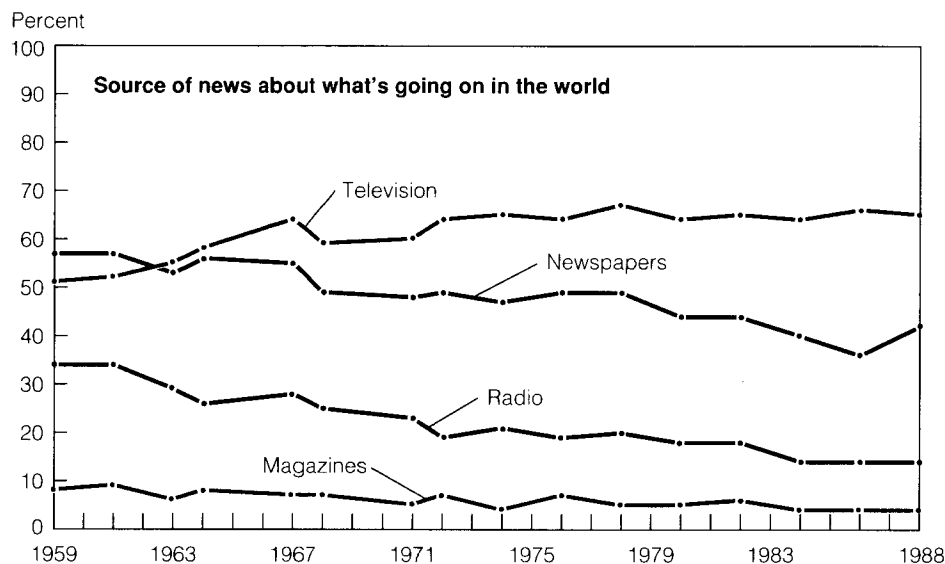


# MONITORING MEDIA ATTITUDES

**Question:** I'd like to ask you where you usually get most of your news about what's going on in the world today?



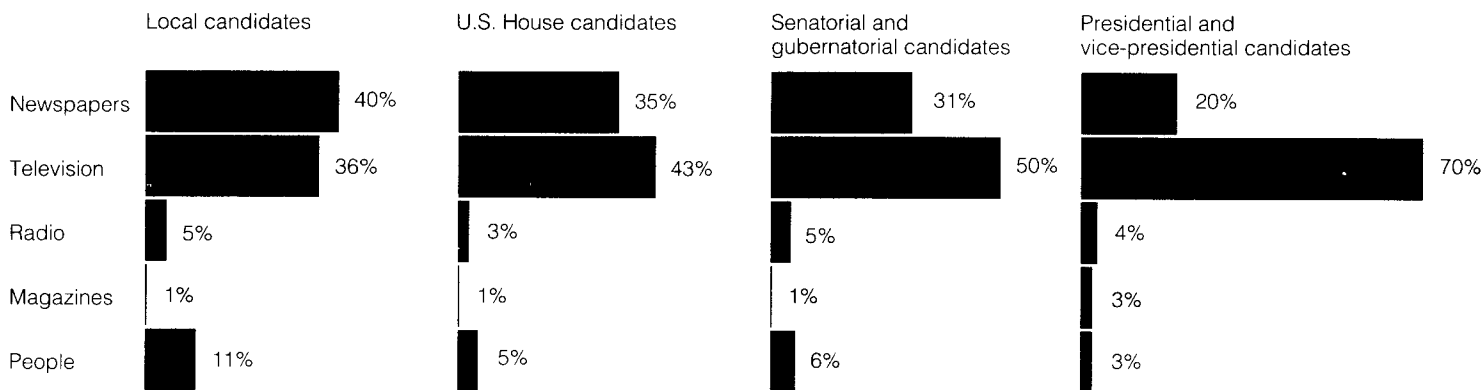
**Source of news:**

	TV	Newspapers	Radio	Magazines
1959	51%	57%	34%	8%
1961	52%	57%	34%	9%
1963	55%	53%	29%	6%
1964	58%	56%	26%	8%
1967	64%	55%	28%	7%
1968	59%	49%	25%	7%
1971	60%	48%	23%	5%
1972	64%	50%	21%	6%
1974	65%	47%	21%	4%
1976	64%	49%	19%	7%
1978	67%	49%	20%	5%
1980	64%	44%	18%	5%
1982	65%	44%	18%	6%
1984	64%	40%	14%	4%
1986	66%	36%	14%	4%
1988	65%	42%	14%	4%

**Source:** Surveys by the Roper Organization for the Television Information Office, latest that of November 12-19, 1988.

