

READER INTEREST SURVEY

of

THE YAKIMA DAILY REPUBLIC

and the

YAKIMA MORNING HERALD

Yakima, Wash.

July, 1930.

Necessary information:

6000 questionnaires, 3000 Republic, 3000 Herald.
Personally distributed by circulation department.

Even distribution over entire circulation
territory.

Number returned: 625 Republic; 510 Herald. This
is better than 8% of the circulation of each
paper. All unsigned.

Purpose:

1. To find out how thoroughly the subscribers
(Women, Men, and Children) are reading our
papers.
2. To find out how the different features,
comics, departments, etc. rate in order of
preference.
3. To get new ideas, criticism and suggestions
for improving the reader interest in our
papers.
4. To help make the subscribers more conscious
of the great amount of material already in
the papers.

WOMEN: In order of preference by divisions -- REPUBLIC

Comics

	<u>Yes</u>	<u>No</u>
1. The Nebbs - - - - -	412	48
2. Major Hoople - - - - -	373	61
3. Bobby Thatcher - - - - -	363	68
4. Keeping Up With the Joneses - - - - -	341	79
5. Life of Riley - - - - -	305	83
6. That William Person - - - - -	229	130

Editorial Features

1. Editorials - - - - -	365	38
2. Inquiring Reporter - - - - -	353	37
3. Quarter Century Ago - - - - -	310	57
4. Clendenning's Health Articles - - - - -	288	80
5. Frank's Editorials - - - - -	173	114
6. Uncle Wiggily Bed Time Story - - - - -	100	178

Departments

1. News in Brief - - - - -	482	4
2. Home Economics (Friday) - - - - -	455	14
3. Personals - - - - -	428	19
4. Household Arts and Crafts (Tuesday) - - - - -	414	24
5. Recollections of Pioneers (Friday) - - - - -	349	37
6. Church Page (Saturday) - - - - -	348	60
7. Sport Page - - - - -	195	113
8. Stock Quotations - - - - -	96	181

WOMEN: In order of preference by divisions -- HERALD

Cartoons

	<u>Yes</u>	<u>No</u>
1. Out Our Way - - - - -	353	10
2. Flapper Fanny - - - - -	317	32
3. Side Glances - - - - -	273	35

Comics

1. Boots and Her Buddies - - - - -	337	25
2. Freckles and His Friends - - - - -	293	40
3. Wash Tubbs - - - - -	255	54

Editorial Features

1. Editorials - - - - -	289	30
2. Personal Opinions of Noted Men & Women -	224	57
3. Dr. Fishbein's Health Hints - - - - -	217	71
4. Sideshows Around New York - - - - -	191	78
5. Bystander in Washington - - - - -	141	99

Sport Page

1. Strange As It Seems - - - - -	279	33
2. Brushing Up On Sports - - - - -	107	104

In General

1. Valley in Brief - - - - -	337	8
2. Home Economics (Friday) - - - - -	323	20
3. Personal Items - - - - -	322	24
4. Valley Homes and Gardens - - - - -	295	21
5. News Pictures - - - - -	279	15
6. Serial Story - - - - -	252	61
7. Markets - - - - -	204	72
8. Radio Column - - - - -	157	103
9. Story of Sue - - - - -	140	128
10. Sports - - - - -	135	98

Sunday

1. Theatre Page - - - - -	217	52
2. Book Review - - - - -	159	83
3. Yankee Scribe in England - - - - -	102	105

MEN: In order of preference by divisions -- REPUBLIC

Comics

	<u>Yes</u>	<u>No</u>
1. The Nebbs - - - - -	442	36
2. Major Hoople - - - - -	433	36
3. Keeping Up With the Joneses - - - - -	340	71
4. Bobby Thatcher - - - - -	320	83
5. Life of Riley - - - - -	297	82
6. That William Person - - - - -	232	127

Editorial Features

1. Editorials - - - - -	445	15
2. Quarter Century Ago - - - - -	349	54
3. Inquiring Reporter - - - - -	323	65
4. Frank's Editorials - - - - -	226	102
5. Clendenning's Health Articles - - - - -	191	126
6. Uncle Wiggily Bed Time Story - - - - -	58	203

