerable confidence that the results given in this report are substantially correct and most likely are not affected by the small differences in the age composition.

Educational Distribution

Coming to the educational groups we find that the proportion of illiterates is practically nil in the three Calcutta samples, and is quite small in the Jagaddal sample. The proportion of persons with education above the matriculation standard is very high in every case being 73.6, 80.6, 84.7 and 61.4 per cent respectively in the 'general', 'radio', Calcutta and Jagaddal samples respectively. Educationally the Jagaddal sample occupies the lowest place. The general and the radio samples coming from middle class families in Calcutta naturally occupy a better

position. Finally the Calcutta mass observation sample is culturally on a higher level than the other samples especially in the large proportion of graduates and men of superior culture. Broadly speaking the four samples are generally comparable although each sample has its own peculiar educational distribution.

Economic Levels

If we look at the distribution of family expenditure per month we find that the proportion with expenditure below Rs.40 is very small and less than 2 per cent in the 'radio' sample and less than 4 per cent in the 'Calcutta' mass observation sample. It is somewhat larger, 7.5 per cent, in the Calcutta 'general' sample; and fairly high, 12.9 per cent, in the Jagaddal sample. The proportion of persons with family expenditure lying between Rs.41 and Rs.100 per month is again lowest, 16.9 per cent, in the radio sample; 21.8 per cent in the Calcutta 'general', and 28.6 per cent in the 'Calcutta' mass observation samples. The proportion of families in the expenditure level between Rs.101 and Rs.400 varies broadly between 50 and 60 per cent. The proportion in the highest economic level is quite large, 23.0 per cent in the 'radio' sample, and only 16 or 17 per cent in the two other Calcutta samples; in Jagaddal it is exceptionally low and only 2.0 per cent.

The expenditure distribution shows clearly that all four samples belong almost exclusively to what may be called middle-class families. On the whole the three Calcutta samples are more or less similar in economic structure with the radio sample possibly occupying a slightly higher status. In comparison the Jagaddal sample occupies a distinctly lower position. This probably represents a real difference in the economic conditions of middle-class families residing in and outside Calcutta.

Occupational Distribution

The occupational distribution generally confirms the predominantly middle-class character of all four samples. The proportion of petty trade is usually small; it is only 1.4 per cent in the 'radio', 3.0 per cent in Jagaddal, and 6.8 per cent in the 'general' sample. It

is somewhat higher in the Calcutta mass observation sample owing probably to the observers having certain amount of contacts with persons engaged in petty trade. The proportion of students is naturally very high in the two observation samples in Calcutta and Jagaddal; it is higher in the radio as compared to the general sample. The proportion of professional men is almost the same, about 12 or 13 per cent, in all four samples. In business and service the 'general' and the 'radio' samples have practically similar composition. The proportions of both business and service are however appreciably smaller in the two mass observation samples.

On the whole the general and the radio samples show very similar occupational distribution. This again confirms the random and representative character of these two samples. As compared to the two random samples the mass observation samples show much higher proportions of students and appreciably lower proportions of business and service. This is easily explained by the fact that the type of observers used by us resembled students more than other groups.

Mean age in different Groups

We have found that age exerts a strong influence on tastes and preferences. We therefore thought it advisable to investigate whether there was any marked differentiation in the mean age of the different groups. The relevant figures are given in Tables (48)-(50) in which the range of the group is shown in col.(0.1). This is followed by the actual number of persons in each group in cols.(1.1), (2.1), (3.1) for the general, radio, and the Calcutta mass observation samples respectively. The corresponding mean age in each group is shown in cols. (1.2), 2.2) and (3.2) for the three samples respectively.

The mean age of the 'general' sample as a whole is 36.9 years and is a little higher than the mean age of 35.0 years in the radio sample. The mean age is however appreciably lower and 31.5 years in the Calcutta mass observation sample. This is simply the result of what we have already noted, namely, the greater concentration of the subjects between 19 and 35 years in this sample. Our observers who were comparatively young had found it easier to make contacts with younger people.

If we consider the educational groups it will be found that undergraduates have a slightly lower average age of 35.4 as compared to a little above 38 years in the other two groups. This is easily explained by the fact that in the undergraduate group many of the persons are still students.

If we consider the groups by expenditure level it will be noticed that variations are extremely small. Among occupational groups students naturally have a much lower average age than persons already engaged in some occupation. In Jagaddal the landlords are also comparatively young; otherwise the occupational variations are not large.

On the whole we find that except in the case of students and to some extent also undergraduates, whose mean age is naturally somewhat lower, the mean age in different economic or occupational groups do not show much variation. This is most satisfactory. The comparisons by economic levels or occupational groups are thus not likely to be affected by age except of course in the case of students, and to a much smaller extent also undergraduates.

Composition by Two-way Classifications

We have so far considered the composition of the sample by single factors like age, education, economic level or occupation. It is also possible to study the question in the form of two-way classifications. Such tables for age and occupation are given for general, radio and the Calcutta mass observation samples in Tables (51) - (53). Similar two-way tables by expenditure and education, sex and religion, and province and language are given in Tables (54) - (56) for the Calcutta mass-observation group. On the whole the percentage distribution appear to be quite reasonable and detailed comments are scarcely necessary.

From the point of view of practical applications the chief interest naturally lies in the results of the present survey. From the point of view of methodology there are however several questions of importance requiring consideration. These may be broadly grouped under four heads :-

- (1) the validity or objective character of the results;
- (2) the order of accuracy;
- (3) problems of organization including the selection of investigators and arrangements for inspection; and finally
- (4) the efficiency of the sampling technique including the question of costs of operations.

2. In this report I have thought it advisable to consider in some detail the validity of our methods in a few typical cases. Once this is done it will not be necessary to repeat the discussion for other items. The question of organization and costs are of importance only in case similar work is intended to be done in future, but are of no immediate interest. I am therefore postponing the cost analysis until the primary tabulations are completed.

Tests of Validity

3. The validity or objective character of the results can be assessed by the method of sub-samples. The logic of the method is simple and can be easily explained. In Calcutta we collected the required information from 1503 families in the general group. The actual work was done by three different batches of workers (A), (B) and (C) each batch consisting of about 15 investigators. The work was done independently by each batch, and the results form a complete unit in each case. For example, Batch (A) covered 567 families which were picked up at random from the whole area under survey. In the same way Batch (B) collected the information for 518 families and Batch (C) for 418 families; the selection of families in each case was, of course, made independently and at random.

4. In addition to using three batches of workers we had divided Calcutta into six geographical blocks with a two-fold object, namely, to find out whether there were any appreciable differences in different geographical areas; and secondly, to furnish a still larger number of

independent sub-samples. In the present case we have 6 blocks for each of 3 batches or $6 \times 3 = 18$ sub-samples in all.

5. We thus got eighteen independent estimates for each item for the area as a whole. If the number of families included in each sub-sample is sufficiently large then the general composition of the families as regards age, occupation, income or expenditure, education, etc would be more or less the same. Secondly, if the investigators have no bias or the number of investigators working in each batch is sufficiently large then the bias of individual workers would cancel out to a large extent. In this case the estimates obtained from the different sub-samples would be practically identical. This of course will not happen exactly in actual practice because the number of families surveyed by each batch is, in our case, of the order of only about 500; and secondly because the number of investigators also is comparatively small and of the order of 15 or 20 in each batch. In this situation we naturally expect certain differences in the composition of each sub-sample, and also certain uncompensated errors due to differences in the personal bias of individual investigators. A comparison of the independent estimates obtained from the eighteen sub-samples or three batches will thus show the amount of residual discrepancies (which is called the error of sampling) actually present in the survey. The method of collecting the information in the form of independent sub-samples thus furnishes a valid estimate of the margin of sampling error, and hence gives us a precise idea of the reliability or objective nature of the results.

Standard Error of Mean Age

6. Let us consider the age of the persons interviewed as an illustration. The mean age of subjects is given separately for each block and each batch in Table (57). The lowest value 33.3 years, is given by Batch (A) in block No.(5); and the highest, 39.9 years, is given by Batch (C) in block No.(3). The maximum range of variation is thus only about 6 years, which considering that some of the estimates are based on such small numbers as 40 or 50, is not very large. The average values over all blocks are naturally more consistent. For example, for the area as a whole we have the three estimates 36.2 years, 36.2 years and 38.1 years

given independently by the three Batches (A), (B) and (C) respectively.

The over-all average or general mean is 36.8 years. The greatest deviation from this namely, 1.3 years, occurs in the estimate given by Batch (C).

7. We find then that if three batches of workers survey about 400 or 500 families in Calcutta and record the age of the householder (or some other members of the family) interviewed then the estimate of the mean age of the persons interviewed by each batch is likely to differ by only about one year. The margin of error of the general mean age 36.8 years, which is based on 1503 families, is naturally much less. According to statistical theory it is estimated to be about 0.31 year. This means that if a fresh survey of about 1500 families is carried out in the same area in the same way and another estimate is obtained of the mean age of the persons interviewed then this second estimate is not likely to differ by more than 0.3 from 36.8 years. To put it in slightly more precise way, the chances are roughly 3 to 2 in favour of a second estimate lying between 36.5 and 37.1 years. We thus find that the margin of error in the case of mean age has been reduced to something of the order of one per cent.

.Standard Error of Listening Frequency

8. I am giving the standard errors in the case of proportion of persons listening often to each item in Table (58) to give some broad idea regarding the order of accuracy attained in the present survey. These standard errors have been calculated from the actual values in the different sub-samples instead of by the theoretical formula for binomial variance. This because in actual practice it is sometimes found that the values within sub-samples are to some extent correlated. In our case however it is reassuring to find that the standard errors calculated from the sub-samples are in broad agreement with the corresponding binomial values.

9. It will be easily realized that when the results in the different sub-samples are in good agreement the corresponding standard error will be small. It will be also easily appreciated that the margin of error of the final result will depend on the number of individuals included in the survey. When this number is large the margin of error will be naturally small and vice versa. The standard errors given in Table (58) have been calculated

for the whole sample of 803 individuals. In the case of sub-groups these errors will be greater; for approximate calculations this may be taken in the proportion of $(803)/n$ where n is the number of persons included in the sub-group. Thus for sub-groups having 200 individuals or roughly one-fourth of the whole sample, the standard error will be twice as big as the standard error for the whole sample.

10. We find from Table (50) that our estimate of 54.7 per cent of persons listening 'often' to war news has a standard margin of error of about 1.7 per cent. The standard error is rather high in the case of devotional music (35.2 ± 4.5 per cent), news talks (50.9 ± 3.3 per cent), and women's programmes (14.7 ± 3.2 per cent). This because the results for these in the different samples were rather divergent. On the other hand, the standard error is comparatively small and less than one in the case of plays (54.0 ± 0.53) and rural programmes (12.0 ± 0.77) showing exceptionally good agreement between different sub-samples as regards the high popularity of plays and the great unpopularity of rural programmes. In the case of all other items the standard margin of error lies between 1 and 3 per cent. We may therefore state with considerable confidence that the standard margin of error in the present survey in ascertaining programme preference was of the order of 2 or 3 per cent on the whole.

Standard Errors of Broadcast Reactions

11. The standard errors in the case of broadcast reactions are given in Table (53). In 'interesting' qualities the standard error of ranking is roughly of the order of one per cent in the case of Allied (14.5 ± 1.11 per cent) and Neutral (8.8 ± 0.74 per cent), and two per cent in the case of Enemy (36.1 ± 2.02 per cent) broadcasts. So far as convincing qualities are concerned the standard error is of just the same order, namely one per cent in the case of Allied (10.6 ± 1.10 per cent) and Neutral (13.0 ± 1.15 per cent), and two per cent in the case of Enemy (34.5 ± 2.18 per cent) broadcasts. The standard error is slightly greater in the case of opinion on propaganda value of Allied (14.8 ± 1.30 per cent) and Enemy (40.5 ± 2.60 per cent) broadcasts, but quite naturally very low (4.9 ± 0.6 per cent) in

the case of Neutral broadcasts. In the case of broadcast reactions we thus find that on the whole the standard margin of error is again of the order of roughly one or two per cent.

12. The special technique used in the present survey has thus made it possible to reduce the standard margin of error to something of the order of one or two or three per cent in our estimates although these are based on samples of comparatively small size. This is probably quite sufficient for all practical purposes. Samples of the size used in the present survey or even smaller should be quite adequate in case similar enquiries are desired to be undertaken in future. On the technical side this is one of the most important results obtained from the exploratory survey.

APPENDIX (4) : NOTE ON AGE CORRECTION

We have seen that the age composition of our sample was not exactly the same as in the census population. In the case of programme preference we however know the relative popularity by age groups. This enables us to make adjustments for the difference in the age composition of our sample as compared to the census population. Such adjusted or corrected proportions of persons listening 'often' are shown in Table (60). It will be noticed that the corrected values differ very slightly from the observed values. Only in two cases, namely, modern and Tagore music, the corrected values exceed the observed values by 2.5 per cent; in all other cases the change is less than 2 per cent and often less than 1 per cent. This discussion merely shows that differences in the age composition in the present survey were too small to cause any appreciable differences in the results. We have therefore not considered it necessary to apply age corrections in the case of other items.

There is one point to be noted in the present connexion. Although we usually treat the census population as standard for purposes of comparisons there is no reason why we should do so in the present case. In dealing with radio preference we are concerned, not with the census population, but very definitely with the much more limited 'population' of listeners. On this view no age correction is at all necessary. On the other hand, if we look upon the census population as potential listeners then and then only the question of age correction arises. But in view of the fact that the actual magnitude of the correction is very small and less than 2 per cent in the case of most items it is clear that such refinements are quite unnecessary at this stage.

APPENDIX (5) : LIST OF ITEMS IN PRIMARY SCHEDULES

[H.B. Item Nos. (4), (5), (6) and (11) only have been discussed in this Report.]

- (1) Listening to Radio Programmes : By plan ? Without Plan ?
- (2) If planned whether by (1) time; (2) item; (3) artiste; (4) subject; or (5) station.
- (3) Time preferred : (1) 8—9.30 A.M.; (2) 12.30—3 P.M.; (3) 5—7 P.M.; (4) 7—10.30 P.M.

Eighteen Items of Programme

- (4) Listening to different items : "Often", "sometimes", "rarely" and "never".
- (5) Desire "more" or "less" of each of 18 items.
- (6) Five best choices out of 18 items.

Twelve Specified Talks of Various Kinds

- (7) Whether heard or not.
- (8) Whether desire "more" or "less" of similar talks.
- (9) Three best choices out of 12.
- (10) List of Eighteen Plans : Whether heard or not.
- (11) List of Twenty Stations : Reception — good, fair, indistinct or no reception.

Devotional Music (List of Fourteen Artistes)

- (12) Frequency of listening "often", "sometimes", "rarely", or "never".
- (13) Demand for "more" or "less".

Folk Songs (List of Six Artistes)

- (14) Frequency of listening "often", "sometimes", "rarely", or "never".
- (15) Demand for "more", or "less".

Ustadi (List of Ten Artistes)

- (16) Frequency of listening "often", "sometimes", "rarely" or "never".
- (17) Demand for "more" or "less".

Instrumental Music (List of Six Artistes)

- (18) Frequency of listening "often", "sometimes", "rarely", or "never".
- (19) Demand for "more" or "less".

Modern Songs (List of Twenty-two Artistes)

- (20) Frequency of listening "often", "sometimes", "rarely", or "never".
- (21) Demand for "more" or "less".

