

memorandum

DATE: April 30, 1979

REPLY TO: Morton Needelman
ATTN OF: Presiding Officer

SUBJECT: Children's Advertising
TRR No. 215-60

TO: Eunice Dickerson
Legal and Public Records

Please add the following supplemental material to the public record in Category LL:

LL-53 Letter dated April 16, 1979, from John D. Abel, Ph.D., with attachments, Tables I, II and III.

APR 30 1979

5785



Department of Telecommunication
322 Union Building
Michigan State University
East Lansing, Michigan 48824

April 16, 1979

Mr. Morton Needelman
Presiding Officer
Children's Advertising
Federal Trade Commission
Washington, D.C. 20580

Dear Judge Needelman:

During my March 19, 1979 testimony you requested that I supply you with a supplement to my report entitled, "The Child Audience for Network Television Programming and Advertising" which was submitted on November 22, 1978. The supplement you requested concerns the estimated loss to networks if advertising for a) Highly Sugared Products, b) Games, Toys, Hobbycraft, and c) Restaurants and Drive-Ins was banned in network programs having 50%, 30% or 20% or more children (age 2-11) in the audience.

These data are provided in the attached tables. Please recall that these data are based on a sample of three months (February, May, and November) of 1977. During February, May and November 1977 there were 55,591 network originated commercials. The estimated network revenue for these commercials was \$980,656,900. These data are from Broadcast Advertisers Reports.

Highly Sugared Products

I included the following product categories in the Highly Sugared Product group: Highly Sugared Cereals, Candy, Regular Gum, Non-Carbonated Beverages, Cookies, Cakes, Pies, Pastries, Desserts and Dessert Ingredients, Ice Cream, Raisins, and Regular Carbonated Beverages. These are listed separately in Table I for network programs having 50%, 30%, and 20% or more children (2-11) in the audience. I also separately listed two other product categories which may or may not be included in the Highly Sugared Product group. These product categories are Canned Fruit and Fruit Juices. The answers to your questions regarding Highly Sugared Products are as follows:

- 1) In network programs having 50% or more children in the audience there were 1,640 network originated commercials for the three months of 1977 for Highly Sugared Products. The estimated network revenue for these commercials was \$11,057,200. If a ban was imposed on the advertising of all Highly Sugared Products in network programs having 50% or more children in the audience I estimate that about 3% (2.95%) of all network commercials would be affected or 1.13% of all network advertising revenue. These data are contained in Section A of Table I which is attached.

- 2) In network programs having 30% or more children in the audience there were 1,897 commercials for the three months of 1977 for Highly Sugared Products. The estimated network revenue for these commercials was \$12,716,000. (Ads for Canned Fruit and Fruit Juices are excluded here.) If a ban was imposed on the advertising of all Highly Sugared Products in network programs having 30% or more children in the audience I estimate that 3.41% of all network commercials would be affected or 1.30% of all network advertising revenue. These data are contained in Section B of Table I which is attached.
- 3) In network programs having 20% or more children in the audience there were 2,091 commercials for the three months of 1977 for Highly Sugared Products. The estimated network revenue for these commercials was \$18,559,600. (Ads for Canned Fruit and Fruit Juices are excluded here.) If a ban was imposed on the advertising of all Highly Sugared Products in network programs having 20% or more children in the audience I estimate that 3.76% of all network commercials would be affected or 1.89% of all network advertising revenue. These data are contained in Section C of Table I which is attached.

Games, Toys, Hobbycraft

- 1) In network programs having 50% or more children in the audience there were 1,296 ads for the three months of 1977 for Games, Toys and Hobbycraft. The estimated network revenue for these ads was \$8,483,900. If a ban was imposed on the advertising of Games, Toys and Hobbycraft in network programs having 50% or more children in the audience I estimate that 2.33% of all network commercials would be affected or 0.87% of all network advertising revenue. These data are contained in Section A of Table II which is attached.
- 2) In network programs having 30% or more children in the audience there were 1,457 ads for the three months for Games, Toys and Hobbycraft. The estimated network revenue for these ads was \$9,870,800. If a ban was imposed on the advertising of Games, Toys and Hobbycraft in network programs having 30% or more children in the audience I estimate that 2.62% of all network commercials would be affected or 1.01% of all network advertising revenue. These data are contained in Section B of Table II which is attached.
- 3) In network programs having 20% or more children in the audience there were 1,488 ads for Games, Toys, Hobbycraft. The estimated network revenue for these ads was \$10,874,200. If a ban was imposed on the advertising of Games, Toys and Hobbycraft in network programs having 20% or more children in the audience I estimate that 2.68% of all network commercials would be affected or 1.11% of all network advertising revenue. These data are contained in Section C of Table II which is attached.

Restaurants and Drive-Ins

- 1) In network programs having 50% or more children in the audience there were 105 ads for Restaurants and Drive-Ins. The estimated network revenue for these ads was \$2,075,000. If a ban was imposed on the advertising of Restaurants and Drive-Ins in network programs having 50% or more children in the audience I estimate that 0.19% of all network commercials would be affected or 0.21% of all network advertising revenue. These data are contained in Section A of Table III which is attached.
- 2) In network programs having 30% or more children in the audience there were 124 ads for Restaurants and Drive-Ins. The estimated network revenue for these ads was \$2,356,500. If a ban was imposed on the advertising of Restaurants and Drive-Ins in network programs having 30% or more children in the audience

I estimate that 0.22% of all network commercials would be affected or 0.24% of all network advertising revenue. These data are contained in Section B of Table III which is attached.

- 3) In network programs having 20% or more children in the audience there were 182 ads for Restaurants and Drive-Ins. The estimated network revenue for these ads was \$5,965,700. If a ban was imposed on the advertising of Restaurants and Drive-Ins in network programs having 20% or more children in the audience I estimate that 0.33% of all network commercials would be affected or 0.61% of all network advertising revenue. These data are contained in Section C of Table III which is attached.

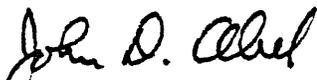
Ban on Advertising of All Three Product Categories

Although you did not request the information during my testimony I suppose the logical question is what would be the effect on networks if advertising for all three product groups (Highly Sugared Products, Games, Toys, Hobbycraft, and Restaurants and Drive-Ins) was banned on network programs having 50%, 30%, or 20% or more children in the audience? I have estimated that effect in the following paragraphs. Canned Fruit and Fruit Juices are excluded from the Highly Sugared Products group.

- 1) 50% or more children in the audience. If advertising for Highly Sugared Products, Games, Toys, Hobbycraft, and Restaurants and Drive-Ins was banned in network programs having 50% or more children in the audience I estimate that 5.47% of all network ads would be affected or 2.20% of total network advertising revenue.
- 2) 30% or more children in the audience. If advertising for Highly Sugared Products, Games, Toys, Hobbycraft and Restaurants and Drive-Ins was banned in network programs having 30% or more children in the audience I estimate that 6.26% of all network ads would be affected or 2.54% of total network advertising revenue.
- 3) 20% or more children in the audience. If advertising for Highly Sugared Products, Games, Toys, Hobbycraft, and Restaurants and Drive-Ins was banned in network programs having 20% or more children in the audience I estimate that 6.77% of all network ads would be affected or 3.61% of total network advertising revenue.

I hope this information will be of value to you. If you have additional questions that my data can answer, please contact me.

Sincerely,



John D. Abel
Associate Professor

JDA:acs

Attachments:

TABLE I. Estimated Loss to Networks if Advertising for Highly Sugared Products was Banned in Network Programs Having 50%, 30%, or 20% or More Children in the Audience.

A. Network Programs with 50% or More Children (2-11) in the Audience				
Product Category	Network Programs with 50%+ Child Audience		Total Network Commercials for Three Months of 1977 = 55,591 Total Network \$ Estimated Advertising Revenue for Three Months = \$980,656,900	
	No of Comm.	\$ Est. (000)	% of Total Network Comm.	% of Total Network \$ Est.
1. Highly Sugared Cereals	997	5741.1	1.79	0.59
2. Candy	469	4059.9	0.84	0.41
3. Regular Gum	58	404.3	0.10	0.04
4. Non-Carbonated Beverages	54	417.0	0.10	0.04
5. Cookies	47	280.4	0.08	0.03
6. Cakes, Pies, Pastries	15	154.5	0.03	0.02
7. Desserts & Dessert Ingredients	---	----	----	----
8. Ice Cream	---	----	----	----
9. Raisins	---	----	----	----
10. Regular Carbonated Beverages	---	----	----	----
TOTAL FOR HIGHLY SUGARED PRODUCTS (50%+ Child Audience)	1640	11,057.2	2.95	1.13
Other Products of High Sugar Content				
1. Canned Fruit	---	----	----	----
2. Fruit Juices	---	----	----	----

TABLE I. Continued

B. Network Programs with 30% or More Children (2-11) in the Audience				
Product Category	Network Programs with 30%+ Child Audience		Total Network Commercials for Three Months of 1977 = 55,591 Total Network \$ Estimated Advertising Revenue for Three Months = \$980,656,900	
	No. of Comm.	\$ Est. (000)	% of Total Network Comm.	% of Total Network \$ Est.
1. Highly Sugared Cereals	1106	6506.7	1.99	0.66
2. Candy	553	4563.6	0.99	0.47
3. Regular Gum	69	469.3	0.12	0.05
4. Non-Carbonated Beverages	80	589.9	0.14	0.06
5. Cookies	53	320.8	0.10	0.03
6. Cakes, Pies, Pastries	19	181.9	0.03	0.02
7. Desserts & Dessert Ingredients	15	72.8	0.03	0.01
8. Ice Cream	---	---	---	---
9. Raisins	---	---	---	---
10. Regular Carbonated Beverages	2	11.0	0.00	0.00
TOTAL FOR HIGHLY SUGARED PRODUCTS (30%+ Child Audience)	1897	12,716.0	3.41	1.30
Other Products of High Sugar Content				
1. Canned Fruit	---	---	---	---
2. Fruit Juices	9	46.1	0.01	0.00

TABLE I. Continued

C. Network Programs with 20% or More Children (2-11) in the Audience				
Product Category	Network Programs with 20%+ Child Audience		Total Network Commercials for Three Months of 1977 = 55,591 Total Network \$ Estimated Advertising Revenue for Three Months = \$980,656,900	
	No. of Comm.	\$ Est. (000)	% of Total Network Comm.	% of Total Network \$ Est.
1. Highly Sugared Cereals	1120	7026.9	2.01	0.72
2. Candy	608	5782.2	1.09	0.59
3. Regular Gum	90	1022.0	0.16	0.10
4. Non-Carbonated Beverages	105	1477.1	0.19	0.15
5. Cookies	59	588.8	0.11	0.06
6. Cakes, Pies, Pastries	24	387.8	0.04	0.04
7. Desserts & Dessert Ingredients	60	1575.7	0.11	0.16
8. Ice Cream	---	---	---	---
9. Raisins	7	45.5	0.01	0.00
10. Regular Carbonated Beverages	18	653.6	0.03	0.07
TOTAL FOR HIGHLY SUGARED PRODUCTS (20%+ Child Audience)	2091	18,559.6	3.76	1.89
Other Products of High Sugar Content				
1. Canned Fruit	1	47.5	0.00	0.00
2. Fruit Juices	16	168.0	0.03	0.02

TABLE II. Estimated Loss to Networks if Advertising for Games, Toys, Hobbycraft was Banned in Network Programs Having 50%, 30%, or 20% or More Children in the Audience*

A. Network Programs with 50% or More Children (2-11) in the Audience				
	No. of Comm.	\$ Est. (000)	% of Total Network Comm.	% of Total Network \$ Est.
Games, Toys, Hobbycraft	1296	8483.9	2.33	0.87
B. Network Programs with 30% or More Children (2-11) in the Audience				
Games, Toys, Hobbycraft	1457	9870.8	2.62	1.01
C. Network Programs with 20% or More Children (2-11) in the Audience				
Games, Toys, Hobbycraft	1488	10,874.2	2.68	1.11

* Total Network Commercials for Three Months of 1977 = 55,591
 Total Network Estimated Advertising Revenue for Three Months = \$980,656,900

TABLE III. Estimated Loss to Networks if Advertising for Restaurants and Drive-Ins was Banned in Network Programs Having 50%, 30%, or 20% or More Children in the Audience*

A. Network Programs with 50% or More Children (2-11) in the Audience				
	No. of Comm.	\$ Est. (000)	% of Total Network Comm.	% of Total Network \$ Est.
Restaurants and Drive-Ins	105	2075.0	0.19	0.21
B. Network Programs with 30% or More Children (2-11) in the Audience				
Restaurants and Drive-Ins	124	2356.5	0.22	0.24
C. Network Programs with 20% or More Children (2-11) in the Audience				
Restaurants and Drive-Ins	182	5965.7	0.33	0.61

* Total Network Commercials for Three Months of 1977 = 55,591

Total Network Estimated Advertising Revenue for Three Months = \$980,656,900

LL-53

John D. Abel, Ph.D.
Associate Professor
Department of Telecommunication
322 Union Building
Michigan State University
East Lansing, Michigan 48824
November 22, 1978

Morton Needelman, Esq.
Presiding Officer
Children's Advertising Rulemaking
Federal Trade Commission
Washington, D.C. 20580

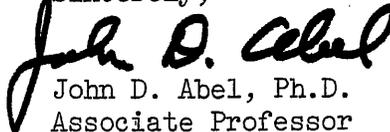
Dear Mr. Needelman:

The "Comment" enclosed is a verbatim statement of testimony that I wish to have included in the record of the Children's Advertising Rulemaking proceeding.

