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# Gratification Changes Among Country Music Radio Listeners

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*Eastern Illinois University*

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Gratification Changes Among

Country Music Radio Listeners

(TITLE)

BY

Larry E. Oathout

**THESIS**

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
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Running head: GRATIFICATION CHANGES

Gratification Changes Among  
Country Music Radio Listeners

Larry E. Oathout  
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## Abstract

Several past studies explore the gratifications received by mass media users. However, no former research focuses on radio as a single medium and investigates how gratifications change over a person's lifespan. This study utilized an altered version of Elliott and Quattlebaum's (1979) ten media gratification list and questioned a 14 to 60 year old sample group about the gratifications they receive from country music radio. The researcher selected country music because it is the most popular radio format today and because it provided the wide age parameters needed for the study. Two hundred and thirty-nine users of an Internet country music billboard were sent e-mail surveys and 95 usable questionnaires were returned. The results show statistical significance that females use country music radio more than males to get away from the cares and problems of everyday life. The research also found that 18 to 40 year old respondents use country music radio more than other age groups to overcome loneliness and to kill time. A factor analysis indicated three significant factors from the data.

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## Chapter 1: Review of Literature

Radio and television stations annually spend millions of dollars to identify their audiences. The A. C. Nielsen Company earns \$50 million dollars per year measuring television audiences in the United States (Freeman, 1994). Rating services from companies such as Nielsen and Arbitron measure the size of a station's listenership or viewership and what programs are popular. Complex results from audience research can prompt stations to change personnel and programming, plus determine advertising rates (Biagi, 1994; Whetmore, 1995). Researchers study medium uses and gratifications while programmers want to know what people listen to or watch.

Studies (Brown, Childers, Bauman, & Koch, 1990; Carroll, Silbergleid, Beachum, Perry, Pluscht & Pescatore, 1993; Christenson & DeBenedittis, 1986; Goodman, 1992) indicate that researchers have observed mass media usage in all age groups of the population. Christenson and DeBenedittis (1986) suggest that school-age children are prime users of radio as early as first grade. However, the importance of the medium grows significantly for fourth and fifth graders. In a sample of 102 children in grades 1 through 5, 69% of the group reported having a favorite station, but the percentage was higher among the older

children. No significant differences existed between male and female listeners.

Media usage changes between the ages of 13 and 19 years. Carroll, Silbergleid, Beachum, Perry, Pluscht, and Pescatore (1993) discovered that new media choices affect radio listening by teenagers. Six hundred and twenty respondents from nine different states completed surveys about their use of radio.

Results showed that teenage females spend more time listening to radio than males of the same age group. Instead, teenage males are more likely to select a compact disc or cassette as an alternative to radio. The number of hours spent listening to radio by younger teenagers is also higher than it is for older teens. Carroll et al. (1993) attribute this to older teenagers being more mobile and able to find more alternatives to radio listening.

Looking into senior citizen media usage, Goodman (1992) found that elderly women listen to the radio more often than men of the same age. Overall, the results indicated that listening declined as age increased. Senior citizens who lived alone listened to the radio far more than those who resided with other people.

Access to mass media is not a problem in most homes in the United States. Ninety-four million homes contain at

least one television set, while cable television reaches 63% of the nation's homes (Monush, 1995). Ninety-eight million homes in the country contain over 384 million operational radios (Yuster-Freeman, 1995). Brown, Childers, Bauman, and Koch (1990) surveyed 2,056 adolescents between the ages of 12 and 14 in 10 southeastern states and found that the average household had 4.5 radios and 3.4 television sets. The results showed that respondents who were alone due to working parents, reported heavier media use than households where parents were present.

In an essay on media gratifications through the life cycle, Rubin (1985) says that "People, including children and adolescents use the media and their content to satisfy certain personal needs" (p. 197). Mass media researchers have sought to discover which gratifications different segments of the population seek when they expose themselves to media.

