

EVALUATION OF

# ST. JOSEPH

**CONSUMER MARKETING PROGRAM**



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UNIVERSITY OF MISSOURI

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# Summary

The findings indicated some variation in availability and use of mass media. Almost all homemakers had a TV set and could receive the local channel, but viewing patterns varied considerably, depending on the time of day. The 12 to 1 p.m. period was by far the most popular.

Television viewing patterns were influenced by certain characteristics of the homemakers, including employment status, age, and education.

Although almost all households reported having a radio in working order, about one-fourth of the homemakers said they had not listened to their radios "during the past month or so."

Radio listening patterns varied according to time of day and station—more listening during weekday mornings, for instance. Age and education seemed to have some influence on radio listening.

Of the four local papers, only one was a daily. This daily paper was read by virtually all homemakers.

## Exposure to the Consumer Marketing Program

In general, the special Consumer Marketing program on pork roast was quite successful in terms of "reaching" a sizeable audience in St. Joseph. More than 36 percent of the sample were exposed to the week's program in one or more ways.

Newspapers proved to be the most important single channel for disseminating program information. About three-fourths of all exposures to the program occurred through the newspapers, either independently or in conjunction with one or both of the other two program media. Television reached 31 percent, and the radio tapes were heard by 16 percent of all homemakers.

Those reached by the week's pork program through one or more of the three media did not differ significantly from those not directly reached, in terms of employment, age composition, or education. In this respect, the findings of this study are not entirely consistent with those from certain other studies of the consumer marketing program, including those referred to in Footnote 5. (The other surveys generally found that people *not* directly exposed to the consumer marketing program tended to rank lower in education and income.) The reasons for this interesting variation between study areas are not clear. Further research on this matter is certainly called for.

More than one-fourth (27 percent) of the entire sample were exposed to the pork program through the consumer marketing newspaper columns. Readers not exposed to the pork program through newspaper columns did not differ materially in employment or age from those who were exposed.

Twelve percent of those with TV sets were reached by the special TV program on pork. The program reached proportionately more older women, who were *not* em-

ployed outside the home, and women with less than 12 years of schooling.

Only 9 percent of those who used radios recalled hearing some of the consumer marketing tapes on pork roasts. As in the case of TV, women with outside jobs were less likely to hear the radio program.

## Program Impact

The impact of the week's educational program was measured in terms of changes in levels of knowledge and estimated pork consumption.

In general, those who heard the radio tapes, or saw the special TV program, or read the newspaper articles, knew more about the subject-matter.

The findings also indicated that the exposed group were more likely to have bought or served pork during the week following the special program. Furthermore, a higher proportion of those exposed anticipated serving pork "more often" in December and January than they had in November.

These findings—in regard to changes in knowledge and pork consumption patterns—are evidence of considerable impact of this special consumer marketing program.

## ACKNOWLEDGMENTS

Many people contributed to the evaluation of the St. Joseph, Missouri, Consumer Marketing Program. Without their help, the study would not have been possible. Among those who merit special acknowledgment are:

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|                      |                         |
|----------------------|-------------------------|
| Mrs. Roy Blum, Jr.   | Mrs. Vic Carothers      |
| Mrs. Fritz Culver    | Mrs. Rex DeShen         |
| Mrs. Lee Embrey      | Mrs. Webb Embrey        |
| Mrs. Arthur Frank    | Mrs. Gordon Medsker     |
| Mrs. Lawrence Kelley | Mrs. Douglas Merrifield |
| Mrs. Geo. Marcinko   | Mrs. G. C. (Bill) Payne |
| Mrs. A. J. Mills     | Mrs. Sid Johnson        |
| Mrs. Don Spalding    |                         |

*St. Joseph*

# CONSUMER

# MARKETING

# PROGRAM

by

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## ABOUT THE STUDY

### Purposes

- (1) To determine the characteristics of the audience of the St. Joseph consumer marketing program, with special emphasis on the program planned for the week of November 28, 1960.
- (2) To estimate the probable impact of the week's program in terms of acceptance and use of the information disseminated.
- (3) To provide Extension personnel and the sponsoring organizations with program planning information.

### Place and Time

The study was conducted in St. Joseph, a city of 79,673 people (1960 Census), during the week of December 12, 1960.

St. Joseph is the center of an extensive livestock and grain producing area and the headquarters of many agricultural industries. These include four packing plants and five meat processors.

### The Program

The consumer marketing program was started in St. Joseph, April 1, 1956, by Mary Nell Greenwood, home economist in marketing.

The Agricultural Division of the Chamber of Commerce helped finance the program, contributing \$1500 annually. Some of this was solicited from agri-business and Chamber members. The Chamber agreed to finance the program for five years. Although their original five year commitment expired April 1, 1961, they have continued financial support.

During this five-year period, three agents conducted the consumer marketing program. They were: Mary Nell Greenwood, April 1, 1956 to August 31, 1958; Doris Ann Beebe, September 15, 1958 to August 23, 1959; and Mildred S. Bradsher, December 1, 1959 to September 1, 1961.

This rapid turnover in personnel may have had some effect on the total over-all effectiveness of the program. Advising the agents was the advisory committee appointed by the Extension Council.

An advisory council of 20 women representing study clubs, YWCA, home economics extension clubs, professional home economists, and women's civic clubs was established in 1960.

All mass media have been used in disseminating information to consumers. At the time of the study mass media programs included:

- (a) T.V.—An eight-minute presentation every other Friday which was part of a regular daily TV series

called "You and Your Home." The latter program runs from 12:20-1:00 p.m., over the local channel. Mildred Bradsher's consumer marketing presentation was usually toward the end of the "You and Your Home" program. Her TV program was without any particular identification.

- (b) **Newspapers**—The consumer marketing specialist prepared weekly articles for several local newspapers. The articles were not identified with the consumer marketing program in every instance. The columns usually appeared on a Thursday or a Friday.
- (c) **Radio**—One consumer marketing radio program consisted of a series of four 1-minute tapes inserted at intervals during the daily radio program over one of the three local stations. Each tape was identified as "KUSN Kitchen." The source of information was announced with each tape. Another radio channel used for the consumer marketing program was the Sunday Farm Review program from 7:30-8:30 a.m. This used a three-minute tape.
- (d) **Bulletin**—A two-page bulletin was mailed on Thursdays to a mailing list of some 600 persons. The bulletin is entitled, "Food in the Market" and indicates the source of information.

### Study Design

The scope and nature of this evaluation involved an action research project wherein a special educational program was planned for the week of November 28. The over-all plan encompassed subject matter to be taught, the media to be used in presenting the information, and a study design for purposes of evaluating the week's program.

During the week of November 28, Mrs. Mildred Bradsher carried on an intensive educational program on pork roast, using the same mass media channels which she regularly used to disseminate consumer marketing information.

The message content of the study program included:

1. Pork is the best known source of thiamine.
2. Thiamine is one of the essential B vitamins frequently lacking in diets.

## THE FINDINGS

### Some Characteristics of the Sample

As previously mentioned, the sample included a cross-section of 246 individuals who did most of the meal planning and preparation in their households. A few households included only one person. However, 94 percent of the households consisted of two or more persons.

3. It is difficult to get enough thiamine without eating pork.
4. Lean pork contains no more calories than lean beef. The trend is toward the production of leaner pork and closer trimming by the retailer.
5. Late fall and early winter is generally the season of peak production for pork and therefore the time when pork prices tend to be lowest.
6. Boston butt has a higher percentage of lean than any other cut of pork from the same carcass. It yields 3½ to 4 servings per pound. It is usually the most economical cut of pork.
7. Fresh picnic usually is the lowest priced cut per pound.
8. Center loin is the prestige pork roast.
9. Pork is highly perishable. It should be used within three days. Unwrap the pork and store it in the coldest part of refrigerator.
10. Cook by dry heat, that is, with no lid and no liquid. Cook at 350°.

The survey involved a cross-section sample of 246 persons drawn at random from the St. Joseph telephone directory. Telephone interviews were conducted by local volunteers trained by the professional Extension staff. The training included discussion of the purpose of the study and nature of the program, a thorough review of the questionnaire, and a practice interview.

The plan also called for offering a set of steel meat skewers as a part of program during the week of November 28. Those who wrote in for the skewers were also sampled and interviewed by telephone, using the same uniform schedule. It was hoped that a comparison of a cross-section sample and the write-in group would provide evidence of the distinctiveness of the two groups.

