

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

To PACKARD DISTRIBUTERS AND DEALERS

February 2, 1937

Subject RADIO ADVERTISING SURVEY

TO BE NOTED AND INITIALED BY	

Gentlemen:

As you know, we asked that each of your salesmen call ten Packard owners and Packard prospects on January 19 so that we might learn how many of them were listening to our radio program.

With some few exceptions we received very good co-operation and out of nearly twelve thousand calls we found that:

20.6% were not at home

31.6% did not have radio turned on

33.8% were listening to the Packard program

14.0% were listening to other programs

40.0% of all those at home were listening to the Packard program

71.0% of all radios actually in use were tuned in on the Packard program.

This, in our opinion, indicates that our radio programs are very well liked and that we ought to continue them throughout our Spring selling season. We have, therefore, extended them to cover March and April as well as February using them largely for the development of Packard Six prospects.

Our own survey has given us fresh confidence in the Crossley, Clark-Hooper and other professional surveys, inasmuch as our "not at home" and "radio not turned on" percentages parallel theirs. Because of this, we feel that we can accept their program ratings and audience estimates, that our radio audience comprises at least 3,500,000 families.

We ought not to worry at all about the families not at home or radios not in use for it has been well established that those not at home one night, or not using their radios one night, are reached some other night and that over a period of weeks any one program has almost complete coverage.

Now for a little inside information. Our radio program is the one big advertising advantage we have over our competitors. Our radio audience is larger than that of Pontiac, Oldsmobile, and LaSalle combined. It is twice as large as that of Chevrolet, more than four times as large as that of Studebaker, larger than the two Ford popular programs combined, nearly four times as large as Nash, larger than either of the long established General Motors or Ford Sunday evening hours, and only slightly smaller than that of Chrysler with its famous Major Bowes.

After all, despite our individual tastes, the quality of any radio program is measured by the audience it attracts and considering professional and our own surveys, we not only have a large audience but also a quality audience - an audience that we are reaching for but 3/4 of a cent per family - 1/4 of a cent for each of the three advertising messages we give each Tuesday evening.

We trust that you will continue to appreciate our great advantage and that you will do everything that you can to add to it.

Very truly yours,

PACKARD MOTOR CAR COMPANY

F. H. McKinney

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F. H. McKinney
Director of Advertising
and Sales Promotion