Christenson and DeBenedittis (1986) found that radio listening gratifications in children fell into six major categories. The researchers interviewed 102 children who attended first through fifth grade classes in central Pennsylvania and asked them why they enjoyed listening to radio. Eighty-three percent indicated that they listened mainly for music. Another 26% said they were interested in

information that concerned them. Other reasons for listening included the use of radio as a distraction or background noise, the convenience of radio, and because they liked it.

Elliott and Quattlebaum (1979) studied the gratifications sought by college students from eight different media sources. Respondents revealed that newspapers allowed them to understand their leaders, keep informed about government, obtain information about daily life and feel involved. Respondents listed recorded music as their primary way of relieving tension and escaping reality. Students selected television as the number one way to kill idle time.

Students relied less on radio as a source for ten gratification needs, but the medium received consistent scores throughout the study. Radio's overall mean score was second only to television in satisfying the needs of media consumers. Radio was the third most popular source for entertainment and for information about daily life. Other studies (Canary & Spitzberg, 1993; Lichtenstein & Rosenfeld, 1984; Lin, 1993) in this review used Elliott and Quattlebaum's list of ten media gratifications or a variation of the instrument.

One of the gratifications that individuals seek from radio is information. Wright and Hosman (1986) found that radio listeners want news coverage no matter what type of music they enjoy. Members of 314 households from a southern state answered questions about their radio usage. The study sought to find out if listeners to one particular music format wanted news coverage more than listeners to other formats.

Respondents indicated that the importance of news or information had no bearing on their selection of radio formats. However, the amount of news wanted by listeners did vary from format to format. Results showed that listeners to classical, religious, and beautiful music stations do want more news coverage than listeners to country, top 40, and album rock stations.

Faber, Reese, and Steeves (1985) discovered that working women spend an average of just under one hour per day seeking information from the media. A survey of 378 Midwestern women found that 53.4% used television as a prime source of national news and 39.8% used newspapers as the main source of local news. Seventeen-point-four percent utilized radio for national news and 28.9% chose radio for local news. Working women spend more time gathering information from radio than the general population.

Several studies (Austin, 1985; Davis & Kraus, 1989; Canary & Spitzberg, 1993) explored a possible link between loneliness and media consumption, but found mixed results. Austin (1985) found that no discernible relationship existed between the two variables in a study of 493 college students. Individuals who tested positively for high degrees of loneliness had similar media consumption levels to those of other respondents.

The frequency of movie-going, magazine and book reading, and television watching remained steady throughout the sample group despite personal loneliness levels. Individuals with a high level of loneliness even reported a tendency to withdraw from some types of media. Lonely respondents reported reduced levels of television viewing and radio listening.

Davis and Kraus (1989) found that loneliness did have an impact on media usage among two subject pools. Respondents reported a significant increase in media consumption among those who tested positively for high levels of loneliness on 116 questionnaires distributed to 10 to 17 year old boys and 305 college undergraduates. The sample of 10 to 17 year old boys showed higher levels of movie attendance and the college sample reported a greater

frequency of music-listening among highly lonely individuals.

Canary and Spitzberg (1993) surveyed 196 college students and found that media usage does increase during periods of loneliness, but not for chronically lonely individuals. These people withdrew from social situations and received little satisfaction from mass media. The researchers discovered that media gratification levels were higher for those people who were situationally lonely. These individuals are alone for only short periods of time without social contact. Chronically lonely respondents tend to withdraw more from media influence.

Some researchers (Brosius, Wober, & Weimann, 1992; Hearn, 1989; Lin, 1992; Stone & Stone, 1990) see habit as a legitimate media gratification built up over a period of time. Stone and Stone (1990) conducted a random telephone survey of 289 residents from a southern state and asked respondents to discuss viewing habits of evening television dramas.