Tagore Music (List of Ten Artistes)

- (22) Frequency of listening "often", "sometimes", "rarely", or "never".
- (23) Demand for "more" or "less".
- (24) Choice of ten best artistes out of the complete list of sixty-eight.
- (25) Make, value, price, and wave-length of radio.

APPENDIX (6) : CHRONICLE OF CURRENT EVENTS : APRIL-MAY 1941

As already stated in the introductory chapter the bulk of the mass observation data was collected between about the end of the second week of April and the first week of June 1941. We are giving here a brief summary of the main events which took place as far as the war was concerned during this period. It is obvious that world events did to some extent influence the opinions of the people observed on the various items of information on which questions were asked.

The dominant event of the third week of April remained the flight of Rudolf Hess from Germany to the British Isles, though this event actually happened on the 14th of April. The other events of importance during the period were the developments in German-Vichy relations which were completely unfavourable to the Allies; and also developments of the German war in the Balkans which more or less progressed unfavourably to the Allies.

The fourth week of April found Balkan resistance crumbling before the German onslaught. There was also an official announcement which pointed out that the Governors' rule was to continue in the seven provinces for one year more and that there was to be no official concession to Congress demands.

The last half week of April saw the Yugoslav army capitulate to Germany. German troops occupied Athens and the British continued to withdraw from Greece. Yugoslavia had also already collapsed. British operations in Africa, however, progressed satisfactorily especially in Abyssinia.

The main event of the first week of May was Rashid Ali's appeal to the Germans for help against arrival of British troops in Iraq. Before the end of the first week the rebels in Iraq were driven out of Basra.

In the second week of May British operations in Iraq progressed satisfactorily and oil pipe-line posts were recaptured. Large forces of rebel troops surrendered. Stalin became the Prime Minister of the Government of the U.S.S.R. and the United States Government decided to seize all foreign ships in American ports under Axis control. Mr. Cordell Hull urged unrestricted use of foreign ships to carry supplies to Britain.

In the third week of May British planes started bombing Syrian aerodromes on which German planes had landed. Mr. Cordell Hull characterized the Vichy-German agreement as military pact and thereby condemned Vichy's policy. Towards the end of the week a parachute attack on Crete was opened by the Germans.

In the fourth week of May the war in Crete progressed more or less unfavourably to the Allies. The British Government warned the Vichy authorities against collaboration with the Germans. Mr. Churchill reviewed the battle of Crete in the British Parliament where he characterized it as a "grim and strange battle". The Vichy authorities assured the American Government that the French fleet were not to be handed over to anybody.

H.M.S. Hood was blown up by German air and naval forces. Rashid Ali's Government fled from Baghdad to Mosul and on the 28th of May the German battleship Bismark was sunk by British naval forces. On the 29th of May President Roosevelt announced a period of "unlimited national emergency" in view of developments of the international situation, and on the last day of the month Rashid Ali arrived in Tehran from Iraq.

The first week of June saw the withdrawal of Empire Forces from Crete which meant a dead loss in the balance-sheet of Middle Eastern operations. The Iraq rebellion was tactfully managed and a friendly government was installed. The press became full of new rumours about a Vichy-Nazi agreement. The infiltration of German Air Force units into Syria were stated to be a plain fact threatening to bring about a crisis in Britain's relations with Vichy.

APPENDIX (7). SUPPLEMENTARY TABLES

In addition to the Tables discussed in the Report we are giving a number of Supplementary Tables in which the results are given separately for different sub-samples. The chief interest of these tables is from the point of view of sampling errors. The agreement in the results for different sub-samples gives a precise idea of the degree of statistical control established in the survey. Perfect control in the mathematical sense is impossible to attain in practice. Even in the highest grade physical research on fundamental measurements like the gravitational constant, the velocity of light, or the charge of an electron, such a perfect state of control has never been established. Naturally in our case also we did not attain a mathematically perfect state of control. But the degree of agreement among sub-samples is sufficiently close for immediate practical purposes. With more experience and the use of greater refinements in sampling technique further improvements will certainly be possible. The results obtained in this first survey may, however, be considered quite satisfactory from the statistical point of view.

REPORT ON PROGRAMME PREFERENCE AND BROADCAST REACTIONS

CALCUTTA, APRIL-MAY 1941

TEXT

REPORT ON PROGRAMME PREFERENCE AND BROADCAST REACTIONS

CALCUTTA APRIL - MAY 1941

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INTEREST IN NEWS AND MEDIUM OF NEWS

Range of Group	Number of Persons	C u r r e n t N e w s									Habit of Listening to the Radio			
		Interested		Actual Medium			Preferred Medium			Often	Sometimes	Rarely	No	
		Yes	No	Radio	News- paper	Conver- sation	Radio	News- paper	Conver- sation					
		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)					(9)

Table (1). By Age Groups

14—18 years	36	75.0	25.0	54.2	42.9	2.9	31.3	65.6	3.1	45.5	18.2	31.8	4.5	
19—25 "	263	95.1	4.9	41.9	56.4	1.7	36.2	61.5	2.3	26.5	38.8	26.5	8.2	
26—35 "	482	92.2	7.8	38.3	56.6	5.1	23.8	71.8	4.4	21.9	30.5	31.4	16.2	
36—55 "	605	91.0	9.0	29.9	64.4	5.7	19.9	75.0	5.1	15.5	27.8	33.0	23.7	
Above 55 years	95	83.2	16.8	27.2	66.3	6.5	18.3	74.4	7.3	8.9	20.0	33.3	37.8	
Total	1481	91.2	8.8	35.3	59.9	4.8	24.3	71.3	4.4	19.5	29.5	31.6	19.4	
Women	34	86.1	13.9	44.4	38.9	16.7	25.8	54.8	19.4	36.4	18.2	9.0	36.4	

Table (2). By Educational Groups

Non-matric	381	77.7	22.3	30.8	57.5	11.7	23.6	64.2	12.2	13.4	21.4	39.6	25.6	
Undergraduate	664	94.1	5.9	36.4	61.1	2.5	26.3	72.2	1.5	22.8	32.0	28.7	16.5	
Graduate	436	98.4	1.6	36.3	60.7	3.0	21.8	75.5	2.7	21.5	33.3	27.7	17.5	
Total	1481	91.2	8.8	35.1	60.1	4.8	24.3	71.3	4.4	19.8	29.4	31.5	19.3	

INTEREST IN NEWS AND MEDIUM OF NEWS

Range of Group	Number of Persons	C U R R E N T N E W S								Habit of Listening to the Radio			
		Interested		Actual Medium			Preferred Medium			Often	Sometimes	Rarely	No
		Yes	No	Radio	News-paper	Conver-sation	Radio	News-paper	Conver-sation				
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)

Table (3). By Expenditure Levels

Rs. 0 - 40	109	79.2	20.8	17.2	65.6	17.2	14.9	66.7	18.4	6.9	24.1	36.2	32.8
41 - 100	374	91.3	8.7	29.3	63.9	6.8	21.0	74.1	4.9	17.0	31.8	35.5	15.7
101 - 200	388	95.0	5.0	34.8	61.0	4.2	26.7	69.9	3.4	20.5	26.5	33.8	19.2
201 - 400	329	96.3	3.7	39.1	59.5	1.4	23.8	74.0	2.2	26.4	30.9	20.9	21.8
Above Rs.400	251	96.8	3.2	40.9	56.5	2.6	30.2	66.7	3.1	31.5	25.9	27.8	14.8
Total	1451	93.5	6.5	34.5	60.8	4.7	24.5	71.1	4.4	20.0	29.0	31.7	19.3

Table (4). By Occupational Groups

Student	200	91.5	8.5	40.2	58.0	1.8	29.5	67.4	3.1	24.1	33.7	30.1	12.1
Petty Trade	92	71.7	28.3	16.1	63.2	20.1	14.1	65.4	20.5	12.1	19.7	36.4	31.8
Service	528	93.9	6.1	36.7	59.6	3.7	27.3	69.9	2.8	18.1	32.1	32.5	17.3
Business	385	89.1	10.9	34.0	60.6	5.4	20.0	74.3	5.7	23.0	28.1	29.2	19.7
Profession	187	97.3	2.7	31.2	64.6	4.2	17.0	81.3	1.7	16.9	28.9	31.3	22.9
Landlord	89	97.8	2.2	41.7	55.6	2.7	31.5	65.2	3.3	22.7	13.6	36.4	27.3
Total	1481	91.2	8.8	35.1	60.1	4.8	24.3	71.3	4.4	19.8	39.4	31.5	19.3

Table (5). Medium of News: Actual x Preferred in terms of Actual

Preferred Sources	Actual Sources			
	Radio	Newspaper	Conversation	Total
n = 100	555	822	62	1439
(1)	(2)	(3)	(4)	(5)
Radio	51.7	9.7	4.8	25.7
Newspaper	46.7	89.1	29.1	70.1
Conversation	1.6	1.2	66.1	4.2
Total	100.0	100.0	100.0	100.0

Table (6). Medium of News: Actual x Preferred in terms of Preferred

Preferred Sources	n = 100	Actual Sources			
		Radio	Newspaper	Conversation	Total
(1)	(2)	(3)	(4)	(5)	(6)
Radio	370	77.6	21.6	0.8	100
Newspaper	1009	25.7	72.4	1.9	100
Conversation	60	15.0	16.7	68.3	100
Total	1439	38.6	57.1	4.3	100

Form of Entertainment: Gramophone, Radio & Cinema

Range of Groups	Habitual				First Preference			
	N = 100	Gram.	Radio	Cinema	N = 100	Gram.	Radio	Cinema
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)

Table (7). By Age Groups

14 - 18 years	66	25.7	36.4	37.9	39	5.1	41.0	53.8
19 - 25 "	391	19.6	40.2	40.2	237	4.2	37.5	52.2
26 - 35 "	610	16.6	47.2	36.2	458	6.1	39.5	54.3
36 - 55 "	486	17.9	51.4	30.7	510	10.2	47.1	42.7
Above 55 "	61	27.9	55.7	16.4	65	15.4	60.0	24.6
Total	1614	18.5	46.7	34.8	1309	7.8	43.2	49.0
Women	47	17.0	51.1	31.9	34	11.8	50.0	38.2

Table (8). By Educational Groups

Non-matric	342	19.9	47.7	32.4	325	11.7	41.2	47.1
Undergraduate	825	19.9	43.7	36.4	612	6.2	42.0	51.8
Graduate	447	15.0	51.5	33.6	372	7.8	46.0	46.2
Total	1614	18.5	46.7	34.8	1309	8.0	42.9	49.1

Table (9). By Expenditure Levels

Rs. 0 - 40	62	24.2	40.3	35.5	90	17.8	33.3	48.9
41 - 100	339	19.5	41.9	38.6	333	8.4	35.7	55.9
101 - 200	427	17.6	49.2	33.3	349	8.0	47.8	44.1
201 - 400	432	17.7	50.8	33.6	304	4.9	49.7	45.4
Above Rs.400	354	19.2	45.5	35.3	233	6.4	32.1	51.5
Total	1614	18.5	46.7	34.8	1309	7.8	43.2	49.0

Table (10). By Occupational Groups

Student	293	20.5	42.7	36.8	176	6.3	40.3	53.4
Petty Trade	50	26.0	42.0	32.0	86	19.8	32.6	47.7
Service	543	17.7	49.5	32.8	471	6.6	48.3	46.7
Business	457	18.6	45.1	36.3	348	6.6	41.1	52.3
Profession	141	12.7	51.1	36.2	148	10.1	44.6	45.3
Landlord	130	20.8	46.2	33.0	80	7.5	45.0	47.5
Total	1614	18.5	46.7	34.8	1309	7.8	43.2	49.0

Table (11). Radio Programme Preferences: Relative Frequencies of Listening "Often", "Sometimes", "Rarely" & "Missing"

Serial No.	Name of Item	Percentages of Total Persons - 803				
		Often	Sometimes	Rarely	Missing	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	War News	54.7	22.7	9.3	13.3	100
2	News Talk	50.9	23.5	10.7	14.9	100
3	Foreign News	43.5	24.4	11.6	20.5	100
4	Modern	46.7	32.4	8.5	13.2	100
5	Tagore	40.2	34.2	11.2	14.3	100
6	Plays	42.5	26.3	11.5	19.8	100
7	Instrumental	42.0	31.4	11.7	14.9	100
8	Devotional	35.2	31.1	14.3	19.4	100
9	Ustadī	23.3	21.8	29.9	25.0	100
10	Humorous	29.8	27.4	18.4	24.4	100
11	Scientific	26.2	26.4	18.9	28.5	100
12	Literary	18.6	28.8	20.2	32.4	100
13	Educational	24.9	25.0	15.6	34.5	100
14	Music Lessons	20.7	18.1	21.3	40.0	100
15	Children's	16.1	21.3	22.5	40.1	100
16	Women's	14.7	20.3	23.5	41.5	100
17	Folk Music	16.9	28.0	23.2	31.9	100
18	Rural	12.0	21.2	26.2	40.7	100

Table (12). Radio Programme Preferences: Frequency of Listening "Often"

By Age-Groups

Serial No.	Name of Item	Percentage of Persons Listening Often to the Item					
		14-18 years	19-25	26-35	36-55	Above 55 years	All Ages
		N = 24	170	278	298	33	803
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	War News	54.2	52.9	60.1	49.9	60.6	54.7
2	News Talk	45.8	52.4	52.2	47.9	57.6	50.8
3	Foreign News	41.7	44.1	46.4	39.3	54.5	43.5
4	Modern	70.8	59.9	47.1	37.9	18.2	46.0
5	Tagore	66.6	49.4	39.6	35.6	21.2	40.2
6	Plays	54.2	51.2	37.4	41.9	36.4	42.5
7	Instrumental	50.0	51.2	43.5	36.2	27.3	42.0
8	Devotional	25.0	30.6	32.4	39.3	51.5	35.1
9	Ustadī	16.7	29.9	24.8	19.8	12.1	23.3
10	Humorous	29.2	28.8	32.4	28.2	27.3	29.8
11	Scientific	37.5	27.1	28.1	22.5	30.3	26.2
12	Literary	20.8	21.2	15.8	18.5	30.3	18.7
13	Educational	33.3	26.5	25.2	22.5	30.3	24.9
14	Music Lessons	33.3	37.6	15.1	15.8	15.2	20.7
15	Children's	37.5	21.8	13.3	13.4	18.2	16.1
16	Women's	20.8	17.6	12.2	13.8	24.2	14.7
17	Folk Music	25.0	17.0	16.9	16.1	18.2	16.9
18	Rural	12.5	18.2	11.2	8.1	21.2	12.0

Table (13). Radio Programme Preferences: Frequency of Listening "Often"
By Educational Groups

Serial No.	Name of Item	Percentage of Persons Listening "Often" to the Item			
		Non-matric	Undergraduate	Graduate	All Groups
		N = 156	354	293	803
(1)	(2)	(3)	(4)	(5)	(6)
1	War News	50.3	58.5	52.2	54.7
2	News Talk	46.5	54.2	48.8	50.8
3	Foreign News	35.1	46.6	45.1	43.5
4	Modern	45.9	49.4	42.0	46.0
5	Tagore	30.6	44.4	40.3	40.2
6	Plays	51.6	51.1	33.1	42.5
7	Instrumental	41.4	46.6	36.5	42.0
8	Devotional	43.3	36.4	29.0	35.1
9	Ustadī	27.4	23.2	21.2	23.3
10	Humorous	29.3	31.6	27.6	29.8
11	Scientific	20.4	24.9	30.4	26.2
12	Literary	8.9	25.7	21.5	19.7
13	Educational	17.8	30.2	24.6	24.9
14	Music Lessons	21.7	24.9	15.0	20.7
15	Children's	16.6	18.9	12.3	16.1
16	Women's	19.1	16.7	9.9	14.7
17	Folk Music	15.3	18.9	15.4	16.9
18	Rural	10.8	12.4	11.9	12.0