**Question:** During the last election campaign, from what source did you become best acquainted with the candidates (running in local elections—like mayor, members of the state legislature, etc./for the U.S. House of Representatives from this district/running in the statewide elections—like U.S. Senator and Governor/in national elections for President and Vice President) from the newspapers, or radio, or television, or magazines, or talking to people or where?

## Best acquainted with ... through

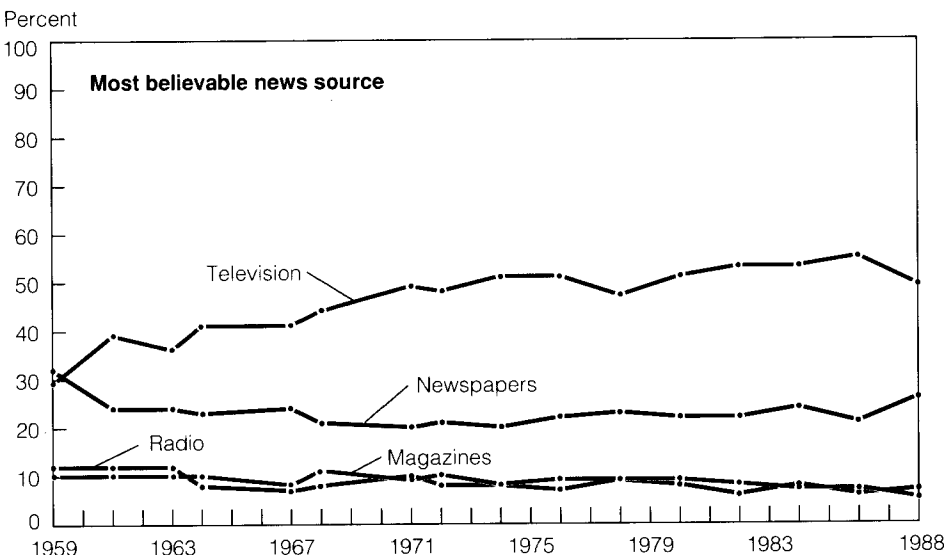


**Source:** Survey by the Roper Organization for the Television Information Office, November 12-19, 1988.

For more than two decades, television has been Americans' prime source of news. But in election contests close to home, both newspapers and TV have significant influence.

# CREDIBILITY

**Question:** If you got conflicting or different reports of the same news story from radio, television, magazines, and the newspapers, which of the four versions would you be most inclined to believe?



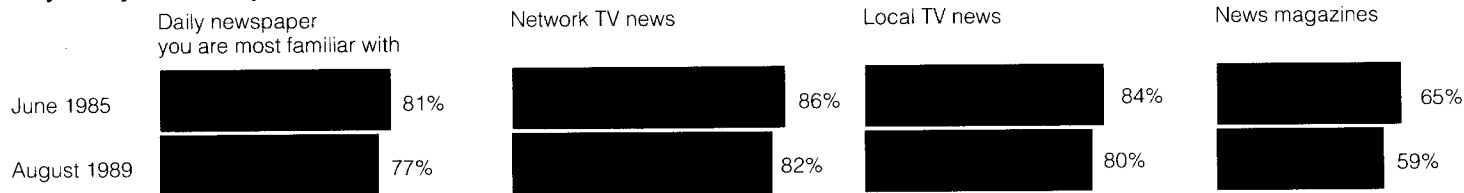
**Most believable:**

	TV	Newspapers	Radio	Magazines
1959	29%	32%	12%	10%
1961	39	24	12	10
1963	36	24	12	10
1964	41	23	8	10
1967	41	24	7	8
1968	44	21	8	11
1971	49	20	10	9
1972	48	21	8	10
1974	51	20	8	8
1976	51	22	7	9
1978	47	23	9	9
1980	51	22	8	9
1982	53	22	6	8
1984	53	24	8	7
1986	55	21	6	7
1988	49	26	7	5

Source: Surveys by the Roper Organization for the Television Information Office, latest that of November 12-19, 1988.