Departments

1. News in Brief - - - - -	473	1
2. Sport Page - - - - -	402	28
3. Personals - - - - -	364	44
4. Recollections of Pioneers (Friday) - - - - -	351	41
5. Stock Quotations - - - - -	276	114
6. Church Page (Saturday) - - - - -	217	109
7. Home Economics (Friday) - - - - -	104	159
8. Household Arts and Crafts (Tuesday) - - - - -	81	166

MEN: In order of preference by divisions -- HERALD.

Cartoons

	<u>Yes</u>	<u>No</u>
1. Out Our Way - - - - -	356	13
2. Side Glances - - - - -	257	43
3. Flapper Fanny - - - - -	240	61

Comics

1. Boots and Her Buddies - - - - -	303	34
2. Freckles and His Friends - - - - -	278	46
3. Wash Tubbs - - - - -	272	43

Editorial Features

1. Editorials - - - - -	307	19
2. Personal Opinions of Noted Men & Women - - -	290	70
3. Bystander in Washington - - - - -	182	72
4. Sideshows Around New York - - - - -	179	69
5. Dr. Fishbein's Health Hints - - - - -	119	114

Sport Page

1. Strange As It Seems - - - - -	302	16
2. Brushing Up On Sports - - - - -	244	53

In General

1. Valley in Brief - - - - -	331	8
2. Markets - - - - -	322	23
3. Sports - - - - -	280	35
4. News Pictures - - - - -	277	19
5. Personal Items - - - - -	268	42
6. Radio Column - - - - -	166	107
7. Valley Homes and Gardens - - - - -	132	98
8. Serial Story - - - - -	89	156
9. Home Economics (Friday) - - - - -	61	140
10. Story of Sue - - - - -	44	186

Sunday

1. Theatre Page - - - - -	168	70
2. Yankee Scribe in England - - - - -	103	100
3. Book Review - - - - -	102	105

CHILDREN: In order of preference by divisions -- REPUBLIC

Comics

	<u>Yes</u>	<u>No</u>
(1. The Nebbs - - - - -	180	4
(1. Bobby Thatcher - - - - -	180	4
2. Life of Riley - - - - -	169	10
3. Keeping Up With the Joneses - - - - -	157	13
4. Major Hoople - - - - -	147	12
5. That William Person - - - - -	133	21

Editorial Features

1. Uncle Wiggily Bed Time Story - - - - -	119	43
2. Inquiring Reporter - - - - -	68	34
3. Quarter Century Ago - - - - -	41	44
4. Editorials - - - - -	37	49
5. Clendening's Health Articles - - - - -	25	57
6. Frank's Editorials - - - - -	20	57

Departments

1. Sport Page - - - - -	78	22
2. News in Brief - - - - -	76	27
3. Personals - - - - -	49	40
4. Recollections of Pioneers (Friday) - - - - -	44	41
5. Church Page (Saturday) - - - - -	37	47
6. Home Economics (Friday) - - - - -	31	50
7. Household Arts and Crafts (Tuesday) - - - - -	25	54
8. Stock Quotations - - - - -	14	60

CHILDREN: In order of preference by divisions -- HERALD

Cartoons

	<u>Yes</u>	<u>No</u>
1. Out Our Way - - - - -	210	0
2. Flapper Fanny - - - - -	173	16
3. Side Glances - - - - -	153	16

Comics

1. Boots and Her Buddies - - - - -	208	3
2. Wash Tubbs - - - - -	205	4
3. Freckles and His Friends - - - - -	201	4

Editorial Features

1. Sideshows Around New York - - - - -	51	69
2. Editorials - - - - -	45	60
3. Personal Opinions of Noted Men & Women - - -	41	62
4. Bystander in Washington - - - - -	27	78
5. Dr. Fishbein's Health Hints - - - - -	26	75