Interviews began during the week of December 12. This allowed one week—the week of December 5—for consumers to have an opportunity to react to information disseminated the previous week.

Results of the survey were discussed at length with the sponsoring organization—the St. Joseph Chamber of Commerce. This sponsoring group hoped that the study would result in greater understanding of the consumer marketing program and its impact, and indicate how the program could be strengthened.

### *Education of Homemakers*

Close to 60 percent of the respondents reported 12 years or more of schooling. However, 24 percent of the homemakers interviewed had no formal education beyond the eighth grade (Table 1). Thirty-nine percent reported a maximum of 12 years of schooling; and one-fifth had some education beyond high school.

Table 1 - Educational Levels of Sample Homemakers

| Years (grades) of School Completed | Number | Percent |
|------------------------------------|--------|---------|
| All Homemakers                     | 246    | 100     |
| Under 8 years                      | 12     | 5       |
| 8 years                            | 47     | 19      |
| 9-11 years                         | 43     | 17      |
| 12 years                           | 96     | 39      |
| Over 12 years                      | 48     | 20      |

*Age of Homemakers*

Forty-five of the respondents were 50 years of age or older; 17 percent were under 30 (Table 2). In general, the age composition of the sample corresponds quite closely with the 1960 Census data.<sup>1</sup>

Table 2 - Age Composition of Sample Homemakers

| Age            | Number | Percent |
|----------------|--------|---------|
| All homemakers | 246    | 100     |
| Under 30       | 41     | 17      |
| 30-39          | 48     | 19      |
| 40-49          | 47     | 19      |
| 50 and over    | 110    | 45      |

*Employment Outside the Home*

More than one-third of the sample homemakers reported working for pay outside the home during the two weeks prior to the interview. Seventy percent of those who worked had worked a minimum of 10 days out of the 14.

Those who wrote in for the steel meat skewers were less apt to work away from home. Only 14 percent of those who responded to the offer of the skewers worked outside the home during the two-week period.

**Availability and Use of Mass Media**

Sample homemakers were questioned about their use of TV, radio, and newspapers. The St. Joseph consumer marketing program relied mainly on these three media. The extent to which consumers have access to and use these media has obvious implications for programming and evaluation purposes.

*Television*

The vast majority of sampled homemakers reported having a TV set in working order, or having access to one. Only 4 percent of all sample households did not have access to a TV set. Almost all of those with TV reported "fair" or "good" reception of the local TV station—KFEQ, Channel 2.

Respondents were asked how often during the week they usually watched Channel 2. The frequency of watch-

ing depended on the time of day. As indicated below, proportionately more homemakers watched this Channel from 12:00-1:00 p.m. than during any other specified period. More than 7 out of 10 of those with TV said they "never" watched this station during the morning, or from 1 to 5 p.m.

| Time of day | Percent with TV Who "Ever" Watched Channel 2 |
|-------------|----------------------------------------------|
| 8-10 a.m.   | 25                                           |
| 10-12 a.m.  | 27                                           |
| 12- 1 p.m.  | 51                                           |
| 1- 3 p.m.   | 26                                           |
| 4- 5 p.m.   | 29                                           |

The percentage of homemakers who watched Channel 2 at least twice a week ranged from 14 percent during the 10 to 12 a.m. period to 28 percent for the 12 to 1 p.m. period. The percentage viewing this Channel during the noon hour was considerably above that for any other daytime period.

In general, the cross-section sample of those who wrote in for skewers reported similar TV viewing patterns. However, the percentage of this write-in group who "regularly" viewed Channel 2 during the noon hour was much greater than that of the sample of homemakers drawn from the telephone directory. The percentages of these two groups watching 4 to 5 times weekly were 48 percent and 18 percent, respectively.

About a third of the sample homemakers specified one or more TV programs that they particularly liked to watch from 12 to 1 p.m. More than two-fifths of those who specified a "favorite" program mentioned Marge Miner's "You and Your Home" show. This was by far the largest proportion mentioning any specific program.

As an additional check on consumer exposure to the Marge Miner program, homemakers were asked if they had ever watched the "You and Your Home" show from 12:20 to 1 p.m. on weekdays. More than half of those with access to TV indicated that had viewed this particular program at one time or another. Nine out of ten of the sample who had written in for skewers reported similarly.

More than two-fifths of those in the representative sample who had ever watched the Marge Miner show reported viewing the program two or more times a week. An even greater proportion of the write-in group—two-thirds—indicated they watched the program this frequently.

Television viewing patterns seemed to be influenced by certain characteristics or attributes of the homemakers. This study indicates that employment status, age, and educational levels had considerable influence on homemakers' use of TV. The scope and nature of this influence have implications for planning a mass media program such as the one covered by this study.

<sup>1</sup>U. S. Bureau of the Census, *U. S. Census of Population: 1960. General Population Characteristics*, Missouri. Final Report PC (1)-17B, Table 20, p. 66.

As would be expected, those working outside the home were less likely to view channel 2 during the daytime than were those not working. This difference existed for each period of the day, from 8:00 in the morning to 5:00 in the afternoon. It was particularly evident during the noon hour. During the 12 to 1 p.m. period, 73 percent of those employed outside the home "never" watched channel 2. The corresponding percentage for those who did not work away from home was only 36.

The percentage of those not employed who viewed channel 2 "4 or 5 times weekly," during the noon hour, was considerably greater than of those employed—25 percent and 6 percent, respectively. Equally pronounced was the difference in the percentages of the non-employed and employed homemakers who had "ever watched" the "You and Your Home" show with Marge Miner from 12:20 to 1:00 p.m. The percentages in this case were 65 percent and 31 percent, respectively.

The age of sample homemakers seemed to affect the extent to which they watched channel 2, at least for certain periods in the day. The following table indicates at least two periods when age seemed to have the most pronounced and significant<sup>2</sup> effects on the frequency of viewing channel 2. The two periods where age seemed to be particularly important were 8 to 10 a.m. and 12 to 1 p.m.

It is apparent that the younger homemakers were more likely to watch channel 2 between 8 and 10 a.m. than were those 40 and over. However, for the noon hour period when the "You and Your Home" show was televised, homemakers 50 and over were most likely to be watching on a "regular" basis. The proportion of this older group of sample homemakers who watched chan-

<sup>2</sup>The term "significant" is used here in a statistical sense. It indicates the data were submitted to statistical tests that indicated the probability that existing differences were *not* due to chance. For an explanation of the tests used, see the Appendix.

Table 3 - Percentage of Sample Homemakers in Different Age Groups Who Watched Channel 2 "4 or 5 Times a Week," at Different Times During the Day

| Time of day     | Total | Age of Homemakers |       |       |             |
|-----------------|-------|-------------------|-------|-------|-------------|
|                 |       | Under 30          | 30-39 | 40-49 | 50 and over |
|                 | %     | %                 | %     | %     | %           |
| All homemakers* | 100   | 100               | 100   | 100   | 100         |
| 8-10 a.m.       | 12    | 25                | 23    | 2     | 6           |
| 10-12 a.m.      | 29    | 15                | 9     | 7     | 9           |
| 12- 1 p.m.      | 18    | 15                | 11    | 9     | 27          |
| 1- 3 p.m.       | 8     | 8                 | 9     | 2     | 10          |
| 3- 5 p.m.       | 11    | 18                | 15    | 7     | 9           |

\*The total number reporting was 234 for the 8-10 a.m. period and 233 for the other periods in the day. The number reporting included only those having access to TV.

nel 2 four or five times a week was considerably greater during this noon hour period than during any other daytime period.

The "You and Your Home" show apparently had equal appeal to all age groups. There was no marked variation in the percentages of the four major age groupings (under 30, 30-39, 40-49, and 50 and over) that had ever watched this show. The percentages in question ranged from 49 percent to 56 percent.

The relationship of education to television viewing was not as clear or consistent as that of age or employment status. In fact, one of the few conclusive findings in regard to education was the tendency for homemakers at all educational levels to do more television viewing during the noon hour than during any other daytime period specified in the schedule.