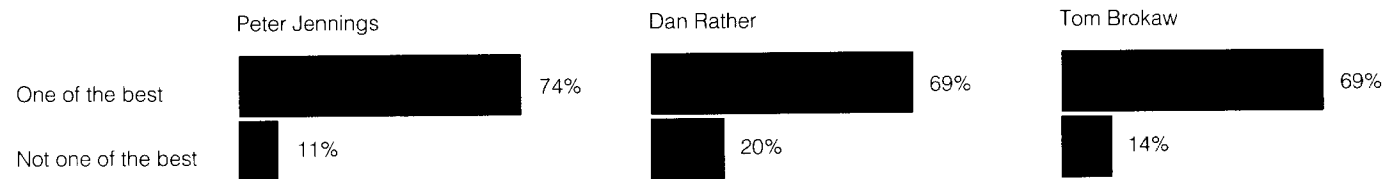
**Question:** I'd like your opinion of some people and organizations. As I read from a list, please tell me which category best describes your overall opinion of who or what I name.

**Very/mostly favorable opinion of...**



Source: Surveys by the Gallup Organization for the Times Mirror Company, latest that of August 9-28, 1989.

**Question:** I'm going to read you a list of anchorpersons. As I read each, please tell me if this is someone you are familiar with, or not. (For each "Familiar" ask:) In general, do you think (name of anchorperson) is one of the best anchorpersons or not?

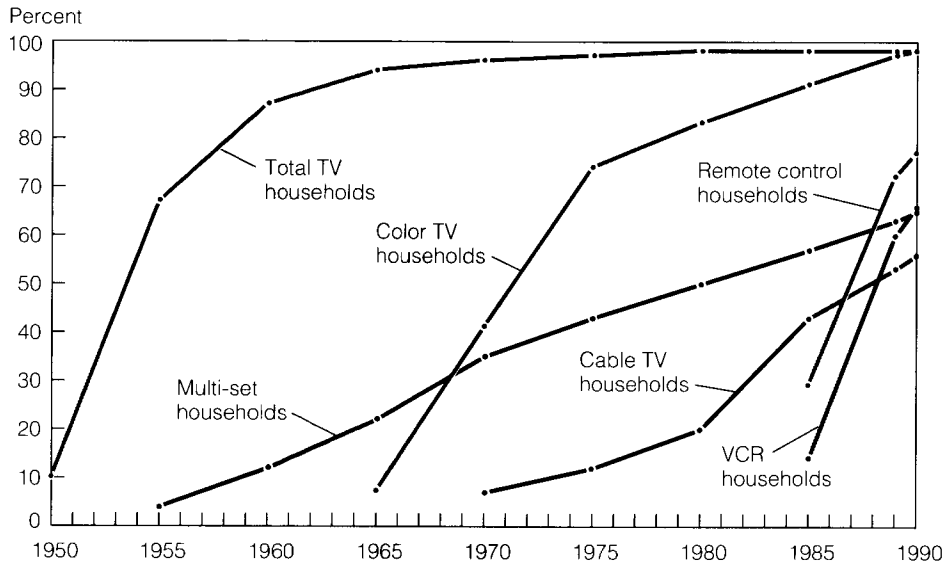


Note: Asked of people who watch evening news = 94%.

Source: Survey by Yankelovich Clancy Shulman for Time, July 18-19, 1989.

In head-to-head comparisons with other media, TV is deemed most credible by a comfortable margin. Overall, the media enjoy positive ratings. Rather's "negatives" are higher than Jennings's or Brokaw's.

# TELEVISION'S GROWTH

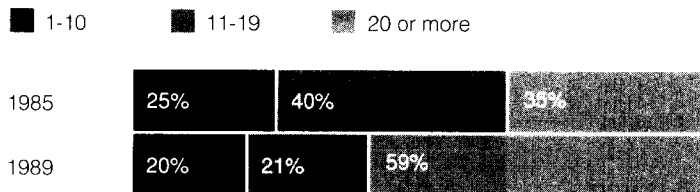


	TV households	Multi-set	Color TV	Cable	VCR	Remote control
1950	10%	-	-	-	-	-
1955	67	4%	-	-	-	-
1960	87	12	-	-	-	-
1965	94	22	7%	-	-	-
1970	96	35	41	7%	-	-
1975	97	43	74	12	-	-
1980	98	50	83	20	-	-
1985	98	57	91	43	14%	29%
1989	98	63	97	53	60	72
1990	98	65	98	56	66	77