I wish to present my views orally at the legislative hearings scheduled for San Francisco (January 15 to January 26, 1979) and Washington, D.C. (January 29 to February 23, 1979). I will not be available to testify on the following dates: January 23, January 24, January 25, February 13, February 14, February 15, 1979.

I have searched my files and have found no unpublished or otherwise not publicly available studies or surveys in my possession, control or custody which support, contradict or otherwise pertain to issues raised in my Comment.

Sincerely,


John D. Abel, Ph.D.
Associate Professor

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CHILDREN'S ADVERTISING RULEMAKING COMMENT

Network and Non-Network Sources of Programming
and Advertising for Children

by

Dr. John D. Abel, Associate Professor
Department of Telecommunication
Michigan State University
East Lansing, Michigan 48824

Submitted to the Federal Trade Commission
Washington, D.C. 20580
November 24, 1978

Purpose

The major purpose of this paper is to describe the differences between network and non-network sources of programming and advertising. A secondary purpose is to summarize some of the more important findings of the network study report prepared by Dr. John Abel and the non-network or "spot" report prepared by Dr. Howard Beales.

Network and Non-Network Programming

Programming on the 728 commercial television stations in the United States comes from one of three sources:

1. Network. The first source of programming is the three commercial networks: the American Broadcasting Company (ABC), the Columbia Broadcasting System (CBS), and the National Broadcasting Company (NBC). The programs which the networks distribute to stations are either produced by the networks themselves or the networks purchase that programming from independent program producers and suppliers. In either case, however, the programs are distributed by the networks to local stations called network affiliates.

A local station affiliates with a network, meaning that it carries programs distributed by the networks, and, in turn, the station is compensated by the network for carrying those programs and advertising messages within the programs. Not all of the 728 local stations, however, are affiliated with one of the three networks. For example, ABC has 195 local station affiliates, CBS has 198 and NBC 209. That means that

about 600 of the 728 stations in the United States can receive programming from at least one of the three networks. A network affiliated station gets about 70% of its programming from the network.

The local station affiliated with a network is left with about 30% of its programming time to fill. It does this by either producing programs at the station or purchasing or renting programs from another source. These are the other two sources of programming: local and syndicated.

2. Local. A local program is any program originated or produced by the station. The Federal Communications Commission defines a local program as: "...any program originated or produced by the station, or for the production of which the station is substantially responsible, and which also employs live talent more than 50% of the time. Such a program, taped, recorded or filmed for later broadcast shall be classified as local."¹

3. Syndicated. The term syndicated programs refers to any programs which are taped or transcribed or feature films which were produced other than by the local station. The local station purchases or "rents" these programs for broadcast. An example of a syndicated program is My Three Sons which is now in syndication but was originally distributed by a commercial network. Some programs are originally produced for the syndicated market, such as The Phil Donahue Show, which was never distributed by a network. Local stations rely heavily on syndicated programs to fill their programming time.

Earlier, it was mentioned that not all stations are affiliated with a network. In fact, over 100 commercial television stations in the United States are not affiliated with a network. These stations are referred to

as independent stations as opposed to network affiliated stations. The independent stations do not receive programming from any of the commercial networks and must rely on programs which are produced at the local station or programs "rented" from program suppliers (syndicated) for their sources of programming.

When references are made to network and non-network sources of programming, the non-network term refers to locally produced programs and syndicated or "rented" programs.

In terms of child viewing of network and non-network programs, very little is known because there have not been any detailed studies relating child viewing to program source; however, it is possible to extrapolate some information from data published by A. C. Nielsen Company. Nielsen says that for older children (6-11 years), about one-third of their total viewing each week is from 8:00 to 11:00 p.m. (7:00 - 11:00 p.m. on Sundays).² Children in cities with independent stations could be watching those stations, but since there are only about 100 independent stations in the country, the predominant amount of viewing must be of network originated programming during this time. Nielsen also says that a little over one-fifth of all older children's viewing is between the hours of 4:30 and 7:30 p.m., Monday through Friday.³ Since almost no network programming is being distributed during this time, except the network newscasts, most of this viewing must be of non-network programming. The next largest proportion of total viewing done by older children is during Saturday and Sunday morning between the hours of 7:00 a.m. and 1:00 p.m. Nielsen reports that about 13% of older children's viewing is during these Saturday and

Sunday time periods.⁴ During Saturday and Sunday mornings older children could be watching independent stations, but because these are scarce, once again the predominant child viewing is probably of network programs.

Network and Non-Network Advertising

In the United States televised advertising messages are the source of revenue for local stations and networks. The 728 commercial stations in the United States carry some form of advertising as a means of financial support. Advertising messages come from two sources: network and non-network.

As mentioned in the previous section, the commercial TV networks distribute programs to their local station affiliates. The networks sell advertising time in those programs to companies interested in reaching a national (or sometimes regional) audience. The advertising messages are contained within the program and the network assumes that all of their local affiliates will air most or all of the advertising messages in programs carried by the local station. The network compensates the local station for carrying the network programs and the network originated advertising within those programs.

In addition, the network gives the stations a few minutes of time each hour to sell other advertising messages not originated by the network. These other advertising messages are called "spot" and may be messages for local, regional, or national advertisers.

An example will make the distinction between network and non-network advertising clearer. A network affiliated station is permitted by The Television Code of the National Association of Broadcasters to air nine minutes and 30 seconds of non-program material in a 60-minute prime

time program (e.g., 8:00 - 11:00 p.m. EST). The network will sell about six of those nine-and-one-half minutes to national advertisers and assume that the local station will air the network program and the six minutes of advertising. That leaves three-and-one-half minutes for the local station to use as it pleases. Some of that time will be devoted to station identification and public service announcements, but most of the time will be sold to local, regional or national advertisers. These announcements originate at the local station and are called "spot" TV advertising.

In other words, the local network affiliated station is compensated by the network for carrying the network advertisements and by local, regional or national advertisers for "spot" advertising messages.

Independent stations do not have the benefit of network compensation since, by definition, they are not affiliated with a network. Independent stations receive all of their advertising revenue from local, regional or national spot advertising.

In the network report by Dr. John Abel, the focus is on programs distributed by the networks and advertising messages within and between those programs which were originated by the networks. The focus of the report by Dr. Howard Beales is on spot advertising, or non-network advertising, which local network affiliated and independent stations carry for local, regional or national advertisers.

Comparison of Selected Network and Non-Network Advertising Findings

The units of analysis in the network report were network programs. Network programs were studied which had large percentages of children in the audience and a second group of network programs were studied with

large numbers of children in the audience. The units of analysis in the network study were programs because there is consistency among all network affiliated stations in terms of the programs carried by these stations, and, in addition, there is consistency in the network originated advertising messages aired within and between these programs.

By contrast, the units of analysis in the non-network (spot TV advertising) report were dayparts and not programs.⁵ A daypart may include several different programs. This distinction between network and non-network (spot) advertising studies occurs because there is no consistency among stations when discussing non-network sources of programs and advertising. In other words, stations are airing different non-network advertising messages and different non-network programs. For example, Leave It To Beaver (a syndicated program) may be shown at 4:00 p.m. in Dallas, containing advertising for highly sugared cereals, candy, and bicycles, but at 7:00 p.m. in Kansas City, with ads for diet carbonated beverages, gum, and toothpaste. Thus, there is no consistency from station to station in terms of the advertising messages within non-network programs.

Because of the differences in the units of analysis noted above, it is difficult to compare children's exposure to network advertising and non-network advertising. Even given these differences, however, there are some general statements that can be made about the two sources of advertising messages.

A major similarity between the two reports is that as the percentage of children in the audience increases the proportion of advertising devoted to Highly Sugared Cereals and Games, Toys, Hobbycraft also

increases. For example, in network programs, as the percentage of children increases from 20% of the audience to 50% of the audience or more, Highly Sugared Cereals increase from 17.7% of the advertising to 26.9% of the total number of ads. Although the pattern is not as marked in non-network (spot) advertising, the same relationship is present.

Secondly, it is apparent that in non-network advertising a wide range of products is advertised. This is true even when the percentage of children in the audience is large. In other words, children exposed to spot advertising see many more products advertised which fall into the "other" categories. By contrast, in terms of network advertising, when the percentages of children in the audience are large, there is a limited number of product categories represented. Many products simply are not advertised at all or are in small proportions. For example, other Food and Beverage advertising and All Other Advertising in programs with 50% or more children in the audience represents only about 10% of all advertising in these programs. By contrast, when the audience is half or more children, slightly over 44% of all advertising is for these "other" categories.

Finally, apart from Toys, Games, Hobbycraft and Highly Sugared Cereals, the exposure to spot advertising of children and adults is quite similar. For network advertising, the situation is somewhat different. When the percentage of children in the audience is 50% or more, the products advertised are limited and Highly Sugared Cereals, Games, Toys, Hobbycraft and Candy advertisements predominate. When considering only the absolute number of children in the audience the

products seen advertised by these children are similar to all advertising on network TV. In other words, the programs with large numbers of children in the audience also tend to be the same programs with large numbers of adults, and, of course, both groups are seeing the same advertising.

NOTES

¹Definition taken from FCC Form 303, Application for Renewal of License for Commercial Television Broadcast Station. Federal Communications Commission, 1976.

²Nielsen Television 78. Northbrook, Illinois: A. C. Nielsen Company, 1978, p. 11.

³Ibid.

⁴Ibid.

⁵A daypart is a specified period of time, on specified days of the week, on a specified station. Dayparts are similar to the concept of programs except that a daypart on a station will typically include several different programs. An example of a daypart is 8:30 a.m. to 1:00 p.m. for the Saturday morning daypart.

*add to 66-58
(for record copy
only)*

John D. Abel, Ph.D.
Associate Professor
Department of Telecommunication
322 Union Building
Michigan State University
East Lansing, Michigan 48824
November 22, 1978

Morton Needelman, Esq.
Presiding Officer
Children's Advertising Rulemaking
Federal Trade Commission
Washington, D.C. 20580

Dear Mr. Needelman:

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Sincerely,

John D. Abel
John D. Abel, Ph.D.
Associate Professor

CHILDREN'S ADVERTISING RULEMAKING COMMENT

The Child Audience for Network Television
Programming and Advertising

by

Dr. John D. Abel, Associate Professor
Department of Telecommunication
Michigan State University
East Lansing, Michigan 48824

Submitted to the Federal Trade Commission
Washington, D.C. 20580
November 24, 1978

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The Child Audience for
Network Television Programming and Advertising

EXECUTIVE SUMMARY

The purpose of the research reported in detail in the following pages was to match information about the child (2-11 years) audience with the advertising messages contained in network television programs. The questions which guided the research were: (1) to what products and product categories are children exposed in network advertising? and (2) what percentage of the total amount of network advertising of these products is contained in programs that children watch? The report concentrates on two categories of network television programs: (1) those which have the largest percentages of children in the audience, and (2) those which have the largest absolute number of children in the audience.