Table (14). Radio Programme Preferences: Frequency of Listening "Often"
By Occupational Groups

Serial No.	Name of Item	Percentages of Persons Listening 'Often' to the Item					
		Student	Petty Trade	Service	Business	Profession	Landlords
		N = 149	11	300	184	95	64
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	War News	54.0	54.5	54.0	54.9	54.7	57.8
2	News Talk	46.0	54.5	49.0	52.2	58.9	54.7
3	Foreign News	46.7	27.3	41.3	41.8	49.5	43.8
4	Modern	58.7	54.5	41.0	44.6	40.0	51.6
5	Tagore	49.3	27.3	38.3	37.0	42.0	35.9
6	Plays	48.7	45.5	42.0	45.7	38.9	53.1
7	Instrumental	46.7	54.5	39.7	40.2	41.1	45.3
8	Devotional	30.0	27.3	35.3	35.3	36.8	43.8
9	Ustadi	26.6	27.3	22.0	23.4	18.9	26.6
10	Humorous	26.7	36.4	30.7	28.3	26.3	40.6
11	Scientific	28.0	9.1	27.9	21.7	27.4	26.6
12	Literary	24.7	9.1	22.7	14.7	21.1	23.4
13	Educational	37.3	27.3	26.3	16.8	23.2	25.0
14	Music	34.7	36.4	18.3	17.4	11.6	18.8
15	Children's	26.0	9.1	11.7	15.8	13.7	18.8
16	Women's	22.7	9.1	10.0	14.1	12.6	23.4
17	Folk Music	14.7	0.0	17.0	20.6	14.7	17.2
18	Rural	16.0	9.1	11.3	12.5	7.4	10.9

Table (15). Radio Programme Preference: Demand for "More"
or "Less" of Each Item

Serial No.	Name of Item	Proportion of Persons (N = 803)			Majority of Votes	
		Not voting	Voting for "More"	Voting for "Less"	"More"	"Less"
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	War News	53.2	37.7	9.1	80.6	19.4
2	News Talk	57.6	33.6	8.7	79.2	20.8
3	Foreign News	59.4	34.1	6.5	84.0	16.0
4	Modern	45.7	44.1	10.2	81.2	18.8
5	Tagore	48.4	42.0	9.6	81.4	18.6
6	Plays	54.9	38.0	7.1	84.3	15.7
7	Instrumental	50.0	41.1	8.8	82.2	17.8
8	Devotional	53.9	36.1	10.0	78.3	21.7
9	Ustadī	51.8	22.2	26.0	46.6	53.4
10	Humorous	59.0	30.4	10.6	74.1	25.9
11	Scientific	61.0	29.6	9.3	75.9	24.1
12	Literary	64.9	24.3	10.8	69.0	31.0
13	Educational	65.9	27.3	7.2	79.1	20.9
14	Music Lessons	69.5	15.8	14.7	51.8	48.2
15	Children's	70.3	18.6	11.1	62.6	37.4
16	Women's	71.2	17.8	11.1	51.8	48.2
17	Folk Music	65.4	16.8	17.8	48.6	51.4
18	Rural	72.0	12.9	15.1	46.1	53.9

Table (16). Radio Programme Preferences: Demand for "More" of Each Item
By Age Groups

Serial No.	Name of Item	Percentage of Persons voting for "More" of each Item					
		14-18 years	19-25	26-35	36-55	Above 55 years	All Ages
		N = 24	170	278	298	33	803
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	War News	41.7	38.8	41.4	34.2	30.3	37.7
2	News Talk	29.2	32.4	37.8	30.9	33.3	33.6
3	Foreign News	33.3	36.5	37.8	29.5	33.3	34.1
4	Modern	58.3	50.6	49.3	36.9	21.2	44.1
5	Tagore	66.7	52.3	41.7	36.9	18.2	42.0
6	Plays	58.3	34.7	37.1	39.9	30.3	38.0
7	Instrumental	50.0	46.5	43.5	36.6	27.3	41.1
8	Devotional	41.7	30.6	36.0	37.6	48.5	36.1
9	Ustadī	16.7	29.4	23.0	18.5	15.2	22.2
10	Humorous	37.5	30.6	32.7	28.5	21.2	30.4
11	Scientific	29.2	28.8	32.7	27.9	24.2	29.6
12	Literary	12.5	23.5	27.7	23.2	18.2	24.3
13	Educational	37.5	32.4	28.4	23.2	21.2	27.3
14	Music Lessons	25.0	27.1	14.7	10.7	6.1	15.8
15	Children's	33.3	24.7	15.8	17.5	9.1	18.6
16	Women's	16.7	21.2	17.3	16.4	18.2	17.8
17	Folk Music	25.0	20.6	15.8	14.8	18.2	16.8
18	Rural	4.2	21.2	11.5	9.7	18.2	12.9

Table (17). Radio Programme Preferences : Demand for "More" of Each Item
By Educational Groups

Serial No.	Name of Item	Proportion of Persons voting for "More" of each Item			
		Non-matric	Undergraduate	Graduate	All Groups
		N = 156	354	293	803
(1)	(2)	(3)	(4)	(5)	(6)
1	War News	33.3	39.0	38.6	37.7
2	News Talk	28.8	34.7	34.8	33.6
3	Foreign News	27.6	34.7	36.9	34.1
4	Modern	46.2	47.2	39.2	44.1
5	Tagore	35.9	47.4	38.6	42.0
6	Plays	44.9	41.8	29.7	38.0
7	Instrumental	41.0	41.8	40.3	41.0
8	Devotional	41.0	38.1	31.1	36.1
9	Ustadi	30.1	22.0	18.1	22.2
10	Humorous	32.1	28.2	32.1	30.4
11	Scientific	24.4	26.3	36.5	29.6
12	Literary	13.5	24.3	30.0	24.3
13	Educational	19.2	29.7	28.7	27.3
14	Music Lessons	13.5	17.5	15.0	15.8
15	Children's	16.7	19.5	18.4	18.6
16	Women's	24.4	18.1	14.0	17.8
17	Folk Music	14.7	17.5	17.1	16.8
18	Rural	9.0	13.3	12.7	12.9

Table (18). Radio Programme Preferences : Demand for "More" of Each Item
By Occupational Groups

Serial No.	Name of Item	Proportion of Persons voting for "More" of each Item					
		Students	Petty Trade	Service	Business	Profession	Landlord
		N = 149	11	300	184	95	64
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	War News	36.9	9.1	35.0	42.4	37.9	42.1
2	News Talk	30.2	27.3	30.0	37.0	44.2	34.4
3	Foreign News	34.2	0.0	32.3	34.8	41.1	34.4
4	Modern	50.3	27.3	40.3	42.9	48.4	46.9
5	Tagore	50.3	9.1	38.3	41.8	41.1	45.3
6	Plays	40.3	45.5	33.3	42.4	35.8	42.2
7	Instrumental	46.3	18.2	38.7	42.9	36.8	43.8
8	Devotional	33.6	36.4	36.7	36.4	34.7	40.6
9	Ustadi	24.2	18.2	20.7	22.8	20.0	26.7
10	Humorous	25.5	27.3	31.3	29.3	32.6	35.9
11	Scientific	25.5	0.0	32.3	21.7	42.1	34.3
12	Literary	22.8	0.0	26.3	19.6	28.4	28.1
13	Educational	34.2	18.2	29.0	20.1	32.6	25.0
14	Music Lessons	20.8	9.1	13.3	16.8	16.8	10.9
15	Children's	24.2	0.0	13.3	20.7	23.2	23.4
16	Women's	20.8	9.1	14.3	17.9	18.9	25.0
17	Folk Music	19.5	0.0	16.7	17.9	16.8	10.9
18	Rural	15.4	9.1	15.0	8.2	10.5	15.6

Table (19). Radio Programme Preferences : Best Choice out of Eighteen Items
By Age Groups

Serial No.	Name of Item	Percentages of Persons voting for the Item					
		14-18 years	19-25	26-35	36-55	Above 55 years	All Ages
		N = 24	170	278	298	33	603
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	War News	20.8	27.6	30.9	36.6	30.3	32.0
2	News Talk	8.3	18.8	21.2	25.5	33.3	22.4
3	Foreign News	20.8	18.8	18.7	17.4	18.2	18.3
4	Modern	66.7	78.8	46.0	40.6	21.2	50.6
5	Tagore	58.3	52.9	42.8	37.6	27.3	42.8
6	Plays	41.7	33.5	42.8	39.3	39.4	39.4
7	Instrumental	33.3	47.1	40.6	34.9	27.3	39.2
8	Devotional	25.0	24.1	29.1	37.9	51.5	32.1
9	Ustadī	16.7	26.5	23.7	21.5	15.2	22.9
10	Humorous	16.7	24.1	23.4	22.1	15.2	22.5
11	Scientific	29.2	22.9	23.0	19.1	18.2	21.5
12	Literary	8.3	15.9	20.9	14.4	12.4	16.7
13	Educational	12.5	18.2	18.0	15.1	12.1	16.6
14	Music Lessons	20.8	18.8	7.9	8.4	-	10.5
15	Children's	25.0	11.8	6.8	13.1	6.1	10.7
16	Women's	12.5	8.8	8.6	8.1	12.1	8.7
17	Folk Music	12.5	10.6	9.7	8.4	6.1	9.3
18	Rural	-	6.5	5.8	5.7	6.1	5.7

Table (20). Index Numbers of Preference and of Listening Frequency : Whole Sample

Serial No.	Name of Item	Percentage of voting for		Majority for "More"	Percentage of Choice	Sum of Cols.(5) & (6)	Index Number of	
		"More"	"Less"				Prefer- ence	Listening
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1	War News	37.7	9.1	28.6	32.0	60.6	148	299
2	News Talk	33.6	8.7	24.9	22.4	47.3	116	155
	<u>Entertainment Group</u>							
4	Modern Music	44.1	10.2	33.9	50.6	84.5	207	140
5	Tagore Music	42.0	9.6	32.4	42.8	75.2	184	123
6	Plays	38.0	7.1	30.9	39.4	70.3	172	130
7	Instrumental Music	41.1	8.8	32.3	39.2	71.5	175	128
8	Devotional Music	36.1	10.0	26.1	32.1	58.2	142	107
9	Ustadī Music	22.2	26.0	- 3.8	22.9	19.1	47	71
	<u>Talks</u>							
10	Humorous	30.4	10.6	19.8	22.5	42.3	104	91
11	Scientific	29.6	9.3	20.3	21.5	41.8	102	80
12	Literary	24.3	10.8	13.5	16.7	30.2	74	57
13	Educational	27.3	7.2	20.1	16.6	36.7	90	76
	<u>Miscellaneous</u>							
14	Music Lessons	15.8	14.7	1.1	10.5	11.6	28	63
15	Children's Programme	18.6	11.1	7.5	10.7	18.2	45	49
16	Women's Programme	17.8	11.1	6.7	8.7	15.4	38	45
17	Folk Music	16.8	17.8	- 1.0	9.3	8.3	20	57
18	Rural Programme	12.9	15.1	- 2.2	5.7	3.5	9	37

Table (21). Index Numbers of Preference and of Listening Frequency: Women

Serial No.	Name of Item	Percentage of voting for		Majority for "More"	Percentage of Choice	Sum of Cols.(5) & (6)	Index Number of	
		"More"	"Less"				Prefer- ence	Listening
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1	War News	17.9	12.8	5.1	12.7	17.8	47	186
2	News Talk	15.4	15.4	0.0	10.3	10.3	27	92
	<u>Entertainment Group</u>							
4	Modern Music	46.2	12.8	33.4	46.4	79.8	210	148
5	Tagore Music	48.7	12.8	35.9	53.7	89.6	236	128
6	Plays	43.6	5.1	38.5	51.3	89.8	236	188
7	Instrumental Music	41.0	10.3	30.7	36.1	66.8	176	114
8	Devotional Music	33.0	17.9	15.4	43.5	58.9	155	114
9	Ustadī Music	23.1	28.2	- 5.1	25.8	20.7	54	87
	<u>Talks</u>							
10	Humorous	30.8	12.8	18.0	23.0	41.0	108	94
11	Scientific	17.9	12.8	5.1	7.8	12.9	34	27
12	Literary	23.1	15.4	7.7	2.5	10.2	27	47
13	Educational	20.5	12.8	7.7	18.1	25.8	68	67
	<u>Miscellaneous</u>							
14	Music Lessons	30.8	7.7	23.1	12.7	35.8	94	101
15	Children's Programme	17.9	17.9	0.0	12.7	12.7	33	74
16	Women's Programme	41.0	2.6	38.4	38.6	77.0	203	136
17	Folk Music	15.4	23.1	- 7.7	10.3	2.6	7	40
18	Rural Programme	10.3	17.9	- 7.5	2.5	- 5.0	- 13	54

Table (22). Index Numbers of Disparity

Serial No.	Name of Item	Index Number of Preference			Index number of Broadcast Time	Index Number of Disparity		
		Men (whole sample)	Women	Mean		Men (whole sample)	Women	Mean
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1	War News	148	47	98	154	96	30	63
2	News Talk	116	27	72	24	488	114	300
	<u>Entertainment Group</u>							
4	Modern Music	207	210	208	262	79	80	80
5	Tagore Music	184	236	210	47	388	497	442
6	Plays	172	236	204	125	138	189	164
7	Instrumental Music	175	176	176	134	131	131	131
8	Devotional Music	142	155	148	219	65	71	68
9	Ustad Music	47	54	50	208	22	26	24
	<u>Talks</u>							
10	Humorous	104	108	106	8	1248	1300	1276
11	Scientific	102	34	68	4	2727	916	1836
12	Literary	74	27	50	3	2902	1031	1938
13	Educational	90	68	79	20	449	338	393
	<u>Miscellaneous</u>							
14	Music Lessons	28	94	61	65	43	145	94
15	Children's Programme	45	33	39	174	26	19	23
16	Women's Programme	38	203	120	73	52	276	164
17	Folk Music	20	7	14	49	41	14	28
18	Rural Programme	9	-13	- 2	131	7	-10	- 2

Table (23). Relative Frequency of Reception from Radio Stations

Serial No.	Name of Station	Percentage of Receptions (N = 803)					Missing
		Good	Fair	Indistinct	Total = (3) + (4) + (5)	Reception	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	B.B.C	33.0	11.5	5.5	50.0	9.7	40.3
2	China	10.8	6.2	3.9	20.9	17.3	61.8
3	France	3.6	3.5	5.9	13.0	20.7	66.3
4	Germany	8.0	6.2	10.2	24.2	17.6	58.2
5	Indo China	8.3	4.0	3.9	16.2	17.6	66.2
6	Italy*	2.9	3.7	4.6	11.2	19.5	69.3
7	Japan	9.1	7.5	4.5	21.1	16.9	62.0
8	Turkey	1.6	4.2	2.6	8.4	20.2	71.4
9	U.S.A.	2.8	3.9	4.7	11.4	20.0	68.6
10	U.S.S.R.	5.7	3.6	3.0	12.3	19.3	68.4
11	Bombay	22.5	14.2	10.1	46.8	3.1	50.1
12	Calcutta	90.0	4.0	0.4	94.4	0.0	5.6
13	Dacca	18.3	21.0	17.4	56.7	2.8	40.5
14	Delhi	41.0	11.0	3.0	55.0	3.0	42.0
15	Lahore	6.7	15.8	12.2	34.7	4.0	61.3
16	Lucknow	22.5	14.2	10.1	46.8	3.1	50.1
17	Madras	12.3	11.0	8.2	31.5	4.4	64.1
18	Peshwar	3.1	7.3	14.9	25.3	5.1	69.6
19	Rangoon	7.2	7.6	10.0	24.8	5.1	70.1
20	Trichnopoly	3.6	5.5	12.3	21.4	5.1	73.5

* In the case of Italy N = 241

Table (24). Broadcast Reactions: Number of persons in Calcutta Samples, 1941.

