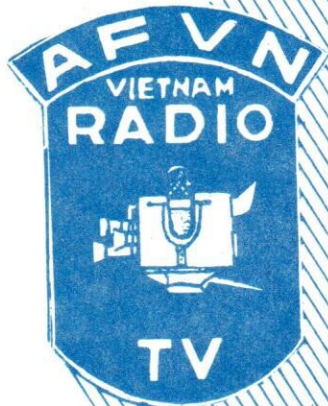


AMERICAN FORCES VIETNAM NETWORK



1970

Audience Opinion Research & Analysis

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A special note of appreciation goes out to:

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CHAPTER I

THE AMERICAN FORCES VIETNAM NETWORK

The Mission.

The mission of the American Forces Vietnam Network (AFVN) contains two principle objectives. The first is similar to that of other American Forces Radio and Television Service (AFRTS) facilities while the second is unique to AFVN. Our mission is:

To provide commanders with a radio and television capability to broadcast information and entertainment programs for US Armed Forces personnel assigned duty in the Republic of Vietnam and to provide engineering assistance to the Joint United States Public Affairs Office (JUSPAO) for the installation of television facilities for the Government of Vietnam.

This Survey will attempt to determine to what degree AFVN is accomplishing the first objective of its mission.

The History.

Armed Forces Radio in Vietnam went on the air for the first time at 0600 hours 15 August 1962 from studios in the Rex Hotel in downtown Saigon. The fledgling station broadcast for eighteen hours a day using a transmitter and broadcasting equipment that was borrowed from US and Vietnamese military and civilian agencies. The station was operated by a five man crew and several volunteer announcers and newsmen. By the Fall of 1964, the station was moved to permanent facilities at the Brink Hotel. The staff had grown to 17 full-time personnel.

On 24 December 1964 the Viet Cong struck their first blow at AFVN. Terrorists set off 250 pounds of explosives at the Brink and damaged a large section of the building. The station was forced off the air temporarily but was broadcasting again in a matter of hours. Out of the wreckage, AFVN was sending out Christmas Carols interspersed with calls for blood donations for those injured in the explosion.

Television made its debut in Vietnam on 7 February 1966 as three C-121 aircraft were outfitted with broadcast equipment. Programs were broadcast from these "Blue Eagles" until improved ground facilities in Qui Nhon and Da Nang and a fixed site in Saigon became operational on 25 September and 21 and 25 October 1966 respectively.

On Christmas Eve, 1966, two years to the day after the explosion at the Brink station, the new Saigon facility came under attack. Small arms fire ripped holes in the building but no one was injured.

Early 1967 saw television become operational at Pleiku, Hue, Tuy Hoa, and Nha Trang's Hon Tre Island.

On 3 May 1968 the VC struck again. This time 250 pounds of plastic explosives concealed in a taxi were set off not far from the Saigon station. No one at AFVN was injured and, though the building was damaged, broadcasting was only temporarily halted.

The Hue station was overrun in the VC offensive during Tet of 1968. Unofficial reports indicate that one AFVN man was killed and five were captured.

The Hue station was moved to Quang Tri and resumed broadcasting in December 1968. Chu Lai became the latest AFVN outlet in March 1969.

The Organization: Its Capabilities and Facilities

AFV's present locations and facilities are:

Key Station: Saigon -	AM	50,000 watts
	FM	100,000 watts
	TV	240,000 watts
Detachment 1: Qui Nhon -	AM	10,000 watts
	FM	25,000 watts
	TV	40,000 watts
Detachment 2: Da Nang -	AM	10,000 watts
	FM	25,000 watts
	TV	40,000 watts
Detachment 3: Pleiku -	AM	10,000 watts
	FM	25,000 watts
	TV	40,000 watts
Detachment 4: Nha Trang		
Dong Ba Thin -	AM	10,000 watts
Hop Tre Island -	FM	25,000 watts
	TV	40,000 watts
Detachment 5: Quang Tri -	AM	1,000 watts
	TV	40,000 watts
Detachment 6: Tuy Hoa -	AM	50 watts
	TV	40,000 watts
Detachment 7: Chu Lai -	AM	1,000 watts
	TV	40,000 watts

The AM radio affiliates receive all of their programming from the Saigon station via a network communications system (PROLINE-66). However, it is important to note that when this Survey was conducted, each Detachment programmed three hours daily of locally originated shows on AM radio. The "all network" concept came into being after all questionnaires had been returned.

In Saigon and Da Nang, FM programming, for the most part, comes from pre-recorded reels of audio tape which are provided by AFRTS. They are

aired by large, computer controlled tape machines in stereo. These machines automatically insert spot announcements and other programming. There are three hours of live programming and six hours of simultaneous broadcasting of AM programming each day. The hourly news that is carried on AM is also carried on FM and at selected times on television.

AFVN Detachments at Pleiku, Nha Trang, and Qui Nhon do not have the automatic FM stereo capability. All FM programming at these three locations is done from the local studios. These Detachments receive electrical transcriptions of "FM type" high fidelity music. The simultaneous broadcasting of AM and the procedure of the hourly news is the same as the previously discussed FM locations

Most of the television programs presented on AFVN are film and video tape copies of programs shown on the television networks in the US. These programs are shipped from AFRTS-LA to Saigon and then "bicycled" to the Detachments in a package that provides an entire week of program material. In addition, each station produces local daily news programs and special entertainment and information programs of a local nature.

The AFVN Network News Branch is located in Saigon from where it provides coverage of US, international, and Vietnam news and sports on both radio and television. The News Branch uses material from the Associated Press, United Press International, and the American Forces Radio and Television Service - Washington. Direct voice-line communication with AFRTS in Washington permits the live radio broadcasts of major news and sports events from home. Television newscast services are provided

by ABC-TV and CBS-TV to the network. Affiliate stations receive copies of the newsfilms and other visual material along with the teletype copy from the press services to assist them in preparing television newscasts.

CHAPTER II

THE SURVEY

A Previous Survey.

There has been one previous country-wide AFVN Audience Opinion Survey. It was conducted in 1968 and was concluded in early 1969. For simplicity, it will be referred to as the 68 Survey.

The 68 Survey was a milestone effort since it was the first audience opinion survey to be conducted under combat conditions using a randomly-selected sample. It was also the first such survey to be done in Vietnam.

There will be several places throughout this report where the results will be compared with the results of the 68 Survey. This will not be done indiscriminately but, rather, only when such comparison will contribute to the information derived from this present survey.

The Current Survey.

During the period of July through September 1970, AFVN conducted an audience opinion survey by mail on a country-wide basis. The survey covered AM and FM radio and television. Its purpose was basically to determine what our audience likes to watch and listen to, when they can watch and listen, and how good the reception is.

In other words, the survey was designed to determine if AFVN was accomplishing its mission of providing entertainment and information desired by the US servicemen in Vietnam.

The Sample.

The success and precision of any survey or public opinion poll is dependent upon selecting an unbiased sample. Some military audience

surveys have obtained information by utilizing survey coupons printed in newspapers or daily bulletins or by distributing questionnaires to dining facilities and living quarters. Public opinion researchers are dubious of the results obtained by these methods. Investigation has shown that the sort of person who will voluntarily fill out and return those forms is not truly representative of the general public. This present survey was accomplished by using a randomly selected sample. Therefore, it is expected that the information obtained from this random selection will have the reliability and validity required to meet the stringent standards of professional research analysis.