Sport Page

1. Strange As It Seems - - - - -	161	10
2. Brushing Up On Sports - - - - -	92	31

In General

1. News Pictures - - - - -	128	16
2. Sports - - - - -	103	24
3. Valley In Brief - - - - -	96	33
4. Serial Story - - - - -	80	46
5. Personal Items - - - - -	80	48
6. Radio Column - - - - -	65	56
7. Story of Sue - - - - -	50	59
8. Home Economics (Friday) - - - - -	40	61
9. Valley Homes and Gardens - - - - -	38	64
10. Markets - - - - -	37	60

Sunday

1. Theatre Page - - - - -	115	25
2. Book Review - - - - -	29	60
3. Yankee Scribe in England - - - - -	19	71

TOTAL: In order of preference by divisions -- REPUBLIC

Comics

	<u>Yes</u>	<u>No</u>
1. The Nebbs - - - - -	1034	88
2. Major Hooplc - - - - -	953	109
3. Bobby Thatcher - - - - -	863	155
4. Keeping Up With the Joneses - - - - -	838	163
5. Life of Riley - - - - -	771	175
6. That William Person - - - - -	594	278

Editorial Features

1. Editorials - - - - -	747	102
2. Inquiring Reporter - - - - -	744	136
3. Quarter Century Ago - - - - -	700	155
4. Clendenning's Health Articles - - - - -	504	263
5. Frank's Editorials - - - - -	419	273
6. Uncle Wiggily Bed Time Story - - - - -	277	424

Departments

1. News in Brief - - - - -	1031	32
2. Personals - - - - -	841	103
3. Recollections of Pioneers (Friday) - - - - -	744	119
4. Sport Page - - - - -	675	163
5. Church Page (Saturday) - - - - -	602	216
6. Home Economics (Friday) - - - - -	590	223
7. Household Arts and Crafts (Tuesday) - - - - -	520	244
8. Stock Quotations - - - - -	386	355

TOTAL: In order of preference by divisions -- HERALD

Cartoons

	<u>Yes</u>	<u>No</u>
1. Out Our Way - - - - -	919	23
2. Flapper Fanny - - - - -	730	109
3. Side Glances - - - - -	683	94

Comics

1. Boots and Her Buddies - - - - -	848	62
2. Freckles and His Friends - - - - -	772	90
3. Wash Tubbs - - - - -	732	101

Editorial Features

1. Editorials - - - - -	641	109
2. Personal Opinions of Noted Men & Women - - - - -	555	189
3. Sideshows Around New York - - - - -	421	216
4. Dr. Fishbein's Health Hints - - - - -	362	261
5. Bystander in Washington - - - - -	350	249

Sport Page

1. Strange as It Seems - - - - -	742	59
2. Brushing Up On Sports - - - - -	443	188

In General

1. Valley in Brief - - - - -	764	49
2. News Pictures - - - - -	684	50
3. Personal Items - - - - -	670	114
4. Markets - - - - -	563	155
5. Sports - - - - -	518	157
6. Valley Homes and Gardens - - - - -	465	183
7. Home Economics (Friday) - - - - -	424	221
8. Serial Story - - - - -	421	263
9. Radio Column - - - - -	388	266
10. Story of Sue - - - - -	234	373

Sunday

1. Theatre Page - - - - -	500	147
2. Book Review - - - - -	290	248
3. Yankee Scribe in England - - - - -	224	276

WOMEN: In order of preference as a whole -- REPUBLIC

	<u>Yes</u>	<u>No</u>
1. News in Brief - - - - -	482	4
2. Home Economics (Friday) - - - - -	455	14
3. Personals - - - - -	428	19
4. Household Arts and Crafts (Tuesday) - - - - -	414	24
5. The Nebbs - - - - -	412	48
6. Major Hoople - - - - -	373	61
7. Editorials - - - - -	365	38
8. Bobby Thatcher - - - - -	363	68
9. Inquiring Reporter - - - - -	353	37
10. Recollections of Pioneers (Friday) - - - - -	349	37
11. Church Page (Saturday) - - - - -	348	60
12. Keeping Up With the Joneses - - - - -	341	79
13. Quarter Century Ago - - - - -	310	57
14. Life of Riley - - - - -	305	83
15. Clendenning's Health Articles - - - - -	288	80
16. That William Person - - - - -	229	130
17. Sport Page - - - - -	195	113
18. Frank's Editorials - - - - -	173	114
19. Uncle Wiggily Bed Time Story - - - - -	100	178
20. Stock Quotations - - - - -	96	181