Sample members indicated that watching particular programs was an enjoyable habit that they liked to engage in during the evening. On a scale of one to ten (one being "not a reason I watch" and ten being "exactly why I watch") television had a mean rating of 6.82 for being an enjoyable habit. Stone's and Stone's results (1990) were

statistically significant when compared to more traditional gratifications such as tension relief, loneliness, and learning about oneself.

Habit could also explain why some media users show consistent loyalty to specific stations, channels, networks, or programs. Brosius, Wober, and Weimann (1992) explored the consistency of television viewing behavior. In a study of 4,500 British viewers, surveys suggested that individuals tend to stay with particular media outlets. The results indicated that while viewers stayed with certain program types, such as comedies and westerns, they often watched different channels to get the same types of programs.

Hearn (1989) supported habit as a gratification of media usage. The researcher divided the respondents into two smaller control groups in a study of 156 Australian television viewers. One group watched television normally and recorded their viewing schedule in diaries. The second group watched only their least favorite channel during the two-week test. Results showed that while viewing time decreased, the group restricted to their least favorite channel still felt compelled to watch something. Group members watched their least favorite channel an average of 6.4 hours more than they previously had watched.



Lin (1992) found that habit played a role in program selection. In a study to determine why television viewers select particular newscasts over others, 12.8% of the 243 person sample group reported that habit and the quality of news reporting were equally important during the channel selection process.

One of the main gratifications of media is entertainment, and for radio, that includes music. Holbrook and Schindler (1989) found that the development of musical taste begins early in life. It apparently peaks when individuals reach their mid-twenties. Using a sample of 108 respondents between the ages of 16 and 86, the researchers attempted to detect when the preference for popular music peaked in each individual. Subjects listened to excerpts of popular songs from 1932 to 1986 and then ranked each song on a scale of one to ten (one being "I dislike it a lot" and ten being "I like it a lot"). Results showed that song popularity followed an inverted U-shaped design and peaked near the 24th year of each respondent.

Edwards and Singletary (1989) found that radio listeners belong to music subcultures and use those groups as a measure of identity. Fifty-six percent of 253 college students surveyed from a major southeastern university reported that they listen to the radio over two hours per

day. Loyalty also played a role as 30% of the sample group left their radios on one particular station.

Edwards and Singletary also found that radio listeners who prefer music that is not part of a mainstream format, took pride in knowing that they were part of a select group of music lovers. These individuals reported a high level of satisfaction because their favorite music was "too strange" for most stations. These same individuals noted a sense of frustration in not having easy radio access to their music.

Lull (1985) indicated that adolescents tended to seek social independence through music. Gratifications can include, but are not limited to, establishing or changing the mood, alienating parents, getting attention and asserting a public image.

While developing a gratification-seeking model for television viewing, Lin (1993) discovered five gratification areas among 427 teenage subjects. Survey responses showed that most viewers wanted: 1) informational guidance on solving problems, 2) assistance in developing interpersonal communication, 3) parasocial interaction with the television and its personalities, 4) entertainment and 5) a diversion from reality.

It is likely that media consumers choose the medium they expose themselves to based on the type of gratification

they desire. Using the Elliott and Quattlebaum (1979) ten item gratifications list, Lichtenstein and Rosenfeld (1984) found that individuals held preconceived ideas about which medium would bring them their desired need.

Three hundred fifty-seven college students from a large southwestern university completed questionnaires for the study. The results showed that individuals trying "to kill time" used commercial television, magazines, and radio. Friends, who served as an alternative to mass media, fulfilled the gratifications of "learning about myself," "overcoming loneliness" and "feeling I'm involved in important events."

Lichtenstein and Rosenfeld (1984) also found that radio, film, and recorded music satisfied the need "to be entertained" and "to relieve tension." Respondents used newspapers to "keep up with the way government does its job," "obtain information about daily life" and "know the quality of our leaders."

Donohew, Palmgreen, and Rayburn (1987) explored the gratifications sought by cable television viewers. The study investigated the effects that viewer lifestyle has on the motives for watching. Three hundred and seventy-six adult cable subscribers from the Midwest completed telephone surveys.