The educational composition of the audience for the "You and Your Home" show is interesting in at least one respect. The percentage of TV owners with 9-11 years of schooling who had watched this program was noticeably greater than that of owners with 8 years or less, and those with 12 years or more. The following listing indicates this variation:

| Years of Schooling | Percentage Viewing Program |
|--------------------|----------------------------|
| 8 years or less    | 48                         |
| 9-11 years         | 70                         |
| 12 years or more   | 50                         |

#### Radio

Only 4 percent of the sample homemakers reported "no radio or radio not working." However, about one-fourth (26 percent) said they had not listened to their radio "during the past month or so." Those who wrote in for the meat skewers, on the other hand, were much more likely to have used their radios. About 88 percent of them had listened to their radios during the previous month.

There seemed to be greater use of radio during weekday mornings than during afternoons. This was true for both the cross-section sample and the write-in group. The percentages of radio users who reportedly did *not* listen "regularly" to the radio were 16 percent for weekday mornings and 50 percent for the afternoons.

Respondents were asked to indicate the radio stations or programs they "regularly" listened to on weekdays. For morning listening, there seemed to be considerable variation according to station. Station KFEQ had the largest single proportion of the radio users in the sample as an audience. The following listing indicates the percentages of these homemakers specifying each station:

| Radio Stations | Percentage of Radio Users Who Listened Regularly During Mornings |
|----------------|------------------------------------------------------------------|
| KUSN           | 37                                                               |
| KFEQ           | 50                                                               |
| KRES           | 27                                                               |
| Other stations | 6                                                                |
| None           | 16                                                               |

Afternoon listening patterns differed somewhat from the morning. In addition to the considerably higher percentage of radio users who did not listen regularly, the relative importance of KFEQ declined noticeably in the afternoon. There was little if any difference in the listening audiences for the three specified stations. However, KFEQ still maintained a relatively high standing with the write-in group.

| Radio Stations | Percent of Radio Users Who Listened Regularly During Afternoons |
|----------------|-----------------------------------------------------------------|
| KUSN           | 28                                                              |
| KFEQ           | 23                                                              |
| KRES           | 20                                                              |
| Other stations | 3                                                               |
| None           | 50                                                              |

Almost a third (32 percent) of the homemakers who had listened to their radios during the month or so preceding the interview had heard the "KUSN Kitchen" tape recordings one or more times. As mentioned earlier, these included a series of four 1-minute tapes played at intervals each day of the week, Monday through Friday.

Another radio program of interest in this evaluation was the "Sunday Farm Review" over KFEQ, 7:30-8:00 a.m. on Sunday mornings. Twelve percent of the homemakers using their radios during the month previous to the interviews reported having heard this Sunday program.

As in the case of television, there is some indication that employment status, age, and educational status may have had some influence on radio usage. Unfortunately, the evidence is not conclusive, statistically, except in certain instances.

Employment seemed to have little, if any, effect on exposure to the "KUSN Kitchen" tape recordings. The difference between the percentages of those employed and those not employed who had ever heard any of the tapes was slight and not significant statistically. The same conclusion applies to the "Sunday Farm Review" program.

Those in the youngest age category—under 30—listened regularly to KUSN to a greater extent than those 30 to 39 and those 50 and over. On the other hand, those under 30 were less likely to listen regularly to KFEQ than were those 50 and over.

The proportion of radio users 50 and over who had heard any of the KUSN tape recordings was substantially less than that of the younger homemakers. The percentages of those 50 and over and those under 50 who had been exposed to the tapes were 22 percent and 40 percent, respectively. On the other hand, the "Sunday Farm Review" program on Sunday morning was of major interest to those in the older age bracket. Only 19 percent of those who had heard the Sunday program were less than 50 years old.

The effect of education on radio listening was not clear-cut. However, there were a few interesting—and significant—findings worthy of some comment.

Radio listening during the afternoon seemed to be less common among homemakers with 12 or more years of schooling.

Table 4 - Number and Percent of Sample Homemakers Not Regularly Listening to Radio During Weekday Afternoons, by Level of Education.

| Level of Education           | Total Homemakers | Number and Percent Not Regularly Listening |    |
|------------------------------|------------------|--------------------------------------------|----|
|                              |                  | No.                                        | %  |
| All homemakers <sup>a/</sup> | 171              | 85                                         | 50 |
| 8 years or less              | 42               | 17                                         | 40 |
| 9-11 years                   | 29               | 10                                         | 34 |
| 12 years or more             | 100              | 58                                         | 58 |

<sup>a/</sup> Includes only those reporting a radio in use during the previous month.

There seemed to be little, if any, difference in the educational levels of those regularly listening to the three stations mentioned.

Those who had heard KUSN tapes did not differ noticeably in educational levels from those who had *never* heard the recordings. For example, 63 percent of those who had heard any of the tape recordings reported 12 or more years of schooling. The comparable percentage for those who had *never* heard one of these tapes was 58 percent. This difference was not significant statistically.

The "Sunday Farm Review" program seemed to have somewhat greater appeal to those with less than a high school education. The program was listened to

regularly by only 4 percent of those with 12 or more years of schooling who used their radios during the month prior to the interview. This may be explained in part by the greater appeal of the program to those 50 and over. Homemakers in this age category tend to have less formal schooling than the younger age group.

### Newspapers

There were four local papers that frequently carried consumer marketing releases. However, these articles—prepared by the Extension consumer marketing specialist—were not always identified with the marketing program. Only one of the four papers—*The St. Joseph News Press*—is a daily. The *Union Observer* is a weekly labor newspaper. The *Stockyards Journal* is also a weekly with a rather special audience. The fourth paper—the *Buchanan County Farmer*—is a bi-weekly read mostly by farm people.

Sample homemakers were asked to indicate the papers they regularly read.

| Paper                         | Percent |
|-------------------------------|---------|
| <u>St. Joseph News Press</u>  | 99      |
| <u>Union Observer</u>         | 26      |
| <u>Stockyards Journal</u>     | 1       |
| <u>Buchanan County Farmer</u> | 2       |
| Others                        | 22      |

More than two-thirds (68 percent) of the readers of the *News Press* remembered seeing one or more of the weekly articles on food buying, or meal planning and preparation. However, only 36 percent of the regular readers of the *Union Observer*—a weekly—reported seeing such articles in the *Union Observer*. Those in the write-in sample were more likely to have seen one of the consumer marketing releases—another indication of the distinctive character of this group.

Readers of the weekly food column in the *News Press* were fairly regular in reading the column. Almost three-fifths (59 percent) of those in the cross-section sample who had read one of these *News Press* consumer marketing releases reported reading the weekly column “all or most of the time.” The comparable percentage for the *Observer* was approximately the same.

Employment outside the home seemed to have little effect on readership of consumer marketing releases in the *News Press*. However, among those who regularly read the *Union Observer*, working outside the home seemed to be related to reading the weekly food column. Approximately 45 percent of *Observer* readers who worked reported seeing the releases. This compares with only 29 percent of those who did not work outside the home.

Readers of the *Observer* tended to be somewhat younger on the average than the sample of homemakers—and *News Press* readers. Fifty-two percent of the regular readers of the *Observer* were under 40. By comparison, only 37 percent of the sample—and 36 percent of the

*News Press* readers—were in this age group. This difference, of course, reflects the special appeal of this paper to those employed.

Age seemed to have little, if any, effect on readership of the consumer marketing columns in the two papers. In both cases, the percentage of column readers in each age group was not significantly different from that for the total sample. (For the age composition of the sample, see Table 2.)

The regular readers of the two major papers did not differ substantially in terms of levels of education. Like the sample as a whole, more than half of the readers reported at least a high school education. (For the educational composition of sample homemakers, see Table 1.) Furthermore, those who had ever seen any of the weekly food columns corresponded closely in educational levels with the sample as a whole. In other words, those exposed to the consumer marketing columns did not differ in any marked or consistent manner from those not exposed.

### Exposure to the Consumer Marketing Pork Program

Up to now, we have been discussing the availability and use of mass media, with general reference to the St. Joseph consumer marketing program. The major emphasis and purpose of this investigation, however, was to measure the impact and effectiveness of a special week-long program on pork roast. One measure of this effectiveness is the size of the audience reached by the special program during the week of November 28.