The network audience research data were supplied by Arbitron, a commercial television audience measurement service. The network advertising data were supplied by Broadcast Advertisers Reports of New York. Advertising information was compiled for 26 different product categories, which included all advertising on network TV programs for February, May and November 1977.

The tabulation process involved the matching of audience and advertising information for 111 different network programs aired during the three months of 1977. Advertising information was also tabulated by product category for each program. For programs with large percentages of children in the audience, the analysis concentrated on programs with 50%, 30% and 20% or more children in the audience. In a similar manner, for programs with large absolute numbers of children in the audience the analysis considered programs with 8,000,000, 5,000,000 and 3,500,000 or more children in the audience.

Here are some of the major findings of the study:

1. Considering all network programs for the three months of 1977, it was determined that about one-third (31.4%) of all advertisements were for food and beverage products and about two-thirds for non-food products.

2. When the percentage of the total audience of network programs was 20% or more children the advertised products which predominated were Highly Sugared Cereals, Candy, Games, Toys, Hobbycraft. This was, of course, also true when the audience was composed of 30% or more children and 50% or more children.

3. Food and beverage advertising was nearly 60% of all advertising in programs with 50% or more children in the audience.

4. Nearly all of the network programs with 50% or more children in the audience were shown on Saturday and Sunday mornings between 8:00 a.m. and 1:00 p.m. (EST). About three-fourths of the programs with high percentages (20%+) of children in the audience were shown on Saturday and Sunday mornings. Forty-four (out of 248) different network TV programs had 50% or more children in the audience during February, May and November 1977, 56 programs had 30% or more children in the audience and 75 had 20% or more children.

5. In programs having 50% or more children in the audience, there were no network advertisements during these three months for the following product categories: Desserts and Dessert Ingredients; Ice Cream; Fresh Fruit; Raisins; Canned Fruit; Crackers; Fruit Juices; Sugarless Gum; Appetizers, Snacks, Nuts; Regular or Diet Carbonated Beverages, and Beer, Wine or Mixers. Only 1.8% of all Dental Supplies advertising on network programs was included in programs with 50% or more children in the audience.

6. Seventy-three percent of all ads for Highly Sugared Cereals on network television during these three months were in programs with 50% or more children

in the audience. Over 80% of all ads for Highly Sugared Cereals were in programs with 30% or more children in the audience, 60% of all Candy ads and 64% of all ads for Games, Toys, Hobbycraft were in these programs.

7. Over one-fourth of the ads in programs with 50% or more children in the audience were for Highly Sugared Cereals and about 13% of the ads were for Candy. Network programs with 30% or more children in the audience had about one-fourth Highly Sugar Cereal advertising, 12% Candy advertising and about one-third Games, Toys, Hobbycraft, and Bicycle advertising. By comparison, for all network television, only 2.5% of the ads were for Highly Sugared Cereals, 1.7% for Candy and 4.3% for Games, Toys, Hobbycraft and Bicycles.

8. Programs with large numbers of children in the audience were distributed throughout the week as opposed to being concentrated in Saturday and Sunday mornings. In addition, when there were large numbers of children in the audience more product categories were represented than when programs with large percentages of children in the audience were considered.

9. The advertising in programs with 3,500,000, 5,000,000 and 8,000,000 or more children in the audience also tend to represent non-food products. In fact, non-food products are predominantly advertised in these programs.

10. As the child audience for programs decreases in absolute number, the percentage of advertising for Highly Sugared Cereals, Candy, Games, Toys, Hobbycraft and Bicycles increases while the proportion of all other advertising decreases.

11. There were nine different programs on the air during February, May and November 1977 with 8,000,000 or more children in the audience. There were 32 different network programs with 5,000,000 or more children in the audience, and 60 programs with 3,500,000 or more children in the audience.

In general, the conclusions of this study are that programs with high percentages of children in the audience have a limited range of products advertised in them and ads for Highly Sugared Cereals, Candy and Games, Toys, Hobbycraft predominate. Children who watch network programs on Saturday and Sunday mornings are likely to see disproportionately more ads for Highly Sugared Cereals; Candy; and Games, Toys, Hobbycraft and for food and beverage products than when watching in prime time.

My name is John D. Abel. I am an Associate Professor and Coordinator of Graduate Affairs in the Department of Telecommunication at Michigan State University, East Lansing, Michigan. Before I report on the study of network advertising and programming watched by children, which was conducted by me under contract to the Federal Trade Commission, I wish to detail some of my qualifications for conducting research of this type. A complete and current curriculum vitae is contained in Appendix A.

As an undergraduate I majored in psychology, sociology, and speech communication and received by B.A. from Concordia College, Moorhead, Minnesota, in 1964. In addition to a B.A., I hold a Master of Arts and Doctor of Philosophy degrees from Indiana University. My M.A. is in Telecommunication and my doctorate is in Mass Communication and was awarded in 1972. In my graduate education I concentrated on research methods, statistical analysis, social and developmental psychology. My primary research interest as a graduate student was how the developing child is socialized by the mass media, especially television.

At Michigan State I teach research methods and statistical analysis at the graduate and undergraduate levels. I teach undergraduate courses on audience survey analysis and management of telecommunication systems.

I have been a professor at Michigan State since 1972; however, I have had two years of leave from my teaching and research duties. In 1974-75 I was awarded a post-doctoral fellowship to study in the Departments of Psychology and Sociology at the University of Exeter in England. During 1977-78 I was an expert social science consultant to the Federal Communications Commission in both the Broadcast Bureau and the Children's Television Task Force. My duties with the Broadcast Bureau were to review the social science research literature in terms of policy implications for the FCC. With the Task Force I reviewed the literature on the effects of television on children and advised the Task Force on the kind of research needed to determine compliance with the FCC's 1974 Policy Statement of Children's Television Programming and Advertising Practices.

I have been a consultant to several public and private groups, such as the Indianapolis Public Schools in the evaluation of televised instruction for fifth and sixth graders. I was a consultant to Kappa Systems, Inc., of Arlington, Virginia, in an evaluation of the National Science Foundation project entitled Research on the Effects of Television Advertising on Children. I was a consultant to Lloyds Bank of London in a study of broadcasting and cable in the United Kingdom. I have evaluated new television programs for the Corporation for Public Broadcasting. I have been a consultant to many radio and television stations and citizen groups in Michigan. For example, I have advised stations in the selection of children's programs for airing on their stations and I have advised public interest groups on

on the kinds of children's programs that they should request broadcast stations to carry.

I have published about 15 technical papers, of which about half of these deal with the effects of television on children. One of my most recent projects dealt with the effect of parental and adult mediation of television programming on children. This research was funded by the National Association of Broadcasters. Other research conducted by me has been funded by the Office of Child Development of the Department of Health, Education and Welfare, the Bureau of Alcohol, Tobacco and Firearms, Department of the Treasury, and Michigan State University.

The research project on which I report in the following pages examines different levels of the child audience for network television programs and children's exposure to advertising messages contained within those programs. The report is divided into four sections: the background and purpose of the study, a description of the method used to study the research objectives, the analysis and treatment of the research results, and conclusions to be drawn from these results.

Background and Purpose

Broadcast television is a pervasive and ubiquitous medium. The A. C. Nielsen Company, one of the two major TV audience research firms, estimates that 98% of all households in the United States have at least one television set.¹ Arbitron, the other major television audience research firm, estimates that there are nearly 74,000,000 households with at least one TV set.² Nielsen reports that the average household in 1977 devoted over 6 hours each day to watching television.³ Individuals within those households spend a considerable amount of time watching television. Nielsen reports that in November 1977, average individual viewing time was over 27 hours per week.⁴ In addition, Nielsen, using audience data collected in November 1977, reports that women and children watch the most television.⁵ Young children, defined by Nielsen and Arbitron as children 2-5 years of age, watch over $27\frac{1}{2}$ hours per week on average and older children (age 6-11 years) watch nearly $24\frac{1}{2}$ hours per week.⁶ A report prepared for the National Science Foundation (Research on the Effects of Television Advertising on Children) states that "we can safely conclude that the average child over the past decade has watched 3 to 4 hours of television per day."⁷

Extrapolating from Nielsen data, it is estimated that children devote about half of their total TV viewing time to the watching of network programs.⁸ Older children (6-11 years) probably see more network TV programs than younger (2-5 years) children because older children watch more prime time programs. The National Science

Foundation report cited earlier estimates that children on the average are exposed to about 20,000 commercials per year.⁹ If it can be assumed that these 20,000 commercials are evenly distributed between network and non-network sources, then about half of all commercials seen by children are aired by the networks. These are some of the commonly known statistics about the pervasiveness and use of television by children.

In general terms, the purpose of this research is to match the child audience information with the advertising in network television programs. In other words, to what products are children exposed in network advertising? What percentage of the total amount of network advertising of these products is contained in programs that children watch? This report will concentrate on two categories of network television programs: (1) those network programs which have the largest percentages of children in the audience, and (2) those programs which attract the largest number of children. Then the total amount and kind of advertising on these programs will be compared to the total advertising on network television.

In more specific detail, the objectives of this report are to:

1. Determine the categories of products to which children are exposed in advertising contained in network television programs.
2. Determine the number of commercial announcements for the above products.

3. Estimate the dollars expended by the advertisers in purchasing time for these commercial announcements.
4. Estimate the number of children who are exposed to these commercial announcements.

Method

The method used to research the above objectives was to match the network audience research data with network commercial advertising information. The network audience research data were supplied by Arbitron, a commercial TV audience measurement service. Arbitron is one of two major companies in the United States which regularly measures the audience for television programs. The network advertising data were supplied by Broadcast Advertisers Reports (BAR) of New York. BAR monitors the audio portion of the three commercial networks each day and notes the commercial advertising on network programs. As will be described in detail below, the advertisements which form the basis of this report are those which were aired in or between certain network programs during the months of February, May, and November 1977. A brief description of the methods used by Arbitron and BAR is contained in this report. In addition, both of these companies have placed in the rulemaking record a more complete description of their methods for collecting audience and advertising information.

Before the method for matching the audience data to the advertising data is explained, it may be useful to clarify the definitions of terms used throughout the remainder of this report.

Definition of Terms

1. Children. The term children in this report refers to children in the 2-11 age range. The reason this age group was selected

is that this is the group of children for which Arbitron reports audience data.¹⁰ Arbitron reports no audience data for children younger than two years; and children who are 12 and older are included in the "teen" category. Arbitron further subdivides the 2-11 year old children by reporting the 6-11 year olds as a separate group. Arbitron does not generally report the 2-5 year olds but this figure can be obtained by simply subtracting the 6-11 from the 2-11 group. The 2-5 year old children could be thought of as being preschool age children and the 6-11 group as school age.

2. Network Television Programs and Advertising. The report is limited to programs and advertising messages carried by the three commercial television networks: American Broadcasting Company, Columbia Broadcasting System, and National Broadcasting Company.¹¹

Two lists of network TV programs are considered in this report:

a. The top 50 network television programs ranked by the percentage of children in the audience for three months of 1977 (February, May, November). This list of programs was compiled for use in this study by Arbitron Television and is contained in Appendix B.

b. The top 50 network television programs ranked by the total number of children in the audience for three months of 1977 (February, May, November). This list of programs was compiled by Arbitron Television for this study and is contained in Appendix C.

3. Share. An audience share for a program is expressed as a percentage of all persons who are watching television at that time.

For example, if we wished to determine what percentage of children make up the audience for Program X and we know that there are 5,000,000 people 2 years of age and older watching Program X and 4,000,000 of these people are children 2-11 years of age, we would say that the child audience share for Program X is 80, or 80% of all persons watching the program are children 2-11 years of age ($4,000,000/5,000,000 \times 100$). Thus the top 50 network television programs ranked by the percentage of children in the audience is the same as saying the top 50 network programs ranked by the 2-11 share of audience.

4. Rating. An audience rating for a program is the percentage of all persons within a specific demographic group who watch a specific program. For example, Arbitron estimates that there were 33,602,600 children age 2-11 in the United States in February 1977. If 16,000,000 of those children watched Program Y, then the child audience rating for Program Y would be 47.6, or 47.6% of all children watched the program ($16,000,000/33,602,600 \times 100$). Thus the top 50 network programs ranked by the total number of children in the audience is the same as saying the top 50 rated programs among children 2-11 years.