**Note:** Estimated U.S. television households = 92.1 million on January 1, 1990 (Nielsen).

**Source:** Nielsen Media Research, *Television Audience*, 1989.

## Channels receivable per TV household



## What A. C. Nielsen Knows About TV Watching

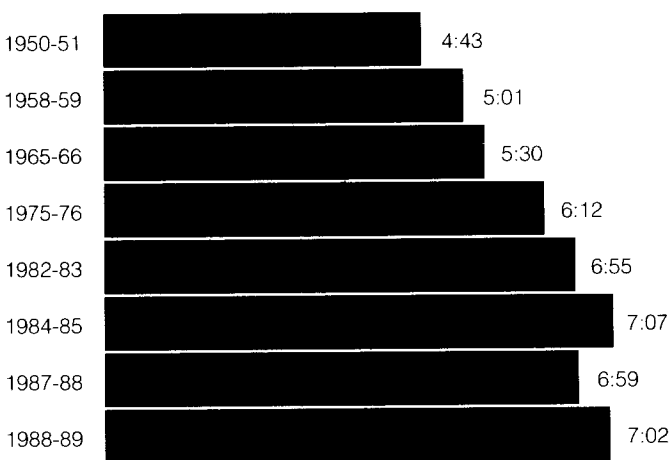
- 98% of all U.S. households have at least one TV.
- Households viewed an average of 7 hours 2 minutes of TV per day during the 1988-89 season.
- Sunday night is the most popular TV night. Over 107 million people tuned in to primetime programs on Sundays during November 1989.
- TV viewing increases during the day. It peaks between 8-10:00 p.m.
- Women watch more TV than men.
- Blacks watch more TV than all other groups.
- In 1988, 4,953 commercial messages aired during primetime on network television, a 25% increase since 1984.

**Source:** Nielsen Media Research, *Report on Television*, 1990.

Fifty years of explosive growth in TV ownership, gadgetry, and channel availability reflect the medium's maturation as an American institution.

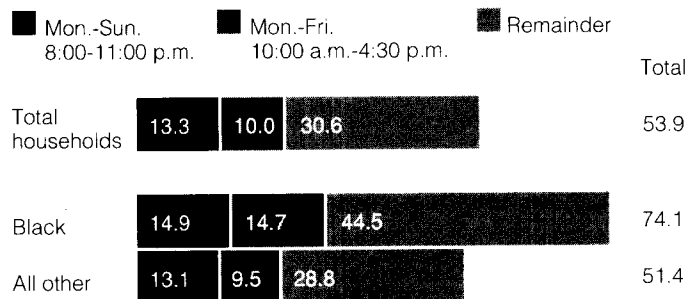
# WHO WATCHES...

## Hours:minutes of television usage per household per day



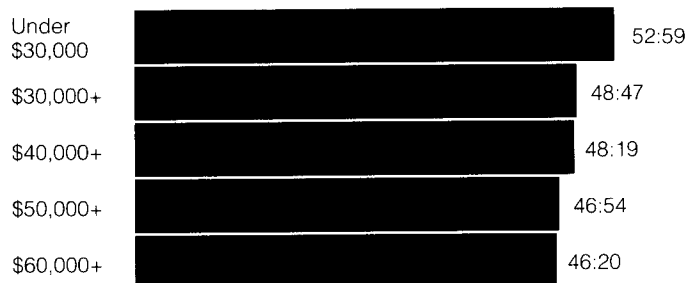
**Note:** Data reflects usage during the months of September-August for each season.  
**Source:** Nielsen Media Research, *Report on Television*, 1990.