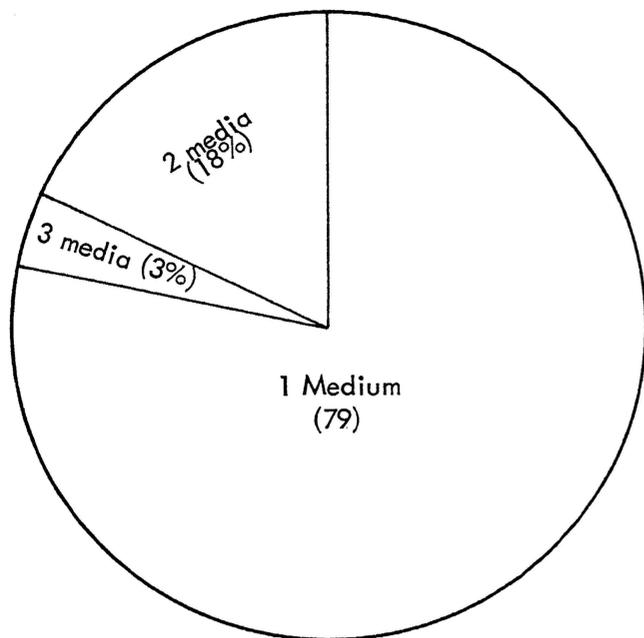
#### *The Audience—Number and Characteristics*

The special program on pork roasts reached 36 percent of the cross-section sample.<sup>3</sup> This coverage encompassed exposure to the week’s program through one or more of the mass media. As indicated by the following chart, more than three-fourths of this audience were exposed through only one medium. (Exposure in this sense involved seeing, hearing, and/or reading about the consumer marketing program on pork roasts during the week of November 28, 1961.)

A comparison of those directly exposed and those not exposed to the week’s special program reveals little, if any, difference in such personal characteristics as employment status, age composition, or levels of education. Wherever differences did exist, they were not substantial enough to be significant.<sup>4</sup>

<sup>3</sup>Eighty-eight of the 246 respondents in the cross-section sample reported some “exposure” to the week’s mass media program. Others may have been indirectly “reached” through word-of-mouth contacts with neighbors and friends.

<sup>4</sup>See Appendix for a brief discussion of significance tests. The absence of “significant” differences in age, education, or employment status between those “exposed” and those “not exposed” to the week’s program is of importance in appraising the program’s impact. This will become apparent in the discussion of changes in levels of knowledge, as well as in pork consumption.



**Figure 1—Percentage of sample homemakers “exposed” to the pork program, by number of mass media involved as sources of information.**

#### Communication Channels

The following table indicates the various channels by means of which homemakers were exposed to the pork program. Newspapers (primarily the *News Press* and the *Observer*) accounted for approximately three-fourths of the exposures—either independently or in conjunction with one or both of the other two program media. Television reached 31 percent of those exposed; radio reached 16 percent.

**Table 5 – Number and Percent of Sample Homemakers Who Were Directly Exposed to the Pork Program, According to Mass Media Involved.**

| Exposure Channel                     | Sample Homemakers |      |
|--------------------------------------|-------------------|------|
|                                      | No.               | %    |
| All Homemakers Exposed <sup>a/</sup> | 88                | 100  |
| One medium only                      | 69                | 79   |
| Radio only                           | (8)               | (9)  |
| TV only                              | (13)              | (15) |
| Newspaper only                       | (48)              | (55) |
| Two Media                            | 16                | 18   |
| TV and radio                         | (1)               | (1)  |
| Newspaper-radio                      | (4)               | (5)  |
| Newspaper-TV                         | (11)              | (12) |
| Three media                          | 3                 | 3    |
| (radio, TV, & newspapers)            |                   |      |

<sup>a/</sup> Includes all sample homemakers who read any of the CM newspaper columns, saw the special TV program, or heard any of the CM radio programs during the week of record.

#### The Newspaper Audience

The special pork program reached about one-fourth (26 percent) of the homemakers who read the *News Press* regularly. The *Observer* was relatively less effective in exposing homemakers to the program. Only 11 percent of the regular readers of this paper remembered seeing the article on pork.

Approximately 27 percent of the total sample were exposed through one or more of the newspapers in the area. Those reached by the newspaper consumer marketing columns did not differ materially from newspaper readers not reached by this medium in either employment status or age composition. However, they did differ somewhat in educational status. The percentage of newspaper readers with 9 to 11 years of schooling who saw one or more of the releases on pork was greater than for subscribers at any other educational level. Forty percent of those in this intermediate group reported reading the article on pork roast (Table 6).<sup>5</sup>

**Table 6 – Educational Composition of Newspaper Readers According to Readership of Consumer Marketing Columns.**

| Education          | Total Homemakers |     | Readership of CM Columns |    |            |    |
|--------------------|------------------|-----|--------------------------|----|------------|----|
|                    | No.              | %   | Readers                  |    | Nonreaders |    |
|                    |                  |     | No.                      | %  | No.        | %  |
| All Homemakers     |                  |     |                          |    |            |    |
| Reading Newspapers | 244              | 100 | 66                       | 27 | 178        | 73 |
| 8 years or less    | 59               | 100 | 17                       | 29 | 42         | 71 |
| 9-11 years         | 42               | 100 | 17                       | 40 | 25         | 60 |
| 12 years           | 95               | 100 | 18                       | 19 | 77         | 81 |
| More than 12 years | 48               | 100 | 14                       | 29 | 34         | 71 |

#### The TV Audience

Approximately 96 percent of all sample households reported having access to TV. Of these, 12 percent (28 households) were directly exposed to the special TV program on pork.

The 28 homemakers who were exposed to the TV program on pork roast were much less apt to be employed outside the home than those not so exposed. About 10 percent of those exposed were employed outside the home in comparison with 40 percent of those not exposed.

Those exposed to the TV pork program tended to be somewhat older on the average. Sixty-one percent of this group were 50 and over, compared with only 40 percent of those not exposed.

<sup>5</sup>For comparison with other area programs, see: Esther Cooley, Dorothy Powe, J. L. Matthews, and Gale Ueland, *Informing Consumers in Lake Charles, La.* Agricultural Ext. Pub. 1233, October 1958, p. 41; and Ward F. Porter, W. W. Armentrout, and others, *Food Buying—Knowledge, Concerns, Practices*, W. Va. Agricultural Experiment Station Bul. 456, May 1961, p. 44.

The educational level of those exposed to the TV program on pork tended to be quite different from the level of those not exposed. Those exposed ranked noticeably lower than those not exposed. (See Table 7.)

Table 7 - Educational Status of Sample Homemakers According to Exposure to Consumer Marketing Program on TV.

| Education<br>(years or grades) | Exposure to Special TV<br>Pork Program |                                 |
|--------------------------------|----------------------------------------|---------------------------------|
|                                | Exposed (28)<br>(percent)              | Not Exposed (207)*<br>(percent) |
| All Homemakers with TV         | 100                                    | 100                             |
| 8 years or less                | 36                                     | 22                              |
| 9-11 years                     | 25                                     | 16                              |
| 12 years and over              | 39                                     | 62                              |

\*Total includes 2 who didn't remember and 6 who failed to answer the question.

### The Radio Audience

Seventy percent (173) of the sample households reported using their radios during the previous month. Of these, approximately 9 percent (16 households) recalled hearing some of the consumer marketing information on pork roasts.

Those with radios who were exposed to the pork program tended to differ in certain "key" respects from radio users who were not reached by the program. First, a smaller proportion of the exposed group worked outside the home (Table 7). With regard to age composi-

tion, the difference was too small to be statistically significant. Similarly, differences in regard to educational levels were inconclusive (for statistical reasons).

### Summary of Mass Media Coverage

Five differences were found to distinguish among audiences for the 3 mass media.

It is clear that newspaper coverage for the special pork program exceeded that of television and radio. This was true regardless of whether the extent of coverage was based on the total sample or on the number of homemakers using the medium in question. This is evident in Table 9.

Table 9 - Percentage of Homemakers Reached by Pork Program, According to Media Used.

| Media      | Percent of Homemakers<br>Exposed to Pork Program |                 |
|------------|--------------------------------------------------|-----------------|
|            | Sample (246)<br>%                                | Potential*<br>% |
| Newspapers | 27                                               | 27              |
| TV         | 11                                               | 12              |
| Radio      | 6                                                | 9               |

\*Potential audience depends on number of homemakers having media available: newspapers (244); TV (235); radio (173).