Category	Enemy	Allied	Neutral	Missing	Total
(1)	(2)	(3)	(4)	(5)	(6)
Interesting	139(61)	56(24)	34(15)	156	385
Convincing	133(59)	41(18)	50(23)	161	385
Propaganda	156(67)	57(25)	19(18)	153	385

Table (25). Broadcast Reactions: Number of Persons in Jagaddal Sample, 1941

Category	Enemy	Allied	Neutral	Missing	Total
(1)	(2)	(3)	(4)	(5)	(6)
Interesting	32(55)	18(31)	8(14)	43	101
Convincing	34(50)	15(22)	19(28)	33	101
Propaganda	31(46)	36(54)	0	34	101

Table (26). Radio Reactions: General Results in Percentages Calcutta Sample 1941.

Category	Enemy	Allied	Neutral	Missing	Total
(1)	(2)	(3)	(4)	(5)	(6)
Interesting	36.1	14.5	8.8	40.6	100
Convincing	34.6	10.6	13.0	41.8	100
Propaganda	40.5	14.8	4.9	39.8	100

Table (27). Radio Reaction: General Results in Percentages Jagaddal Sample, 1941.

Category	Enemy	Allied	Neutral	Missing	Total
(1)	(2)	(3)	(4)	(5)	(6)
Interesting	31.7	17.8	7.9	42.6	100
Convincing	33.7	14.9	18.8	32.6	100
Propaganda	30.7	35.6	0	33.7	100

Table (28). Broadcast Reactions: Two-way Classification in terms of "Interesting".

Category	No. of persons	C O N V I N C I N G					
		Enemy	Allied	Neutral	Missing	Total	
	(1)	(2)	(3)	(4)	(5)	(6)	
I N T E R E S T I N G	Enemy	139	78.5	5.0	11.5	5.0	100.0
	Allied	56	25.0	53.6	14.3	7.1	100.0
	Neutral	34	17.6	8.8	67.7	5.9	100.0
	Missing	156	2.6	0.6	1.9	94.9	100.0
	Total	385	34.5	10.6	13.0	41.9	100.0

Table (29). Broadcast Reactions: Two-way Classification in terms of "Convincing"

Category	No. of persons	I N T E R E S T I N G					
		Enemy	Allied	Neutral	Missing	Total	
	(1)	(2)	(3)	(4)	(5)	(6)	
C O N V I N C I N G	Enemy	133	82.0	10.5	4.5	3.0	100.0
	Allied	41	17.1	73.2	7.3	2.4	100.0
	Neutral	50	32.0	16.0	46.0	6.0	100.0
	Missing	161	4.3	2.5	1.3	91.9	100.0
	Total	385	36.1	14.5	8.8	40.6	100.0

Broadcast Reactions. Calcutta Sample

Description of Groups	No. of persons	INTERESTING					CONVINCING					EFFECTIVE PROPAGANDA				
		Enemy	Allied	Neutral	Missing	Total	Enemy	Allied	Neutral	Missing	Total	Enemy	Allied	Neutral	Missing	Total
(0.1)	(1.0)	(2.1)	(3.1)	(4.1)	(5.1)	(6.1)	(2.2)	(3.2)	(4.2)	(5.2)	(6.2)	(2.3)	(3.3)	(4.3)	(5.3)	(6.3)

Table (30) By Age Groups

14 - 18 years	6	33.3	0.0	0.0	66.7	100	33.7	0.0	0.0	66.3	100	33.3	16.7	0.0	50.0	100
19 - 25 "	124	37.9	12.9	8.9	40.3	100	40.3	8.1	9.7	41.9	100	44.4	12.1	4.0	39.5	100
26 - 35 "	165	38.8	13.9	10.3	37.0	100	36.4	12.7	13.9	37.0	100	43.0	16.4	4.8	35.8	100
36 - 55 "	82	29.3	20.7	7.7	42.7	100	23.2	12.1	18.3	46.4	100	30.5	17.1	7.3	45.1	100
56 and above	8	25.0	0.0	0.0	75.0	100	25.0	0.0	0.0	75.0	100	37.5	0.0	0.0	62.5	100
	385	36.1	14.5	8.8	40.6	100	34.5	10.6	13.0	41.9	100	40.5	14.8	4.9	39.8	100

Table (31) By Educational Groups

Illiterate	2	0.0	0.0	0.0	100.0	100	50.0	0.0	0.0	0.0	100	0.0	0.0	0.0	100.0	100
Non-Matriculates	57	22.8	10.5	7.0	59.7	100	24.6	7.0	7.0	61.4	100	26.3	10.5	0.0	63.2	100
Undergraduates	106	35.8	16.0	5.7	42.5	100	37.7	12.3	7.5	42.5	100	42.5	18.9	3.8	34.8	100
Graduates	175	37.7	15.4	7.4	39.5	100	35.4	12.0	10.3	42.3	100	41.1	13.7	4.6	40.6	100
Superior Culture	45	48.9	13.3	24.4	13.4	100	35.6	6.7	44.4	13.3	100	53.3	15.6	15.6	15.5	100
	385	36.1	14.5	8.8	40.6	100	34.5	10.6	13.0	41.9	100	40.5	14.8	4.9	39.8	100

Broadcast Reactions. Calcutta Sample

Description of Groups	No. of persons	INTERESTING					CONVINCING					EFFECTIVE PROPAGANDA				
		Enemy	Allied	Neutral	Missing	Total	Enemy	Allied	Neutral	Missing	Total	Enemy	Allied	Neutral	Missing	Total
(0.1)	(1.0)	(2.1)	(3.1)	(4.1)	(5.1)	(6.1)	(2.2)	(3.2)	(4.2)	(5.2)	(6.2)	(2.3)	(3.3)	(4.3)	(5.3)	(6.3)

Table (32). By Expenditure Levels

No.	0—40	15	26.7	26.7	6.7	39.9	100	60.0	6.7	0.0	33.3	100	40.0	13.3	13.3	33.4	100
	41—100	110	27.3	13.6	9.1	50.0	100	26.4	10.9	11.8	50.9	100	30.9	15.5	3.6	50.0	100
	101—400	197	38.1	13.7	8.1	40.1	100	34.5	10.2	13.7	41.6	100	42.1	14.2	5.1	38.6	100
	401 and above	63	47.6	15.9	11.1	25.4	100	42.9	12.7	15.9	28.5	100	52.4	15.9	4.8	26.9	100
	Total	385	36.1	14.5	8.8	40.6	100	34.5	10.6	13.0	41.9	100	40.5	14.8	4.9	39.8	100

Table (33). By Occupational Groups

Student	110	36.4	14.5	9.1	40.0	100	31.8	10.9	12.7	44.6	100	40.0	13.6	5.5	40.9	100
Petty Trade	69	30.4	15.9	4.3	49.4	100	36.2	8.7	5.8	49.3	100	29.0	18.8	5.8	46.4	100
Service	97	33.0	18.6	7.2	41.2	100	36.1	12.4	10.3	41.2	100	41.2	16.5	0.0	42.3	100
Business	43	69.8	7.0	9.3	13.9	100	53.5	11.6	16.3	18.6	100	74.4	9.3	2.3	14.0	100
Profession	45	22.2	8.9	17.8	51.1	100	17.8	11.1	24.4	46.7	100	35.6	11.1	8.9	44.4	100
Landlord	21	28.6	19.0	9.5	42.9	100	33.3	4.8	19.0	42.9	100	19.0	19.0	19.0	43.0	100
Total	385	36.1	14.5	8.8	40.6	100	34.5	10.6	13.0	41.9	100	40.5	14.8	4.9	39.8	100

Broadcast Reactions: Calcutta Sample

Description of Groups	No. of persons	INTERESTING					CONVINCING					EFFECTIVE PROPAGANDA				
		Enemy	Allied	Neutral	Missing	Total	Enemy	Allied	Neutral	Missing	Total	Enemy	Allied	Neutral	Missing	Total
(0.1)	(1.0)	(2.1)	(3.1)	(4.1)	(5.1)	(6.1)	(2.2)	(3.2)	(4.2)	(5.2)	(6.2)	(2.3)	(3.3)	(4.3)	(5.3)	(6.3)

Table (34). By Sex and Religion

Hindu Males	298	35.2	16.8	10.4	37.6	100	35.2	11.4	14.1	39.3	100	41.6	16.8	5.0	36.6	100
Hindu Females	32	40.6	12.5	0.0	46.9	100	34.4	6.3	9.4	49.9	100	37.5	15.6	3.1	43.8	100
Hindu Total	330	35.8	16.4	9.4	38.4	100	35.2	10.9	13.6	40.3	100	41.2	16.7	4.8	37.3	100
Muslims	44	36.4	2.3	4.5	56.8	100	34.1	6.8	4.5	54.6	100	38.6	0.0	2.3	59.1	100
Other Religions	11	45.5	9.1	9.1	36.3	100	18.2	18.2	27.3	36.3	100	27.3	18.2	18.2	36.3	100
All Religions	385	36.1	14.5	8.8	40.6	100	34.5	10.6	13.0	41.9	100	40.5	14.8	4.9	39.8	100

Table (35). By Language

Bengali	282	32.6	17.0	10.3	40.1	100	31.6	11.3	15.6	41.5	100	36.9	18.1	6.4	38.6	100
Hindi & Urdu	55	63.6	5.5	3.6	27.3	100	60.0	7.3	9.1	23.6	100	63.6	7.3	1.8	27.3	100
Marathi	18	50.0	22.0	11.1	16.7	100	50.0	16.7	5.6	27.7	100	77.8	5.6	0.0	16.6	100
Others	30	10.0	3.3	3.3	83.4	100	6.7	6.7	0.0	86.6	100	10.0	3.3	0.0	86.7	100
All Languages	385	36.1	14.5	8.8	40.6	100	34.5	10.6	13.0	41.9	100	40.5	14.8	4.9	39.8	100

Broadcast Reactions : Calcutta Sample

Description of Groups	No. of persons	INTERESTING					CONVINCING					EFFECTIVE PROPAGANDA				
		Enemy	Allied	Neutral	Missing	Total	Enemy	Allied	Neutral	Missing	Total	Enemy	Allied	Neutral	Missing	Total
(0.1)	(1.0)	(2.1)	(3.1)	(4.1)	(5.1)	(6.1)	(2.2)	(3.2)	(4.2)	(5.2)	(6.2)	(2.3)	(3.3)	(4.3)	(5.3)	(6.3)

Table (36). By Provinces

Assam	2	100.0	0.0	0.0	0.0	100	100.0	0.0	0.0	0.0	100	50.0	50.0	0.0	0.0	100
Bengal	281	32.7	16.7	10.3	40.3	100	32.0	11.0	15.3	41.7	100	37.4	17.4	6.4	38.8	100
Bihar	21	66.7	4.8	0.0	28.5	100	61.9	9.5	0.0	28.6	100	61.9	4.8	0.0	33.3	100
Bombay	11	54.5	18.2	18.2	9.1	100	45.5	27.3	9.1	18.1	100	72.7	9.1	0.0	18.2	100
Central Provinces	10	40.0	20.0	0.0	40.0	100	50.0	0.0	0.0	50.0	100	70.0	0.0	0.0	30.0	100
Madras	21	0.0	4.8	0.0	95.2	100	0.0	0.0	0.0	100.0	100	0.0	0.0	0.0	100.0	100
Punjab	4	50.0	0.0	0.0	50.0	100	50.0	0.0	25.0	25.0	100	75.0	0.0	0.0	25.0	100
Travancore	8	37.5	0.0	12.5	50.0	100	25.0	25.0	0.0	50.0	100	37.5	12.5	0.0	50.0	100
United Provinces	27	57.1	10.7	7.1	25.1	100	50.0	10.7	17.9	21.4	100	57.1	14.3	3.6	25.0	100
Non-Bengal	104	45.2	8.7	4.8	41.3	100	41.3	9.6	6.8	42.3	100	49.0	7.7	1.0	42.3	100
Bengal	281	32.7	16.7	10.3	40.3	100	32.0	11.0	15.3	41.7	100	37.4	17.4	6.4	38.8	100
All Provinces	385	36.1	14.5	8.8	40.6	100	34.5	10.6	13.0	41.9	100	40.5	14.8	4.9	39.8	100

Broadcast Reactions : (Based on Voters only)

Description of Groups	I N T E R E S T I N G					C O N V I N C I N G					E F F E C T I V E P R O P A G A N D A				
	N	Enemy	Allied	Neutral	Total	N	Enemy	Allied	Neutral	Total	N	Enemy	Allied	Neutral	Total
(0.1)	(1.1)	(2.1)	(3.1)	(4.1)	(6.1)	(1.2)	(2.2)	(3.2)	(4.2)	(6.2)	(1.3)	(2.3)	(3.3)	(4.3)	(6.3)

Table (37). By Age Groups

14—18 years	2	100.0	0.0	0.0	100.0	2	100.0	0.0	0.0	100.0	3	66.7	33.3	0.0	100.0
19—25 "	74	63.5	21.6	14.9	100.0	72	69.4	13.9	16.7	100.0	75	73.3	20.0	6.7	100.0
26—35 "	104	61.6	22.1	16.3	100.0	104	57.7	20.2	22.1	100.0	106	67.0	25.5	7.5	100.0
36—55 "	47	51.0	36.2	12.8	100.0	44	43.2	22.7	34.1	100.0	45	55.6	31.1	13.3	100.0
Above 55 "	2	100.0	0.0	0.0	100.0	2	100.0	0.0	0.0	100.0	3	100.0	0.0	0.0	100.0
All ages	229	60.8	24.4	14.8	100.0	224	59.4	18.3	22.3	100.0	232	67.2	24.6	8.2	100.0

Table (38). By Educational Groups

Illiterate	0	0.0	0.0	0.0	0.0	1	100.0	0.0	0.0	100.0	0	0.0	0.0	0.0	0.0
Non-matric	23	56.5	26.1	17.4	100.0	22	63.6	18.2	18.2	100.0	21	71.4	28.6	0.0	100.0
Undergraduate	61	62.3	27.9	9.8	100.0	61	65.6	21.3	13.1	100.0	69	65.2	29.0	5.8	100.0
Graduate	106	62.3	25.5	12.2	100.0	101	61.4	20.8	17.8	100.0	104	69.2	23.1	7.7	100.0
Superior Culture	39	56.4	15.4	28.2	100.0	39	41.0	7.7	51.3	100.0	38	63.2	18.4	18.4	100.0
All Groups	229	60.8	24.4	14.8	100.0	224	59.4	18.3	22.3	100.0	232	67.2	24.6	8.2	100.0

Broadcast Reactions : (Based on Voters only)