5. Gross Impressions. This term refers to the total number of persons who were likely to be exposed to an advertising message. Gross impressions are obtained by multiplying the number of 30-second commercial announcements by the number of persons watching the program. As an example, suppose that there were three identical commercial announcements for a product in a program and that there were 3,932,000 children, aged 2-11, watching the program. The gross

impressions for this commercial announcement would be 11,796,000 (or $3 \times 3,932,000 = 11,796,000$).

6. Product Category. A product category is a generic term for classifying commercial products into classes or groups. Examples of product categories are: cereals, toys, restaurants, etc.

7. Brand Product. A brand product is a commercial name given to a product, such as Post Raisin Bran (a cereal), Barbie Doll (a toy), McDonald's (a restaurant), etc.

Assumptions of Study

There are a few assumptions of this study which should be clarified. First of all, it is assumed that the children in the audience of these programs were exposed to the advertising messages. It is not necessarily assumed that each child attended to all of these commercials, but it is assumed that if 3,000,000 children were watching a program, then 3,000,000 children also were exposed to the commercials in that program.

Second, it is assumed that all network television commercials are 30 seconds in length. The author made several spot checks of BAR data to determine the length of several commercials. In all cases the commercials were 30 seconds in length; however, not all commercials were checked to determine the length of each commercial. Mr. Pro Sherman, Vice-President of Broadcast Advertisers Reports, also confirmed that nearly all commercials on the networks are 30 seconds in length. Barcus reports that 98% of the commercials he monitored in his studies were 30 seconds in length.¹² Finally,

this should be a conservative error if an error was made in assuming the length of each commercial to be 30 seconds. For example, all 60-second commercials would be counted as 30-second commercials, thus underrepresenting the total amount of time devoted to the commercials.

Product Categories

Broadcast Advertisers Reports classifies brand products into a large number of product categories; however, not all of the BAR product categories are reported in this study and some have been combined or subdivided to make the report more succinct and meaningful. The list of 26 product categories reported in this study was supplied to the author by the Federal Trade Commission. These product categories combined contain all network advertising and are as follows:

- Footwear
- Dental Supplies
- Desserts
- Highly Sugared Cereals
- Other Cereals
- Ice Cream
- Fresh Fruit
- Raisins
- Canned Fruit
- Cakes, Pies and Pastries
- Cookies
- Crackers
- Fruit Juices
- Candy
- Regular Gum
- Sugarless Gum
- Appetizers, Snacks, Nuts
- Regular Carbonated Beverages
- Diet Carbonated Beverages
- Non-Carbonated Beverages
- Bicycles
- Games, Toys, Hobbycraft
- Restaurants and Drive-Ins

Beer, Wine, Mixers
All other foods and beverages
All other advertising (except foods and beverages)

Lists of brands within each product category are attached as Appendix D.

Description of Data Sources

The two primary sources of data for this study were specially prepared reports and published reports from Arbitron Television for the audience data and Broadcast Advertisers Reports for the advertising data. Although these two companies have provided information on the details of how they collect these data and the reliability of their information, a brief description of the companies and their methods is included here.

Audience Data

Arbitron is a subsidiary of Control Data Corporation and has its executive offices in New York City. Arbitron provides a number of published audience reports for both radio and television audiences.

The primary method Arbitron uses to survey television audiences is the diary. Households are selected at random and a diary is placed in that household. One diary is placed in each household for each TV set. In the diary the members of the household record their television viewing for a specified period of time. The TV viewing of all members of the household is recorded in one diary. Each household provides television viewing information for a one-week period during the survey period (generally four weeks).

Arbitron has divided the country into geographic areas called Areas of Dominant Influence (ADI). An ADI is a geographic market design which defines each television market exclusive of another based on measurable viewing patterns. The ADI is an area that consists of all counties in which the home market stations receive a preponderance of viewing. Each county in the U.S. is allocated exclusively to one ADI. There is no overlap of ADI's. The ground rules for ADI allocation are relatively simple. Once the estimated total viewing hours for a county, and the percentage of such estimated total viewing hours for each station are determined, Arbitron sums the station percentages by market of origin. The market of origin having the largest total percentage is deemed to be the "dominant influence" in the county under consideration, and that county is allocated for ADI purposes to that market of origin.¹³

Since there is no overlap the estimated TV households are therefore additive, and the total of all ADI's represents the total number of TV households in the U.S. as surveyed by Arbitron.

Arbitron conducts three nationwide surveys each year (February, May, and November). These nationwide surveys are called "sweeps" and each survey is conducted over a period of four weeks; however, each household in the sample participates for only one week. Arbitron changes the number of ADI's periodically because new ADI's are created. This usually occurs in the Fall for the new TV season. As a result, in 1977 Arbitron surveyed 208 ADI's in February and May 1977 and 211 ADI's in November 1977. Data for this study are confined to these three months because these are the only months for which

Arbitron collects national audience data which can be matched to the BAR network advertising data. The year 1977 was chosen because it is the most recent complete year for which audience and advertising data are available.

The diary is the standard method for collecting television audience data, but it does have some disadvantages and weaknesses which should be noted here. Diaries are generally kept by an adult in the household, so the TV viewing of children may not be accurately reported. It may be possible that children's TV viewing is under-reported in the diary, particularly when TV viewing is done by the child alone and no adults are present to record that viewing in the diary. In addition, some of the reported TV viewing may have been made on the basis of hearsay, recall, and the estimates of the diary keeper.

Advertising Data

The advertising information for this study was supplied by Broadcast Advertisers Reports (BAR), located in New York City.

BAR monitors the audio portion of the three network feed lines out of Philadelphia. Audio tape recordings are made of each network, during the entire broadcast day, every day of the year. The BAR staff then listens to these audio recordings and determines the commercials that were on the networks. The information regarding the commercials, the number of commercials, and the estimates of the dollars expended to purchase the advertising is compiled into BAR Network Reports. These reports contain detailed and accurate information on the time, amount, and cost of advertising on network programming.

BAR can only report what advertisements went out on the network lines and cannot say that the advertisement appeared on all station affiliates of the network. For the purposes of this study, it is assumed that the ads did appear on all affiliated stations and, in fact, the networks themselves assure the advertisers that the ads run on all but a tiny minority of network affiliated stations. In terms of estimating the advertising expenditures, BAR received information from the networks on the average cost of commercial time for each network program. Using these average costs, BAR then calculates an estimated cost for every advertisement on a network program.

BAR advertising information was used for February, May, and November 1977--the same months for which Arbitron supplied audience data for the three lists of television programs. In this way it was possible to match the audience data for specific programs with the advertising messages contained within those programs.

Tabulation Process

The competitive advertising expenditure information supplied by Broadcast Advertisers Reports for February, May, and November 1977 was combined with the audience information for each network program title of interest. The network programs of interest were on two lists; one list ranked program titles by the percentage of children in the audience (share) and the second by the number of children in the audience (rating). These program ranking lists were supplied by Arbitron. (see Appendices B and C).

The advertising and audience information was tabulated for each program ranked by child audience share and child audience rating.

The tabulation process was done in two steps. First, information about each ad within each of the 26 product categories was recorded along with the audience information for each program for the three months. At this time the gross impressions for each ad were computed and recorded. These program-by-program tabulation forms are contained in Appendix E. They are separated by month but alphabetized by program title within each month.

The second step in the tabulation process was to summarize all advertising information by product category for each program across the three months. These product category within-program tabulation forms are contained in Appendix F. They are alphabetized by program title.

A listing of all programs included for analysis in this study is contained in Appendix G. The study analyzed 111 different network programs out of a possible 248 network programs that were aired in February, May, and November 1977. Appendix G contains an alphabetized listing of these programs, indicating the number of commercials, the amount of time devoted to those commercials, and the advertising dollar expenditures in those programs. As a basis for comparison, Appendix G also contains the total number of commercials, time devoted to commercials, and advertising dollar expenditures for the calendar year 1977 for each program title.

One other point should be made about the tabulation process to clarify how the advertising and audience information was compiled. Programs were only included for the month in which it was ranked among the top 50 for child audience share or child audience rating.

For example, Captain Kangaroo was ranked among the top 50 network programs by the percentage of children in the audience for all three months, so all advertising information for the three months was included. By comparison, Little House on the Prairie was only among the top 50 network programs ranked by percentage of children in the audience in May 1977 and not in February or November. Advertising and audience information for Little House on the Prairie was only included for May 1977.

This procedure was also followed when subdividing the programs into those programs which have 50%, 30%, or 20% or more children in the audience. For example, Ark II was among the group of programs with audiences of 50% or more children in November 1977 but not in February or May. The advertising and audience information for Ark II was only included for November 1977 when analyzing programs with audiences of 50% or more children. The same procedure was followed when subdividing on the basis of the number of children in the audience.

Projection to Calendar Year 1977

The results which follow in this report are based on information for the three months of February, May, and November 1977. As a result, the advertising and audience information estimates represent one-fourth of all information for 1977. In one sense, these estimates may be viewed as a sample of all network advertising and program audience information aired in 1977; however, this was not a random sample of network programs, nor a random sample of network advertising.

Since the assumption of random sampling was not met, no statistical tests were applied to these data. On the other hand, since the information for the three months represents 25% of the year, it is possible to project to the entire calendar year of 1977 by multiplying the relevant figures by four to obtain an annual estimate.

Results

There are two ways to examine the child audience for network television programs. First, it is possible to examine the child audience in terms of the proportion of children in the audience. In other words, what percentage of the total audience for a network program is composed of children 2-11 years? The second method used to examine the child audience for network programs is to consider the number of children in the audience of a network program. The first method is based on the child audience share and the second method is based on the child audience rating. These two ways of analyzing the child audience form the basis of the analysis of the research results.

The results section is divided into four categories. First, an analysis of all network advertising is presented. Second, an analysis is presented by the percentage of children in the audience and the kinds of products advertised. This analysis is based on the child audience share. A third analysis is presented which is based on the number of children in the audience and the products advertised. This third analysis is based on the child audience rating. A fourth analysis considers the gross impressions for various child audience shares and ratings.

I. Network Television Advertising

Before discussing the nature of advertising on programs with large child audiences, it is appropriate to describe the make-up of network advertising as a whole for the three months of 1977. Table I

displays the number of commercials and total amount of dollars expended to purchase the advertising for each of the 26 product categories on all network programs. Table I also shows each product category as a percentage of all network advertising for the three months.

Several things should be noted about the total amount of network advertising for February, May, and November 1977. First, the advertising of food and beverage products was a little less than one-third (31.4%) of the total number of network commercials. Food and beverage advertising represented about one-fourth (24.4%) of all dollars expended in advertising. Second, within the food and beverage category, Highly Sugared Cereals comprised only 2.5% of the total number of ads on network TV and about 1% of the total dollars expended on advertising. Other Cereals also comprised about 2.5% of the total number of commercials and about 2.0% of all dollars expended on network advertising. Finally, the advertising of Bicycles and Toys, Games, Hobbycraft comprised 4.3% of the total number of commercials and 2.6% of the total network advertising expenditures.

These figures for the total network advertising for the three months of 1977 can be compared, for example, with network programs that had 50% or more children in the audience. In network programs that had audiences with 50% or more children, 58.1% of the commercials were for food and beverages and 35.6% were for Bicycles, Games, Toys, and Hobbycraft. This comparison serves as an introduction to the following detailed analyses of advertising within programs with high child audience shares and ratings.

TABLE 1. Total Network Advertising for February, May, November 1977 and Percentage of Total for Selected Product Categories.

Product Category	All Network Programs		% of Total Comm	% of Total \$
	No. of Comm	\$EST (000)		
1. Other Cereals	1449	19699.8	2.6	2.0
2. Highly Sugared Cereals	1365	10532.0	2.5	1.1
3. Beer, Wine, Mixers	1373	36282.5	2.5	3.7
4. Desserts & Dessert Ingredients	1115	12923.2	2.0	1.3
5. Candy	921	9398.0	1.7	1.0
6. Appetizers, Snacks, Nuts	627	8606.0	1.1	0.9
7. Non-Carbonated Beverages	590	7376.1	1.1	0.8
8. Fruit Juices	318	3869.4	0.6	0.4
9. Cakes, Pies, Pastries	245	2975.6	0.4	0.3
10. Crackers	214	3246.5	0.4	0.3
11. Regular Gum	240	3987.5	0.4	0.4
12. Cookies	146	1748.6	0.3	0.2
13. Regular Carbonated Beverages	190	4563.0	0.3	0.5
14. Diet Carbonated Beverages	128	2426.0	0.2	0.2

TABLE 1. TOTAL NETWORK ADVERTISING FOR FEBRUARY, MAY, NOVEMBER 1977 AND PERCENTAGE OF CONTINUED Total for Selected Product Categories.