A total of 2,519 questionnaires was sent out to randomly selected troops all over Vietnam. At that time there were 420,000 US military personnel in-country. Questionnaires were sent to 0.6% of the total. This percentage represents a valid sample in an audience of this size.

The sample was stratified by selecting men from each service using the ratio of overall service representation in Vietnam. Thus, 72.6% (1,829) were Army, 12.3% (310) were Air Force, 8.3% (210) were Marines, and 6.3% (158) were Navy personnel. There were 12 Coast Guard men included in the recipients but, due to the small number, their responses are included with the Navy data.

The Questionnaire.

The questionnaire was designed to elicit the most information from the respondents without going into such detail and length that interest in completing the questionnaire would be lost. Previous survey reports from the American Forces Korean Network, the Spain-Morocco Network, the

Southern European Network - Italy, AFRTS - Iraklion, Crete, the 1968 AFVN Survey, and the 1970 Da Nang Area Survey, were all on file to help in the planning of questions for this survey.

The purpose of the 1970 Da Nang Area Survey was to pre-test the questionnaire and testing methods to be used in this present survey. Once the Da Nang Survey was completed, certain changes were indicated and were incorporated into the finalized questionnaire. The final version of the cover letter (Appendix A) and the questionnaire (Appendix B) were mailed out on 26 July 1970.

The computer used to tabulate the results, an IBM 360/501, was set to compare each of the first eight responses with each of the last 68 responses. Although it is a 55 question survey, there are 76 responses due to four multiple answer questions. As the questionnaires were returned, the 76 responses on each of them were numerically coded to be entered into the computer.

The questions can be divided into the following general sections:

1. Questions 1 through 7 - personal information
2. " 8 " 10 - comparing radio and television
3. " 11 " - usefulness of AFVN's "commercials"
4. " 12 " 14 - availability of a radio
5. " 15 " 20 - radio programming
6. " 21 " 24 - radio reception and opinion
7. " 25 " 27 - availability of a television set
8. " 28 " 33 - TV programming
9. " 34 " 35 - TV reception and opinion
10. " 36 " 55 - news and sports section

The Response.

The information gathered from the returned questionnaires was coded and turned over to the MACV Data Management Agency (DMA) on 15 September. All 1,107 completed questionnaires which were returned by that date were included. This represents a 48.3% return. The cut-off date of 15 September gave an elapsed period of 51 days as compared to 28 days for the 68 Survey. A total of 228 questionnaires have been returned undelivered due to incorrect addresses and other reasons. This compares with 257 returned in 1968. The actual sample then was 2,291.

Can so few express the desires of so many? Fewer than 1,200 persons were surveyed by the Gallup Poll to accurately forecast the 1968 national election vote of almost 70 million voters (.000017% of the population). Our 1,107 returns from 420,000 servicemen is a significantly higher .3% response.

No one has ever attempted to measure directly the listening and viewing habits of everyone in the country (USA). If it were possible at all, the task would be of such magnitude that it would probably introduce so many tabulating errors that it would actually be less accurate than a good sampling procedure anyway. The layman tends to be skeptical of a procedure which presumes to judge the behavior of an audience of many millions on the basis of a sample of only a few thousand; yet it has been well established in other fields that a properly chosen sample can accurately show characteristics of a very large population.¹

¹Sydney W. Head, Broadcasting in America (Boston: The Riverside Press, 1956), p. 240.

CHAPTER III

THE ANALYSIS

General.

The information contained in the Tables in this section was derived from the first part of the questionnaire where information about the individual respondent was asked.

Table 1 Location of the Respondents:

Saigon (Key Station)	37.4%
Qui Nhon (Detachment 1)	8.8%
Da Nang (Detachment 2)	22.0%
Fleiku (Detachment 3)	3.6%
Nha Trang (Detachment 4)	8.7%
Quang Tri (Detachment 5)	6.4%
Tuy Hoa (Detachment 6)	1.6%
Chu Lai (Detachment 7)	5.8%
Can Tho (Saigon's TV rebroadcaster)	5.2%
Not Ascertainable	.6%

Table 1 reflects audience distribution by AFVN station coverage.

<u>Table 2</u>	Branch of Service:	*	<u>Table 3</u>	Duty Area:	
		*			
	Army	69.8%	*	Combat	22.4%
			*		
	Navy	4.8%	*	Admin	14.1%
			*		
	USMC	13.5%	*	Log/Support	47.1%
			*		
	USAF	11.7%	*	Other	15.5%
			*		
			*	NA	1.0%

Table 4 Pay Grades of the Respondents:

E-1 through E-3	17.0%
E-4 and E-5	57.0%
E-6 and E-7	10.0%
E-8 and E-9	1.5%
O-1 and O-2	6.5%
O-3	4.5%
O-4 and O-5	2.5%
O-6	.2%
NA	1.5%

Warrant Officers are included in the above Table with the numerically equivalent "O" rank, i.e. WO3 = O-3.

This Table serves to reduce to specific percentages that which we already know - that there are more of the junior enlisted grades in-country than any other rank grouping.

Table 5 Educational Level of the Respondents:

Less than a high school diploma	7.5%
High school graduate	43.5%
Some college	33.0%
College graduate	11.0%
Graduate school	4.0%
Other	.5%
NA	.5%

A comparison with the 68 Survey shows that high school graduates have dropped 6% and those with some college have increased 7%.

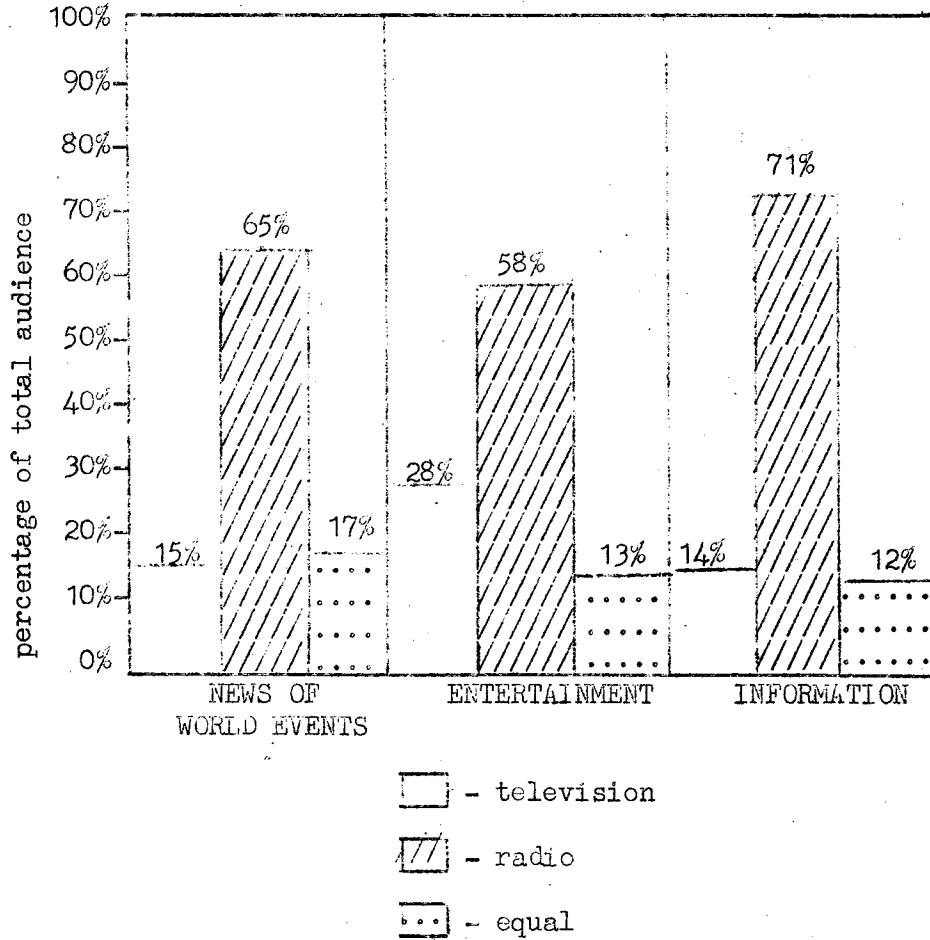
Table 6 Age Distribution:

17 - 20	26.2%
21 - 25	52.9%
26 - 30	9.0%
31 - 35	3.7%
36 - 40	4.8%
41 - 45	1.8%
46 - 50	.7%
51 - 55	.1%
56 - 60	.1%
NA	.6%

Radio and Television.

The information contained in the Tables in this section was derived from the four questions of the questionnaire which concerned radio and television.

Table 7 Best Source of News, Entertainment, and Information:



The only significant change between 1968 and the present is a rather large increase in the popularity of radio as a source of entertainment. In the 68 Survey 42% of the respondents chose radio as their best source of entertainment.

Table 8 Value of AFVN's "commercials":

	<u>R&R spots</u>	<u>regulations & directives</u>	<u>health & safety spots</u>
Useful	61%	59%	66%
Of little use	28%	30%	26%
Of no use at all	9%	10%	7%
NA	2%	1%	2%

Table 9 Does AFVN News keep you informed?

Very much	41.8%
Pretty much	51.0%
Not much	6.3%
NA	.8%

Table 10 Most important type of news:

USA news	50.2%
International news	32.8%
Vietnam news	10.4%
Other	.7%
No opinion	3.2%
NA	2.6%

Radio.

The information contained in the Tables in this section was derived from various parts of the questionnaire which dealt with radio.

Table 11 Those who own or have access to a radio:

age:		branch:			
<u>-25</u>	<u>26+</u>	<u>Army</u>	<u>Navy</u>	<u>USMC</u>	<u>USAF</u>
99.6%	99.9%	99%	100%	98.5%	100%

This Table is a combination of the "Do you own a radio" question and the "I do not own a radio but there is a place where I can listen to one" question. For all practical purposes, every GI in Vietnam has the capability of listening to AFVN radio.

Radio owners make up 80.9% of all US military in-country. Of those people, 9.7% own AM radios, 68.3% own an AM/FM set, 20.9% receive AM and FM stereo, and less than one percent receive the FM band only.

When asked which form of radio they listened to the most, 60% said AFVN-AM, 18.5% liked AFVN-FM best, and 20% reported listening to both equally. FM was better liked by the older men with AM being the favorite of the younger ones. As a service, Air Force personnel were the only ones who indicated that they listen more to AFVN-FM than AFVN-AM. The survey also indicated that as educational level increased the respondents preferred AFVN-FM over AFVN-AM.

Table 12 Average day's listening time:

Less than 1 hour	7.0%
1 hour	8.0%
2 or 3 hours	22.5%
3 or 4 hours	14.0%
4 or 5 hours	11.0%
More than 5 hours	35.5%
Hardly ever listen	2.0%
NA	.5%

Evidently our listeners do not tire of AFVN radio after being in Vietnam over a period of months. A comparison of the "time in location" responses with the above statistics shows that the number of listeners remains rather stable as the number of months in the area increases.

Men in Administration and Logistics/Support work listen more hours a day than men in a combat situation. Also, the younger a man is, the more likely he is to listen to AFVN several hours a day. An example of this is that 44% of the men in the 17 to 20 age group listen to the radio more than five hours a day.

Table 13 Reception of AFVN-AM: location:

	<u>average</u>	<u>Saigon</u>	<u>Det 1</u>	<u>Det 2</u>	<u>Det 3</u>	<u>Det 4</u>	<u>Det 5</u>	<u>Det 6</u>	<u>Det 7</u>
Excellent	33.0%	42%	30%	28%	37%	20%	35%	5%	10%
Good	37.5%	39%	30%	43%	35%	26%	36%	33%	28%
Fair	19.0%	14%	22%	19%	20%	21%	14%	38%	43%
Poor	8.0%	3%	14%	6%	5%	20%	9%	22%	15%
Can't receive	2.0%	0%	1%	0%	2%	10%	1%	0%	1%
NA	.5%	0%	0%	0%	0%	0%	2%	0%	0%

Table 14 Reception of AFVN-FM:

	<u>average</u>	<u>Saigon</u>	<u>location:</u>			
			<u>Det 1</u>	<u>Det 2</u>	<u>Det 3</u>	<u>Det 4</u>
Excellent	27%	29%	16%	27%	27%	43%
Good	32%	34%	36%	30%	35%	37%
Fair	14%	11%	13%	17%	20%	12%
Poor	6%	5%	10%	5%	2%	0%
Can't receive	20%	18%	22%	18%	15%	6%
NA	1%	0%	1%	0%	0%	0%

Detachments 5, 6, and 7 are not mentioned in this Table because these sites do not have FM facilities. This is one of the reasons why fewer people in-country receive AFVN-FM as compared to AFVN-AM. Another reason is that different propagation characteristics also produce different coverage patterns.

There are no similar figures in the 68 Survey because AFVN did not establish its first FM outlet until after the 68 Survey had been conducted.

Table 15 AFVN-FM programming as a choice to AFVN-AM programming:

It definitely provides a choice	34.2%
It sometimes provides a choice	29.5%
The two sound the same	4.4%
No opinion	26.2%
Don't listen	4.8%
NA	1.0%

There is no 1968 data on this Table for the same reason given for Table 14.

Table 16 Best time to listen:

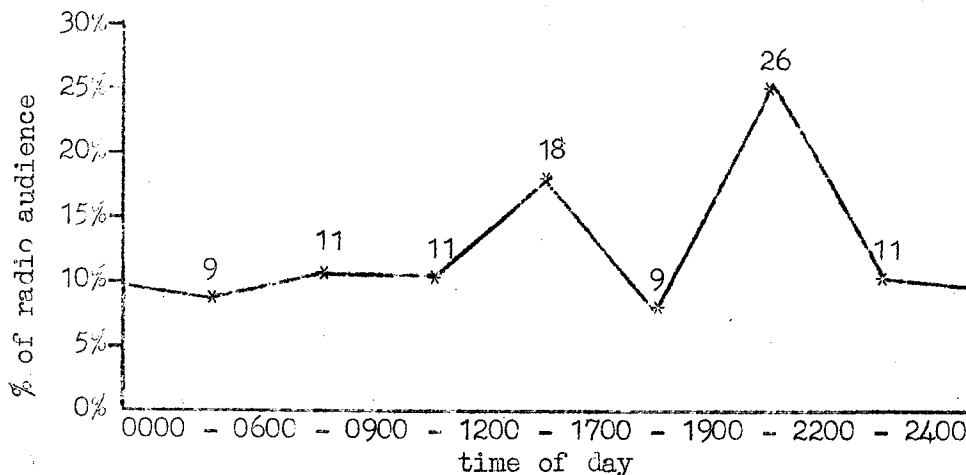
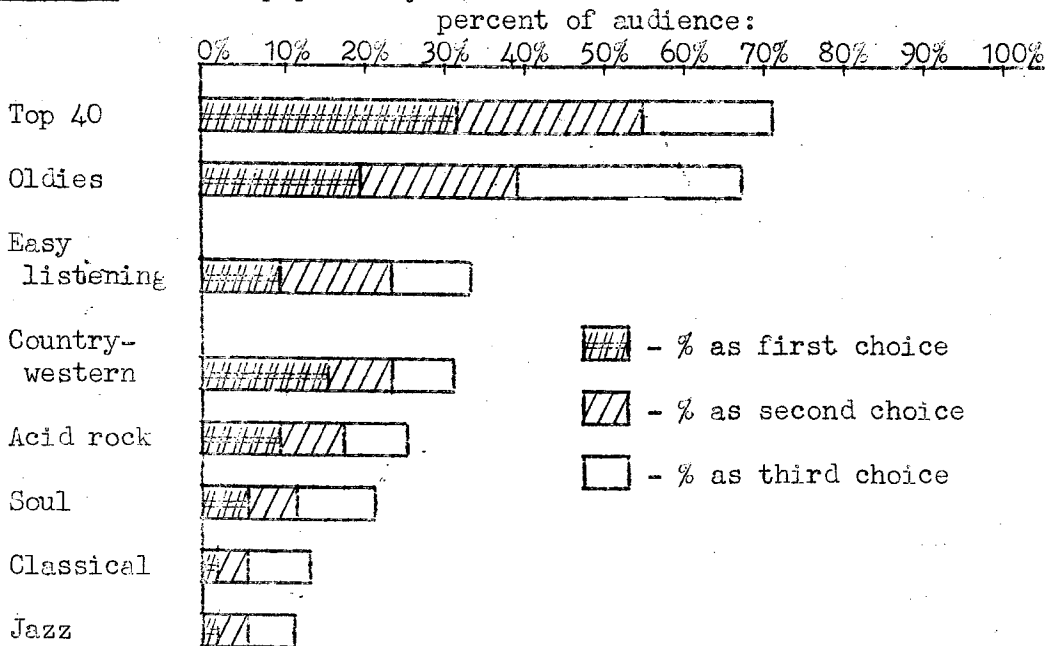


Table 17 Music popularity scale:



The types of music are ranked here in best liked to least liked order (top to bottom) by combining the percentage of times that each type was picked as first, second, and third choice (out of eight choices).

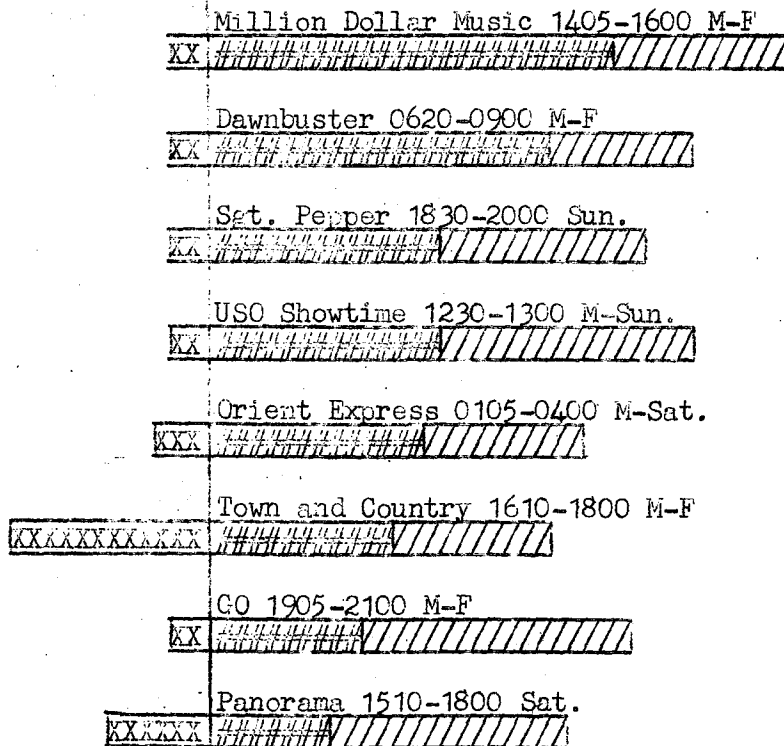
By age, Top 40 was the most popular with the under 25 group (34% picked this type as first choice) while Easy Listening and Country-

Western were the most popular with the men over 25 (25% and 32% picked these types as first choice respectively).

The standings in Table 17 are identical to the standings of the same music types in the 68 Survey.

Table 18 In-country radio program popularity: (produced by AFVN.)
percentage of the radio audience:

50% 40% 30% 20% 10% 0% 10% 20% 30% 40% 50% 60% 70% 80%



▨ - % who marked "like very much"

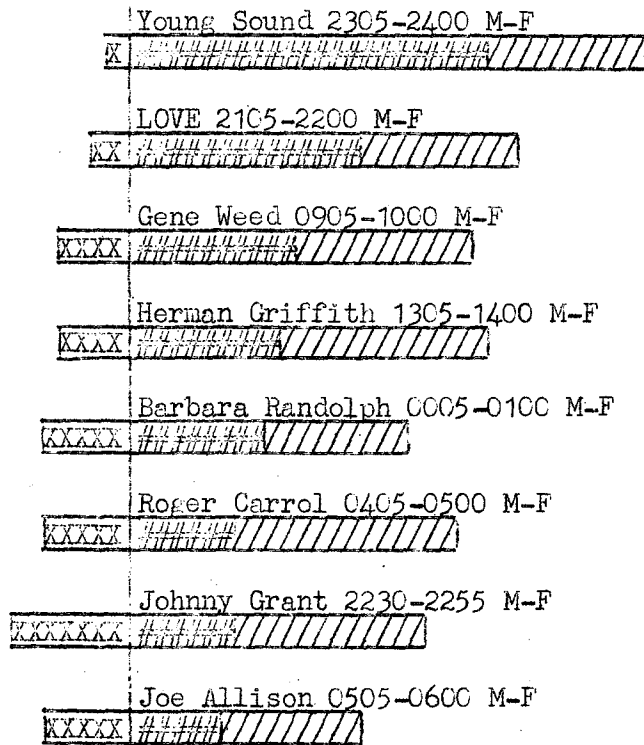
▧ - % who marked "just fair"

▩ - % who marked "not liked"

These programs are produced by the staff of AFVN. They are ranked here in most popular to least popular order (top to bottom) by the percentage of times each was picked as "like very much."

Table 19 US radio program popularity: (produced by AFRTS)
percentage of the radio audience:

50% 40% 30% 20% 10% 0% 10% 20% 30% 40% 50% 60% 70%



|||| - % who marked "like very much"

||| - % who marked "just fair"

--- - % who marked "not liked"

These programs are produced by AFRTS and are sent to AFVN to air. They are ranked here in the most popular to least popular order (top to bottom) by the percentage of times each program was picked as "like very much."