The most pronounced difference in coverage in favor of newspapers occurred among those employed outside the home. Percentages of those employed who were

Table 8 - Selected Characteristics of Radio Users According to Exposure to Special Consumer Marketing Radio Program

| Characteristics           | Total<br>Homemakers |     | Exposure to Special CM<br>Radio Pork Program |                        |
|---------------------------|---------------------|-----|----------------------------------------------|------------------------|
|                           | No.                 | %   | Exposed (16)<br>%                            | Not Exposed (157)<br>% |
| All Homemakers with Radio | 173                 | 100 | 100                                          | 100                    |
| <u>Employment Status</u>  |                     |     |                                              |                        |
| Working outside home      | 61                  | 35  | 12                                           | 38                     |
| Not working outside home  | 110                 | 64  | 82                                           | 61                     |
| Not reporting             | 2                   | 1   | 6                                            | 1                      |
| <u>Age Composition</u>    |                     |     |                                              |                        |
| Under 30                  | 28                  | 16  | 19                                           | 16                     |
| 30-49                     | 72                  | 42  | 31                                           | 43                     |
| 50 and over               | 73                  | 42  | 50                                           | 41                     |
| <u>Education</u>          |                     |     |                                              |                        |
| 8 years or less           | 42                  | 25  | 31                                           | 24                     |
| 9-11 years                | 29                  | 17  | 19                                           | 17                     |
| 12 years or more          | 102                 | 58  | 50                                           | 59                     |

reached by the special program on pork roasts by the three media were:

| Media     | Percent of Employed Homemakers (87) |
|-----------|-------------------------------------|
| Newspaper | 29                                  |
| TV        | 3                                   |
| Radio     | 2                                   |

The nature and extent of exposure to this program by sample homemakers are of considerable interest for program planning purposes. This information not only suggests the relative importance of the various media in reaching consumers; it also clearly indicates the magnitude of the educational job. As evidenced by the following data, the week's program was quite successful in reaching a sizable proportion of the households over a relatively short time. However, 64 percent of the sample households were not reached.

| Type and Extent of Exposure | Percent of Sample Homemakers |
|-----------------------------|------------------------------|
| Newspapers                  | 27*                          |
| TV                          | 11*                          |
| Radio                       | 6*                           |
| One medium only             | 28                           |
| 2 or more media             | 8                            |
| No exposure                 | 64                           |

(\*Includes some exposed through more than one medium.)

There were no decisive differences between those exposed and those not exposed to the pork program. This is significant in measuring the impact of the pork program against levels of knowledge and consumer behavior. These measures of program effectiveness will be discussed in the following section.

### Program Effectiveness—Levels of Knowledge and Consumer Behavior

The impact of the week's program was measured both in terms of levels of knowledge about the subject-matter and estimates of pork consumption patterns. In the absence of any benchmark survey—prior to the initiation of the specific program—changes in knowledge and in consumer behavior were measured through a comparison of those directly exposed and those not exposed to the week's educational message.

To determine level of knowledge, homemakers were asked five questions covering the subject-matter presented by the consumer marketing specialist during the week of record. In general, those who recalled hearing one or more of the program tapes over the radio, or saw the TV program, or read one or more of the newspaper articles, had superior levels of knowledge to those not so exposed.

Pork consumption patterns indicated that those directly exposed to the week's program were more likely

to have bought or served pork during the week following the special program than were those not exposed. Furthermore, a higher proportion of those exposed anticipated serving pork "more often" in December and January than they had in November.

As suggested previously, these differences—in knowledge and estimated pork consumption—cannot be attributed to differences in such personal characteristics as education, age, or employment. The two groups did not differ significantly in any of these three respects. In short, the results suggest that consumer knowledge and consumer behavior were both materially affected by the special consumer marketing program.

### Levels of Knowledge

For the most part, differences in levels of knowledges of the "exposed" and "non-exposed" proved to be significant.<sup>6</sup>

As indicated in Figure 2, the percentage of sample homemakers who agreed that "lean pork has about the same amount of calories as lean beef" was noticeably greater among those exposed to the week's program. Those not exposed to the program were also much more likely to admit they "didn't know."

The special week's program stressed the fact that "pork prices normally tend to be lowest during the late fall or early winter months." Figure 3 indicates that homemakers exposed to the program through one or more of the information channels used by the specialist were better informed on this matter than were those not exposed. The percentages of these two groups

<sup>6</sup>See Appendix for a discussion of statistical significance.

<sup>7</sup>See question 19 in the interview schedule (Appendix).

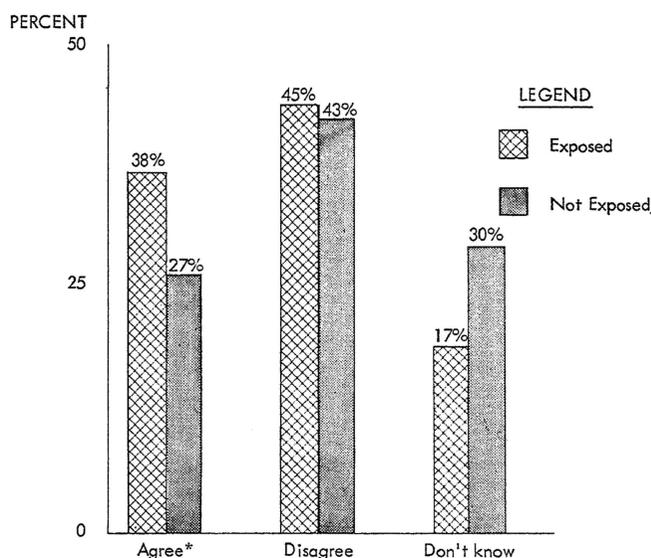
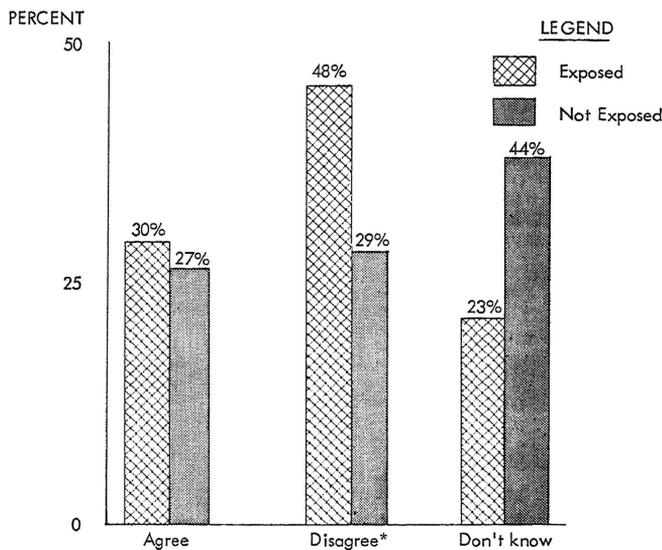


Figure 2—Percentage of sample homemakers agreeing or disagreeing with statement that "lean pork has about the same amount of calories as lean beef." (Correct answer indicated by\*.)



**Figure 3—Percentage of sample homemakers agreeing or disagreeing with statement that “pork prices tend to be highest at this time of year.” (Correct answer indicated by \*.)**

who answered the question correctly were 48 percent and 29 percent, respectively. Further, those exposed to the program were much less likely to say they “didn’t know.”<sup>8</sup>

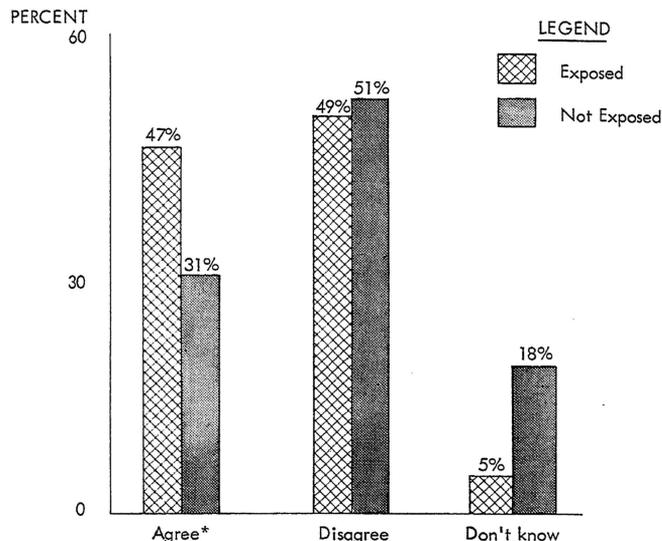
The cooking of pork roasts was also highlighted during the week of record. Consumers were advised that “pork loin, Boston butt, and picnics should be roasted with dry heat— . . . with no liquids added and without any lid or cover on the pan.” Responses followed the same pattern as for the other questions relating to level of knowledge. In comparison with those not directly exposed to the week’s program, those exposed through one or more of the media were more likely to know the recommended cooking procedures. Almost half of the exposed group answered the question “correctly” (Figure 4).<sup>9</sup>

The week’s program also included some information on the selection and purchase of pork in the markets. Homemakers were advised that “Boston butt tended to offer the most meat for the money spent.” Again, a comparison of those exposed and those not exposed to the week’s program indicated differences in knowledge levels that testified to the probable effectiveness of the program. Of those exposed to the information program, the highest percentage gave the correct answer of Boston butt as the most economical pork buy among the three specified cuts.<sup>10</sup> Among those who were not reached by the program, the highest percentage picked center loin as the best buy.

