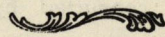


# THE LAST WORD



The Composite Summary  
of Findings Established Through  
a **READER PREFERENCE SURVEY**  
of the Content of the  
**ARIZONA REPUBLIC**  
PHOENIX, ARIZONA



# READER PREFERENCE SURVEY COMPOSITE SUMMARY

IN PERCENTAGES BASED ON TOTAL READERSHIP  
OF MEN AND WOMEN

**E**DITORS select the content of their newspapers, both news and editorial features, with the paramount thought of pleasing readers. How well they succeed is indicated by the popularity of the publication among subscribers. Yet a true cross-section of readers' opinion is known only when voluntary expressions are given.

Arizona Republic subscribers took advantage of the opportunity to express their views in a Reader Preference Survey conducted by running a full-page advertisement containing a ballot with 102 items. Men and women readers were asked to indicate those features he or she read "regularly", "occasionally" or "never".

The table facing gives a composite summary of the Reader Preference Survey in percentages, based on total readership of men and women. The percentages are figured from totals of "regularly" and "occasionally" markings. Here is the last word in voluntary, reader expression.

98.8	(D)	—Arizona State News
98.7	(D)	—Reg Manning Cartoons
98.6	(D)	—AP and UP National and World News
98.3	(D)	—Local News Stories
98.3	(D)	—Local News Pictures
97.8	(S)	—Reg Manning's Big Parade
96.3	(D)	—Out Wickenburg Way
94.1	(D)	—Daily Editorials
93.1	(S)	—Oddities In Arizona's News
92.7	(D)	—This Curious World
92.6	(D)	—Salt River Valley News
91.2	(S)	—The Arizona Magazine
90.6	(D&S)	—The Gumps
89.6	(S)	—Feature Picture Page
89.5	(S)	—Four-color Illustrated Cover
89.5	(D)	—The Weather Reports
89.2	(D)	—Radio Programs
88.9	(D)	—Our Boarding House
88.3	(D)	—Display Advertisements
88	(D)	—Little Stories of Phoenix Daily Life
87.8	(S)	—"Grin and Bear It"
87.2	(D)	—"Q and A—University of The Masses"—Haskin
87	(D)	—Boots and Her Buddies
87	(S)	—Letters To The Editor
86.9	(S)	—Illustrated Full Page Features
85.9	(D)	—Vital Statistics (weddings, divorces, etc.)
85.6	(D)	—Classified Section
85.6	(D)	—Hold Everything
85.2	(D&S)	—Mutt and Jeff
84.8	(D)	—"Such Is Life" by Staff Reporters
84.4	(D&S)	—The Nebbs
84.4	(D)	—"That Body of Yours"—Dr. James W. Barton
83.2	(D)	—"Do You Remember?"—20 and 40 Years Ago
81.9	(D)	—"Hi Phillips"
81.8	(S)	—Gasoline Alley
81.3	(S)	—Theater and Amusement News
79.8	(D)	—"The Once Over"—H. I. Phillips
78.5	(S)	—Reg'lar Fellers
77.9	(S)	—Little Orphan Annie
77.1	(S)	—Jane Arden
76.3	(S)	—Life's Like That
75.6	(S)	—Toonerville Folks
74.9	(D&S)	—Society News Pictures
74.7	(S)	—Moon Mullins
74.2	(S)	—Building, Development and Farm News
74	(S)	—Kathleen Norris
72.6	(D)	—The Famous Lawrence Dispatch
72.1	(S)	—Highlights of History
71.2	(S)	—Dick Tracy
69.7	(D&S)	—Society and Club News
69.6	(D&S)	—Daily and/or Sunday Sports Pages
69.4	(S)	—Highlights of Famous Fiction
69.2	(D)	—"Telefact" Chart
68	(S)	—Tarzan
65.9	(D)	—"Cranium Crackers"
65.8	(D)	—Everyday Poems
64.3	(D)	—Daily Sentence Sermons
63.9	(Weekly)	—Monday Business Review Page
61.8	(D)	—Baseball News
60	(S)	—An Arizona Bookshelf—Harvey Mott
59.5	(S)	—Church Announcements and Sermons
57.1	(D)	—Daily Bible Thought
57.1	(D)	—Football
56.5	(D)	—"Moore About Sports"
56.1	(S)	—Fashion News Page
55.5	(D)	—Boxing and Wrestling
54	(S)	—Buck Rogers
53.9	(D)	—Mail Departures From Phoenix
53.8	(S)	—Full-page Fiction Story
53.6	(S)	—Arizona Mining News
53.3	(D)	—The Golden Text
52.6	(D)	—General Financial and Market News
52.5	(S)	—Don Winslow
51.5	(S)	—Bos'n Hal
49.3	(S)	—Boys and Girls Page
48.8	(S)	—Helen and Warren
48.2	(D&S)	—Sergeant Stony Craig
47.9	(D)	—Basketball
46.6	(D)	—Irrigation Reports
46.1	(S)	—Dog Notes
45.7	(S)	—"In New York"—George Ross
45.5	(D)	—Daily Patterns (woman's page)
44.6	(D)	—Daily Serial Story
44	(D)	—Daily Calendar of Events (woman's page)
43.2	(D)	—Crossword Puzzle
42.1	(S)	—"Rounding Up State Sports"—Less Hegele
39.6	(D)	—Stock and Bond Prices on N.Y. Exchange
39.4	(D)	—Metal Market
39.3	(D)	—Produce and Poultry Market
39.2	(D)	—Horse Racing
37.6	(S)	—Arizona Legion News
35.3	(D)	—Stock and Bond Prices on N.Y. Curb
31.2	(D)	—Grain Market
31	(D)	—Cattle Market
30.3	(D)	—Cotton Market
30.1	(D&S)	—Stories In Stamps
28.4	(D)	—Dow-Jones Averages
26.5	(D)	—Foreign Exchange
26.4	(D)	—Federal Bonds
25.9	(D)	—Burgess Bedtime Stories
25.6	(D)	—Wool Market
18.9	(D)	—Winning Contract Bridge