Table 20 Best time to hear a radio newscast:

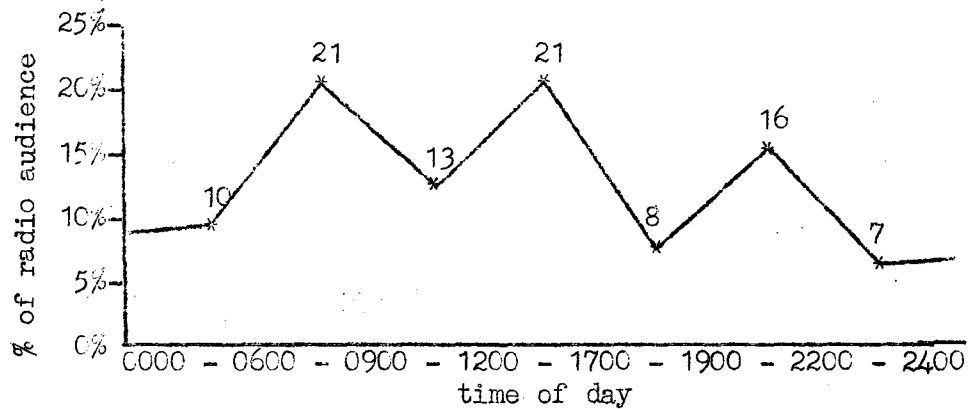


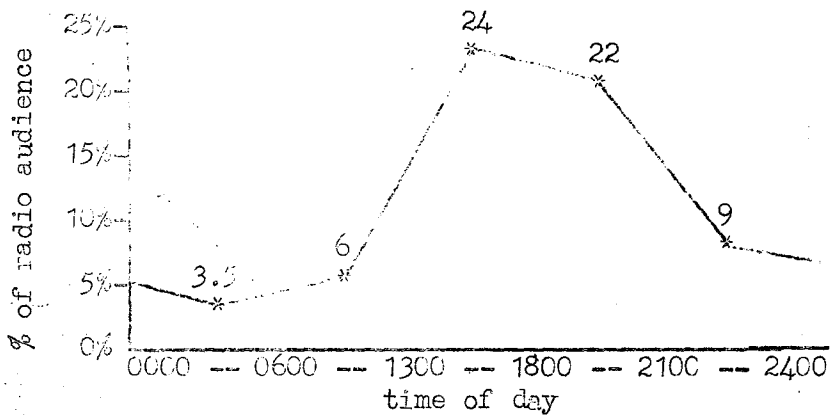
Table 21 Average number of radio newscasts heard each day:

None	1.2%
At least one	17.0%
2 or 3	39.0%
4 to 6	26.0%
7 or more	12.1%
Don't know	4.3%
NA	.3%

Over 85% of the respondents indicated an excellent or good opinion of AFVN radio news announcers. 11% gave them a "fair" rating and only 1.4% thought they were "poor."

Most (69%) of the respondents indicated that the amount of radio news was about right while 20.7% wanted more news and 6% wanted less.

Table 22 Best time to hear a radio sports event:



Over 33.5% of the respondents had no preference as to the time of day.

Table 23 Interest in AFVN radio sports:

Very much interested	34%
Some interest	43%
No interest	21%
NA	2%

Table 24 Are you more interested in sportscasts or complete events?

Sportscasts	27%
Complete events	34%
Equal	20%
No opinion	19%
NA	1%

AFVN sports announcers were given a positive rating by 85% of the radio audience. Almost 13% indicated "no opinion" as to the quality of the announcers.

Over 60% indicated that the amount of radio sports was about right. The rest were fairly evenly divided between too much and not enough.

In response to the question asking if the respondent objects to AFVN radio repeating a sports event at another time for those who did not hear it the first time - 75% indicated that they do not object and 25% indicated that they do object.

Television.

The information contained in the Tables in this section was derived from various parts of the questionnaire that dealt with television.

Table 25 Television set ownership:

	1970 <u>average</u>	1968 <u>average</u>	Combat	branch:		
				<u>Admin</u>	<u>Log/Sup</u>	<u>Other</u>
Yes	16.3%	19%	7%	19%	19%	15%
No	83.3%	81%	92%	79%	79%	84%
NA	.3%		0%	0%	1%	0%

Table 26 Average daily viewing time:

	<u>1970 average</u>	<u>1968 average</u>
4 hours or more	10%	9%
2 or 3 hours	24%	20%
Less than 1 hour	16%	14%
Hardly ever watch	24%	37%
Never watch	26%	20%

Table 27 Usual viewing location:

Billet	37.9%
Military club	6.8%
Service club	2.5%
Dayroom	11.3%
Mess hall	.3%
Other	14.9%
Never Watch	25.4%
NA	.8%

Table 28 Television signal quality:

	location:								
	<u>average</u>	<u>Saigon</u>	<u>Det 1</u>	<u>Det 2</u>	<u>Det 3</u>	<u>Det 4</u>	<u>Det 5</u>	<u>Det 6</u>	<u>Det 7</u>
Excellent	14.6%	18%	12%	16%	22%	11%	7%	11%	10%
Good	34.0%	39%	29%	32%	42%	35%	28%	44%	39%
Fair	24.0%	22%	20%	24%	15%	29%	23%	38%	31%
Poor	6.8%	4%	6%	3%	5%	12%	14%	0%	7%
Can't receive	18.2%	13%	29%	22%	15%	10%	25%	5%	10%
NA	1.4%	1%	0%	1%	0%	0%	1%	0%	0%

Table 29 Is AFVN-TV providing a service?

It is very worthwhile	41%
It is worthwhile	28%
It is not worthwhile	3%
It is of no value	3%
No opinion	24%
NA	1%

Table 30 Best time to watch AFVN television:

	location:								
	<u>average</u>	<u>Saigon</u>	<u>Det 1</u>	<u>Det 2</u>	<u>Det 3</u>	<u>Det 4</u>	<u>Det 5</u>	<u>Det 6</u>	<u>Det 7</u>
1200-1700	12.2%	13%	12%	11%	15%	11%	4%	11%	15%
1700-1900	9.8%	8%	7%	12%	10%	12%	7%	5%	9%
1900-2200	51.0%	53%	44%	46%	52%	54%	50%	66%	53%
2200-0100	12.0%	13%	14%	9%	10%	15%	11%	11%	9%
NA	15.1%	11%	21%	19%	12%	6%	26%	5%	19%

Detachment Five does not sign-on with television until 1700 daily.