MEN: In order of preference as a whole -- REPUBLIC

	<u>Yes</u>	<u>No</u>
1. News in Brief - - - - -	473	1
2. Editorials - - - - -	445	15
3. The Nebbs - - - - -	442	36
4. Major Hoople - - - - -	433	36
5. Sport Page - - - - -	402	28
6. Personals - - - - -	364	44
7. Recollections of Pioneers (Friday) - - - - -	351	41
8. Quarter Century Ago - - - - -	349	54
9. Keeping Up With the Joneses - - - - -	340	71
10. Inquiring Reporter - - - - -	323	65
11. Bobby Thatcher - - - - -	320	83
12. Life of Riley - - - - -	297	82
13. Stock Quotations - - - - -	276	114
14. That William Person - - - - -	232	127
15. Frank's Editorials - - - - -	226	102
16. Church Page (Saturday) - - - - -	217	109
17. Clendenning's Health Articles - - - - -	191	126
18. Home Economics (Friday) - - - - -	104	159
19. Household Arts and Crafts (Tuesday) - - - - -	81	166
20. Uncle Wiggily Bed Time Story - - - - -	58	203

WOMEN: In order of preference as a whole -- HERALD

	<u>Yes</u>	<u>No</u>
1. Out Our Way - - - - -	353	10
(2. Boots and Her Buddies - - - - -	337	25
(2. Valley in Brief - - - - -	337	8
3. Home Economics (Friday) - - - - -	323	20
4. Personal Items - - - - -	322	24
5. Flapper Fanny - - - - -	317	32
6. Valley Homes and Gardens - - - - -	295	21
7. Freckles and His Friends - - - - -	293	40
8. Editorials - - - - -	289	30
(9. Strange As It Seems - - - - -	279	33
(9. News Pictures - - - - -	279	15
10. Side Glances - - - - -	273	35
11. Wash Tubbs - - - - -	255	54
12. Serial Story - - - - -	252	61
13. Personal Opinions of Noted Men & Women - - - - -	224	57
(14. Dr. Fishbein's Health Hints - - - - -	217	71
(14. Theatre Page - - - - -	217	52
15. Markets - - - - -	204	72
16. Sideshows Around New York - - - - -	191	78
17. Book Review - - - - -	159	83
18. Radio Column - - - - -	157	103
19. Bystander in Washington - - - - -	141	99
20. Story of Sue - - - - -	140	128
21. Sports - - - - -	135	98
22. Brushing Up On Sports - - - - -	107	104
23. Yankee Scribe in England - - - - -	102	105

MEN: In order of preference as a whole -- HERALD

1. Out Our Way - - - - -	356	13
2. Valley in Brief - - - - -	331	8
3. Markets - - - - -	322	23
4. Editorials - - - - -	307	19
5. Boots and Her Buddies - - - - -	303	34
6. Strange As It Seems - - - - -	302	16
7. Personal Opinions of Noted Men & Women - - - - -	290	70
8. Sports - - - - -	280	35
9. Freckles and His Friends - - - - -	278	46
10. News Pictures - - - - -	277	19
11. Wash Tubbs - - - - -	272	43
12. Personals - - - - -	268	42
13. Side Glances - - - - -	257	43
14. Brushing Up On Sports - - - - -	244	53
15. Flapper Fanny - - - - -	240	61
16. Bystander in Washington - - - - -	182	72
17. Sideshows Around New York - - - - -	179	69
18. Theatre Page - - - - -	168	70
19. Radio Column - - - - -	166	107
20. Valley Homes and Gardens - - - - -	132	98
21. Dr. Fishbein's Health Hints - - - - -	119	114
22. Yankee Scribe in England - - - - -	103	100
23. Book Review - - - - -	102	105
24. Serial Story - - - - -	89	156
25. Home Economics (Friday) - - - - -	61	140
26. Story of Sue - - - - -	44	186