The results found four distinct categories of viewers and different gratifications for each group. The group identified as "outgoing activists" was externally outgoing and dedicated to service and volunteer work. Members wanted little from cable television and were not heavy media users because of a busy lifestyle. Male and female disengaged homemakers had few interests outside the home and usually followed a similar daily routine. Group members reported heavy cable television viewing, but viewing was primarily to pass idle time.

Older, well-educated and economically secure individuals made up the "restrained activist group." Members watched cable television mainly as information seekers and preferred a good book instead of a large amount of viewing time. The fourth group, labeled "working class climbers," contained blue collar and lower level white collar workers. This group used a high level of cable television viewing time to pass idle time and for entertainment.

Most of the preceding research dealt with studies involving gratifications from more than one medium or focused on one particular age group. There is a need for additional study although these results are important. Further research concentrating on the gratifications and the

needs of users of one specific medium is necessary. This research could detect why certain media users keep returning to the same gratification sources.

Research must also widen the age parameters in studies on gratifications. Several studies in this review used sample groups containing respondents of similar age (Austin, 1985; Brown, Childers, Bauman, & Koch, 1990; Canary & Spitzberg, 1993; Carroll, Silbergleid, Beachum, Perry, Pluscht, & Pescatore, 1993; Christenson & DeBenedittis, 1986; Davis & Kraus, 1989; Edwards & Singletary, 1989; Elliott & Quattlebaum, 1979; Goodman, 1992; Lichtenstein & Rosenfeld, 1984; Lin, 1993; Lull, 1985). Expanded age parameters may show if individuals from different age groups use a medium for the same gratifications or if gratifications change as chronological ages change.

Donohew, Palmgreen, and Rayburn (1987) studied a single medium and utilized a wide range of ages in the sample group. The respondents ranged in age from 14 to 86 years of age and only answered questions about cable television. Gratifications studies concentrating on radio as a single medium have not been as extensive in scope.

Christenson and DeBenedittis (1986) focused only on grade school children while Edwards and Singletary (1989) featured an adolescent sample group. The studies showed

different gratification needs for each age group surveyed.

Country music is currently the most popular radio programming in the United States with 2,767 stations, or 28.6% of all commercial stations using the format (Yuster-Freeman, 1995). Two thousand and seventy-seven stations use an Adult Contemporary format, 1,227 stations have a Religious format, and 1,009 stations program an Oldies format. Country music also has a large range of listener ages. Thirty-six percent of all adults in the United States listen to country music (Raymondo, 1993). In addition, 43% of all adult country music listeners have children between 6 and 17 years of age (Spain, 1992). This adds to the format's popularity among younger listeners. This study will address the following hypothesis:

H1: The gratifications that listeners to country music radio receive from the medium continue to change as age advances.

The immense popularity of country music provides the expanded parameters needed for this research. A single radio format has not undergone this type of gratifications study in prior research.

## Chapter 2: Method

This study required a sample of radio listeners with two distinct characteristics to complete a questionnaire. Respondents had to enjoy country music and had to listen to country music on the radio. A simple random method of acquiring survey responses was not adequate, because not all radio listeners tune to country music stations. The researcher utilized an Internet country music bulletin board to locate a pool of respondents who would likely fit both characteristics. An Internet bulletin board allows people of similar tastes to share information by computer. Each person on the bulletin board uses his or her electronic mail address when posting information on the service.

This method of purposive sampling has several advantages. First, it reaches individuals who qualify to provide information for the study. Second, country music fans throughout the United States use the billboard. This eases any concerns of geographic biases and provides a more representative sample of listeners to country music stations. Third, each billboard user is identified by his or her e-mail address. Duplicate submissions are easily detected and eliminated by comparing the addresses on the survey responses.