The questionnaire was not designed to determine if there are peak audience times on weekends that differ from those during the week because

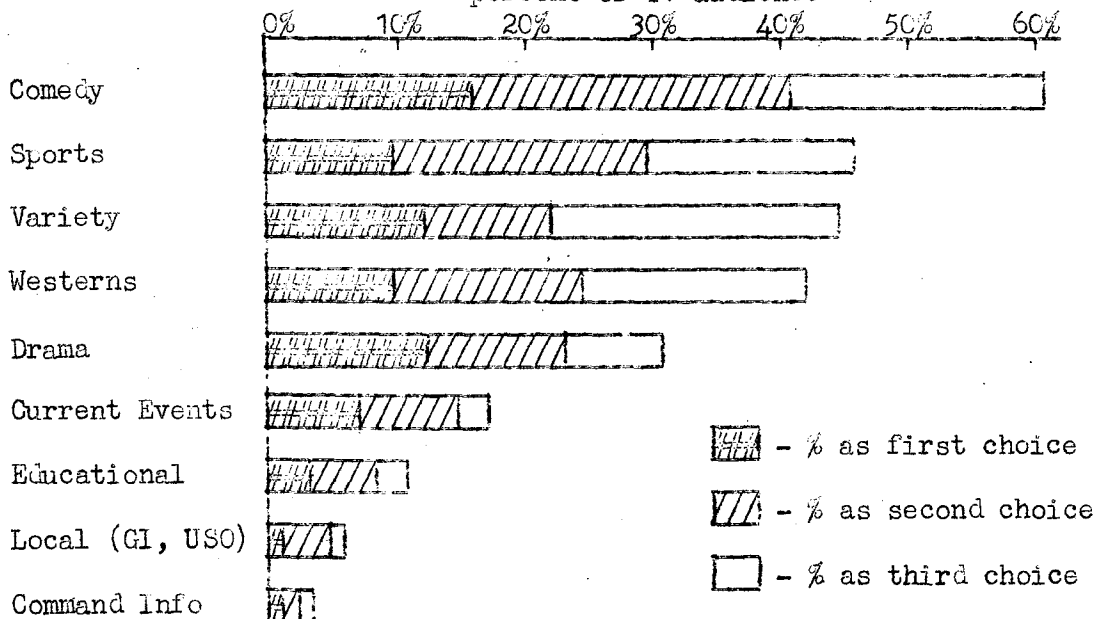
it was assumed that since the US military personnel work a seven day week, there would be no difference. We do know that of those men who specified a "best day to watch", most picked Sunday. However, 60% indicated "no preference."

Table 31 Best time to watch a 90-minute feature on AFVN television:
location:

	average	Saigon	Det 1	Det 2	Det 3	Det 4	Det 5	Det 6	Det 7
1200-1700	8%	8%	6%	7%	10%	3%	4%	5%	7%
1700-1830	4%	4%	3%	4%	5%	6%	0%	0%	4%
1830-2000	16%	16%	12%	15%	20%	20%	19%	5%	17%
2000-2130	25%	24%	25%	24%	25%	28%	23%	44%	21%
2130-2300	13%	12%	17%	12%	17%	14%	8%	11%	12%
2300-0100	10%	10%	7%	7%	5%	8%	11%	16%	17%
No pref.	23%	21%	27%	27%	17%	17%	29%	16%	17%
NA	1%	0%	0%	0%	0%	1%	2%	0%	1%

Detachment Five does not sign-on with television until 1700 daily.

Table 32 Television program type popularity:
percent of TV audience:



The ranking in Table 32 from most popular to least popular (top to bottom) was achieved by combining the percentage of times each type of program was picked as first, second, and third choice (out of nine possible choices). This represents no significant change since 1968.

Table 33 Would a weekday 1700 sign-on interfere with your TV viewing?
location:

	<u>average</u>	<u>Saigon</u>	<u>Det 1</u>	<u>Det 2</u>	<u>Det 3</u>	<u>Det 4</u>	<u>Det 6</u>	<u>Det 7</u>
It would	23.5%	23%	18%	22%	37%	22%	27%	37%
It would not	44.4%	48%	37%	41%	45%	54%	66%	35%
No opinion	31.4%	26%	44%	35%	17%	22%	5%	25%
NA	.5%	1%	0%	0%	0%	0%	0%	1%

Detachment Five does not sign-on with TV until 1700 at the present time. This is the reason that Det 5 is not included in this Table.

Table 34 Best time to watch an AFVN television newscast:
location:

	<u>average</u>	<u>Saigon</u>	<u>Det 1</u>	<u>Det 2</u>	<u>Det 3</u>	<u>Det 4</u>	<u>Det 5</u>	<u>Det 6</u>	<u>Det 7</u>
1300-1700	6.9%	7%	5%	6%	5%	6%	4%	5%	10%
1800	14.6%	15%	16%	13%	12%	18%	11%	11%	14%
1830	7.3%	10%	7%	3%	15%	7%	5%	0%	6%
1900	11.8%	13%	11%	10%	10%	15%	12%	16%	3%
1930	5.3%	4%	4%	7%	12%	5%	1%	16%	7%
2000	5.8%	4%	4%	6%	5%	7%	4%	0%	14%
2200	5.3%	5%	5%	4%	5%	9%	2%	5%	4%
2300	5.1%	5%	2%	5%	7%	3%	5%	5%	7%
Any time	8.5%	8%	8%	8%	7%	8%	12%	11%	4%
No opinion	29.3%	25%	36%	34%	20%	18%	39%	27%	26%

Detachment Five does not sign-on with television until 1700 daily.

Table 35 Number of AFVN-TV newscasts watched each day:

Three	3.8%
Two	14.5%
One	33.2%
None	47.2%
NA	1.2%

AFVN television news announcers were given a positive rating by 59% of the respondents. Over 37% had no opinion as to the quality of the newscasters.

Almost 43% indicated that the amount of AFVN-TV news was about right, 3% said there was too much, and 13% wanted more TV news. The rest, 39%, had no opinion.

Table 36 Best time to watch an AFVN television sports event:
location:

	<u>average</u>	<u>Saigon</u>	<u>Det 1</u>	<u>Det 2</u>	<u>Det 3</u>	<u>Det 4</u>	<u>Det 5</u>	<u>Det 6</u>	<u>Det 7</u>
1200-1600	9.2%	8%	6%	9%	12%	9%	9%	11%	7%
1600-1800	5.5%	6%	7%	4%	2%	7%	1%	5%	4%
1800-2100	28.4%	28%	25%	27%	27%	39%	19%	38%	37%
2100-2400	13.2%	14%	9%	10%	22%	11%	18%	5%	14%
Any time	6.9%	6%	8%	6%	2%	6%	11%	5%	6%
No opinion	36.0%	35%	42%	39%	32%	25%	38%	33%	29%
NA	.8%	0%	1%	1%	0%	1%	1%	0%	0%

Detachment Five does not sign-on with television until 1700 daily.

Table 37 Opinions of the amount of AFVN-TV sports:

Not enough	26.5%
About right	45.5%
Too much	11.3%
NA	16.7%

AFVN television sports announcers were given a positive rating by 63.3% of the audience. Over 32% had no opinion as to the quality of the sportscasters.

Over 80% of our TV audience does not object to AFVN repeating a sports event at another time for those who missed the program the first time it was shown.

The Listener-Viewer Composite.

Possibly the best way to summarize the findings of this report is to describe the "average GI" as found by the survey.

