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"Life with Teena: A Seventeen Magazine Survey of Subscribers and their Mothers, Vol. 1," Estelle Ellis Collection

Extracted on Mar-29-2024 01:31:32

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YET THE LUX RADIO THEATER IS ONE OF HER FAVORITE RADIO PROGRAMS

[[2 column table]]

[[radio program]] | %

Lux Radio Theater	15.8
Bob Hope	13.2
Bing Crosby	8.3
Your Hit Parade	7.3
A Date With Judy	4.4
Frank Sinatra	4.2
Corliss Archer	3.1
Kay Kyser	2.4
Suspense	1.9
Make-Believe Ballroom	1.8
Fibber McGee and Molly	1.7
Mr. and Mrs. North	1.6
Fred Waring	1.1
The Aldrich Family	1.1
Take It or Leave It	1.1
All others	31.0
[[total]]	100.0

[[/table]]

footnote:

All programs mentioned by 1% or more are shown. Bob Hope is ahead of the Lux Radio Theater among the 16-, 17- and 18-year-olds. Programs like A Date With Judy appeal much more to girls in the 13- to 14-year-old bracket than to the 17- and 18-year-olds. There is a stronger preference for Lux Radio Theater, Bob Hope and Frank Sinatra in the larger than in the smaller cities. Proportionately more radio listeners in smaller than in larger cities choose Bing Crosby.

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AND SEVENTEEN IS HER FAVORITE MAGAZINE

question 24: What is your favorite magazine?

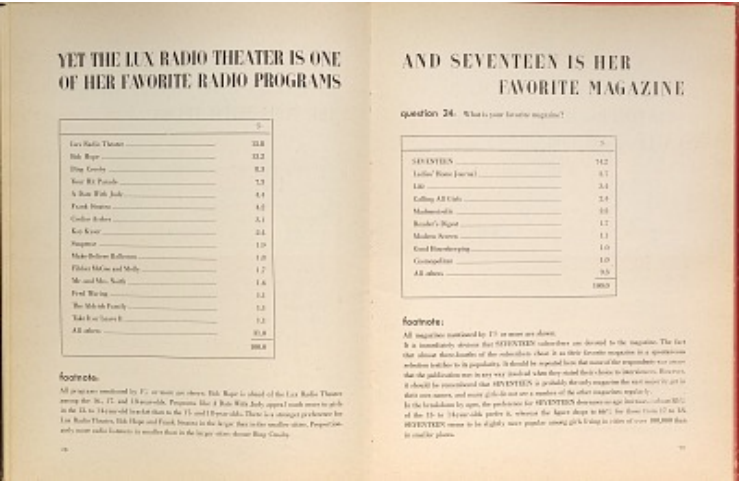
[[2 column table]]

magazine]] | %

SEVENTEEN	74.2
Ladies' Home Journal	3.7
Life	3.4
Calling All Girls	2.4
Mademoiselle	2.2
Reader's Digest	1.7
Modern Screen	1.1
Good Housekeeping	1.0
Cosmopolitan	1.0
All others	9.3
[[total]]	100.0

[[/table]]

footnote:



All magazines mentioned by 1% or more are shown.

It is immediately obvious that SEVENTEEN subscribers are devoted to the magazine. The fact that almost three-fourths of the subscribers chose it as their favorite magazine in a spontaneous selection testifies to its popularity. It should be repeated here that none of the respondents was aware that the publication was in any way involved when they stated their choice to interviewers. However, it should be remembered that SEVENTEEN is probably the only magazine the vast majority get in their own names, and many girls do not see a number of the other magazines regularly.

In the breakdown by ages, the preference for SEVENTEEN decreases as age increases - about 85% of the 13- to 14-year-olds prefer it, whereas the figure drops to 66% for those from 17 to 18. SEVENTEEN seems to be slightly more popular among girls living in cities of over 100,000 than in smaller places.

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