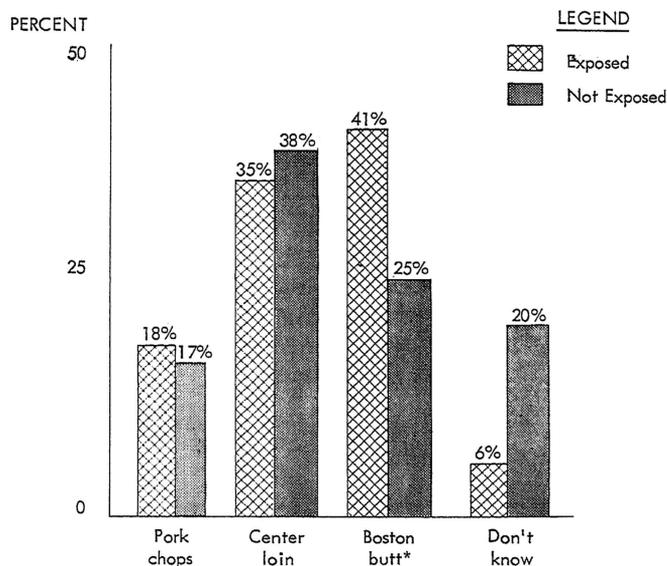
<sup>8</sup>See question 19 in schedule (Appendix).

<sup>9</sup>See question 19 in schedule (Appendix).

<sup>10</sup>See question 20 in schedule (Appendix).



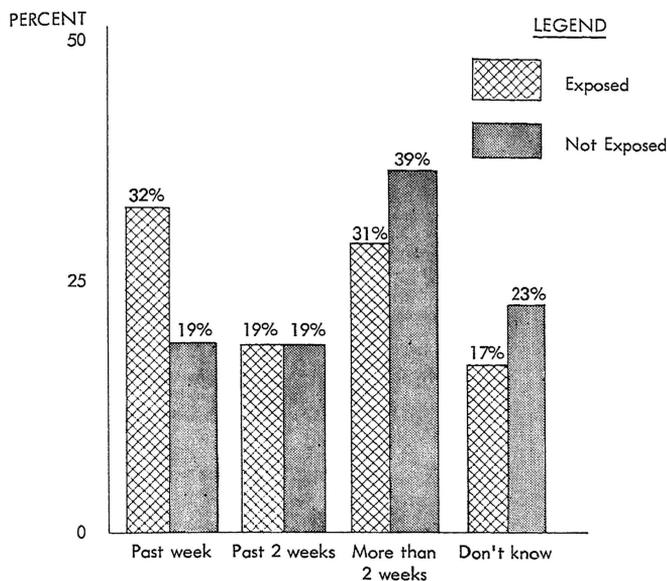
**Figure 4—Percentage of sample homemakers agreeing or disagreeing with statement that dry heat should be used in roasting pork loin, Boston butt, and picnics. (Correct answer indicated by \*.)**



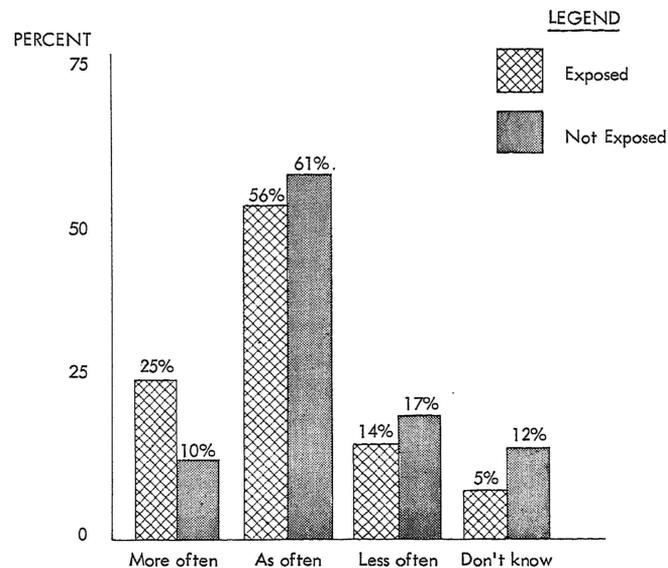
**Figure 5—Percentage of sample homemakers indicating selected cuts as most economical. (Correct answer indicated by \*.)**

The consumer marketing specialist had advised that fresh pork should be cooked within 3 days after purchasing. This was the only instance where the responses of those exposed were not significantly different—on the average—from those not exposed. Even here, however, the slight difference was consistent with the previously-mentioned level of knowledge differences.<sup>11</sup>

<sup>11</sup>See question 21 in schedule (Appendix).



**Figure 6—Percentage of sample homemakers buying or serving pork roasts within specified periods of time. (Pork program was terminated one week before interviewing started. “More than 2 weeks ago” refers to period preceding week of program.)**



**Figure 7—Percentages of sample homemakers according to anticipated frequency of pork consumption in December and January in comparison with that in November.**

### Pork Consumption

Eighty-four percent of all sample homemakers said they or their families ate pork. Approximately 60 percent of those who ate pork indicated they had bought or served pork roast one or more times during November. Twenty-four percent of those who ever ate pork said they had bought or served fresh pork during the week that preceded the interviewing. (As explained earlier, this was the week immediately following the special program.) Finally, about 16 percent of those who ever ate pork estimated that they would serve pork more often during December and January than during November.

To determine the impact of the special program on pork consumption, sample homemakers were classified—

as in the case of levels of knowledge—into two exposure groupings: those directly exposed and those not exposed to the week’s program on pork roasts. Figure 6 shows that the percentage who bought or served pork during the week following the special program was noticeably greater among those exposed than among those not exposed to the program.<sup>12</sup>

The findings were equally clear in regard to anticipated pork consumption for December and January. The percentage of homemakers exposed to the program, who expected to serve pork “more often” during those two months was considerably higher among those exposed to the program than for those who had not been exposed (Figure 7).<sup>13</sup>

## CONCLUSIONS AND IMPLICATIONS

The data collected in this study indicate that the special consumer marketing program on pork was highly successful. The impact of the program was reflected in terms of the size of the audience as well as in changes in levels of knowledge and consumer behavior.

The study also provides some evidence of the impact of the St. Joseph consumer marketing information program in general. The program had been reaching a sizable audience, with considerable regularity.

The findings of this study further demonstrate the feasibility and the desirability of incorporating systematic

evaluation into the planning and execution of an educational program. In a very real sense, carrying on such programs requires systematic and continuous evaluation of the situation, methods used, program content, and end results.

This study demonstrates a useful and practical procedure for evaluating consumer marketing programs. (The design is discussed in greater detail in the Ap-

<sup>12</sup>See question 24 in schedule (Appendix).

<sup>13</sup>See question 25 in schedule (Appendix).

pendix.) The use of volunteer leaders in telephone interviewing—after careful selection and training, and with adequate supervision—is an economical and effective way for securing a wealth of reasonably objective information. It is also an approach that can have considerable educational value in itself.

The findings suggest many implications for future program planning. A thorough analysis and interpretation of the data by all those concerned with the program should be highly productive in terms of increasing program effectiveness. All too often, unfortunately, evaluations are sterile because the findings are not thoroughly digested and used in program planning by those in a position to do so.

The data clearly indicate the desirability of employing all of the mass media in disseminating information.