Product Category	All Network Programs		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
15. Sugarless Gum	125	2179.1	0.2	0.2
16. Canned Fruit	65	688.1	0.1	0.1
17. Raisins	41	393.6	0.1	0.0
18. Ice Cream	5	12.6	0.0	0.0
19. Fresh Fruit	3	19.5	0.0	0.0
20. All Other Food & Beverage	8287	108,388.5	14.9	11.1
Total Food & Beverage	17447	239,315.6	31.4	24.4
21. Games, Toys & Hobbycraft	2280	24672.1	4.1	2.5
22. Dental Supplies	570	15229.9	1.0	1.6
23. Restaurants & Drive-Ins	555	21579.6	1.0	2.2
24. Footwear	109	1472.1	0.2	0.2
25. Bicycles	99	439.0	0.2	0.0
26. All Other Advertising	34531	677948.6	62.1	69.1
Total Non-Food Advertising	38144	741341.3	68.6	75.6
TOTAL	55591	980656.9	100.0	100.0

II. Share (Percentage of Children in Audience)

For illustrative purposes, the analysis provided below addresses three levels of audience share. These levels are: 50% or more of the total audience is composed of children 2-11 years, 30% or more of the audience is children 2-11, and 20% or more of the audience is children 2-11. These levels were selected after a close examination of the child audience share rankings provided by Arbitron (see Appendix B). In each case, for all three sweeps (February, May, November), the data had fairly clear divisions at these child audience shares, 50%, 30%, and 20%. Each of the child audience share levels is addressed separately.

A. 50% or More Children in Audience. The major questions to be answered in this section are: (a) When are these programs shown on network TV and how many programs are included? (b) What percentage of each product category is advertised in these programs? and (c) What kinds of products are advertised in programs with audiences composed of 50% or more children 2-11?

The network programs with 50% or more children in the audience with one exception were all shown on the networks on Saturday and Sunday mornings between the hours of 8:00 a.m. and 1:00 p.m. (EST) in all three months. The single exception was Captain Kangaroo, which averaged over 70% children in the audience and is shown Monday through Friday from 8:00-9:00 a.m. (EST).

The total number of different programs across the three months which met the 50% or more children in the audience criterion

was 44, out of a total of 248 programs. The audiences for these programs ranged between 51.3% and 75.5% children 2-11 years of age.

The data in Table II provide a listing of the 14 product categories advertised in programs with 50% or more children in the audience. During the three months of February, May, and November 1977 there were 3,707 ads in these programs amounting to an ad expenditure of \$25,624,800. Nearly 60% (58.1%) of these ads were for Foods and Beverages and the remaining 40% (41.9%) for Non-Food products. Within the Food and Beverage group of products, Highly Sugared Cereals comprised over one-fourth (26.9%) of all ads, followed by Candy (12.7%). In the Non-Food group of advertising, over one-third (35.0%) of all ads was for Games, Toys, Hobbycraft.

Table II indicates the kinds of products advertised in programs with audiences composed of 50% or more children. Table III indicates the percentage of each product category that was advertised in these programs versus those products advertised in all other network programs. Over half of all network ads for three of the product categories were in programs with over 50% children in the audience: Highly Sugared Cereals (73.0%), Candy (51%), and Games, Toys, Hobbycraft (56.8%). Only four other product categories had over 20% of all commercials in these programs. They were Footwear (23.9%), Cookies (32.2%), Regular Gum (24.2%), and Bicycles (23.2%).

Another way of viewing the data in Table III is to note what was not advertised in these programs or at least not advertised in significant amounts. For example, there were no advertisements for Desserts and Dessert Ingredients, Ice Cream, Fresh Fruit, Raisins,

TABLE 11. Product Categories Represented in Network TV Programs with 50% or more Children in Audience.

Product Category	Network Programs 50% + Child Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
1. Highly Sugared Cereals ✓	997	5741.1	26.9	22.4
2. Candy ✓	469	4059.9	12.7	15.8
3. Other Cereals ✓	226	1401.3	6.1	5.5
4. Regular Gum ✓	58	404.3	1.6	1.6
5. Non-Carbonated Beverages ✓	54	417.0	1.5	1.6
6. Cookies ✓	47	280.4	1.3	1.1
7. Cakes, Pies & Pastries ✓	15	154.5	0.4	0.6
8. All Other Food & Beverage ✓	288	1735.8	7.8	6.8
Total Food & Beverage	2154	14194.3	58.1	55.4
9. Games, Toys & Hobbycraft ✓	1296	8483.9	35.0	33.1
10. Restaurants & Drive-Ins ✓	105	2075.0	2.8	8.1
11. Footwear ✓	26	168.8	0.7	0.7
12. Bicycles ✓	23	49.8	0.6	0.2
13. Dental Supplies ✓	10	27.8	0.3	0.1

TABLE 14. Product Categories Represented in Network TV Programs with 50% or More Children CONTINUED in Audience.

Product Category	Network Programs 50% + Child Audience			
	No. of Comm	\$ EST (000)	% of Total Comm	% of Total \$
14. All Other Advertising	93	625.2	2.5	2.4
Total Non-Food	1553	11430.5	41.9	44.6
TOTAL	3707	25624.8	100.0	100.0

TABLE III. Product Category Comparisons of Network TV Programs with 50% or more Children in Audience with All Network TV Programs (February, May, November).

Product Category	1 Network Progs. 50%+ Child Audience		2 All Network Programs		3 Percentage of Commercials & Dollars in Programs with 50% or more Children in Au	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% of \$ EST
1. Footwear	26	168.8	109	1472.1	23.9	11.5
2. Dental Supplies	10	27.8	570	15229.9	1.8	0.2
3. Desserts & Dessert Ingredients	-	-	1115	12923.2	0.0	0.0
4. Highly Sugared Cereals	997	5741.1	1365	10532.0	73.0	54.5
5. Other Cereals	226	1401.3	1449	19699.8	15.6	7.1
6. Ice Cream	-	-	5	12.6	0.0	0.0
7. Fresh Fruit	-	-	3	19.5	0.0	0.0
8. Raisins	-	-	41	393.6	0.0	0.0
9. Canned Fruit	-	-	65	688.1	0.0	0.0
10. Cakes, Pies, Pastries	15	154.5	245	2975.6	6.1	5.2
11. Cookies	47	280.4	146	1748.6	32.2	16.0
12. Crackers	-	-	214	3246.5	0.0	0.0
13. Fruit Juices	-	-	318	3869.4	0.0	0.0
14. Candy	469	4059.9	921	9398.0	51.0	43.2
15. Regular Gum	58	404.3	240	3987.5	24.2	10.1
16. Sugarless Gum	-	-	125	2179.1	0.0	0.0
17. Appetizers, Snacks, Nuts	-	-	627	8606.0	0.0	0.0
18. Regular Carbonated Beverages	-	-	190	4563.0	0.0	0.0

TABLE III. Product Category Comparisons of Network TV Programs with 50% or more
 CONTINUED Children in Audience with All Network TV Programs (February, May, November).

Product Category	1 Network Progs. 50%+ Child Audience		2 All Network		3 Percentage of Commercials & Dollars in Programs with 50% or more Children in Aud	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% of \$ EST
19. Diet Carbonated Beverages	-	-	128	2426.0	0.0	0.0
20. Non-Carbonated Beverages	54	417.0	590	7376.1	9.2	5.7
21. Bicycles	23	49.8	99	439.0	23.2	11.3
22. Games, Toys, Hobbycraft	1296	8483.9	2280	24672.1	56.8	34.4
23. Restaurants & Drive-Ins	105	2075.0	555	21579.6	18.9	9.6
24. Beer, Wine, Mixers	-	-	1373	36282.5	0.0	0.0
25. All Other Food & Beverages	288	1735.8	8287	108388.5	3.5	1.6
26. All Other Advertising Except Food & Beverages	93	625.2	34531	677948.6	0.3	0.1

Canned Fruit, Crackers, Fruit Juices, Sugarless Gum, Appetizers, Snacks, Nuts, Regular or Diet Carbonated Drinks, and, of course, no Beer, Wine or Mixers. The percentage of Dental Supplies advertising in these programs was insignificant. Only 1.8% of all Dental Supplies advertising on network programs was included in programs with 50% or more children in the audience.

B. 30% or More Children in Audience. Programs with 30% or more children in the audience tended to be concentrated on Saturday and Sunday (93% of all programs were shown on Saturday and Sunday). In fact, with five exceptions, all programs had starting times between 7:30 a.m. and 1:00 p.m. (EST) on Saturdays and Sundays. The exceptions were Captain Kangaroo, Jungle Book (Friday, 8:00 p.m.), Happy Days--Daytime (Monday-Friday, 11:00 or 11:30 a.m.), and Here's Lucy (Monday-Friday, 10:00 a.m.). Only one program, Jungle Book, was shown during prime time. The total number of network programs with 30% or more children in the audience was 56 (out of a total of 248 programs) across the three months of February, May, and November 1977. The number of programs with 50% or more children in the audience was 44, compared with 56 that had 30% or more children in the audience. In other words, only 12 additional programs had between 30% and 50% child audience shares.

Table IV contains the 21 product categories advertised in programs with audiences of 30% or more children 2-11. There were 4,561 ads in programs having 30% or more children in the audience. The 60-40 split between Food and Beverage advertising and Non-Food advertising was maintained in these programs. About one-fourth

Children in Audience.

Product Category	Network Programs 30% + Child Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
1. Highly Sugared Cereals	1106	6506.7	24.2	20.2
2. Candy	553	4563.6	12.1	14.2
3. Other Cereals	259	1573.0	5.7	4.9
4. Non-Carbonated Beverages	80	589.9	1.8	1.8
5. Regular Gum	69	469.3	1.5	1.5
6. Cookies	53	320.8	1.2	1.0
7. Appetizers, Snacks & Nuts	47	365.3	1.0	1.1
8. Cakes, Pies & Pastries	19	181.9	0.4	0.6
9. Desserts & Dessert Ingredients	15	72.8	0.3	0.2
10. Fruit Juices	9	46.1	0.2	0.1
11. Sugarless Gum	4	20.8	0.1	0.1
12. Crackers	2	11.0	0.0	0.0
13. Regular Carbonated Beverages	2	11.0	0.0	0.0
14. Diet Carbonated Beverages	1	4.9	0.0	0.0

Product Categories Represented in Network TV Programs with 30% or more
CONTINUED Children in Audience.

Product Category	Network Programs 30% + Child Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
15. All Other Food & Beverage	445	2667.6	9.8	8.3
Total Food & Beverage	2664	17404.7	58.3	54.0
16. Games, Toys & Hobbycraft	1457	9870.8	31.9	30.7
17. Restaurants & Drive-Ins	124	2356.5	2.7	7.3
18. Footwear	27	173.7	0.6	0.5
19. Bicycles	23	49.8	0.5	0.2
20. Dental Supplies	14	48.6	0.3	0.2
21. All Other Advertising	252	2288.4	5.5	7.1
Total Non-Food	1897	14787.8	41.5	46.0
TOTAL	4561	32192.5	99.8	100.0

(24.2%) of all advertising in these programs was for Highly Sugared Cereals and about 32% for Games, Toys, Hobbycraft. The only other product category with a significant amount of advertising in these programs was Candy, with 12.1% of all ads.

The data in Table V provide a listing of all product categories and present the number of commercials and the dollars expended for products advertised in network programs (February, May, November) with 30% or more children in the audience. The number of commercials and the amount of dollars expended to purchase the commercial time are expressed as a percentage of all advertising on network TV for those product categories for three months.

Those product categories with over half of their total network commercials in programs with 30% or more children in the audience were Highly Sugared Cereals (81.0%), Candy (60.0%), and Games, Toys, Hobbycraft (63.9%). These are the same product categories that had over half of their network commercials in programs with 50% or more children in the audience. Those product categories with between 20% and 50% of their commercials in programs with 30% or more children in the audience were Footwear (24.8%), Cookies (36.3%), Regular Gum (28.8%), Bicycles (23.2%), and Restaurants and Drive-Ins (22.3%). In other words, only Restaurants and Drive-Ins is added to the list of advertisers in programs with 30% or more children in the audience as compared to 50% or more children in the audience.