CHILDREN: In order of preference as a whole -- HERALD

	Yes	No
1. Out Our Way - - - - -	210	0
2. Boots and Her Buddies - - - - -	208	3
3. Wash Tubbs - - - - -	205	4
4. Freckles and His Friends - - - - -	201	4
5. Flapper Fanny - - - - -	173	16
6. Strange As It Seems - - - - -	161	10
7. Side Glances - - - - -	153	16
8. News Pictures - - - - -	128	16
9. Theatre Page - - - - -	115	25
10. Sports - - - - -	103	24
11. Valley in Brief - - - - -	96	33
12. Brushing Up On Sports - - - - -	92	31
13. Serial Story - - - - -	80	46
13. Personal Items - - - - -	80	48
14. Radio Column - - - - -	65	56
15. Sideshows Around New York - - - - -	51	69
16. Story of Sue - - - - -	50	59
17. Editorials - - - - -	45	60
18. Personal Opinions of Noted Men & Women - - - - -	41	62
19. Home Economics (Friday) - - - - -	40	61
20. Valley Homes and Gardens - - - - -	38	64
21. Markets - - - - -	37	60
22. Book Review - - - - -	29	60
23. Bystander in Washington - - - - -	27	78
24. Dr. Fishbein's Health Hints - - - - -	26	76
25. Yankee Scribe in England - - - - -	19	71

TOTAL: In order of preference as a whole - HERALD

1. Out Our Way - - - - -	919	23	
2. Boots and Her Buddies - - - - -	848	62	} nsa
3. Freckles and His Friends - - - - -	772	90	
4. Valley in Brief - - - - -	764	49	
5. Strange As It Seems - - - - -	742	59	- m'ce
6. Wash Tubbs - - - - -	732	101	
7. Flapper Fanny - - - - -	730	109	} nsa
8. News Pictures - - - - -	684	50	
9. Side Glances - - - - -	683	94	
10. Personal Items - - - - -	670	114	
11. Editorials - - - - -	641	109	
12. Markets - - - - -	563	155	
13. Personal Opinions of Noted Men & Women - - - - -	555	189	-
14. Sports - - - - -	518	157	
15. Theatre Page - - - - -	500	147	
16. Valley Homes and Gardens - - - - -	465	183	
17. Brushing Up On Sports - - - - -	443	188	- nsa
18. Home Economics - - - - -	424	221	
19. Serial Story - - - - -	421	216	- nsa
19. Sideshows Around New York - - - - -	421	216	- nsa
20. Radio Column - - - - -	388	266	
21. Dr. Fishbein's Health Hints - - - - -	362	261	- nsa
22. Bystander In Washington - - - - -	350	249	- "
23. Book Review - - - - -	290	248	- "
24. Story of Sue - - - - -	234	373	- "
25. Yankee Scribe in England - - - - -	224	276	- "

In General

Do we have too much or too little society news?

REPUBLIC

154 - O.K.
53 - Too much
26 - Too little

HERALD

94 - O.K.
49 - Too much
36 - Too little

Do you divide the paper between members of the family to read at the same time?

REPUBLIC

300 - Yes
249 - No

HERALD

246 - Yes
160 - No

When do you read the paper?

REPUBLIC

<u>Women</u>	<u>Men</u>
27 - Morning	19 - Morning
9 - Noon	13 - Noon
470 - Evening	457 - Evening

HERALD

<u>Women</u>	<u>Men</u>
188 - Morning	121 - Morning
144 - Noon	147 - Noon
97 - Evening	181 - Evening

Would you like to have the "Events Tonight" column renewed? (Republic)

302 - Yes
36 - No

Do any of the "grown-ups" of your family read the Sunday comic pages? (Herald)

402 - Yes
17 - No