## Average hours of television usage per household per week



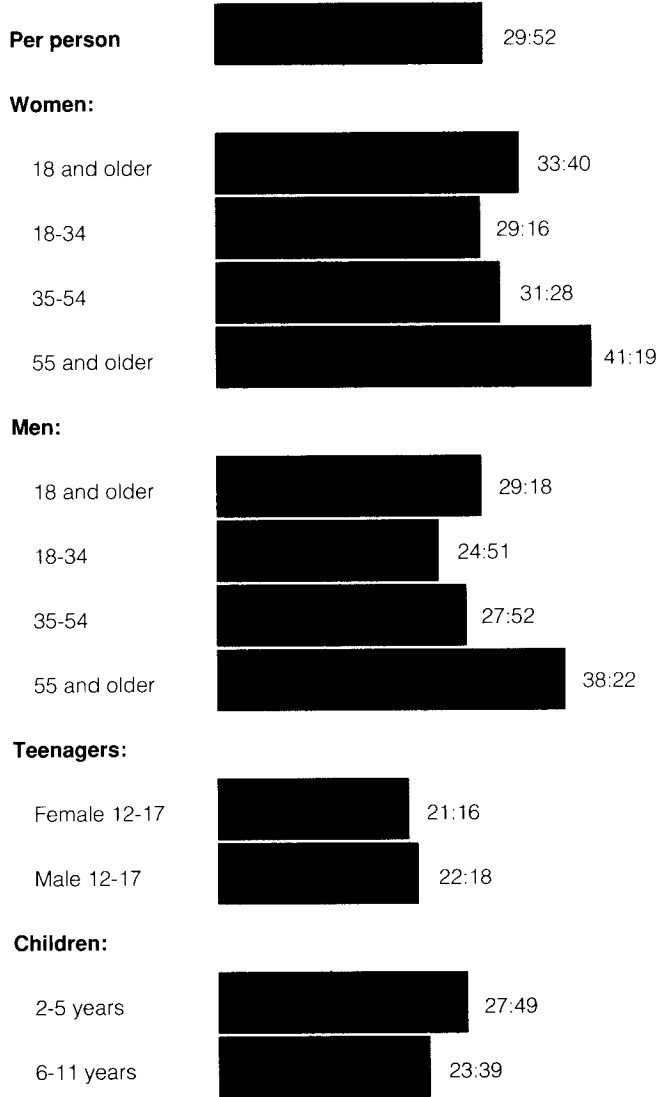
**Note:** Television usage during winter months is generally higher than during summer months.  
**Source:** Nielsen Media Research, *Television viewing Among Blacks*, January-February, 1988.

## Hours:minutes of television usage per week by household income



**Source:** Nielsen Media Research, *Report on Television*, 1990.

## Average hours:minutes of television viewing per week

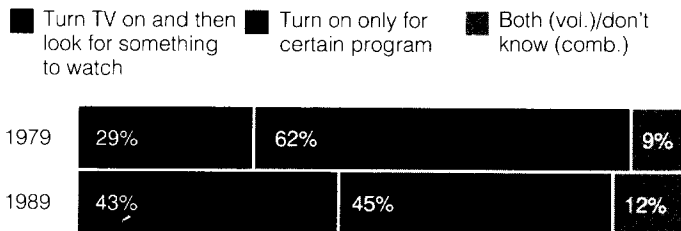


**Note:** Based on viewing during November 1989.  
**Source:** Nielsen Media Research, *Report on Television*, 1990.

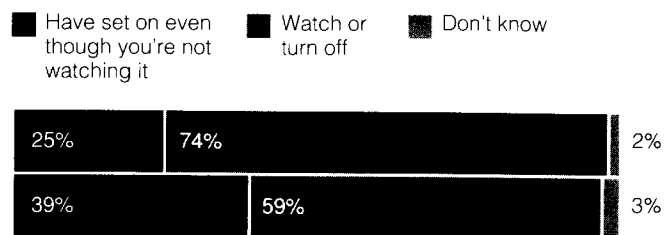
TV usage is high, especially among blacks, lower-income households, and women. Usage appears to have leveled off in the past decade at around seven hours per household per day.

# WHAT

**Question:** Turning now to all television, not just public television, people watch television in many different ways. When you turn the television set on, do you usually turn it on first and then look for something to watch, or do you usually turn it on only if you know there's a certain program you want to see?

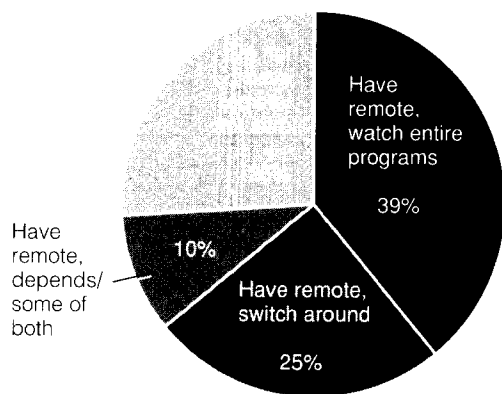


**Question:** Some people like to have a television set on, sort of in the background, even when they're not actually watching it. Do you find you frequently will just have the set on even though you're not really watching it, or are you the kind that either watches it or turns it off?