He is an E-4 or E-5 in the Army who is between 21 and 25 years old and has been in the same geographical area for over ten months;

in Logistics/Support work and has a high school diploma;

he listens most to the radio for news, entertainment, and information;

he considers AFVN's "commercials" to be important;

he owns an AM/FM radio and listens to AM more than five hours per day, usually in the early evening;

he likes Top 40, Oldies but Goodies, and Easy Listening music,

he gets good reception on both AM and FM and feels that AFVN-FM programming provides a choice from AFVN-AM programming;

he watches AFVN-TV for 2 or 3 hours each day between 1900 and 2200 in the billets, but he does not own the set he watches;

he likes comedy and sports on television and he considers AFVN-TV to be worthwhile to him;

he feels that AFVN news keeps him informed and is most interested in US news;

he listens to 2 or 3 radio newscasts each afternoon and watches a TV newscast each evening;

he feels that the amount of news coverage on AFVN radio and television is about right;

he considers AFVN radio and TV news and sports announcers to be doing a good job;

he has some interest in sports and would rather see or hear the complete event than a sportscast;

the best time for him to listen to a radio sports event is in the afternoon, for a TV sports event the best time is in the evening;

he feels that the amount of sports on AFVN radio and TV at the present time is about right and he does not object to the repeating of a sports event at another time on radio or TV.

CHAPTER IV

THE APPLICATION

Radio and Television.

Changes made in AFVN radio programming:

1. Due to the results of Table 18, the Sgt. Pepper show has been extended to two full hours.
2. A new classical music program, Classical Showcase, is now on Monday through Saturday from 2305 to 2350 on AFVN-FM.
3. Due to the results of Table 20, the following changes have been made in radio news:
 - A. the 1800 and 2300 newscasts have been shortened to five minutes;
 - B. the 2000 newscast has been extended to 15 minutes.

Changes made in AFVN television programming:

1. Due to the results of Table 32, the following changes have been made:
 - A. sports programs have been extended from 14.5% of our prime time (the time when the most people can watch) to 29% during the football season;
 - B. westerns have been increased to 20% of prime time.
3. Due to the results of Table 34, the following changes have been made in television news:
 - A. the 1500 newscast has been dropped;
 - B. the 1930 newscast has been moved to 1900 hours;
 - C. the 2300 newscast has been moved to 2200 hours.

(All TV news changes are for the Saigon station only. Each Detachment has the option of changing if they feel it suits the local situation.)

APPENDIXES
A and B

APPENDIXES

APPENDIX A

Cover letter.

HEADQUARTERS
UNITED STATES MILITARY ASSISTANCE COMMAND, VIETNAM
AMERICAN FORCES VIETNAM NETWORK
APO San Francisco 96309

MACOL-A

25 July 1970

Dear Soldier, Sailor, Marine or Airman:

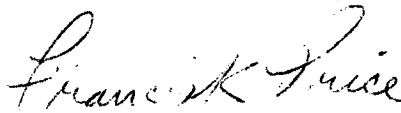
The American Forces Vietnam Network (AFVN) is conducting an audience survey throughout South Vietnam. This survey will attempt to determine how the radio, television, news and sports departments of the network can better serve the US servicemen stationed here.

Your name was randomly selected from a master list of all American military men serving in Vietnam. A computer was used to make the selection. In all, over 2,500 men will receive a questionnaire --such as the one enclosed.

The information gained from this survey will assist AFVN to determine just what types of individuals listen and watch our programs. Also, we can only give you the kind of programming you most desire if we know what you want.

The success of this project depends on each person completing the questionnaire and returning it in the enclosed envelope. Please take a few minutes to do yourself and us a favor.

Respectfully,


FRANCIS K. PRICE
LTC, USA
Officer-In-Charge, AFVN

APPENDIX B

The questionnaire.

AUDIENCE SURVEY
AMERICAN FORCES VIETNAM NETWORK

Note: There is no need to put your name on this questionnaire. Responses will be included in statistical analysis only. The success of this survey depends on complete responses from everyone sent a questionnaire. Therefore, please answer every question frankly. When you finish, please check back to make sure you have answered every question.

GENERAL

1. What is the geographic location of the AFVN broadcast outlet serving you? Quang Tri _____ Da Nang _____ Chu Lai _____ Qui Nhon _____ Pleiku _____ Tuy Hoa _____ Nha Trang _____ Saigon _____ Can Tho _____ (choose only one).
2. Branch of service?
Army _____ Navy _____ USMC _____ USAF _____ Other _____.
3. Pay grade (list as E-5, O-3, etc. NOT RANK) _____.
4. Age? _____.
5. How long in this geographic area (nearest in months)? _____.
6. What is your primary duty area?
Combat _____ Admin _____ Logistics/Support _____ Other _____.
7. What is the highest grade of schooling or equivalent you have completed? Less than High School diploma _____.
High School diploma _____.
Some College _____.
College diploma _____.
Graduate School _____.
Other _____.

8. Between radio and television in Vietnam, which do you consider your best source for news of world events?
 Radio_____ Television_____ Equal_____ No opinion_____.
9. Between radio and television in Vietnam, which do you consider your best source for entertainment?
 Radio_____ Television_____ Equal_____ No opinion_____.
10. Between radio and television in Vietnam, which do you consider your best source for general information?
 Radio_____ Television_____ Equal_____ No opinion_____.
11. Broadcasting command information and command announcements is a basic mission of AFVN. How well do the "commercials" on AFVN serve to inform and motivate you?
- Rest and recuperation (R & R) opportunities:
 Useful_____ Of little use_____ Of no use at all_____.
- Information concerning directives and regulations:
 Useful_____ Of little use_____ Of no use at all_____.
- Health and safety reminders:
 Useful_____ Of little use_____ Of no use at all_____.

RADIO SECTION

12. Do you own a radio? Yes_____ (if yes, go to question 13).
 No_____ (if no, go to question 14).
13. I own a radio. My radio is: AM only_____ AM/FM _____
 FM only_____ AM/FM Stereo _____ FM Stereo _____
 (go to question 15).
14. I do not own a radio, but there is a place where I can listen to one: Yes_____ (if yes, go to question 15).
 No_____ (if no, go to question 25).
15. Do you listen most to: AM_____ FM_____ Equal_____.
16. On an average day, how much time do you spend listening to AFVN radio?
 Less than one hour_____
 1 hour_____
 2 or 3 hours_____
 3 or 4 hours_____
 4 or 5 hours_____
 More than 5 hours_____
 Hardly ever listen_____.

17. What is the best time for you to listen to AFVN radio?
 Early Morning Mid-morning Late Morning Afternoon
 0000-0600 _____ 0600-0900 _____ 0900-1200 _____ 1200-1700 _____
 Late Afternoon Early Evening Late Evening Never listen
 1700-1900 _____ 1900-2200 _____ 2200-2400 _____ to AFVN _____.

18. Listed below are 8 types of music. Please rank them according to how you like these types of music. Indicate the one you like best by marking the number "1" by it; mark a "2" by the music you like second best, and so on. Grade each of the 8 types of music. You should mark "8" by the one you like the least.

Current Top 40 (mostly rock, soul, easy listening) _____.

Country-Western _____.

Easy Listening (pop. medium tempo vocal & instrumental) _____.

Acid Rock (underground) _____.

Classical _____.

Soul _____.

Oldies but Goodies (Top 40, 1954-69) _____.

Jazz _____.

19. Listed below are some of the programs produced in-country by the staff of AFVN radio. Please rate them according to your preference by circling one number beside each program.

1-Liked very much, 2-Just fair, 3-Not liked, 4-Not heard

1 2 3 4 Sgt. Pepper 1830-2000 Sun.