There was no Ice Cream, Fresh Fruit, Raisins, Canned Fruit, or Beer, Wine or Mixers advertised in these programs. Most other

TABLE V. Product Category Comparisons of Network TV Programs with 30% or more Children in Audience with All Network TV Programs (February, May, November).

Product Category	1 Network Progs. 30%+ Child Audience		2 All Network Programs		3 Percentage of Commercials & Dollars in Programs with 30%+ Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% \$ EST
1. Footwear	27	173.7	109	1472.1	24.8	11.8
2. Dental Supplies	14	48.6	570	15229.9	2.5	0.3
3. Desserts & Dessert Ingredients	15	72.8	1115	12923.2	1.3	0.6
4. Highly Sugared Cereals	1106	6506.7	1365	10532.0	81.0	61.8
5. Other Cereals	259	1573.0	1449	19699.8	17.9	8.0
6. Ice Cream	-	-	5	12.6	0.0	0.0
7. Fresh Fruit	-	-	3	19.5	0.0	0.0
8. Raisins	-	-	41	393.6	0.0	0.0
9. Canned Fruit	-	-	65	688.1	0.0	0.0
10. Cakes, Pies, Pastries	19	181.9	245	2975.6	7.8	6.1
11. Cookies	53	320.8	146	1748.6	36.3	18.3
12. Crackers	2	11.0	214	3246.5	0.9	0.3
13. Fruit Juices	9	46.1	318	3869.4	2.8	1.2
14. Candy	553	4563.6	921	9398.0	60.0	48.6
15. Regular Gum	69	469.3	240	3987.5	28.8	11.8
16. Sugarless Gum	4	20.8	125	2179.1	3.2	1.0
17. Appetizers, Snacks, Nuts	47	365.3	627	8606.0	7.5	4.2
18. Regular Carbonated Beverages	2	11.0	190	4563.0	1.1	0.2

TABLE V. Product Category Comparisons of Network TV Programs with 30% or more
 CONTINUED Children in Audience with All Network TV Programs (February, May, November).

Product Category	1 Network Progs. 30%+ Child Audience		2 All Network Programs		3 Percentage of Commercials & Dollars in Programs with 30%+ Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% \$ EST
19. Diet Carbonated Beverages	1	4.9	128	2426.0	0.8	0.2
20. Non-Carbonated Beverages	80	589.9	590	7376.1	13.6	8.0
21. Bicycles	23	49.8	99	439.0	23.2	11.3
22. Games, Toys, Hobbycraft	1457	9870.8	2280	24672.1	63.9	40.0
23. Restaurants, Drive-Ins	124	2356.5	555	21579.6	22.3	10.9
24. Beer, Wine, Mixers	-	-	1373	36282.5	0.0	0.0
25. All Other Food & Beverage	445	2667.6	8287	108388.5	5.4	2.5
26. All Other Advertising Except Food & Beverage	252	2288.4	34531	677948.6	0.7	0.3

products were advertised in insignificant amounts, except Other Cereals (17.9%) and Non-Carbonated Beverages (13.6%).

C. 20% or More Children in Audience. The total number of different programs across the three months which had 20% or more children in the audience was 75 out of 248 programs. This compares with 44 programs with 50% or more children in the audience and 56 different network programs that had 30% or more children in the audience. Nearly three-fourths (71%) of these 75 programs had starting times between 7:30 a.m. and 1:00 p.m. on Saturdays and Sundays. Eighteen programs (24%) were shown in prime time and had starting times from 7:00 to 8:30 p.m. (EST).

Table VI indicates the 24 product categories advertised in programs with 20% or more children in the audience. In these programs the division of Food and Beverage advertising and Non-Food advertising is about evenly split: 52.0% of all ads were for Food and Beverage products and 48% for Non-Food products. The advertising expenditures, however, are not equal, with about 60% of the advertising expenditures for Non-Food products and about 40% for Food and Beverage products.

Those product categories with the largest proportions of their products advertised in programs with 20% or more children were: Games, Toys, Hobbycraft (23.5%), All Other Advertising (20.0%), Highly Sugared Cereals (17.7%), Other Food and Beverage (12.0%), and Candy (9.6%).

Table VII provides a listing of all product categories and notes which product categories were advertised in programs having 20% or more children in the audience. In addition, these product

TABLE VI. Product Categories Represented in Network TV Programs with 20% or more Children in Audience.

Product Category	Network Programs 20% + Child Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
1. Highly Sugared Cereals	1120	7026.9	17.7	7.7
2. Candy	608	5782.2	9.6	6.3
3. Other Cereals	308	3260.7	4.9	3.6
4. Non-Carbonated Beverages	105	1477.1	1.7	1.6
5. Regular Gum	90	1022.0	1.4	1.1
6. Appetizers, Snacks & Nuts	67	783.6	1.1	0.9
7. Desserts & Dessert Ingredients	60	1575.7	1.0	1.7
8. Cookies	59	588.8	0.9	0.6
9. Cakes, Pies & Pastries	24	387.8	0.4	0.4
10. Regular Carbonated Beverages	18	653.6	0.3	0.7
11. Fruit Juices	16	168.0	0.3	0.2
12. Beer, Wine, Mixers	16	549.5	0.3	0.6
13. Sugarless Gum	13	299.6	0.2	0.3
14. Crackers	12	358.7	0.2	0.4

Continued Categories Represented in Network TV Programs with 20% or more
 CONTINUED Children in Audience.

Product Category	Network Programs 20% + Child Audience		% of Total Comm.	% of Total \$
	No. of Comm	\$ EST (000)		
15. Raisins	7	45.5	0.1	0.0
16. Diet Carbonated Beverages	5	163.3	0.1	0.2
17. Canned Fruit	1	47.5	0.0	0.1
18. All Other Food & Beverages	761	11661.3	12.0	12.7
Total Food & Beverage	3290	35851.8	52.0	39.1
19. Games, Toys & Hobbycraft	1488	10874.2	23.5	11.9
20. Restaurants & Drive-Ins	182	5965.7	2.9	6.5
21. Dental Supplies	53	1098.0	0.8	1.2
22. Footwear	30	292.2	0.5	0.3
23. Bicycles	23	49.8	0.4	0.1
24. All Other Advertising	1268	37507.7	20.0	40.9
Total Non-Food	3044	55787.6	48.1	60.9
TOTAL	6334	91639.4	100.0	100.0

TABLE VII. Product Category Comparisons of Network TV Programs with 20% or more Children in Audience with All Network TV Programs (February, May, November),

Product Category	1 Network Progs. 20% Child Audience		2 All Network Programs		3 Percentage of Commercials & Dollars In Programs with 20% or more Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% \$ EST
1. Footwear	30	292.2	109	1472.1	27.5	19.8
2. Dental Supplies	53	1098.0	570	15229.9	9.3	7.2
3. Desserts & Dessert Ingredients	60	1575.7	1115	12923.2	5.4	12.2
4. Highly Sugared Cereals	1120	7026.9	1365	10532.0	82.1	66.7
5. Other Cereals	308	3260.7	1449	19699.8	21.3	16.6
6. Ice Cream	-	-	5	12.6	0.0	0.0
7. Fresh Fruit	-	-	3	19.5	0.0	0.0
8. Raisins	7	45.5	41	393.6	17.1	11.6
9. Canned Fruit	1	47.5	65	688.1	1.5	6.9
10. Cakes, Pies, Pastries	24	387.8	245	2975.6	9.8	13.0
11. Cookies	59	588.8	146	1748.6	40.4	33.7
12. Crackers	12	358.7	214	3246.5	5.6	11.0
13. Fruit Juices	16	168.0	318	3869.4	5.0	4.3
14. Candy	608	5782.2	921	9398.0	66.0	61.5
15. Regular Gum	90	1022.0	240	3987.5	37.5	25.6
16. Sugarless Gum	13	299.6	125	2179.1	10.4	13.7
17. Appetizers, Snacks, Nuts	67	783.6	627	8606.0	10.7	9.1
18. Regular Carbonated Beverages	18	653.6	190	4563.0	9.5	14.3

TABLE VII. Product Category Comparisons of Network TV Programs with 20% or more
 CONTINUED Children in Audience with All Network TV Programs (February, May, November).

Product Category	1 Network Progs. 20% Child Audience		2 All Network Programs		3 Percentage of Commercials & Dollars In Programs with 20% or more Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% \$ EST
19. Diet Carbonated Beverages	5	163.3	128	2426.0	3.9	6.7
20. Non-Carbonated Beverages	105	1477.1	590	7376.1	17.8	20.0
21. Bicycles	23	49.8	99	439.0	23.2	11.3
22. Games, Toys, Hobbycraft	1488	10874.2	2280	24672.1	65.3	24.2
23. Restaurants & Drive-Ins	182	5965.7	555	21579.6	32.8	27.6
24. Beer, Wine, Mixers	16	549.5	1373	36282.5	1.2	1.5
25. All Other Food & Beverage	761	11661.3	8287	108388.5	9.2	10.8
26. All Other Advertising Except Food & Beverage	1268	37507.7	34531	677948.6	3.7	5.5

categories are compared with the advertising contained in all network programs for the same period of time (February, May, November 1977).

Nearly all 26 of the product categories are represented in these programs. Only two, Ice Cream and Fresh Fruit, had no advertising in these network programs. Once again, Highly Sugared Cereals (82.1% of all commercials for this product category), Candy (66.0%), and Games, Toys, Hobbycraft (65.3%) all had more than 50% of their commercials in programs having 20% or more children in the audience.

The following product categories had between 20% and 50% of all of their network TV commercials in programs with audiences composed of 20% or more children: Footwear (27.5%), Other Cereals (21.3%), Cookies (40.4%), Regular Gum (37.5%), Bicycles (23.2%), and Restaurants and Drive-Ins (32.8%). Dental Supplies, Desserts and Dessert Ingredients, Canned Fruit, Cakes, Pies and Pastries, Crackers, Fruit Juices, Regular and Diet Carbonated Drinks, and Beer, Wine and Mixers all had less than 10% of their total network advertising in programs with 20% of more children in the audience.

Summary: Share of Audience. In comparing the three levels of child audience share, several points should be noted. First, three product categories stand out as having most of their commercials concentrated in programs attracting 20% or more children in the audience. These categories are Highly Sugared Cereals, Candy, and Games, Toys, Hobbycraft. In all three analyses, these product categories had more than half of all commercials on network TV in the programs of interest.

Second, as the child audience share decreases the number of product categories represented in the programs increases. In other

words, in programs with an audience composed of 50% or more children there are fewer product categories advertised than in programs having 30% or 20% or more children in the audience.

Another way of expressing this point is to compare the distribution of advertisements in network programs with different child audience shares. Table VIII contains such a comparison. The first row of Table VIII displays the distribution of selected product ads for all network programs shown during February, May, and November 1977. The second row shows the proportions of ads for the same product categories for programs having 20% or more children in the audience. The third and fourth rows display the same data for programs having 30% or more and 50% or more children in the audience. As the child audience share increases, the proportion of ads for Highly Sugared Cereals, Candy, and Games, Toys, Hobbycraft, and Bicycles increases. Also, when the child audience shares increase the advertising of all other products decreases from 43.1% of all advertising with 20% or more children in the audience to about 20% of all advertising when half or more of the audience is composed of children. Bar graphs depicting some of these relationships are contained in Appendix H.

Third, most of the programs in which children comprise a significant share of the audience are shown on Saturday and Sunday morning. This is certainly true for the 50% and 30% or more child audience shares. It is somewhat less true for the 20% or more child audience share.

Finally, as the child audience share decreases from 50% or more to 20% or more, the proportion of the estimated dollars expended

TABLE VIII. Percentages of Network Advertisements within Different Program Groups for Selected Product Categories (Number).