However, because the respondents had to have access to a computer e-mail service, many country music listeners remained untested. Individuals who do not use computers still represent large numbers of the population, especially in the older generations. By only testing respondents with computers, questions can also be raised about the socio-economic makeup of the sample. Those individuals in lower income brackets may not own, or have access to, an e-mail service. The gratifications they desire may be vastly different than those surveyed for this study.

The questionnaire consists of both nominal and interval measurement questions (see Appendix A). The first portion of the survey asked the respondents to enter their age. Sample members chose from several age group categories without revealing their exact age on the survey. The second portion of the survey provided the respondents with questions designed to measure the types of gratifications they receive from country music radio.

The questions on the survey are edited versions of Elliott and Quattlebaum's (1979) ten item gratifications list. Some of the questions were combined with similar questions or eliminated for presentation purposes on the computer bulletin board. Respondents answered each question



on a five point Likert scale, with 1 being strongly disagree and 5 being strongly agree.

The researcher sent copies of the questionnaire to 239 users of the country music bulletin board through electronic mail (see Appendix B). The messages were sent on October 4, 1995 and each respondent was allowed two weeks to complete and return the completed survey. A two week response time allowed infrequent users of the bulletin board to have ample opportunity to locate the message and return the form. The final survey response was accepted on October 18, 1995. One hundred and four surveys, or 43.5%, of the questionnaires were returned. Eight of the respondents indicated that they did not listen to country music on the radio and one respondent failed to fill out the survey correctly. Ninety-five usable surveys remained for statistical analysis. Female respondents completed 41 surveys and male respondents completed 54 surveys. The youngest respondents were 14 to 17 years old and the oldest were 56 to 60 years old. Eighteen to 25 year old respondents accounted for 32% of the total sample.

The information underwent analysis of variance testing. Testing compared the genders to determine what gratifications might be significant within a particular gender. Each age group, including both females and males

respondents, underwent ANOVA testing to locate possible changes in gratifications from one end of the age spectrum to the other. The data were subjected to factor analysis in order to determine the underlying structure of the uses and gratifications.

## Chapter 3: Results

Comparing the statistical analysis of female respondents to male respondents results indicated one area of significant difference in the gratifications both groups receive from country music radio (see Table 1). Female respondents had an adjusted mean of 3.36 when indicating they used country music radio to get away from the cares and problems of life. Male respondents had an adjusted mean of 2.70. The result is significant at the .01 level. A comparison of female and male survey responses showed no significance on any of the other variables.

ANOVA testing on the differences between eight available age groups showed significant findings in two variables (see Tables 2-8). Results indicate that younger individuals between the ages of 14 and 35 use country music radio more to offset loneliness than do older listeners. Analysis indicates a significance at the .03 level. In addition, 14 to 35 year old listeners also used country music radio to kill time at a higher level than older listeners. Results were significant at the .02 level. The other variables indicated no significance between age groups.

Factor analysis yielded three significant factors (see Table 9). Testing showed that individuals who listened to

country music radio for information at high levels (.8688) also tended to use the medium more than others to find something interesting to talk about (.7339). Those who listened to overcome loneliness (.7021) also indicated a similar high need to kill time (.8241). Listeners to country music radio who showed high levels of wanting to be entertained (.8227) also indicated an increased level of listening because they enjoy it (.7495). The three factors of accounted for 63.85 percent of the cumulative percentage on the Eigen value summary (see Table 10).

## Chapter 4: Discussion

The results of this research do not indicate a large number of significant differences in the gratifications that country music listeners receive from radio. However, some variations exist. The comparison of results from the female and male samples show that women are more likely to listen to country music radio to get away from the cares and problems of life than males. Results at the .01 significance level provide the most significant findings of the research.

Females may choose country music radio over other media choices to escape the reality of everyday life. This finding supports Carroll, Silbergeld, Beachum, Perry, Pluscht, and Pescatore (1993) and Goodman (1992) who reported higher radio usage for females than males among teenagers and senior citizens. Males may not feel the same need to escape pressures by using a country music station; rather, television or books may provide the gratification that radio does not provide.