Description of Groups	INTERESTING					CONVINCING					EFFECTIVE PROPAGANDA				
	N	Enemy	Allied	Neutral	Total	N	Enemy	Allied	Neutral	Total	N	Enemy	Allied	Neutral	Total
(0.1)	(1.1)	(2.1)	(3.1)	(4.1)	(6.1)	(1.2)	(2.2)	(3.2)	(4.2)	(6.2)	(1.3)	(2.3)	(3.3)	(4.3)	(6.3)

Table (39). By Expenditure Levels

No. 0-40	9	44.4	44.4	11.2	100.0	10	90.0	10.0	0.0	100.0	10	60.0	20.0	20.0	100.0
41-100	55	54.4	27.3	18.3	100.0	54	53.7	22.2	24.1	100.0	55	61.8	31.0	7.2	100.0
101-400	118	63.5	22.9	13.6	100.0	115	59.1	17.4	23.5	100.0	121	68.7	23.1	8.2	100.0
Above No. 400	47	63.8	21.3	14.9	100.0	45	60.0	17.8	22.2	100.0	46	71.7	21.7	6.6	100.0
All Groups	229	60.8	24.4	14.8	100.0	224	59.4	18.3	22.3	100.0	232	67.2	24.6	8.2	100.0

Table (40). By Occupational Groups

Student	66	60.6	24.2	15.2	100.0	61	57.4	22.9	19.7	100.0	65	67.7	23.1	9.2	100.0
Petty Trade	35	60.0	31.4	8.6	100.0	35	71.4	17.1	11.4	100.0	37	54.1	35.1	10.8	100.0
Service	57	56.1	31.6	12.3	100.0	57	61.4	21.1	17.5	100.0	56	71.4	28.6	0.0	100.0
Business	37	81.1	8.1	10.8	100.0	35	65.7	14.3	20.0	100.0	37	86.5	10.8	2.7	100.0
Profession	22	45.5	18.2	36.8	100.0	24	33.3	20.8	45.8	100.0	25	65.0	20.0	16.0	100.0
Landlord	12	50.0	33.3	16.7	100.0	12	58.4	8.3	33.3	100.0	12	33.3	33.3	33.4	100.0
All Occupations	229	60.8	24.4	14.8	100.0	224	59.4	18.3	22.3	100.0	232	67.2	24.6	8.2	100.0

Broadcast Reactions : (Based on Voters only)

Description of Groups	I N T E R E S T I N G					C O N V I N C I N G					E F F E C T I V E P R O P A G A N D A				
	N	Enemy	Allied	Neutral	Total	N	Enemy	Allied	Neutral	Total	N	Enemy	Allied	Neutral	Total
(0.1)	(1.1)	(2.1)	(3.1)	(4.1)	(6.1)	(1.2)	(2.2)	(3.2)	(4.2)	(6.2)	(1.3)	(2.3)	(3.3)	(4.3)	(6.3)

Table (41). By Sex and Religions

Hindu Males	186	56.8	26.8	16.7	100.0	181	58.0	18.8	23.2	100.0	189	65.6	26.5	7.9	100.0
Hindu Females	17	76.5	23.5	0.0	100.0	16	68.8	12.5	18.7	100.0	18	66.7	27.8	5.5	100.0
Hindu Total	203	58.1	26.6	15.3	100.0	197	58.9	18.3	22.8	100.0	207	65.7	26.6	7.7	100.0
Muslim	19	84.2	5.3	10.5	100.0	20	75.0	15.0	10.0	100.0	18	94.4	0.0	5.6	100.0
Other Religions	7	71.4	14.3	14.3	100.0	7	28.6	28.6	42.8	100.0	7	42.8	28.6	28.6	100.0
All Religions	229	60.8	24.4	14.8	100.0	224	59.4	18.3	22.3	100.0	232	67.2	24.6	8.2	100.0

Table (42). By Languages

Bengali	169	54.4	28.4	17.2	100.0	165	53.9	19.4	26.7	100.0	173	60.1	29.5	10.4	100.0
Hindi & Urdu	40	87.5	7.5	5.0	100.0	42	78.6	9.5	11.9	100.0	40	87.5	10.0	2.5	100.0
Marathi	15	60.0	26.7	13.3	100.0	13	69.2	23.1	7.7	100.0	15	93.3	6.7	0.0	100.0
Others	5	60.0	20.0	20.0	100.0	4	50.0	50.0	0.0	100.0	4	75.0	25.0	0.0	100.0
All Languages	229	60.8	24.4	14.8	100.0	224	59.4	18.3	22.3	100.0	232	67.2	24.6	8.2	100.0

Broadcast Reactions : (Based on Voters Only)

Description of Groups	INTERESTING					CONVINCING					EFFECTIVE PROPAGANDA				
	N	Enemy	Allied	Neutral	Total	N	Enemy	Allied	Neutral	Total	N	Enemy	Allied	Neutral	Total
(0.1)	(1.1)	(2.1)	(3.1)	(4.1)	(6.1)	(1.2)	(2.2)	(3.2)	(4.2)	(6.2)	(1.3)	(2.3)	(3.3)	(4.3)	(6.3)

Table (43). By Provinces

Assam	2	100.0	0.0	0.0	100.0	2	100.0	0.0	0.0	100.0	2	50.0	50.0	0.0	100.0
Bengal	168	54.8	28.0	17.2	100.0	164	54.9	18.9	26.2	100.0	172	61.0	28.5	10.5	100.0
Bihar	15	93.3	6.7	0.0	100.0	15	86.7	13.3	0.0	100.0	14	92.9	7.1	0.0	100.0
Bombay	10	60.0	20.0	20.0	100.0	9	55.6	33.3	11.1	100.0	9	88.9	11.1	0.0	100.0
Central Provinces	6	66.7	33.3	0.0	100.0	5	100.0	0.0	0.0	100.0	7	100.0	0.0	0.0	100.0
Madras	1	0.0	100.0	0.0	100.0	0	0.0	0.0	0.0	0.0	0	0.0	0.0	0.0	0.0
Punjab	2	100.0	0.0	0.0	100.0	3	66.7	0.0	33.3	100.0	3	100.0	0.0	0.0	100.0
Travancore	2	75.0	0.0	25.0	100.0	4	50.0	50.0	0.0	100.0	4	75.0	25.0	0.0	100.0
United Provinces	21	76.2	14.3	9.5	100.0	22	63.6	13.6	22.7	100.0	21	76.2	19.0	4.8	100.0
Non-Bengal	61	77.0	14.8	8.2	100.0	60	71.6	16.7	11.7	100.0	60	85.0	13.4	1.6	100.0
Bengal	168	54.8	28.0	17.2	100.0	164	54.9	18.9	26.2	100.0	172	61.0	28.5	10.5	100.0
All Provinces	229	60.8	24.4	14.8	100.0	224	59.4	18.3	22.3	100.0	232	67.2	24.6	8.2	100.0

Composition of Different Samples

Range of Groups	P e r c e n t a g e s				1931 Census
	General	Radio	Calcutta	Jagaddal	
(0.1)	(1)	(2)	(3)	(4)	(5)

Table (44) By Age Groups

Total Number	1503	803	385	101	
14 - 18 years	2.6	3.0	1.6	5.9	9
19 - 25 "	17.6	21.2	32.2	20.8	21
26 - 35 "	32.8	34.6	42.9	34.7	32
36 - 55 "	40.9	37.1	21.3	28.7	30
Above 55 "	6.1	4.1	2.1	9.9	8
All Groups	100.0	100.0	100.0	100.0	100

Table (45) By Educational Groups

Total Number	1503	803	385	101	
Illiterate			0.5	8.9	
Non-Matric	26.4	19.4	14.8	29.7	
Undergraduate	44.4	44.1	27.5	34.7	
Graduate	29.2	36.5	45.5	26.7	
Superior Culture			11.7		
All Groups	100.0	100.0	100.0	100.0	

Table (46) By Economic Levels

Total Number	1451	775	385	101	
Rs. 0 - 40	7.5	1.9	3.9	12.9	
" 41 - 100	25.8	16.9	28.6	21.8	
" 101 - 200	26.7	29.6	51.2	63.3	
" 201 - 400	22.7	28.6			
Above Rs. 400	17.3	23.0	16.3	2.0	
Total	100.0	100.0	100.0	100.0	

Table (47) By Occupational Groups

Total Number	1503	803	385	101	
Student	13.4	18.6	28.6	32.7	
Petty Trade	6.8	1.4	17.9	3.0	
Service	35.5	37.4	25.2	27.6	
Business	26.3	22.9	11.2	11.9	
Profession	12.0	11.8	11.7	12.9	
Landlords	6.0	8.0	5.5	11.9	
All Groups	100.0	100.0	100.0	100.0	

Mean Age of Different Samples

Range of Groups	Number of Persons			Mean Age		
	General	Radio	Calcutta	General	Radio	Calcutta
(0.1)	(1.1)	(2.1)	(3.1)	(1.2)	(2.2)	(3.2)

Table (48) By Educational Groups

Illiterate			2			20.0
Non-Matric	397	156	57	38.4	34.1	32.0
Undergraduate	667	354	106	35.4	33.9	29.2
Graduate	439	293	175	38.1	36.8	31.1
Superior Culture			45			37.9
Total	1503	803	385	36.9	35.0	31.5

Table (49) By Expenditure Levels

Rs. 0 - 40	111	16	16	33.6	35.4	29.6
" 41 - 100	380	131	109	37.8	34.6	30.3
" 101 - 200	394	229	199	36.9	35.4	31.4
" 201 - 400	321	221		37.9	35.6	
Above Rs.400	245	178	61	36.2	34.0	34.5
All Expenditure	1451	775	385	36.9	35.0	31.5

Table (50) By Occupational Groups

Students	202	149	110	24.7	21.3	28.4
Petty Trade	102	11	69	36.0	35.8	31.1
Service	533	300	97	40.2	38.5	34.7
Business	395	184	43	37.4	35.9	33.9
Profession	180	95	45	40.5	39.5	34.4
Landlords	91	64	21	37.1	40.0	24.6
All Occupations	1503	803	385	36.9	35.0	31.5

Table (51). Composition of General Sample : Two-way Distribution
by Age and Occupational Groups

Occupational Groups	N	Age Groups					Total
		14-18 yrs	19-25 yrs	26-35 yrs	36-55 yrs	above 55 yrs	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Student	202	14.8	63.9	10.9	9.4	1.0	100.0
Petty Trade	102	2.9	12.7	44.2	35.3	4.9	100.0
Service	533	0.4	8.6	34.1	47.5	9.4	100.0
Business	395	0.8	13.9	37.7	42.5	5.1	100.0
Profession	180	0.6	4.4	32.2	57.8	5.0	100.0
Landlord	91	-	15.4	40.7	37.4	6.5	100.0
All Occupations	1503	2.6	17.6	32.8	40.9	6.1	100.0
		N=39	265	493	614	92	1503
Student		76.9	48.7	4.5	3.1	2.2	13.4
Petty Trade		7.7	4.9	9.1	5.9	5.4	6.8
Service		5.1	17.4	36.9	41.2	54.3	33.0
Business		7.7	20.7	30.2	27.4	21.7	26.3
Profession		2.6	3.0	11.8	16.9	9.8	12.0
Landlord		-	5.3	7.5	5.5	6.5	6.1
All Occupations		100.0	100.0	100.0	100.0	100.0	100.0

Table (52). Composition of Radio Sample : Two-way Distribution
by Age and Occupational Groups

Occupational Groups	N	Age Groups					All Ages
		14-18 years	19 - 25	26 - 35	36 - 55	Above 55	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Student	149	14.8	63.7	12.8	7.4	1.3	100.0
Petty Trade	11	-	18.2	36.4	45.4	-	100.0
Service	300	-	9.3	38.7	46.3	5.7	100.0
Business	184	0.5	15.8	41.8	38.6	3.3	100.0
Profession	95	-	4.2	37.9	53.7	4.2	100.0
Landlord	64	1.6	18.8	40.6	32.7	6.3	100.0
All Occupations	803	3.0	21.2	34.6	37.1	4.1	100.0
		N=24	170	278	298	33	803
Student		91.6	55.8	6.8	3.7	6.1	18.4
Petty Trade		-	1.2	1.4	1.8	-	1.4
Service		-	16.5	41.7	46.6	51.5	37.4
Business		4.2	17.0	27.8	23.8	18.2	23.0
Profession		-	2.4	12.9	17.1	12.1	11.8
Landlord		4.2	7.1	9.4	7.0	12.1	8.0
All Occupations		100.0	100.0	100.0	100.0	100.0	100.0

**Table (53). Composition of Calcutta Sample : Two-way Distribution
by Age and Occupational Groups**

Occupational Groups	N	Age Groups					Total
		14-18 years	19-25	26-35	36-55	Above 55	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Students	110	2.7	50.0	29.1	16.4	1.8	100.0
Petty Trade	69	-	26.1	55.1	17.4	1.4	100.0
Service	43	-	23.7	45.4	27.8	3.1	100.0
Business	97	-	23.3	46.5	27.9	2.3	100.0
Learned Profession	45	2.2	11.1	57.8	26.7	2.2	100.0
Landlords	21	9.5	61.9	23.8	4.8	-	100.0
Total	385	1.6	32.2	42.9	21.3	2.1	100.0
		N = 6	124	165	82	8	385
Students		50.0	44.4	19.4	22.0	25.0	28.6
Petty Trade		-	14.5	23.0	14.6	12.5	17.9
Service		-	18.5	26.7	32.9	37.5	25.2
Business		-	8.1	12.1	14.6	12.5	11.5
Learned Profession		16.7	4.0	15.8	14.6	12.5	11.7
Landlords		33.3	10.5	3.0	1.2	-	5.5
Total		100.0	100.0	100.0	100.0	100.0	100.0

Table (54). Composition of Calcutta Sample : Two-way Distribution
By Sex and Religions

Sex (1)	N (2)	Religion			Total (6)
		Hindu (3)	Muslim (4)	Others (5)	
Male	212	87.7	9.0	3.3	100.0
Female	17	100.0	-	-	100.0
Total	229	88.6	8.3	3.1	100.0
		N = 203	19	7	229
Male		91.6	100.0	100.0	92.6
Female		8.4	-	-	7.4
Total		100.0	100.0	100.0	100.0

Table (55). Composition of Calcutta Sample: Two-way Distribution by
Language x Provinces

Province (1)	N (2)	Languages					Total (8)
		Bengali (3)	Hindi & Urdu (4)	Marathi (5)	Malayalam (6)	Others (7)	
Assam	2	100.0	-	-	-	-	100.0
Bengal	281	98.9	1.1	-	-	-	100.0
Bihar	21	-	100.0	-	-	-	100.0
Bombay	11	-	-	90.9	-	9.1	100.0
Central Provinces	10	-	20.0	80.0	-	-	100.0
Madras	21	-	-	-	-	100.0	100.0
Punjab	4	-	100.0	-	-	-	100.0
Travancore	8	-	-	-	100.0	-	100.0
United Provinces	27	7.4	92.6	-	-	-	100.0
All Provinces	385	73.2	14.3	4.7	2.1	5.7	100.0
		N = 282	55	18	8	22	385
Assam		0.7	-	-	-	-	0.5
Bengal		98.6	5.4	-	-	-	73.0
Bihar		-	38.2	-	-	-	5.4
Bombay		-	-	55.6	-	95.5	2.9
Central Provinces		-	3.6	44.4	-	-	2.6
Madras		-	-	-	-	-	5.5
Punjab		-	7.3	-	-	4.5	1.0
Travancore		-	-	-	100.0	-	2.1
United Provinces		0.7	45.5	-	-	-	7.0
All Provinces		100.0	100.0	100.0	100.0	100.0	100.0

Table (56). Composition of Calcutta Sample : Two-way Distribution
By Education and Expenditure Levels.