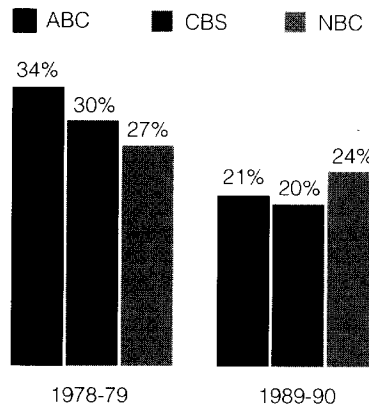
**Source:** Surveys by the Roper Organization (Roper Reports 89-5), latest that of April 15-22, 1989.

**Question:** When you watch television, do you use a remote-control device to change channels? (If yes) And when you watch, do you tend to watch entire programs, or do you tend to switch around to see what is on other stations?



**Note:** Asked of registered voters with cable television.  
**Source:** Survey by NBC News/Wall Street Journal, March 10-13, 1990.

## Audience share



**Declining Network Viewing**  
In the 1978-79 television season, NBC was in last place with a 27% audience share. In the just completed 1989-90 season, NBC was in first place with a 24% audience share.

**Note:** Season = September-April for the years shown.  
**Source:** Nielsen Television Index Ranking Report.

## Top 10 programs of 1989-90 season

### All television households

- Roseanne
- Bill Cosby Show
- Cheers
- A Different World
- America's Funniest Home Videos
- Golden Girls
- 60 Minutes
- Wonder Years
- Empty Nest
- Chicken Soup

### Adults 18-24

- Simpsons
- Roseanne
- Cheers
- A Different World
- America's Funniest Home Videos
- Bill Cosby Show
- Married With Children
- Wonder Years
- Coach
- Dear John

### Adults 25-54

- Roseanne
- America's Funniest Home Videos
- Cheers
- Bill Cosby Show
- Dear John
- A Different World
- Wonder Years
- Chicken Soup
- Coach
- L.A. Law

### Adults 55 and over

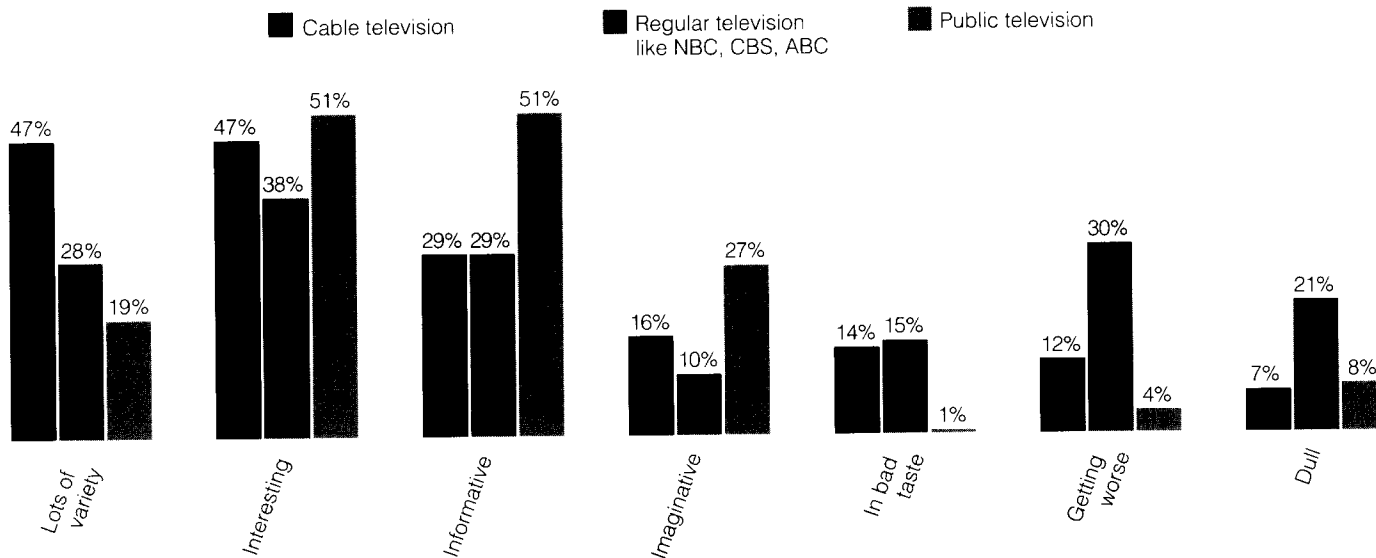
- 60 Minutes
- Murder She Wrote
- Matlock
- In the Heat of the Night
- Golden Girls
- Empty Nest
- Unsolved Mysteries
- Jake and the Fatman
- CBS Sunday Movie
- Carol & Company

**Note:** Season = September-April 1989-90.  
**Source:** Nielsen Television Index Ranking Report.

TV is a welcome distraction for many people—but not a companion for a solid majority. Data on favorite programs reveal a wide gap between young and older viewers.