1 2 3 4 GO 1905-2100 M-F

1 2 3 4 Dawnbuster 0620-0900 M-F

1 2 3 4 USO Showtime 1230-1300 M-Sun.

1 2 3 4 Town and Country 1610-1800 M-F

1 2 3 4 Panorama 1510-1800 Sat.

1 2 3 4 Orient Express 0105-0400 M-Sat

1 2 3 4 Million Dollar Music 1405-1600 M-F

20. Listed below are some stateside programs broadcast by AFVN radio. Again, rate them according to your preference by circling a number beside each program.

1-liked very much, 2-just fair, 3-not liked, 4-not heard

1 2 3 4	Young Sound	2305-2400	M-F
1 2 3 4	Joe Allison	0505-0600	M-F
1 2 3 4	Johnny Grant	2230-2255	M-F
1 2 3 4	Roger Carrol	0405-0500	M-F
1 2 3 4	Herman Griffith	1305-1400	M-F
1 2 3 4	Barbara Randolph	0005-0100	M-F
1 2 3 4	Gene Weed	0905-1000	M-F
1 2 3 4	LOVE	2105-2200	M-F

21. How is the reception for AFVN-AM radio?

Excellent_____ Good_____ Fair_____ Poor_____ Can't rec._____.

22. Do you receive AFVN-FM? Yes_____ (if yes, go to question 23).
No_____ (if no, go to question 25).

23. How is the reception for AFVN-FM?

Excellent_____ Good_____ Fair_____ Poor_____ Can't rec._____.

24. Do you feel that AFVN-FM gives you an alternate choice to AFVN-AM type programming?

It definitely provides a choice_____ It sometimes provides a choice_____ The two sound the same_____ Don't listen_____ No opinion_____.

TELEVISION SECTION

25. On an average day, how much time do you spend watching AFVN television?

4 hours or more_____ 2 or 3 hours_____ Less than 1 hour_____

Hardly ever watch_____ Never watch_____.

26. Where do you normally watch AFVN-TV?
 Billet _____ Military club _____ Service club _____ Dayroom _____
 Messhall _____ Other _____ Never watch AFVN-TV _____.
27. Do you own a TV set here in Vietnam?
 Yes _____ No _____.
28. If AFVN television did not come on until 1700 hrs. on weekdays, would this interfere with your television viewing? (weekends not included).
 It would interfere _____ It would not interfere _____
 No opinion _____.
29. What one day is best for you to watch AFVN-TV? (choose one)
 Monday _____ Tuesday _____ Wednesday _____ Thursday _____
 Friday _____ Saturday _____ Sunday _____ No preference _____.
30. What is the best time for you to watch AFVN television?
 (choose one only)
 Afternoon _____ Late afternoon _____ Early evening _____ Late evening _____
 1200-1700 _____ 1700-1900 _____ 1900-2200 _____ 2200-0100 _____.
31. What is the best time for you to watch a 90-minute feature movie on AFVN television? (choose only one)
 1200-1700 _____ 1700-1830 _____ 1830-2000 _____ 2000-2130 _____
 2130-2300 _____ 2300-0100 _____ No preference _____.
32. Listed below are nine types of TV programs. Please rank them according to your personal taste. Indicate the one you like most by marking the number "1" by it; mark the number "2" by the one you like second most, and so on. Rank each of the 9 programs so that you will mark "9" by the one you like the least.
 Variety _____ Education _____ Comedy _____ Sports _____
 Drama (non-western) _____ Current Events _____ Westerns _____
 Local (GI, USO groups, etc.) _____ Local Command Info _____.
33. How would you value the "military talent" program, "Star Search", produced by AFVN television?
 Very valuable _____ Valuable _____ Not very valuable _____
 Of no value _____ No opinion _____ Never watch _____.

34. How clear is your AFVN-TV signal?
Excellent_____ Good_____ Fair_____ Poor_____ Can't rec._____.

35. Do you believe AFVN television is providing a worthwhile service for you?

Is very worthwhile_____ Is worthwhile_____ Is not very worthwhile_____ Is of no value_____ No opinion_____.

NEWS AND SPORTS SECTION

36. Does AFVN radio and television news keep you informed?

Yes, very much_____ Yes, pretty much_____ No, not much_____.

37. Which one type of news is most important to you?

USA News_____ Vietnam News_____ International News_____

Other_____ No opinion_____.

38. How do you feel about the amount of AFVN radio news coverage?

Too much_____ About right_____ Not enough_____ No opinion_____.

39. On the average, how many radio newscasts do you listen to a day?

None_____ At least 1_____ 2 or 3_____ 4 to 6_____

7 or more_____ Don't know_____.

40. When are you most likely to hear an AFVN radio newscast?
(choose only one)

Early Morning Mid-morning Late morning Afternoon
0600-0600_____ 0600-0900_____ 0900-1200_____ 1200-1700_____

Late afternoon Early Evening Late Evening Never listen
1700-1900_____ 1900-2200_____ 2200-2400_____ to radio_____.

41. In general, please indicate your opinion of AFVN radio news announcers.

Excellent_____ Good_____ Fair_____ Poor_____ No opinion_____.

42. How many television newscasts do you watch each day?
 One___ Two___ Three___ Don't watch any___.
43. In general, please indicate your opinion of television news announcers.
 Excellent___ Good___ Fair___ Poor___ No opinion___.
44. How do you feel about the amount of TV news coverage?
 Too much___ About right___ Not enough___ No opinion___.
45. Are you interested in sports on AFVN radio?
 Very much interested___ Some interest___ No interest___.
46. Are you more interested in radio sportscasts (scoreboard synopsis) or in complete events?
 Sportscasts___ Complete Events___ Equal___ No opinion___.
47. What is the best time for you to listen to a radio sports event (baseball, football, or basketball, etc.)?
 0000-0600___ 0600-1300___ 1300-1800___ 1800-2100___
 2100-0000___ No preference___.
48. In general, please indicate your opinion of AFVN radio sports announcers.
 Excellent___ Good___ Fair___ Poor___ No opinion___.
49. How do you feel about the amount of sports on radio?
 Not enough___ Just about right___ Too much___.
50. What about the amount of sports on television?
 Not enough___ Just about right___ Too much___.
51. In general, please indicate your opinion of AFVN television sports announcers.
 Excellent___ Good___ Fair___ Poor___ No opinion___.
52. What is the best time for you to watch a television Sports event?
 1200-1600___ 1600-1800___ 1800-2100___ 2100-2400___
 Any time___ No opinion___.

53. What would be the best time for you to watch an AFVN television newscast?

1300-1700 ___ 1800 ___ 1830 ___ 1900 ___ 1930 ___

2000 ___ 2200 ___ 2300 ___ Any time ___ No opinion ___.

54. Do you object to AFVN television repeating a sports event at another time specifically for those viewers not available at the time of the original broadcast?

I object ___ I do not object ___.

55. Do you object to AFVN radio repeating a sports event at another hour period specifically for those listeners not available at the time of the original AFVN broadcast?

I object ___ I do not object ___.

There it is. Please insure that you have indicated your selected choice to every question. Please use the enclosed envelope to return the questionnaire to AFVN by 30 August, 1970.

The following space is provided for you to make any comments you may wish about AFVN in general or for a specific section. Your comments will be brought to the attention of the responsible section supervisor.