Economic Levels (1)	N (2)	Illiterate (3)	Non- Matriculate (4)	Under- Graduate (5)	Graduate (6)	Superior Culture (7)	Total (8)
Rs. 0- 40	15	6.7	46.7	26.7	13.3	6.7	100.0
41-100	110	-	30.9	36.4	26.4	6.4	100.0
101-400	197	0.5	5.6	25.9	55.3	12.7	100.0
401 & above	63	-	7.9	17.5	55.6	19.0	100.0
Total	385	0.5	14.8	27.5	45.5	11.7	100.0
		N = 2	57	106	175	45	385
Rs. 0- 40		50.0	12.3	3.8	1.1	2.2	3.9
41-100		-	59.6	37.7	16.6	15.6	28.6
101-400		50.0	19.3	48.1	62.3	55.6	51.2
401 & above		-	8.8	10.4	20.0	26.7	16.4
Total		100.0	100.0	100.0	100.0	100.0	100.0

Table (57). General Sample : Mean Age with Standard Error of Each Sub-sample

Blocks	Batch A		Batch B		Batch C		All Batches	
	N	Mean $\pm$ S.E.	N	Mean $\pm$ S.E.	N	Mean $\pm$ S.E.	N	Mean $\pm$ S.E.
(0.1)	(1.1)	(1.2)	(2.1)	(2.2)	(3.1)	(3.2)	(4.1)	(4.2)
1	90	37.3 $\pm$ 1.35	86	35.9 $\pm$ 1.21	40	34.8 $\pm$ 4.98	216	36.3 $\pm$ 0.79
2	79	37.8 $\pm$ 1.46	59	37.2 $\pm$ 1.65	49	39.6 $\pm$ 1.60	187	38.0 $\pm$ 0.91
3	113	37.2 $\pm$ 1.12	110	37.7 $\pm$ 1.14	75	39.9 $\pm$ 1.43	298	38.1 $\pm$ 0.70
4	48	37.5 $\pm$ 1.81	57	34.9 $\pm$ 1.59	40	35.0 $\pm$ 1.53	145	35.8 $\pm$ 0.93
5	116	33.3 $\pm$ 1.65	110	35.9 $\pm$ 3.09	99	38.7 $\pm$ 1.31	325	36.7 $\pm$ 0.35
6	121	35.7 $\pm$ 1.08	96	35.2 $\pm$ 1.15	115	38.1 $\pm$ 3.63	332	36.4 $\pm$ 0.69
All Blocks	567	36.2 $\pm$ 0.51	518	36.2 $\pm$ 0.51	418	38.1 $\pm$ 0.61	1503	36.8 $\pm$ 0.31

Table (58). Radio Sample: Frequency of Listening 'Often' with
Standard Error (based on three Replicates)

Seril No.	Name of Item	Percentage of 'Often' (N=803) with Standard Error
(1)	(2)	(3)
1	War News	54.7 $\pm$ 1.69
2	News Talks	50.8 $\pm$ 3.25
3	Foreign News	43.5 $\pm$ 1.30
4	Modern	46.0 $\pm$ 2.61
5	Tagore	40.2 $\pm$ 2.73
6	Plays	42.5 $\pm$ 0.53
7	Instrumental	40.0 $\pm$ 1.32
8	Devotional	45.1 $\pm$ 4.53
9	Ustadi	23.3 $\pm$ 1.44
10	Humorous Talks	29.8 $\pm$ 1.15
11	Scientific Talks	26.2 $\pm$ 2.02
12	Literary Talks	18.7 $\pm$ 2.48
13	Educational Talks	24.9 $\pm$ 2.30
14	Music Lessons	20.7 $\pm$ 1.57
15	Children's Programme	16.1 $\pm$ 1.29
16	Women's Programme	14.7 $\pm$ 3.17
17	Folk Music	16.9 $\pm$ 1.62
18	Rural Programme	12.0 $\pm$ 0.77

Table (59). Calcutta Sample: Broadcast Reactions - Percentages of Ranking
with Standard Errors (based on 18 Sub-samples)

Source of Broadcast (1)	Interesting		Convincing		Effective Propaganda	
	N (2.1)	Mean $\pm$ S.E. (2.2)	N (3.1)	Mean $\pm$ S.E. (3.2)	N (4.1)	Mean $\pm$ S.E. (4.2)
1. Enemy	139	36.1 $\pm$ 2.02	133	34.5 $\pm$ 2.18	156	40.5 $\pm$ 2.60
2. Allied	56	14.5 $\pm$ 1.11	41	10.6 $\pm$ 1.10	57	14.8 $\pm$ 1.30
3. Neutral	34	8.8 $\pm$ 0.74	50	13.0 $\pm$ 1.15	19	4.9 $\pm$ 0.62
4. Missing	156	40.5 $\pm$ 1.74	161	41.8 $\pm$ 2.77	153	39.7 $\pm$ 2.72

Table (60). Frequency of Listening 'Often' Adjusted for Census Age Distribution

Serial Number (1)	Name of item (2)	Percentages of 'Often'		
		Observed (3)	Adjusted (4)	Change (5)
1	War News	54.7	54.9	-0.2
2	News Talks	50.8	50.7	+0.1
3	Foreign News	43.5	43.7	-0.2
4	Modern	46.0	48.5	-2.5
5	Tagore	40.2	42.7	-2.5
6	Plays	42.5	43.6	-1.1
7	Instrumental	42.0	43.0	-1.0
8	Devotional	35.1	34.1	+1.0
9	Ustadi	23.3	22.9	+0.4
10	Humorous Talks	29.8	29.8	0
11	Scientific Talks	26.2	24.4	+1.8
12	Literary "	18.7	19.1	-0.4
13	Educational "	24.9	25.9	-1.0
14	Music lesson Talks	20.7	22.4	-1.7
15	Children's Programme	16.7	18.2	-1.5
16	Women's Programme	14.7	15.5	-0.8
17	Folk Music	16.9	17.7	-0.8
18	Rural Programme	12.0	12.5	-0.5

Table (61). Interest in News and Medium of News : By Sub-samples (Blocks and Batches)

B L O C K	B A T C H	C U R R E N T N E W S								Habit of Listening to the Radio										
		Interest in News				Actual Medium				Preferred Medium										
		N	Yes	No	Indi	N	Radio	News paper	Conver- sation	N	Radio	News paper	Conver- sation	N	Often	Sometimes	Rarely	No		
(0.1)	(0.2)	(1.1)	(1.2)	(1.3)	(1.4)	(2.1)	(2.2)	(2.3)	(2.4)	(3.1)	(3.2)	(3.3)	(3.4)	(4.1)	(4.2)	(4.3)	(4.4)	(4.5)		
I	A	90	94.5	4.5	1.0	96	39.6	55.2	5.2	88	33.0	61.4	5.6	16	12.5	50.0	25.0	12.5		
	B	86	96.5	3.5	0.0	101	52.5	46.5	1.0	88	31.8	68.2	0.0	21	38.1	38.1	23.8	0.0		
	C	40	97.5	2.5	0.0	42	57.1	42.9	0.0	42	33.3	61.9	4.8	13	30.8	30.8	15.4	30.7		
Total		216	95.8	3.7	0.5	239	48.1	49.4	2.5	218	32.6	64.2	3.2	50	28.0	38.6	22.0	12.0		
II	A	79	93.7	6.3	0.0	79	36.7	54.4	8.9	79	20.3	70.9	8.8	43	23.3	32.6	25.5	18.6		
	B	59	93.1	6.9	0.0	62	43.5	53.2	3.3	54	29.6	61.1	9.3	36	25.0	33.3	16.7	25.0		
	C	49	81.6	18.4	0.0	48	31.3	58.3	10.4	44	22.7	72.7	4.6	25	28.0	16.0	32.0	24.0		
Total		187	90.0	9.5	0.0	189	37.6	55.0	7.4	177	23.7	68.4	7.9	104	25.0	28.8	24.0	22.0		
III	A	113	83.2	13.5	4.3	145	37.2	56.6	6.2	107	28.0	66.4	5.6	41	26.8	19.5	46.3	7.4		
	B	110	93.5	5.6	0.9	124	32.3	64.5	3.2	107	25.2	74.8	0.0	46	19.6	15.2	50.0	15.2		
	Total	298	86.5	10.1	3.4	346	34.7	61.3	4.0	287	24.8	72.8	2.4	121	17.4	24.0	43.0	15.6		

Table (61) continued

B L O C K	B A T C H	C U R R E N T								N E W S								
		Interest in News				Actual Medium				Preferred Medium				Habit of Listening to the Radio				
		N	Yes	No	Indi	N	Radio	News paper	Conver- sation	N	Radio	News paper	Conver- sation	N	Often	Sometimes	Rarely	No
(0.1)	(0.2)	(1.1)	(1.2)	(1.3)	(1.4)	(2.1)	(2.2)	(2.3)	(2.4)	(3.1)	(3.2)	(3.3)	(3.4)	(4.1)	(4.2)	(4.3)	(4.4)	(4.5)
IV	A	48	85.4	14.6	0.0	41	43.9	56.1	0.0	41	34.1	63.4	2.5	15	13.3	20.0	60.0	6.7
	B	57	89.5	8.8	1.7	55	36.4	56.4	7.2	50	36.0	60.0	4.0	17	11.8	41.2	35.3	11.7
	C	40	87.5	5.0	7.5	41	36.6	63.4	0.0	39	25.6	71.8	2.6	13	38.5	15.4	30.8	15.3
Total		145	87.6	9.7	2.7	137	38.7	58.4	2.9	130	32.3	64.6	3.1	45	20.0	26.7	42.2	11.1
V	A	116	87.1	12.9	0.0	109	19.3	74.3	6.4	106	15.1	79.2	5.7	104	17.3	19.2	25.0	38.5
	B	110	91.7	5.5	2.8	112	36.6	55.4	8.0	107	22.4	69.2	8.4	56	21.4	44.7	25.0	8.9
	C	99	89.9	7.1	3.0	98	24.5	70.4	5.1	90	14.4	83.4	2.2	74	29.7	31.1	28.4	10.8
Total		325	88.8	8.7	2.5	319	27.0	66.4	6.6	303	17.5	76.9	5.6	234	22.2	29.1	26.1	22.6
VI	A	121	89.1	9.2	1.7	146	32.2	65.1	2.7	117	24.8	73.5	1.7	39	7.7	38.5	41.0	12.8
	B	96	96.9	3.2	0.0	111	33.3	64.0	2.7	94	21.3	75.5	3.2	18	0.0	11.1	77.8	11.1
	C	115	81.7	16.5	1.8	124	29.0	62.1	8.9	112	18.8	72.3	8.9	56	12.5	37.5	21.4	28.6
Total		332	88.4	10.0	1.6	381	31.5	63.8	4.7	323	21.7	73.7	4.6	113	8.8	33.6	37.2	20.4
All Blocks Together																		
All	A	567	89.6	10.4	0.0	616	33.6	61.2	5.2	538	24.9	70.1	5.0	258	17.8	26.4	32.9	22.9
Blocks	B	518	94.2	5.2	0.6	565	38.6	57.3	4.1	500	26.6	69.6	3.8	194	20.2	31.6	35.2	13.0
	C	418	86.3	10.9	2.8	430	32.6	62.3	5.1	400	20.5	75.0	4.5	215	21.4	31.2	26.5	20.9
Total		1503	90.2	8.4	1.4	1611	35.1	60.1	4.8	1438	24.3	71.3	4.4	667	19.8	29.4	31.5	19.3

Table (62). Interest in News & Medium of News : By Educational Groups and Replicates

Education (0.1)	Batch (0.2)	N. (0.3)	Interest		Sources			Sources Preferred			Habit of Listening to the Radio			
			Yes (1.1)	No (1.2)	Radio (2.1)	Newspaper (2.2)	Conversation (2.3)	Radio (3.1)	Newspaper (3.2)	Conversation (3.3)	Often (4.1)	Sometimes (4.2)	Rarely (4.3)	No (4.4)
Non-matric	A	135	73.3	26.7	35.5	52.1	12.4	30.5	56.5	13.0	12.9	12.9	46.8	27.4
	B	122	87.7	12.3	28.8	61.6	9.6	20.4	69.0	10.6	7.8	27.5	49.0	15.7
	C	124	72.6	27.4	28.1	58.7	13.2	20.2	66.7	13.1	17.6	24.3	27.0	31.1
Total		381	77.7	22.3	30.8	57.5	11.7	23.6	64.2	12.2	13.4	21.4	39.6	25.6
Undergraduate	A	250	92.4	7.6	32.4	65.5	2.1	23.7	75.1	1.2	17.3	29.1	31.5	22.1
	B	228	96.1	3.9	41.7	55.2	3.1	32.4	65.3	2.3	30.2	32.6	27.9	7.3
	C	186	94.1	5.9	35.4	62.2	2.4	22.6	76.3	1.1	23.2	35.6	25.6	15.6
Total		664	94.1	5.9	36.4	61.1	2.5	26.3	72.2	1.5	22.8	32.0	28.7	16.5
Graduate	A	174	98.3	1.7	34.1	60.6	5.3	23.3	71.7	5.0	23.1	33.4	23.2	20.3
	B	162	98.1	1.9	41.0	57.4	1.6	23.2	75.6	1.2	17.5	33.3	33.4	15.8
	C	100	99.0	1.0	32.0	67.0	1.0	16.7	82.3	1.0	23.5	33.3	27.5	15.7
Total		436	98.4	1.6	36.3	60.7	3.0	21.8	75.5	2.7	21.5	33.3	27.7	17.5
Grand Total		1481	91.2	8.8	35.1	60.1	4.8	24.3	71.3	4.4	19.8	29.4	31.5	19.3

Table (63). Interest in News and Medium of News: By Occupational Groups and Replicates

Occupation (0.1)	Batch (0.2)	N (6.3)	Interest		Sources			Sources Preferred			Habit of Listening to the Radio			
			Yes (1.1)	No (1.2)	Radio (2.1)	Newspaper (2.2)	Conversation (2.3)	Radio (3.1)	Newspaper (3.2)	Conversation (3.3)	Often (4.1)	Sometimes (4.2)	Rarely (4.3)	No (4.4)
Student	A	71	91.5	8.5	32.0	66.7	1.3	31.8	63.6	4.6	21.6	35.2	24.3	18.9
	B	76	92.1	7.9	42.9	54.8	2.3	28.4	68.9	2.7	23.8	33.3	42.9	-
	C	53	90.6	9.4	46.7	51.7	1.6	28.3	69.8	1.9	28.0	32.0	28.0	12.0
Total		200	91.5	8.5	40.2	58.0	1.8	29.5	67.4	3.1	24.1	33.7	30.1	12.1
Petty Trade	A	35	54.3	45.7	7.7	69.2	23.1	20.8	54.2	25.0	-	4.2	37.5	58.3
	B	35	88.6	11.4	21.1	63.2	15.7	15.2	72.7	12.1	29.2	16.7	41.6	12.5
	C	22	72.7	27.3	17.4	56.5	26.1	4.8	66.7	28.5	5.6	44.4	27.8	22.2
Total		92	71.7	28.3	16.1	63.2	20.7	14.1	65.4	20.5	12.1	19.7	36.4	31.8
Service	A	205	87.8	5.8	36.7	58.3	5.0	26.1	68.2	5.7	17.2	31.2	35.5	16.1
	B	198	91.4	3.5	39.3	57.5	3.2	31.1	67.3	1.5	20.3	31.6	31.6	16.5
	C	125	84.8	10.4	32.3	65.4	2.3	23.0	77.0	-	16.9	33.8	29.2	20.0
Total		528	93.9	6.1	36.7	59.6	3.7	27.2	69.9	2.8	18.1	32.1	32.5	17.3