This multiple-channel approach helps ensure a larger audience, as well as greater program impact on consumer understanding and behavior.

The findings indicate a need for a careful appraisal of the use of the various media. This appraisal should include consideration of scheduling of media programs, message treatment, and the "target" audience.

Finally, it is quite clear that those who write in for items offered in such programs as this tend to be distinctive—and therefore unrepresentative—in many respects. This provides further evidence of the potential hazards involved in orienting programs exclusively for the audience that is most vocal in expressing its interests. Systematic evaluations using random sampling and other appropriate techniques provide a far sounder basis for program planning.

## APPENDIX

### Study and Sample Design

The practical limitations of time, money and personnel available for the study were obvious limitations in planning this evaluation study. However, it is felt that the design used provided objective, reliable, valid, and useful information consistent with the objectives and needs of those who sponsored and participated in planning and conducting the investigation.

As indicated elsewhere, the sample was drawn at random from the city telephone directory. Preliminary estimates indicated that around 85 percent of the city households had telephones. Practical considerations restricted the size of the sample to a maximum of 300 households. Interviews were actually completed with 246 of these individuals.

The following table indicates the extent to which the sample was representative. This is evidence of the

potential adequacy of random samples drawn from lists that are relatively complete. (Additional comparative data—on education and employment status—will be used in validating the sample as soon as such information becomes available from the 1960 Census.)

### Testing the Significance of Findings

In determining the statistical significance of differences between percentages, the following reference was used: Vernon Davies, *Table Showing Significance of Differences Between Percentages*, Washington Agricultural Experiment Station, Circular 102, September 1950.

No attempt was made to check all differences. However, tests were made whenever there was reasonable doubt as to the level of significance.

The usual practice involved testing for significance at the "5 percent level." (This means that the probability of the chance occurrence of any given difference is no greater than 5 times out of 100.) Absence of significance at this 5 percent level is not necessarily evidence that there is no difference. It may simply mean that the data are insufficient to show whether or not a real difference exists.

The reader is cautioned against assuming that any apparent difference is statistically "significant" unless commented upon in the text. Many of the tables indicate differences existing between percentages. However, the usual practice has been to comment only on those that are significant at the 5 percent level.

Table 1A - Age Composition of Sample Homemakers and the Total Female Population 20 and Over.

| Age Distribution        | Sample |     | Census Population (1960*) |     |
|-------------------------|--------|-----|---------------------------|-----|
|                         | No.    | %   | No.                       | %   |
| All females 20 and over | 246    | 100 | 19060                     | 100 |
| Under 30                | 41     | 17  | 4483                      | 15  |
| 30-39                   | 48     | 19  | 5029                      | 17  |
| 40-49                   | 47     | 19  | 5195                      | 18  |
| 50 and over             | 100    | 45  | 14353                     | 50  |

\*U.S. Census (1960), "General Population Characteristics" (Missouri). Table 20. Since respondents were supposed to be the "chief" homemakers in their respective households, the Census population included women 20 and over.

AES  
University of Missouri

Phone Number: \_\_\_\_\_

Enumerator: \_\_\_\_\_  
(Initials)

|         | <u>Date</u> | <u>Time</u> | <u>Disposition</u> |
|---------|-------------|-------------|--------------------|
| Call #1 | _____       | _____       | _____              |
| Call #2 | _____       | _____       | _____              |
| Call #3 | _____       | _____       | _____              |
| Call #4 | _____       | _____       | _____              |
| Call #5 | _____       | _____       | _____              |

Telephone Survey on St. Joseph Consumer Information Program

Telephone Introduction:

"Good morning (or "afternoon", "evening"). Is this the home of \_\_\_\_\_ (name in directory)? (If name doesn't coincide with that in directory, inquire if the telephone number is the one drawn.) Well, this is \_\_\_\_\_ (name of interviewer). The University of Missouri, at Columbia, is sponsoring a survey here in the city of St. Joseph. You may have read about the study in the newspapers.

I would very much like to talk briefly with the person who does most of the cooking and usually decides what foods to buy for the family. Is this person in now?

- a. If home: "Good morning (etc.) This is \_\_\_\_\_ (name of interviewer)." (If person is different from one answering phone, use same introduction as above and conclude with: "Would you help us out by answering a few questions?")
- b. If not at home: "When do you expect her? Thank you, I will call her back."

Name of respondent (chief homemaker): \_\_\_\_\_

Address: \_\_\_\_\_

Time started interviewing:

Do not write in these spaces

Code #      Column #  
 ( ) ( ) ( )      1, 2, 3

(Record number - for office use only)

1. Sex of respondent: ("X") a. Male (1)   
 b. Female (2)

Television Information

2. Do you have a TV set in working order or do you have access to one?  
 a. Yes (1)   
 b. No (2)

IF NO, skip to Question #9.

3. How well does your set usually receive the local TV station here in St. Joe - KFEQ-TV - Channel 2?  
 a. Good (1)   
 b. Fair (2)   
 c. Poor (3)   
 d. Not at all (4)

4. (a) About how many times a week, if at all, do you watch Channel 2 (KFEQ) on weekdays, Monday through Friday?

| Hours of viewing | 4-5 times weekly         | 2-3 times weekly         | Once a week              | Less than once a week    | Never                    | Don't know               | Code # | Column # |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------|----------|
| 8-10 A.M.        | <input type="checkbox"/> | ( )    | 7        |
| 10-12 A.M.       | <input type="checkbox"/> | ( )    | 8        |
| 12- 1 P.M.       | <input type="checkbox"/> | ( )    | 9        |
| 1- 3 P.M.        | <input type="checkbox"/> | ( )    | 10       |
| 3- 5 P.M.        | <input type="checkbox"/> | ( )    | 11       |

- (b) For the 12-1 P.M. period on weekdays, what TV programs, if any, do you particularly like to watch when you have the time? ("X" or specify).

- a. None (1)  ( ) 12  
 b. Specify (2)  \_\_\_\_\_

5. Have you ever watched the "You and Your Home" show with Marge Miner on Channel 2, from 12:20 - 1:00 P.M., Monday through Friday?

- a. Yes            (1)
- b. No            (2)
- c. Don't know (3)

( )                      13

IF "NO" OR "DON'T KNOW", skip to Question #9

6. About how often have you watched this show in recent weeks?

- a. 4-5 times/week            (1)
- b. 2-3 times/week            (2)
- c. Once a week                (3)
- d. Less than once/week (4)
- e. Don't know                 (5)

( )                      14

7. During the last two weeks or so, do you remember seeing one of these "You and Your Home" programs in which they talked about pork roast?

- a. Yes            (1)
- b. No            (2)
- c. Not sure     (3)

( )                      15

IF "NO" or "NOT SURE", skip to Question #9.

8. Do you happen to remember who it was who talked about pork roast? ("X" "NO" or "DON'T KNOW" or specify name of person).

- a. No            (1)
- b. Don't know (2)
- c. Specify name(s) \_\_\_\_\_  
\_\_\_\_\_

( )                      16

Radio Information

9. Have you listened to your radio at all during the past month or so?

- a. Yes            (1)
- b. No radio (or radio not working) (2)
- c. No            (3)
- d. Don't know (4)

( )                      17

IF "NO RADIO", "NO", or "DON'T KNOW", skip to Question #15.