# MEDIA CRITICS

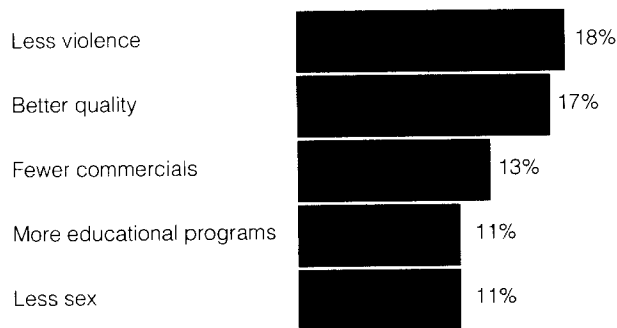
**Question:** Here are some words or phrases which have been used to describe cable television, regular television, and public television. (Card shown respondent) I'd like to ask you first how you would describe cable television, and then how you would describe the other two. First, cable television, and by that I mean the kinds of programs and channels you can only get if you're hooked into a cable system. Would you read down the list and call off each word or phrase you would use to describe ...



Source: Surveys by the Roper Organization (Roper Reports 89-10), latest that of October 14-20, 1989

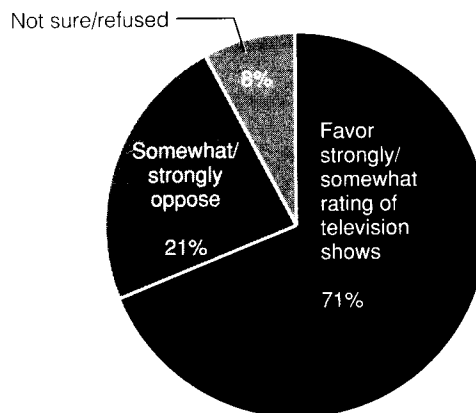
**Question:** What do you think is the most important thing the networks and the television stations could do to increase your satisfaction when you watch television? Is there something else that would increase your satisfaction almost as much?

## Things networks and television stations could do to increase viewing pleasure



Note: Top five responses shown.  
Source: Survey by the Los Angeles Times, September 14-19, 1989.

**Question:** Generally speaking, are you in favor of rating television shows the way they rate movies, or are you opposed to that? Is that strongly or somewhat?

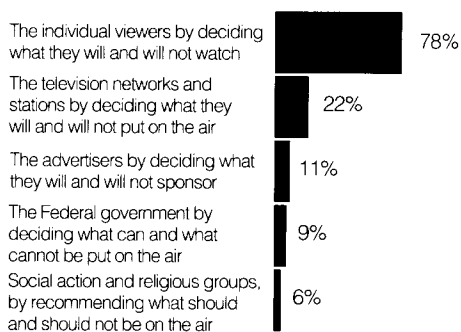


Source: Survey by the Los Angeles Times, September 14-19, 1989.

Viewer dissatisfaction with the networks is shown in the positive comparisons given to cable and public television. Viewers think less violence would improve programming.

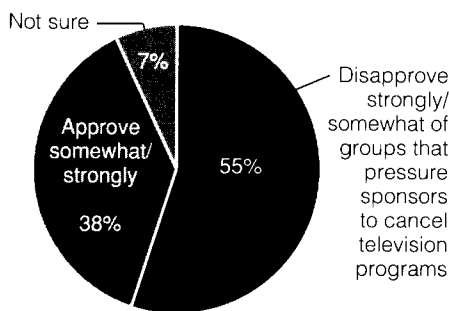
**Question:** In your judgment, which one or two people or groups on this list should have the most to say about what people see and hear on television?