	Highly Sugared Cereals	Candy	Sugared Drinks *	Other Highly Sugared Foods **	Games, Toys, Hobbies, Crafts, & Bicycles	All Other Advertising
All Network Programs	2.5% (1365)	1.7% (921)	1.4% (780)	3.3% (1857)	4.3% (2379)	86.9% (48,289)
Network Programs with 20% + Children in Audience	17.7% (1120)	9.6% (608)	1.9% (123)	3.8% (241)	23.9% (1511)	43.1% (2731)
Network Programs with 30% + Children in Audience	24.2% (1106)	12.1% (553)	1.8% (82)	3.4% (156)	32.4% (1480)	26.0% (1184)
Network Programs with 50% + Children in Audience	26.9% (997)	12.7% (469)	1.5% (54)	3.2% (120)	35.6% (1319)	20.2% (743)

* Sugared Drinks includes Regular Carbonated Beverages and Non-Carbonated Beverages.

** Includes Regular Gum, Cookies, Cakes, Pies, Pastries, Desserts, and Dessert Ingredients, Canned Fruit, Raisins, Ice Cream.

to purchase the advertising increases. For example, in those programs with 50% or more children in the audience, about half of the total dollars devoted to advertising Highly Sugared Cereals was expended. In comparison, when the child audience share decreased to 20% or more children in the audience, two-thirds of all dollars expended on Highly Sugared Cereals was spent in these programs. The likely explanation for this increase is due not only to an increase in the number of programs and commercials, but also due to the fact that prime time programs have substantially higher advertising rates than programs shown on Saturday and Sunday mornings and a number of prime time programs are included in the 20% or more child audience share group of programs. On the other hand, only one prime time program appears in the group of programs with 30% or 50% or more children in the audience.

III. Rating (Number of Children in Audience)

A second way of addressing the child audience for network programs is to examine what products are advertised when a certain number of children are in the audience. This section analyzes network programs by the child audience rating, or the total number of children 2-11 in the audience. Arbitron has ranked the top 50 network television programs by the number of children 2-11 in the audience. The titles of these programs and relevant audience information are contained in Appendix C.

In February, May, and November 1977 the highest child (2-11) rating for any network program was 47; in other words, 47% of all children in the United States watched the program. The median child

rating for the top 50 programs ranked by Arbitron was 13.4. An examination of the child audience ratings for the programs ranked by Arbitron revealed three breaks which seemed appropriate to analyze.

The first division was made when the child audience for programs contained 8,000,000 or more children. According to Arbitron, a program having 8,000,000 children in the audience would have a child audience rating of from 23.8 to 24.9.¹⁴ A second division was constructed when the number of children in the audience was 5,000,000 or more, or a child audience rating of 14.9 to 15.5. The third and final division was constructed when the child audience was 3,500,000 or more, with a rating of 10.4 to 10.9. Each of these levels of the number of children in the audience is addressed separately.

A. 8,000,000 or More Children in Audience. On network television in February, May, and November 1977 there were only nine different programs which had 8,000,000 or more children in the audience out of a total of 248 programs. These programs were Happy Days, Laverne and Shirley, Donny and Marie Osmond Show, Bionic Woman, Six Million Dollar Man, Wonderful World of Disney, Welcome Back, Kotter, Hardy Boys/Nancy Drew Mystery Hour, and What's Happening. All of these programs were shown in prime time and had starting times of between 7:00 and 8:30 p.m. (EST). Only three of the nine programs were shown on Saturday or Sunday evening, with the remainder distributed throughout the week.

The product categories advertised in these programs are divided into two groups in Table IX. The two groups are Food and Beverage and Non-Food advertising. One-third of the advertising in

Product Categories Represented in Network TV Programs With 8,000,000 or More Children in Audience.

Product Category	Network Programs With 8,000,000 + Children in Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
1. Other Cereals	17	881.5	3.2	3.1
2. Candy	12	555.9	2.2	2.0
3. Desserts & Dessert Ingredients	11	773.2	2.0	2.7
4. Regular Carbonated Beverages	8	379.0	1.5	1.3
5. Beer, Wine, Mixers	8	219.7	1.5	0.8
6. Highly Sugared Cereals	5	237.5	0.9	0.8
7. Non-Carbonated Beverages	4	178.0	0.7	0.6
8. Cookies	3	139.0	0.6	0.5
9. Sugarless Gum	3	150.7	0.6	0.5
10. Appetizers, Snacks & Nuts	3	131.8	0.6	0.5
11. Diet Carbonated Beverages	2	111.8	0.4	0.4
12. Crackers	2	88.4	0.4	0.3
13. Regular Gum	2	146.1	0.4	0.5
14. Cakes, Pies & Pastries	2	88.4	0.4	0.3

TABLE IX. Product Categories Represented in Network TV Programs with 8,000,000 or more
 CONTINUED Children in Audience.

Product Category	Network Programs With 8,000,000 + Children in Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
15. Canned Fruit	1	47.5	0.2	0.2
16. All Other Food & Beverage	94	4185.9	17.5	14.7
Total Food & Beverage	177	8314.4	33.0	29.2
17. Restaurants & Drive-Ins	29	1985.0	5.4	7.0
18. Dental Supplies	13	648.0	2.4	2.3
19. Games, Toys & Hobbycraft	6	424.0	1.1	1.5
20. All Other Advertising	312	17135.0	58.1	60.1
Total Non-Food	360	20192.0	67.0	70.8
TOTAL	537	28506.4	100.0	100.0

programs with 8,000,000 or more children in the audience was for Food and Beverage products. Two-thirds was for Non-Food advertising. This division between Food and Beverage products and Non-Food products is nearly identical to that for all network advertising (see Table I). In other words, these programs, in terms of their Food and Beverage and Non-Food advertising, tend to be representative of all network programs. Nearly 80% of all advertising in these programs was for Other Food and Beverage advertising or Other Advertising. Restaurants and Drive-Ins have 5.4% of the total number of commercials in these programs, followed by Other Cereals (3.1%), Dental Supplies (2.4%), and Candy (2.2%). All other product categories account for 2.0% or less of the total amount of advertising in these programs.

Table X provides a listing of all 26 product categories and notes which product categories were included in programs having 8,000,000 or more children in the audience for the three months. Twenty of the 26 product categories were represented in the nine programs. Footwear, Ice Cream, Fresh Fruit, Raisins, Fruit Juices, and Bicycles were not advertised in these programs during the three months. As can be seen from Table X, none of the product categories had large proportions of their total ads for the three months in these programs, which is not surprising since only nine programs were included. Only the product category of Restaurants and Drive-Ins had over 5% of its ads in programs having 8,000,000 or more children. Most product categories had less than 2.0% of their ads in these programs.

TABLE X. Product Category Comparisons of Network TV Programs with 8,000,000 or more (Child Audience Rating of 23.8-24.9) Children in Audience with All Network TV Programs (February, May, November), 24.35

Product Category	1 Network Progs. Child Audience of 8,000,000+		2 All Network Programs		3 Percentage of Commercials & Dollar in Programs with 8,000,000+ Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% of \$ EST
1. Footwear	-	-	109	1472.1	0.0	0.0
2. Dental Supplies	13	648.0	570	15229.9	2.3	4.3
3. Desserts & Dessert Ingredients	11	773.2	1115	12923.2	1.0	6.0
4. Highly Sugared Cereals	5	237.5	1365	10532.0	0.4	2.3
5. Other Cereals	17	881.5	1449	19699.8	1.2	4.5
6. Ice Cream	-	-	5	12.6	0.0	0.0
7. Fresh Fruit	-	-	3	19.5	0.0	0.0
8. Raisins	-	-	41	393.6	0.0	0.0
9. Canned Fruit	1	47.5	65	688.1	1.5	6.9
10. Cakes, Pies, Pastries	2	88.4	245	2975.6	0.8	3.0
11. Cookies	3	139.0	146	1748.6	2.1	7.9
12. Crackers	2	88.4	214	3246.5	0.9	2.7
13. Fruit Juices	-	-	318	3869.4	0.0	0.0
14. Candy	12	555.9	921	9388.0	1.3	5.9
15. Regular Gum	2	146.1	240	3987.5	0.8	3.7
16. Sugarless Gum	3	150.7	125	2179.1	2.4	6.9
17. Appetizers, Snacks, Nuts	3	131.8	627	8606.0	0.5	1.5
18. Regular & Carbonated Beverages	8	379.0	190	4563.0	4.2	8.3

TABLE X. Product Category Comparisons of Network TV Programs with 8,000,000 or more
CONTINUED (Child Audience Rating of 23.8-24.9) Children in Audience with All Network
TV Programs (February, May, November).

Product Category	1 Network Progs. Child Audience of 8,000,000+		2 All Network Programs		3 Percentage of Commercials & Dollar in Programs with 8,000,000+ Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% of \$ EST
19. Diet Carbonated Beverages	2	111.8	128	2426.0	1.6	4.6
20. Non-Carbonated Beverages	4	178.0	590	7376.1	0.7	2.4
21. Bicycles	-	-	99	439.0	0.0	0.0
22. Games, Toys, Hobbycraft	6	424.0	2280	24672.1	0.3	1.7
23. Restaurants & Drive-Ins	29	1985.0	555	21579.6	5.2	9.2
24. Beer, Wine, Mixers	8	219.7	1373	36282.5	0.6	0.6
25. All Other Food & Beverages	94	4185.9	8287	108388.5	1.1	3.9
26. All Other Advertising Except Food & Beverages	312	17135.0	34531	677948.6	0.9	2.5

B. 5,000,000 or More Children in Audience. There were 32 different network programs (out of a total of 248 programs) on the air during February, May, and November 1977 with 5,000,000 or more children in the audience. Of these 32 programs, 8 were on the air on Saturday morning. The remainder, or 24 programs, were shown during prime time, with 3 of these programs having beginning times of 9:00 p.m. (EST).

Table XI divides the products advertised in programs with 5,000,000 or more children in the audience into Food and Beverage and Non-Food advertising. In these programs there is a 60-40 split of advertising, or 60% of all ads were for Non-Food advertising and 40% for Food and Beverage products. Within the Food and Beverage group, the largest product categories were All Other Food and Beverage advertising (13.0%), Highly Sugared Cereals (8.0%), Candy (5.9%), Other Cereals (3.5%), and Beer, Wine, Mixers (2.2%). All other product categories represented 1.5% or less of the advertising in these programs. In the Non-Food group, All Other Advertising accounted for 44.3% of the total ads in these programs, followed by Games, Toys, Hobbycraft (10.4%) and Restaurants and Drive-Ins (4.1%).

Table XII provides a listing of all product categories and presents the number of commercials and the dollars expended for categories of products advertised in network programs with 5,000,000 or more children in the audience. Twenty-two of the 26 product categories were represented in these programs. There was no Ice Cream, Fresh Fruit, Raisins, or Bicycles advertised in these programs. The product categories with 10% or more of their ads in programs with

TABLE XI. Product Categories Represented in Network TV Programs with 5,000,000 or more Children in Audience.

Product Category	Network Programs with 5,000,000 + Children in Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
1. Highly Sugared Cereals	183	2893.3	8.0	3.0
2. Candy	134	2521.7	5.9	2.6
3. Other Cereals	80	2891.3	3.5	3.0
4. Beer, Wine, Mixers	51	1869.7	2.2	2.0
5. Non-Carbonated Beverages	34	892.0	1.5	0.9
6. Desserts & Dessert Ingredients	29	1775.1	1.3	1.9
7. Appetizers, Snacks & Nuts	24	824.9	1.0	0.9
8. Regular Gum	21	560.2	0.9	0.6
9. Cookies	17	164.2	0.7	0.2
10. Regular Carbonated Beverages	14	740.0	0.6	0.8
11. Cakes, Pies & Pastries	9	264.7	0.4	0.3
12. Sugarless Gum	7	317.7	0.3	0.3
13. Crackers	6	253.9	0.3	0.3
14. Fruit Juices	4	238.0	0.2	0.2

TABLE XI. Product Categories Represented in Network TV Programs with 5,000,000 or more Children in Audience.

Product Category	Network Programs with 5,000,000 + Children in Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
15. Diet Carbonated Beverages	4	206.9	0.2	0.2
16. Canned Fruit	2	120.0	0.1	0.1
17. All Other Food & Beverage	297	12626.1	13.0	13.2
Total Food & Beverage	916	29160.3	40.0	30.5
18. Games, Toys & Hobbycraft	238	4778.1	10.4	5.0
19. Restaurants & Drive-Ins	93	4936.8	4.1	5.2
20. Dental Supplies	22	1180.3	1.0	1.2
21. Footwear	7	171.6	0.3	0.2
22. All Other Advertising	1014	55535.0	44.3	58.0
Total Non-Food	1374	66601.8	60.0	69.5
TOTAL	2290	95762.1	100.0	100.0

TABLE XII. Product Category Comparisons of Network TV Programs with 5,000,000 or more (Child Audience Rating of 14.9-15.5) Children in Audience with All Network TV Programs.