|                                                                                                                                              | Code # | Column # |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------|----------|
| 10. What radio station(s) (or program(s) do you regularly listen to, Monday through Friday?                                                  |        |          |
| a. During the morning? ("X" as many as apply)                                                                                                |        |          |
| 1. None (1) <input type="checkbox"/>                                                                                                         | ( )    | 18       |
| 2. KUSN (2) <input type="checkbox"/>                                                                                                         |        |          |
| 3. KFEQ (3) <input type="checkbox"/>                                                                                                         |        |          |
| 4. KRES (4) <input type="checkbox"/>                                                                                                         |        |          |
| 5. Other Station(s) (Specify) (5) _____                                                                                                      |        |          |
| 6. D.K. (6) <input type="checkbox"/>                                                                                                         |        |          |
| b. How about the afternoon? ("X" as many as apply)                                                                                           |        |          |
| 1. None (1) <input type="checkbox"/>                                                                                                         | ( )    | 19       |
| 2. KUSN (2) <input type="checkbox"/>                                                                                                         |        |          |
| 3. KFEQ (3) <input type="checkbox"/>                                                                                                         |        |          |
| 4. KRES (4) <input type="checkbox"/>                                                                                                         |        |          |
| 5. Other station(s). (Specify) (5) _____                                                                                                     |        |          |
| 6. D.K. (6) <input type="checkbox"/>                                                                                                         |        |          |
| 11. Have you ever heard any of the "KUSN KITCHEN" comments about food buying or preparation that are broadcast daily, Monday through Friday? |        |          |
| 1. Yes (1) <input type="checkbox"/>                                                                                                          | ( )    | 20       |
| 2. No (2) <input type="checkbox"/>                                                                                                           |        |          |
| 3. D.K. (3) <input type="checkbox"/>                                                                                                         |        |          |
| If "No" or "Don't Know", skip to Question 13.                                                                                                |        |          |
| 12. During the past two weeks, do you remember hearing any of these "KUSN KITCHEN" comments about pork roast?                                |        |          |
| 1. Yes (1) <input type="checkbox"/>                                                                                                          |        |          |
| 2. No (2) <input type="checkbox"/>                                                                                                           | ( )    | 21       |
| 3. Don't remember (3) <input type="checkbox"/>                                                                                               |        |          |
| 13. Have you ever heard the "Sunday Farm Review" program over KFEQ from 7:30-8:00 A.M., on Sunday mornings?                                  |        |          |
| 1. Yes (1) <input type="checkbox"/>                                                                                                          | ( )    | 22       |
| 2. No (2) <input type="checkbox"/>                                                                                                           |        |          |
| 3. Not sure (3) <input type="checkbox"/>                                                                                                     |        |          |
| If "No" or "Not Sure", skip to Question 15.                                                                                                  |        |          |

14. During the past two weeks, do you remember hearing any discussions about pork roast on these programs?

- a. Yes                      (1)
- b. No                        (2)
- c. Not sure                (3)

( )                              23

Newspaper Information

Now, \_\_\_\_\_ (name), I would like to ask a few questions about newspapers.

15. Which of the following newspapers, if any, do you read regularly? ("X" yes or no)

- |                           | <u>Yes (1)</u>           | <u>No (2)</u>            |     |    |
|---------------------------|--------------------------|--------------------------|-----|----|
| a. St. Joseph News Press  | <input type="checkbox"/> | <input type="checkbox"/> | ( ) | 24 |
| b. Union Observer         | <input type="checkbox"/> | <input type="checkbox"/> | ( ) | 25 |
| c. Stockyards Journal     | <input type="checkbox"/> | <input type="checkbox"/> | ( ) | 26 |
| d. Buchanan County Farmer | <input type="checkbox"/> | <input type="checkbox"/> | ( ) | 27 |
| e. Others, specify _____  |                          |                          | ( ) | 28 |

FOR OFFICE USE ONLY:

f. Readership status: have read regularly:

- One or more CM papers            (1)
- "Other" papers                      (2)
- Both CM papers and other(s)    (3)
- None                                    (4)

( )                              29

IF NO CM PAPERS READ, skip to Question #19.

16. Do you remember ever seeing any of the weekly articles or columns on food buying, or meal planning and preparation in the Thursday or Friday editions of the \_\_\_\_\_ (paper)? ("X" appropriate answer for each CM paper.)

- |                         | Yes (1)                  | No (2)                   | Don't Know (3)           |     |    |
|-------------------------|--------------------------|--------------------------|--------------------------|-----|----|
| a. News-Press           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ( ) | 30 |
| b. Union Observer       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ( ) | 31 |
| c. Stockyards Journal   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ( ) | 32 |
| d. Buchanan City Farmer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ( ) | 33 |

IF "NO" or "DON't KNOW", skip to Question #19.

17. About how often do you read these articles?  
 ("X" appropriate columns)

| Name of paper             | All or most<br>of time<br>(1) | Some<br>(2)              | Sel-<br>dom<br>(3)       | Don't<br>Know<br>(4)     |
|---------------------------|-------------------------------|--------------------------|--------------------------|--------------------------|
| a. News-Press             | <input type="checkbox"/>      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Union Observer         | <input type="checkbox"/>      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Stockyards Journal     | <input type="checkbox"/>      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Buchanan County Farmer | <input type="checkbox"/>      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

( )      34  
 ( )      35  
 ( )      36  
 ( )      37

18. Do you remember an article on pork in the \_\_\_\_\_  
 (paper) about two weeks ago?

|                           | Yes<br>(1)               | No<br>(2)                | Don't<br>Know<br>(3)     |
|---------------------------|--------------------------|--------------------------|--------------------------|
| a. News Press             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Union Observer         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Stockyards Journal     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Buchanan County Farmer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

( )      38  
 ( )      39  
 ( )      40  
 ( )      41

Levels of Knowledge

Now, \_\_\_\_\_ (name), we would like to get  
 some of your ideas about pork.

19. How do you feel about each of the following statements:

a. On the average, lean pork has about the same amount  
 of calories as lean beef. Do you: ("X" one)

- 1. Agree      (1)
- 2. Disagree      (2)
- 3. Don't know      (3)

( )      42

b. How about this next statement? Although supplies  
 of pork tend to be greatest at this time of year,  
 pork prices tend to be highest. Do you ("X" one):

- 1. Agree      (1)
- 2. Disagree      (2)
- 3. Don't know      (3)

( )      43

19. Here's another one. Pork loin, Boston butt, and picnic should be roasted with dry heat--that is with no liquids added and without any lid or cover on the pan. Do you:

- a. Agree (1)
- b. Disagree (2)
- c. D. K. (3)

( ) 44

20. In your opinion, which of these three cuts of pork usually gives you the most for your money?

- a. Pork Chops (1)
- b. Center loin roast (2)
- c. Boston Butt (3)
- d. D. K. (4)

( ) 45

21. In your opinion, how soon should you cook fresh pork after buying it from a store, assuming you don't freeze it? Would you say:

- a. The same day? (1)
- b. Within three days? (2)
- c. Anytime within a week? (3)
- d. Or doesn't it matter too much? (4)
- e. D. K. (5)

( ) 46

#### Consumption of Fresh Pork

22. Do you or your family eat pork?

- a. Yes (1)
- b. No (2)

( ) 47

If "No" skip to Question 26.

23. During the month of November, about how many times, if any, have you bought or served pork roast in your house? (Use actual number). \_\_\_\_\_

( ) ( ) 48, 49

24. When did you last buy or serve pork roast?

- a. Within the past week (1)
- b. Within the past two weeks  
(or since December 5) (2)
- c. Not since December 5,  
(about the last two weeks) (3)
- d. Don't remember (4)

( ) 50

25. Compared with November, do you think you will serve pork more often, about as often, or less often in December and January?

- a. More often (1)  (Ask next Question)

( ) 51

- b. About as often (2)  (Skip to Question 26)  
 c. Less often (3)  (Skip to Question 26)  
 d. D. K. (4)

If "more" ask next question. If not, skip to Question 26.

25. What would you say are the reasons?

- a. Don't know (1)  ( ) 51  
 b. Specify (2) \_\_\_\_\_

Personal Data

Now, \_\_\_\_\_ (name), before ending this interview, I need to know a few things about you and your household.

26. First of all, does this household prepare most of its meals at home, or does it eat mostly in restaurants?

- a. At home (1)  ( ) 52  
 b. Restaurants (2)

27. What was the last grade or year of school you completed?

- a. 0-4 years (1)  ( ) 53  
 b. 5-7 years (2)   
 c. 8 years (3)   
 d. 9-11 years (4)   
 e. 12 years (5)   
 f. More than 12 (6)

28. We would like to be able to group the persons we talk to according to age level. If you don't mind, will you please tell me which of the following age groups you are in?

- a. Under 30 (1)  ( ) 54  
 b. 30-39 (2)   
 c. 40-49 (3)   
 d. 50 and over (4)

29. During the past two weeks, how many days, if any, have you worked for pay outside your home? (Specify)

( ) ( ) 55, 56

Well, \_\_\_\_\_(name), that's the end of the interview.  
We do want to thank you very much for the opportunity of talking with you.  
Your cooperation is much appreciated.

Time interview completed: \_\_\_\_\_

Edited by: \_\_\_\_\_  
(Initials of interviewer)

Re-edited by: \_\_\_\_\_  
(Initials of editor)