Looking at differences between age groups, two significant findings appear. Respondents age 14 to 35 indicated that they listen to country music radio to overcome loneliness and to kill time at significantly higher levels than other respondents. This supports Davis and

Kraus (1989) and Canary and Spitzberg (1993) who found that situationally lonely teenagers and college students report high media usage levels. Individuals on the lower end of the 14 to 35 year old age bracket may start forming steady, lasting relationships with both genders during this time. They may need the gratification that radio offers to fill the time between social encounters.

This might not be true for older individuals who have fostered relationships over a lifetime and use them to fight off loneliness and to kill time. The results indicate that country music radio listeners, who are 71 years of age and older use the medium the least to avoid loneliness. For respondents in the middle, and at the end of the 14 to 35 year old bracket, the development of a career could tend to retard the development of other methods to ward off loneliness, causing them to turn to radio to kill free time.

The factor analysis results indicate three factors in listening to country music. The conversational factor combines the need for information and the search for something to talk about with others. It may be assumed that a person looking for something to talk about may turn to country music radio and use the information about daily life to communicate with other individuals.

The search to overcome loneliness and the need to kill time combine to form the companionship factor. A person battling loneliness would feel compelled to fill the time they have to the themselves. Killing time is a natural extension of overcoming loneliness.

The final factor joins being entertained and enjoying it into the entertainment factor. It is logical that a person who seeks entertainment from country music radio will enjoy it. Again, the two variables have a natural bond.

There are limitations to this study. To get a clearer reading of the gratifications wanted by country music radio listeners, a wider array of respondents is required. More responses from listeners over 60 years of age would provide a clearer picture of gratification needs for the entire age spectrum. As mentioned earlier, the problems with e-mail research must be addressed in future studies.

Future study could focus on the gender differences in media gratifications. Females indicate some different reasons for turning on a country music station than do males. Additional research may isolate these differences. Future studies may also determine why certain age groups receive certain gratifications from the medium, while other age groups do not fulfill the same need in the same manner.

A longitudinal study could also track gratification changes in individuals over a significant portion of their lifetime.

This research showed that gratifications received from country music radio do change to a certain degree as age increases. Additional study could investigate if individuals choose a particular radio station format based on momentary needs. One respondent to this survey indicated that he listens to National Public Radio and other types of formats depending upon how he feels.



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Table 1

ANOVA Adjusted Mean Scores for Gender Comparisons

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	Female	Male	Significance
obtain information on daily life	2.87	3.12	0.30
get away from cares and problems	3.36	2.70	0.01
be entertained	4.75	4.62	0.29
overcome loneliness	2.26	2.16	0.60
kill time	2.53	2.90	0.15
find something to talk about	2.73	2.31	0.09
enjoy it	4.75	4.46	0.11

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Table 2

ANOVA Adjusted Mean Scores for Age ComparisonsListen to Obtain Information on Daily Life

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Age	Score
14-17	3.08
18-25	2.75
26-35	2.96
36-40	3.10
41-45	2.89
46-50	3.09
51-55	3.28
56-60	3.50

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Table 3

ANOVA Adjusted Mean Scores for Age ComparisonsGet Away From Cares and Problems of Life

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Age	Score
14-17	2.99
18-25	3.25
26-35	3.28
36-40	3.05
41-45	2.52
46-50	3.09
51-55	2.28
56-60	3.50

---

Table 4

ANOVA Adjusted Mean Scores for Age Comparisons  
To Be Entertained

---

Age	Score
14-17	4.77
18-25	4.75
26-35	4.68
36-40	4.55
41-45	4.52
46-50	4.90
51-55	5.00
56-60	5.00

---



Table 5

ANOVA Adjusted Mean Scores for Age Comparisons  
To Overcome Loneliness

---

Age	Score
14-17	1.98
18-25	2.25
26-35	2.78
36-40	2.35
41-45	1.68
46-50	1.72
51-55	1.57
56-60	1.50