**Should have the most say about what people see and hear on television**



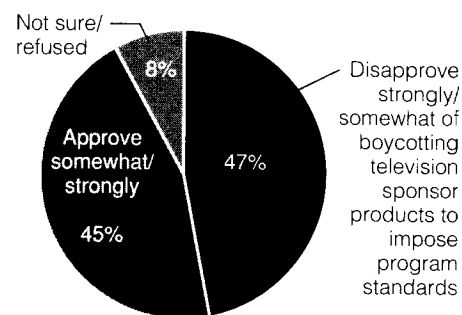
**Source:** Survey by the Roper Organization for the Television Information Office, November 12-19, 1988.

**Question:** Generally speaking, do you approve or disapprove of social action groups which pressure television sponsors to cancel programs they do not like? Is that strongly or somewhat?

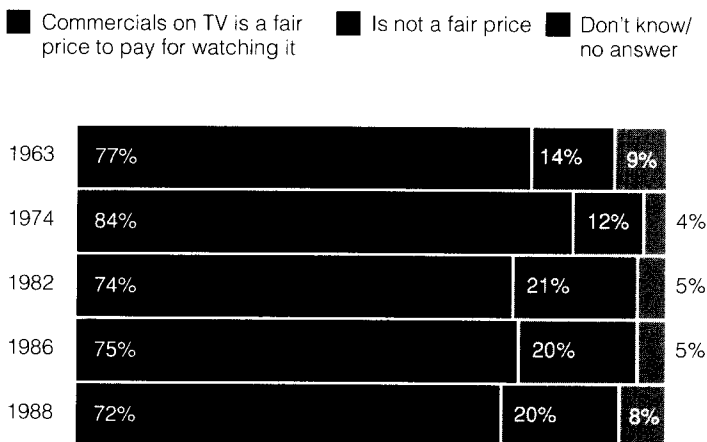


**Source:** Survey by the Los Angeles Times, September 14-19, 1989.

**Question:** Generally speaking, do you approve or disapprove of boycotting the products of television sponsors in order to impose certain program standards? Is that strongly or somewhat?

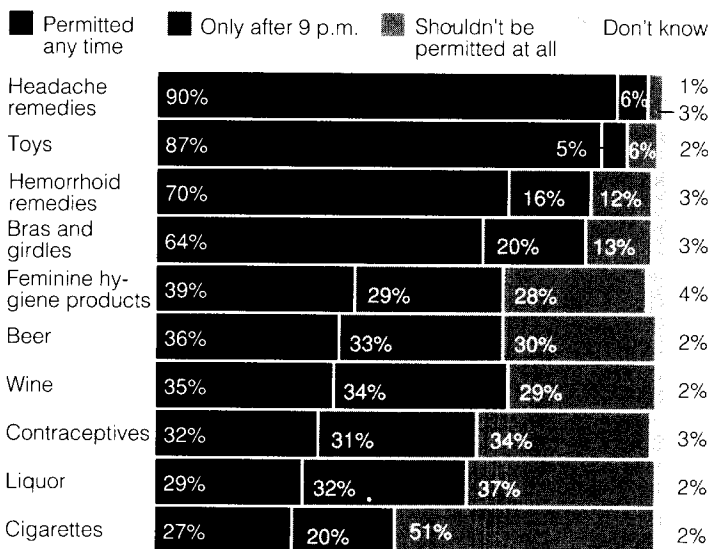


**Question:** Different people have all sorts of things, both good and bad, to say about TV commercials—for example, that they are in poor taste, that they are informative, that they are amusing, that there are too many of them, etc. Now, everything considered, do you agree or disagree that having commercials on TV is a fair price to pay for being able to watch it?



**Source:** Surveys by the Roper Organization for the Television Information Office, latest that of November 12-19, 1988.

**Question:** People feel differently about the kinds of products advertised on television. Some people feel that certain products should be permitted to be advertised only after 9 p.m. in the evening, when young children are less likely to be watching, that others shouldn't be permitted at all, and that still others should be permitted any time. Here is a list of some different products (card shown respondent). For each one would you tell me whether you think it should be permitted to be advertised on TV at any time, or permitted only after 9 p.m., or shouldn't be permitted at all? First, beer.



**Note:** In 1976, for "should be permitted any time," liquor = 38%, cigarettes = 33%. In 1984, contraceptives = 19%.

**Source:** Survey by the Roper Organization (Roper Reports 87-2), latest that of January 10-24, 1987.

Still, viewers want to decide for themselves about TV's content. One manifestation of this is that a near majority (47%) would permit now-banned cigarette advertising.