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Table (63) Contd. Interest in News and Medium of News: By Occupational Groups and Replicates

Occupation (0.1)	Batch (0.2)	N (0.3)	Interest		Sources			Sources Preferred			Habit of Listening to the Radio			
			Yes (1.1)	No (1.2)	Radio (2.1)	Newspaper (2.2)	Conversation (2.3)	Radio (3.1)	Newspaper (3.2)	Conversation (3.3)	Often (4.1)	Sometimes (4.2)	Barely (4.3)	No (4.4)
Business	A	137	88.3	11.7	31.9	63.8	4.3	19.4	77.4	3.2	21.9	25.0	31.3	21.9
	B	124	93.5	6.5	38.7	56.9	4.4	21.8	11.8	6.4	19.6	37.0	30.4	13.0
	C	124	85.5	14.5	31.3	61.1	7.6	18.8	73.8	7.4	26.5	25.0	26.5	22.0
Total		385	89.1	10.9	34.0	60.6	5.4	20.0	74.3	5.7	23.0	28.1	29.2	19.7
Profession	A	82	95.1	4.9	34.6	56.4	9.0	20.3	77.0	2.7	20.0	22.9	31.4	25.7
	B	53	98.1	1.9	36.7	63.3	-	20.8	79.2	-	15.0	30.0	35.0	20.0
	C	52	100.0	-	20.4	77.8	1.8	8.2	89.8	2.0	14.3	35.7	28.6	21.4
Total		187	97.3	2.7	31.2	64.6	4.2	17.0	81.3	1.7	16.9	28.9	31.3	22.9
Landlord	A	38	94.7	5.3	43.4	56.6	-	33.3	66.7	-	40.0	-	40.0	20.0
	B	21	100.0	-	46.4	46.4	7.1	30.0	60.0	10.0	25.0	25.0	50.0	-
	C	30	100.0	-	35.3	61.8	2.9	30.3	66.7	3.0	23.1	15.4	38.5	23.1
Total		89	97.8	2.2	41.7	55.6	2.8	31.5	65.2	3.3	22.7	13.6	36.4	27.3
Grand Total		1481	91.2	8.8	35.1	60.1	4.8	24.3	71.3	4.4	19.8	29.4	31.5	19.3

Table (64). Form of Entertainment: By Sub-samples (Blocks and Batches)

B L O C K	B A T C H	Total no. of persons (0.3)	G R A M O P H O N E					R A D I O					C I N E M A				
			Habitual (1.1)	Casual (1.2)	P r e f e r e n c e s			Habitual (2.1)	Casual (2.2)	P r e f e r e n c e s			Habitual (3.1)	Casual (3.2)	P r e f e r e n c e s		
					1st (1.3)	2nd (1.4)	3rd (1.5)			1st (2.3)	2nd (2.4)	3rd (2.5)			1st (3.3)	2nd (3.4)	3rd (3.5)
I	A	90	21.4	78.6	8.6	17.1	74.3	59.3	40.7	44.4	48.2	7.4	51.7	48.3	50.0	38.8	11.2
	B	86	16.7	83.3	1.9	23.1	75.0	59.3	40.7	62.0	35.2	2.8	30.1	69.9	37.5	47.2	15.3
	C	40	17.1	82.9	2.9	8.6	88.5	65.0	35.0	37.5	60.0	2.5	57.5	42.5	62.5	32.5	5.0
Total		216	18.9	81.1	5.1	17.2	77.7	60.4	39.6	49.5	45.8	4.7	43.9	56.1	47.9	40.6	11.5
II	A	79	37.7	62.3	12.8	19.1	68.1	61.9	38.1	48.4	45.2	6.4	52.6	47.4	55.4	37.5	7.1
	B	59	22.5	77.5	15.0	22.5	62.5	37.5	62.5	39.6	45.8	14.6	33.3	66.7	54.2	31.2	14.6
	C	49	48.1	51.9	8.0	44.0	48.0	64.1	35.9	50.0	34.4	5.6	35.7	54.3	53.1	25.0	21.9
Total		187	35.0	65.0	12.5	25.9	61.6	54.7	45.3	45.9	45.2	8.9	44.3	55.7	44.4	32.4	13.2
III	A	113	40.3	29.7	14.9	20.3	64.8	68.0	32.0	47.3	48.4	4.3	42.4	57.6	48.8	32.6	18.6
	B	110	36.4	63.6	10.5	26.3	63.2	68.9	31.1	48.3	40.4	11.3	58.0	42.0	50.6	35.3	14.1
	C	75	25.5	74.5	15.4	23.1	61.5	63.3	36.7	51.7	35.0	13.3	34.4	65.6	51.9	44.4	3.7
Total		298	35.1	64.9	13.4	23.3	63.3	67.2	32.8	48.8	42.1	9.1	45.9	54.1	50.2	36.4	13.4

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Table (64) Contd. Form of Entertainment: By Sub-samples (Blocks and Batches)

B L O C K	B A T C H	Total no. of persons	G R A M O P H O N E					R A D I O					C I N E M A				
			Habitual	Casual	Preferences			Habitual	Casual	Preferences			Habitual	Casual	Preferences		
					1st	2nd	3rd			1st	2nd	3rd			1st	2nd	3rd
(0.1)	(0.2)	(0.3)	(1.1)	(1.2)	(1.3)	(1.4)	(1.5)	(2.1)	(2.2)	(2.3)	(2.4)	(2.5)	(3.1)	(3.2)	(3.3)	(3.4)	(3.5)
IV	A	48	23.2	76.7	9.8	14.6	75.6	51.2	46.8	34.2	50.0	15.8	44.4	55.6	57.5	37.5	5.0
	B	57	23.1	76.9	8.1	18.9	73.0	55.6	44.4	51.2	37.2	11.6	38.6	61.4	48.8	44.2	7.0
	C	40	12.8	87.2	2.6	17.9	79.5	51.3	48.7	51.3	35.9	12.8	41.7	58.3	46.2	46.2	7.6
Total		145	19.8	80.2	6.8	17.1	76.1	52.8	47.2	45.8	40.8	13.4	41.6	58.4	50.8	42.6	6.6
V	A	116	32.2	67.8	14.9	25.3	59.8	55.0	45.0	47.1	41.2	11.7	43.9	56.1	48.0	34.7	17.3
	B	110	22.0	78.0	11.7	22.1	66.2	46.8	53.2	41.4	50.6	8.0	39.8	60.2	56.7	33.3	10.0
	C	99	29.9	70.0	4.5	17.9	77.6	58.4	41.6	38.2	56.6	5.2	51.8	48.2	67.5	28.9	3.6
Total		325	28.0	72.0	10.8	22.1	67.1	53.1	46.9	42.6	48.7	8.7	44.9	55.1	56.8	32.5	10.7
VI	A	121	31.9	68.1	2.1	26.4	70.8	64.2	35.8	42.2	51.4	6.4	47.6	52.4	58.1	30.5	11.4
	B	96	26.4	73.6	12.5	23.6	63.9	64.9	35.1	46.0	42.5	11.5	48.8	51.2	52.5	35.0	12.5
	C	115	33.3	66.7	13.0	17.4	69.6	62.3	37.7	50.6	42.4	7.0	50.6	49.4	49.4	41.6	9.0
Total		332	30.5	69.5	9.4	21.5	68.6	63.8	36.2	45.9	45.9	8.2	48.9	51.1	53.7	35.4	10.9
Grand Total			28.4	71.6	9.9	21.5	68.6	59.5	40.5	46.3	45.2	8.5	45.4	54.6	52.6	36.1	11.3
All Blocks together																	
All Blocks	A	567	31.6	68.4	10.7	21.2	68.1	60.9	39.1	44.7	47.2	8.1	46.6	53.4	52.5	34.6	12.9
	B	518	25.3	74.7	10.2	23.2	66.6	56.8	43.2	48.0	42.3	9.7	42.7	57.3	50.2	37.3	12.5
	C	418	27.8	72.2	8.4	19.9	71.7	60.9	39.1	46.4	45.8	7.8	47.2	52.7	55.8	36.8	7.4

Table (65). Radio Programme Preferences : Relative Frequency of Listening 'Often', 'Sometimes', 'Rarely' & 'Missing' : By Replicates

Ser. No.	Name of Item	'O f t e n'				'S o m e t i m e s'				'R a r e l y'				'M i s s i n g'			
		Replicates			Total	Replicates			Total	Replicates			Total	Replicates			Total
		1 N = 287	2 N = 268	3 N = 248		1 N =	2 N =	3 N =		1 N =	2 N =	3 N =		1 N =	2 N =	3 N =	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)
1	War News	55.8	50.7	57.7	54.7	20.6	25.4	22.2	22.7	10.5	10.4	6.9	9.3	13.2	13.4	13.3	13.3
2	News Talk	54.0	42.9	55.6	50.8	21.6	30.6	18.1	23.5	11.1	10.8	10.1	10.7	13.2	15.7	16.1	14.9
3	Foreign News	45.3	40.3	44.8	43.5	22.3	27.2	23.8	24.4	11.5	12.7	10.5	11.6	20.9	19.8	21.0	20.5
4	Modern	48.8	39.6	49.6	46.0	30.7	38.4	27.8	32.4	9.1	7.8	8.5	8.5	11.5	14.2	14.1	13.2
5	Tagore	39.4	35.1	46.8	40.2	38.3	35.4	28.2	34.2	10.4	13.8	9.3	11.2	11.8	15.7	15.7	14.3
6	Plays	43.6	41.4	42.3	42.5	27.5	27.2	23.8	26.3	13.2	12.7	8.1	11.5	15.7	18.7	25.8	19.8
7	Instrumental	42.2	40.7	43.1	42.0	30.3	32.8	31.0	31.4	11.1	11.9	12.1	11.7	16.4	14.6	13.7	14.9
8	Devotional	31.0	28.8	46.8	35.1	33.4	32.8	26.6	31.1	15.0	17.5	10.1	14.3	20.6	20.9	16.5	19.4
9	Ustadi	26.1	20.1	23.4	23.3	22.0	24.2	19.0	21.8	28.2	30.2	31.5	29.9	23.7	25.4	26.2	25.0
10	Humorous	28.9	28.0	32.7	29.8	27.2	31.3	23.4	27.4	21.2	16.0	17.7	18.4	22.6	24.6	26.2	24.4
11	Scientific	27.9	21.3	29.4	26.2	29.3	27.6	21.8	26.4	16.7	20.1	20.2	18.9	26.1	31.0	28.6	28.5
12	Literary	24.4	16.0	14.9	18.7	27.2	29.5	29.8	28.8	18.5	23.9	18.1	20.2	30.0	30.6	37.1	32.4
13	Educational	23.7	20.9	30.6	24.9	20.6	29.5	25.4	25.0	16.0	18.7	11.7	15.6	39.7	31.0	32.3	34.5
14	Music Lessons	18.1	19.8	24.6	20.7	16.7	19.4	18.1	18.1	19.9	25.8	18.1	21.3	45.3	35.1	39.1	40.0
15	Children's	14.3	14.9	19.4	16.1	18.1	23.1	23.0	21.3	23.7	24.2	19.4	22.5	43.9	37.7	38.3	40.1
16	Women's	12.9	9.3	22.6	14.7	15.7	24.6	21.0	20.3	26.8	24.6	18.5	23.5	44.6	41.4	37.9	41.5
17	Folk Music	14.3	16.0	21.0	16.9	28.2	26.5	29.4	28.0	24.0	22.8	22.6	23.2	33.4	34.7	27.0	31.9
18	Rural	13.2	10.1	12.5	12.0	15.7	21.6	27.0	21.2	28.9	27.6	21.4	26.2	42.2	40.7	39.1	40.7

Table (66). Radio Programme Preferences : Frequency of Listening 'Often' : By Educational Groups and Replicates.

Serial No.	Name of Item	Non-matric				Undergraduate				Graduate			
		Replicates				Replicates				Replicates			
(1)	(2)	1	2	3	Total	1	2	3	Total	1	2	3	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
1	War News	54.0	43.8	52.5	50.3	64.9	53.8	56.9	58.5	47.6	50.5	63.6	52.2
2	News Talk	52.0	37.5	49.2	46.5	58.8	44.8	59.4	54.2	50.0	43.7	54.5	48.8
3	Foreign News	36.0	22.9	39.0	35.1	49.1	43.6	47.2	46.6	45.2	44.7	45.4	45.1
4	Modern	44.0	35.4	55.9	45.9	56.1	41.0	51.2	49.4	44.4	39.8	40.9	42.0
5	Tagore	28.0	16.7	44.1	30.6	45.6	37.6	49.6	44.4	37.9	40.8	43.9	40.3
6	Plays	50.0	52.1	52.5	51.6	51.8	42.7	58.5	51.1	33.1	35.0	30.3	33.1
7	Instrumental	40.0	47.9	37.3	41.4	43.9	45.3	50.4	46.6	41.1	32.0	34.8	36.5
8	Devotional	32.0	43.8	52.5	43.3	36.0	27.4	45.5	36.4	25.8	23.3	43.9	29.0
9	Ustadi	24.0	31.3	27.1	27.4	27.2	17.9	24.4	23.2	25.8	17.5	18.2	21.2
10	Humorous	26.0	29.2	32.2	29.3	28.1	29.9	36.6	31.6	30.6	25.2	25.8	27.6
11	Scientific	14.0	16.7	28.8	20.4	27.2	21.4	26.8	24.9	33.9	23.3	34.8	30.4
12	Literary	10.0	6.3	10.2	8.9	28.9	22.2	26.0	25.7	25.8	13.6	25.8	21.5
13	Educational	22.0	10.4	20.3	17.8	28.9	26.5	35.0	30.2	25.0	19.4	31.8	24.6
14	Music Lessons	24.0	18.8	22.0	21.7	21.1	21.4	31.7	24.9	12.9	18.4	13.6	15.0
15	Children's	12.0	10.4	25.4	16.6	15.8	19.7	21.1	18.9	13.7	11.7	10.6	12.3
16	Women's	12.0	12.5	30.5	19.1	15.8	9.4	24.4	16.7	10.5	7.8	12.1	9.9
17	Folk Music	6.0	12.5	25.4	15.3	19.3	17.1	20.3	18.9	12.9	16.5	18.2	15.4
18	Rural	8.0	12.5	11.9	10.8	14.0	11.1	12.2	12.4	14.5	7.8	13.6	11.9

Table (67). Radio Programme Preferences : Frequency of Listening 'Often' : By Occupational Groups and Replicates