---

Table 6

ANOVA Adjusted Mean Scores for Age ComparisonsTo Kill Time

---

Age	Score
14-17	2.59
18-25	3.50
26-35	3.06
36-40	3.20
41-45	2.42
46-50	1.72
51-55	2.28
56-60	2.00

---

Table 7

ANOVA Adjusted Mean Scores for Age Comparisons  
To Find Something Interesting to Talk About

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Age	Score
14-17	2.43
18-25	3.25
26-35	2.46
36-40	2.65
41-45	2.73
46-50	2.09
51-55	1.85
56-60	2.00

---

Table 8

ANOVA Adjusted Mean Scores for Age ComparisonsBecause I Enjoy It

---

Age	Score
14-17	4.63
18-25	5.00
26-35	4.59
36-40	4.65
41-45	4.63
46-50	4.45
51-55	4.14
56-60	5.00

---

Table 9

Factor Analysis

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Factor One: Conversational

Eigenvalue 2.13

% of Variance 30.43

Variables Listen for information .8688

Something to Talk About .7339

## Factor Two: Companionship

Eigenvalue 1.25

% of Variance 17.89

Variables To Kill Time .8241

To Overcome Loneliness .7021

## Factor Three: Entertainment

Eigenvalue 1.08

% of Variance 15.53

Variables To Be Entertained .8227

Because I Enjoy It .7495

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## Appendix A

Radio Survey

Please check appropriate answer:

Female \_\_\_\_\_ Male \_\_\_\_\_

Age 14-17 \_\_\_\_\_ 18-25 \_\_\_\_\_ 26-35 \_\_\_\_\_ 40-45 \_\_\_\_\_ 46-50 \_\_\_\_\_  
 51-55 \_\_\_\_\_ 56-60 \_\_\_\_\_ 61-65 \_\_\_\_\_ 66-70 \_\_\_\_\_ 71 & up \_\_\_\_\_

Range of responses: 1=Strongly Agree

2=Agree

3=Neutral/Undecided

4=Disagree

5=Strongly Disagree

I listen to the radio

1. to obtain information on daily life	1	2	3	4	5
2. to get away from the cares and problems of life	1	2	3	4	5
3. to be entertained	1	2	3	4	5
4. to overcome loneliness	1	2	3	4	5
5. to kill time	1	2	3	4	5
6. to find something interesting to talk about	1	2	3	4	5
7. because I enjoy it	1	2	3	4	5

## Appendix B



I am a graduate student at Eastern Illinois University and my thesis concerns why individuals listen to country music on the radio. I would appreciate your help if you could complete the following survey for my research. Your response as a country music fan is important to this project. All of your answers will remain confidential and will not be used for any other purpose. Thank you.

Please check appropriate answer:

Female \_\_\_\_\_

Male \_\_\_\_\_

Age 14-17 \_\_\_\_\_ 18-25 \_\_\_\_\_ 26-35 \_\_\_\_\_ 40-45 \_\_\_\_\_ 46-50 \_\_\_\_\_  
51-55 \_\_\_\_\_ 56-60 \_\_\_\_\_ 61-65 \_\_\_\_\_ 66-70 \_\_\_\_\_ 71 & up \_\_\_\_\_

Range of responses: 1=Strongly Agree  
2=Agree  
3=Neutral/Undecided  
4=Disagree  
5=Strongly Disagree

I listen to the radio

1. to obtain information on daily life	1	2	3	4	5
2. to get away from the cares and problems of life	1	2	3	4	5
3. to be entertained	1	2	3	4	5
4. to overcome loneliness	1	2	3	4	5
5. to kill time	1	2	3	4	5
6. to find something interesting to talk about	1	2	3	4	5
7. because I enjoy it	1	2	3	4	5

Thanks again for your time!