Serial No. (1)	Name of Item (2)	Student Replicates				Petty-Trade Replicates				Service Replicates			
		1 (3)	2 (4)	3 (5)	Total (6)	1 (7)	2 (8)	3 (9)	Total (10)	1 (11)	2 (12)	3 (13)	Total (14)
1	War News	66.0	43.6	54.2	54.0	50.0	66.7	50.0	54.5	47.3	55.0	61.7	54.0
2	News Talk	55.3	36.4	47.9	46.0	50.0	66.7	75.0	54.5	46.4	43.1	59.3	49.0
3	Foreign News	48.9	47.3	43.8	46.7	25.0	00.0	50.0	27.3	39.1	43.1	42.6	41.3
4	Modern	55.3	54.5	66.7	58.7	75.0	66.7	25.0	54.5	44.5	33.9	45.7	41.0
5	Tagore	51.1	40.0	58.3	49.3	50.0	33.3	00.0	27.3	36.4	35.8	14.4	38.3
6	Plays	53.2	41.8	52.1	48.7	25.0	100.0	25.0	45.5	40.0	37.6	50.6	42.0
7	Instrumental	46.8	49.1	43.8	46.7	50.0	66.7	50.0	54.5	41.8	36.7	40.7	39.7
8	Devotional	25.5	21.8	43.3	30.0	00.0	33.3	50.0	27.3	34.5	24.8	50.0	35.3
9	Ustadī	34.0	29.1	16.7	26.6	25.0	33.0	25.0	27.3	24.5	15.6	28.4	22.0
10	Humorous	25.5	23.6	31.2	26.7	25.0	66.7	25.0	36.4	30.9	30.3	30.9	30.7
11	Scientific	38.3	16.4	31.2	28.0	00.0	00.0	25.0	9.1	29.1	22.9	33.3	27.9
12	Literary	40.4	14.5	20.8	24.7	25.0	00.0	00.0	9.1	23.6	18.3	27.2	22.7
13	Educational	42.6	30.9	39.6	37.3	75.0	00.0	00.0	27.3	20.0	22.9	39.5	26.3
14	Music Lessons	38.3	23.6	47.8	34.7	25.0	100.0	00.0	36.4	17.3	18.3	19.8	18.3
15	Children's	23.4	14.5	41.7	26.0	25.0	00.0	00.0	9.1	10.0	12.4	12.3	11.7
16	Women's	25.5	9.1	35.4	22.7	00.0	66.7	00.0	9.1	9.1	6.4	16.0	10.0
17	Folk Music	12.7	10.9	20.8	14.7	00.0	00.0	00.0	00.0	12.7	16.5	23.5	17.0
18	Rural	27.7	5.5	16.7	16.0	00.0	33.3	00.0	9.1	10.9	11.0	12.3	11.3

Table (67) Contd. Radio Programme Preferences : Frequency of Listening 'Often' : By Occupational Groups and Replicates

Serial No.	Name of Item	Business Replicates				Profession Replicates				Landlord Replicates			
		1	2	3	Total	1	2	3	Total	1	2	3	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
1	War News	59.7	49.1	55.1	54.9	56.4	51.6	56.0	54.7	61.5	47.1	61.9	57.8
2	News Talk	56.4	43.4	55.1	52.2	61.5	61.3	52.0	58.9	65.4	29.4	61.9	54.7
3	Foreign News	50.0	30.2	43.5	41.8	46.2	48.4	56.0	49.5	53.8	23.5	47.6	43.8
4	Modern	48.4	57.7	46.4	44.6	51.3	38.7	24.0	40.0	50.0	29.4	71.4	51.6
5	Tagore	35.5	28.3	44.9	37.0	43.6	45.2	36.0	42.0	30.8	17.6	57.1	35.9
6	Plays	43.5	45.3	47.8	45.7	38.5	38.7	40.0	35.9	50.0	47.0	61.9	53.1
7	Instrumental	41.9	37.7	40.6	40.2	41.0	41.9	40.0	41.1	34.6	41.2	61.9	45.3
8	Devotional	27.4	35.8	42.0	35.3	35.9	41.9	32.0	36.8	30.8	29.8	71.4	43.8
9	Ustadī	24.2	20.8	24.6	23.4	20.5	22.6	12.0	18.9	30.8	11.8	33.3	26.6
10	Humorous	30.6	24.5	29.0	28.3	23.1	25.8	32.0	26.3	30.8	35.3	57.1	40.6
11	Scientific	24.2	22.6	18.8	21.7	25.6	25.8	32.0	27.4	19.2	17.6	42.9	26.6
12	Literary	82.3	13.2	13.0	14.7	20.5	19.4	24.0	21.1	19.2	11.8	38.1	23.4
13	Educational	19.4	13.0	17.4	16.8	25.6	19.4	24.0	23.2	30.8	5.9	33.3	25.0
14	Music Lessons	11.3	18.9	21.7	17.4	12.8	9.7	12.0	11.6	7.7	23.5	28.6	18.8
15	Children's	16.1	20.8	11.6	15.8	17.9	9.7	12.0	13.7	3.8	23.5	33.3	18.8
16	Women's	11.3	13.2	17.4	14.1	12.8	6.5	20.0	12.6	11.5	17.6	42.9	23.4
17	Folk Music	24.2	20.8	17.4	20.6	10.2	16.1	20.0	14.7	7.7	17.6	28.6	17.2
18	Rural	12.9	13.2	11.6	12.5	12.8	00.0	8.0	7.4	00.0	23.5	14.3	10.9

RADIO PROGRAMME PREFERENCES

Table (66) Demand for 'More' or 'Less' of Each Item : By Age Groups

Name of Item	14 - 18 years			19 - 25 years			26 - 35 years			36 - 55 years			Above 55 years			All Ages		
	N = 24			N = 170			N = 278			N = 298			N = 33			N = 803		
(1)	More (2.1)	Less (2.2)	Missing (2.3)	More (3.1)	Less (3.2)	Missing (3.3)	More (4.1)	Less (4.2)	Missing (4.3)	More (5.1)	Less (5.2)	Missing (5.3)	More (6.1)	Less (6.2)	Missing (6.3)	More (7.1)	Less (7.2)	Missing (7.3)
War News	41.7	8.3	50.0	38.8	10.0	51.2	41.4	10.1	48.6	34.2	8.4	57.4	30.3	3.0	66.7	37.7	9.1	53.2
New Talk	29.2	12.5	58.3	32.4	10.0	57.6	37.8	9.0	53.2	30.9	7.7	61.4	33.3	6.1	60.6	33.6	8.7	57.6
Foreign News	33.3	8.3	58.3	36.5	7.1	56.5	37.8	6.5	55.8	29.5	6.4	64.1	33.3	3.0	63.6	34.1	6.5	59.4
Modern	58.3	12.5	29.2	50.6	12.2	38.2	49.3	8.6	42.1	36.9	10.4	52.7	21.2	15.2	63.3	44.1	10.2	45.7
Tagore	66.7	8.3	25.0	52.3	10.6	37.1	41.7	9.0	49.3	36.9	9.1	54.0	18.2	15.2	66.7	42.0	9.6	48.4
Plays	58.3	12.5	29.2	34.7	8.2	57.1	37.1	7.9	55.0	39.9	4.4	55.7	30.3	15.2	54.5	38.0	7.1	54.7
Instrumental	50.0	12.5	35.5	46.5	8.8	44.7	43.5	8.6	47.8	36.6	8.7	54.7	27.3	9.1	63.6	41.1	8.8	50.0
Devotional	41.7	16.7	41.7	30.6	14.1	55.3	36.0	8.6	55.4	37.6	8.4	54.0	48.5	9.1	42.4	36.1	10.0	53.9
Ustadī	16.7	41.7	41.7	29.4	24.7	45.9	23.0	28.1	48.9	18.5	23.8	57.7	15.2	24.2	60.6	22.2	26.0	51.8
Humorous	37.5	16.7	45.8	30.6	10.0	59.4	32.7	11.2	56.1	28.5	9.4	62.1	21.2	15.2	63.6	30.4	10.6	59.0
Scientific	29.2	12.5	58.3	28.8	10.0	61.2	32.7	10.4	56.8	27.9	7.4	64.8	24.2	12.1	63.6	29.6	9.3	61.0
Literary	12.5	16.7	70.8	23.5	10.6	65.9	27.7	12.2	60.1	23.2	8.7	68.1	18.2	15.2	66.7	24.3	10.8	64.9
Educational	37.5	16.7	45.8	32.4	5.9	61.8	28.4	6.1	65.5	23.2	7.7	69.1	21.2	12.1	66.7	27.3	7.2	65.5
Music Lessons	25.0	25.0	50.0	27.1	9.4	63.5	14.7	15.5	69.8	10.7	15.8	73.5	6.1	18.2	75.6	15.8	14.7	59.5
Children's	33.3	12.5	54.2	24.7	11.8	63.5	15.8	12.6	71.6	17.5	8.4	74.2	9.1	18.2	72.7	18.6	11.1	70.3
Women's	16.7	25.0	58.3	21.2	10.6	68.2	17.3	12.6	70.1	16.4	7.4	76.2	18.2	21.2	60.6	17.8	11.1	71.2
Folk Music	25.0	25.0	50.0	20.6	18.2	61.2	15.8	20.5	63.7	14.8	14.1	71.1	18.2	21.2	60.6	16.8	17.8	65.4
Rural	4.2	33.3	62.5	21.2	15.3	63.5	11.5	17.3	71.2	9.7	11.7	78.5	18.2	12.1	69.7	12.9	15.1	72.0

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Table (69) Demand for 'More' or 'Less' of Each Item : By Educational Groups

Name of Item	Non-Matric N = 156			Undergraduates N = 354			Graduates N = 293			All Groups N = 803		
	More	Less	Missing	More	Less	Missing	More	Less	Missing	More	Less	Missing
(1)	(2.1)	(2.2)	(2.3)	(3.1)	(3.2)	(3.3)	(4.1)	(4.2)	(4.3)	(5.1)	(5.2)	(5.3)
War News	33.3	7.7	59.0	29.0	7.9	53.1	38.6	11.3	50.2	37.7	9.1	53.2
News Talk	28.8	7.1	64.1	34.7	7.6	57.6	34.8	10.9	54.3	33.6	8.7	57.6
Foreign News	27.6	7.7	64.7	34.7	5.6	59.6	36.9	6.8	56.3	34.1	6.5	59.4
Modern	46.2	10.9	42.9	47.2	10.2	42.7	39.2	9.9	50.9	44.1	10.2	45.7
Tagore	35.9	11.5	52.6	47.4	9.6	42.9	38.6	8.5	52.9	42.0	9.6	48.4
Plays	44.9	3.8	51.3	41.8	7.3	50.8	29.7	8.5	61.8	38.0	7.1	54.9
Instrumental	41.0	10.3	48.7	41.8	8.2	50.0	40.3	8.9	50.9	41.1	8.8	50.0
Devotional	41.0	7.7	51.3	38.1	10.7	51.1	31.1	10.2	58.7	36.1	10.0	53.9
Ustadī	30.1	21.8	48.1	22.0	27.4	50.6	18.1	26.6	55.3	22.2	26.0	51.8
Humorous	32.1	7.7	60.3	28.2	10.5	61.3	32.1	12.3	55.6	30.4	10.6	59.0
Scientific	24.4	10.9	64.7	26.3	5.9	63.8	36.5	7.8	55.6	29.6	9.3	61.0
Literary	13.5	14.7	71.8	24.3	9.3	66.4	30.0	10.6	59.4	24.3	10.8	64.9
Educational	19.2	11.5	69.2	29.7	6.2	64.1	28.7	6.1	65.2	27.3	7.2	65.5
Music Lessons	13.5	17.3	69.2	17.5	15.3	67.2	15.0	12.3	72.7	15.8	14.7	69.5
Children's	16.7	10.9	72.4	19.5	10.7	69.8	18.4	11.6	70.0	18.6	11.1	70.3
Women's	24.4	11.5	64.1	18.1	9.9	72.0	14.0	11.9	74.0	17.8	11.0	71.2
Folk Music	14.7	21.8	63.5	17.5	18.6	63.8	17.1	14.7	68.3	16.8	17.8	65.4
Rural	9.0	19.2	71.8	13.3	15.3	71.5	72.7	14.7	12.6	12.9	15.1	72.0

RADIO PROGRAMME PREFERENCES

Table (7C) Demand for 'More' or 'Less' of Each Item : By Occupational Groups

Name of Item	Student N = 149			Petty Trade N = 11			Service N = 300			Business N = 184			Profession N = 95			Landlord N = 64		
	More	Less	Missing	More	Less	Missing	More	Less	Missing	More	Less	Missing	More	Less	Missing	More	Less	Missing
(1)	(2.1)	(2.2)	(2.3)	(3.1)	(3.2)	(3.3)	(4.1)	(4.2)	(4.3)	(5.1)	(5.2)	(5.3)	(6.1)	(6.2)	(6.3)	(7.1)	(7.2)	(7.3)
War News	36.9	11.4	51.7	9.1	9.1	81.8	35.0	8.7	56.3	42.4	6.5	51.1	37.9	12.6	49.5	42.1	7.8	50.0
News Talk	30.2	12.1	57.7	27.3	0.0	72.7	30.0	8.0	62.0	37.0	7.1	56.0	44.2	9.5	46.3	34.4	9.4	56.3
Foreign News	34.2	5.4	60.4	0.0	9.1	90.9	32.3	6.3	61.3	34.8	6.0	59.2	41.1	7.4	51.6	34.4	7.8	56.2
Modern	50.3	8.7	40.9	27.3	9.1	63.6	40.3	11.0	48.7	42.9	10.3	46.7	48.4	10.5	41.1	46.9	7.8	45.3
Tagore	50.3	12.1	37.6	9.1	18.2	72.7	38.3	7.7	54.0	41.8	8.7	49.5	41.1	12.6	46.3	45.3	6.3	45.3
Plays	40.3	8.1	51.1	45.5	9.1	45.5	33.3	7.0	59.7	42.4	8.2	49.5	35.8	7.4	56.8	42.2	1.6	56.3
Instrumental	46.3	8.7	45.0	18.2	18.2	63.6	38.7	8.0	53.3	42.9	8.7	48.4	36.8	11.6	51.6	43.8	7.8	48.4
Devotional	33.6	16.8	49.7	36.4	0.0	63.6	36.7	6.0	57.3	36.4	9.8	58.8	34.7	12.6	52.6	40.6	9.4	50.0
Ustadī	24.2	28.2	47.6	18.2	18.2	63.6	20.7	24.7	54.7	22.8	26.6	50.5	20.0	27.4	52.6	26.7	23.4	50.0
Humorous	25.5	12.1	62.4	27.3	0.0	72.7	31.3	10.0	58.7	29.3	11.4	59.2	32.6	13.7	53.7	35.9	4.7	59.4
Scientific	25.8	10.1	64.4	0.0	9.1	90.9	32.3	8.7	59.0	21.7	12.5	65.8	42.1	8.4	49.5	34.3	3.1	62.5
Literary	22.8	12.1	65.1	0.0	9.1	90.9	26.3	9.7	64.0	19.6	13.0	67.4	28.4	12.6	58.9	28.1	4.7	67.2
Educational	34.2	8.7	57.0	18.2	9.1	72.7	29.0	6.3	66.7	20.1	8.2	71.7	32.6	5.3	62.1	25.0	7.8	67.2
Music Lessons	20.8	13.4	65.8	9.1	9.1	81.8	13.3	15.7	71.0	16.8	13.6	69.6	16.8	13.7	67.5	10.9	17.2	71.9
Children's	24.2	11.4	64.4	0.0	9.1	90.9	13.3	10.7	76.0	20.7	11.4	67.9	23.2	11.6	65.3	23.4	9.4	70.3
Women's	20.8	11.4	67.8	9.1	9.1	81.8	14.3	10.7	75.0	17.9	12.0	70.1	18.9	10.5	70.5	25.0	9.4	65.6
Folk Music	19.5	20.1	60.4	0.0	18.2	81.8	16.7	15.0	68.3	17.9	19.0	63.0	16.8	21.1	62.1	10.9	15.6	73.4
Rural	15.4	16.8	67.8	9.1	9.1	81.8	15.0	11.0	74.0	8.2	16.8	75.0	10.5	18.9	70.5	15.6	18.8	65.6