Product Category	1 Network Progs. Child Audience of 5,000,000+		2 All Network Programs		3 Percentage of Commercials & Dollars in Programs with 5,000,000+ Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% of \$ EST
1. Footwear	7	171.6	109	1472.1	6.4	11.7
2. Dental Supplies	22	1180.3	570	15229.9	3.9	7.7
3. Desserts & Dessert Ingredients	29	1775.1	1115	12923.2	2.6	13.7
4. Highly Sugared Cereals	183	2893.9	1365	10532.0	13.4	27.5
5. Other Cereals	80	2891.3	1449	19699.8	5.5	14.7
6. Ice Cream	-	-	5	12.6	0.0	0.0
7. Fresh Fruit	-	-	3	19.5	0.0	0.0
8. Raisins	-	-	41	393.6	0.0	0.0
9. Canned Fruit	2	120.0	65	688.1	3.1	17.4
10. Cakes, Pies, Pastries	9	264.7	245	2975.6	3.7	8.9
11. Cookies	17	164.2	146	1748.6	11.6	9.4
12. Crackers	6	253.9	214	3246.5	2.8	7.8
13. Fruit Juices	4	238.0	318	3869.4	1.3	6.2
14. Candy	134	2521.7	921	9398.0	14.5	26.8
15. Regular Gum	21	560.2	240	3987.5	8.8	14.0
16. Sugarless Gum	7	317.7	125	2179.1	5.6	14.6
17. Appetizers, Snacks, Nuts	24	824.9	627	8606.0	3.8	9.6
18. Regular & Carbonated Beverages	14	740.0	190	4563.0	7.4	16.2

TABLE XII. Product Category Comparisons of Network TV Programs with 5,000,000 or more (Child Audience Rating of 14.9-15.5) Children in Audience with All Network TV Programs.

Product Category	1 Network Progs. Child Audience of 5,000,000+		2 All Network Programs		3 Percentage of Commercials & Dollars in Programs with 5,000,000+ Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% of \$ EST
19. Diet Carbonated Beverages	4	206.9	128	2426.0	3.1	8.5
20. Non-Carbonated Beverages	34	892.0	590	7376.1	5.8	12.1
21. Bicycles	-	-	99	439.0	0.0	0.0
22. Games, Toys, Hobbycraft	238	4778.1	2280	24672.1	10.4	19.4
23. Restaurants & Drive-Ins	93	4936.8	555	21579.6	16.8	22.9
24. Beer, Wine, Mixers	51	1869.7	1373	36282.5	3.7	5.2
25. All Other Food & Beverages	297	12626.1	8287	108388.5	3.6	11.6
26. All Other Advertising Except Food & Beverages	1014	55535.0	34531	677948.6	2.9	8.2

5,000,000 or more children, were Restaurants and Drive-Ins (16.8% of all ads during the three months), Candy (14.5%), Highly Sugared Cereals (13.4%), Cookies (11.6%), and Games, Toys, Hobbycraft (10.4%). One other interesting point to be made about Table XII is that over one-fourth of all advertising dollars expended during the three months for Highly Sugared Cereals and Candy was spent in programs having 5,000,000 or more children in the audience.

C. 3,500,000 or More Children in Audience. There were 60 network programs on the air during February, May, and November 1977 that had 3,500,000 or more children in the audience. Of these programs, 15 (25%) were shown on Saturday morning and the remainder were shown during prime time.

Table XIII divides the advertising in programs with 3,500,000 or more children into two groups: Food and Beverage and Non-Food. Food and Beverage advertising accounted for about 42% of all commercials and Non-Food had about 58% of all commercials. Within the Food and Beverage group, All Other Food and Beverage advertising comprised 12.5% of all commercials, followed by Highly Sugared Cereals (9.0%), Candy (7.6%), Other Cereals (3.4%), and Beer, Wine, Mixers (2.1%). The remainder of the product categories comprised about 1.5% or less of the total ads in these programs. In the Non-Food group, All Other Advertising accounted for 39.5% of all ads, followed by Games, Toys, Hobbycraft (13.1%) and Restaurants and Drive-Ins (4.1%).

Table XIV lists all 26 product categories and indicates the percentage of all ads for each product category contained in programs having 3,500,000 children in the audience. Three product categories

Product Categories Represented in Network TV Programs with 3,500,000 + Children in Audience.

Product Category	Network Programs With 3,500,000 + Children in Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
Highly Sugared Cereals	348	4564.9	9.0	3.3
Candy	294	4011.6	7.6	2.9
3. Other Cereals	133	3680.6	3.4	2.7
4. Beer, Wine, Mixers	83	2850.5	2.1	2.1
5. Non-Carbonated Beverages	55	1726.3	1.4	1.3
6. Regular Gum	39	948.1	1.0	0.7
7. Desserts & Dessert Ingredients	39	2176.6	1.0	1.6
8. Appetizers, Snacks & Nuts	36	1058.8	0.9	0.8
9. Cookies	34	315.1	0.9	0.2
10. Regular Carbonated Beverages	24	1113.3	0.6	0.8
11. Cakes, Pies & Pastries	19	381.2	0.5	0.3
12. Crackers	14	587.6	0.4	0.1
13. Sugarless Gum	9	416.1	0.2	0.1
14. Diet Carbonated Beverages	6	288.8	0.2	0.1
			57	5692

TABLE XIII. Product Categories Represented in Network TV Programs with 3,500,000 or more Children in Audience.
CONTINUED

Product Category	Network Programs With 3,500,000 + Children in Audience		% of Total Comm	% of Total \$
	No. of Comm	\$ EST (000)		
15. Fruit Juices	5	278.2	0.1	0.2
16. Canned Fruit	2	120.0	0.1	0.1
17. All Other Food & Beverages	484	16558.7	12.5	12.1
Total Food & Beverage	1624	41074.4	41.9	30.1
18. Games, Toys, & Hobbycraft	507	8100.1	13.1	5.9
19. Restaurants & Drive-Ins	159	7211.7	4.1	5.3
20. Dental Supplies	43	2285.3	1.1	1.7
21. Footwear	11	206.3	0.3	0.2
22. All Other Advertising	1533	77423.8	39.5	56.8
Total Non-Food	2253	95227.2	58.1	69.9
TOTAL	3877	136301.6	100.0	100.0

TABLE XIV. Product Category Comparisons of Network TV Programs with 3,500,000 or more (Child Audience Rating of 10.4-10.9) Children in Audience with All Network TV Programs.

Product Category	1 Network Progs. Child Audience of 3,500,000+		2 All Network Programs		3 Percentage of Commercials & Dollar in Programs with 3,500,000+ Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% of \$ EST
1. Footwear	11	206.3	109	1472.1	10.1	14.0
2. Dental Supplies	43	2285.3	570	15229.9	7.5	15.0
3. Desserts & Dessert Ingredients	39	2176.6	1115	12923.2	3.5	16.8
4. Highly Sugared Cereals	348	4564.9	1365	10532.0	25.5	43.3
5. Other Cereals	133	3680.6	1449	19699.8	9.2	18.7
6. Ice Cream	-	-	5	12.6	0.0	0.0
7. Fresh Fruit	-	-	3	19.5	0.0	0.0
8. Raisins	-	-	41	393.6	0.0	0.0
9. Canned Fruit	2	120.0	65	688.1	3.1	17.4
10. Cakes, Pies, Pastries	19	381.2	245	2975.6	7.8	12.8
11. Cookies	34	315.1	146	1748.6	23.3	18.0
12. Crackers	14	587.6	214	3246.5	6.5	18.1
13. Fruit Juices	5	278.2	318	3869.4	1.6	7.2
14. Candy	294	4011.6	921	9398.0	31.9	42.7
15. Regular Gum	39	948.1	240	3987.5	16.3	23.8
16. Sugarless Gum	9	416.1	125	2179.1	7.2	19.1
17. Appetizers, Snacks, Nuts	36	1058.8	627	8606.0	5.7	12.3
18. Regular & Carbonated Beverages	24	1113.3	190	4563.0	12.6	24.4

TABLE XIV. Product Category Comparisons of Network TV Programs with 3,500,000 or more
CONTINUED (Child Audience Rating of 10.4-10.9) Children in Audience with All Network,
TV Programs.

Product Category	1 Network Progs. Child Audience of 3,000,000+		2 All Network Programs		3 Percentage of Commercials & Dollars in Programs with 3,500,000+ Children	
	No. of Comm	\$ EST (000)	No. of Comm	\$ EST (000)	% of Comm	% of \$ EST
19. Diet Carbonated Beverages	6	286.8	128	2426.0	4.7	11.8
20. Non-Carbonated Beverages	55	1726.3	590	7376.1	9.3	23.4
21. Bicycles	-	-	99	439.0	0.0	0.0
22. Games, Toys, Hobbycraft	507	8100.1	2280	24672.1	22.2	32.8
23. Restaurants & Drive-Ins	159	7211.7	555	21579.6	28.6	33.4
24. Beer, Wine, Mixers	83	2850.5	1373	36282.5	6.0	7.9
25. All Other Food & Beverages	484	16558.7	8287	108388.5	5.8	15.3
26. All Other Advertising Except Food & Beverages	1533	77423.8	34531	677948.6	4.4	11.4

had over one-fourth of all their network ads in these programs: Candy (31.9% of all ads), Restaurants and Drive-Ins (28.6%), and Highly Sugared Cereals (25.5%). Product categories with 10% or more of all network ads in these programs were: Cookies (23.3%), Games, Toys, Hobbycraft (22.2%), Regular Gum (16.3%), Regular Carbonated Beverages (12.6%), and Footwear (10.1%). There were no ads for Ice Cream, Fresh Fruit, Raisins, or Bicycles.

Summary: Child Audience Rating

When the network programs are analyzed by the number of children in the audience, several points should be noted. First, the percentage of Food and Beverage advertising and Non-Food advertising remains relatively constant across the three divisions of 8,000,000, 5,000,000, and 3,500,000 children in the audience. The proportions shift from one-third Food and Beverage advertising to two-thirds Non-Food advertising in programs with 8,000,000 or more children in the audience to about 40-60 in programs with 5,000,000 and 3,500,000 children in the audience.

Second, the product categories which tend to predominate in these programs are All Other Food and Beverage advertising and All Other Advertising. It is not until the child audience size gets as small as 3,500,000 or more that Highly Sugared Cereals, Candy, and Games, Toys, Hobbycraft get close to or slightly above 10% of all ads in the programs.

Third, when the child audience size is at 3,500,000 or more, the percentage of all network advertising for Candy, Highly Sugared

Cereals, Restaurants and Drive-Ins, Cookies, and Games, Toys, Hobbycraft approaches 25% or more.

Finally, as can be seen in Table XV, as the child audience for programs decreases in number the percentage of advertising of Highly Sugared Cereals, Candy, and Games, Toys, Hobbycraft, and Bicycles increases while the proportion of all other advertising decreases. The advertising of Sugared Drinks and Other Highly Sugared Foods remains relatively constant and is present in about the same proportions as in all network programs. Bar graphs depicting some of these relationships are contained in Appendix H.

IV. Gross Impressions

Gross impressions is an estimate of the probable number of exposures for advertising messages. It is obtained by multiplying the number of 30-second advertisements for a brand product by the audience for the program in which the advertisement appeared. In this study, these gross impressions were then summed across all brand products within a product category. Gross impressions were computed for relevant product categories for the three months for children (2-11) and all other persons (12 years and older).

Tables XVI, XVII, and XVIII contain the gross impressions for the product categories represented in programs having 50%, 30%, and 20% or more children in the audience.

In programs having 50% and 30% or more children in the audience, the largest categories of gross impressions are for Games, Toys, Hobbycraft, Highly Sugared Cereals, and Candy (see Tables XVI and XVII).

TABLE XV. Percentage of Network Advertisements Within Different Program Groups for Selected Product Categories (Number).

	Highly Sugared Cereals	Candy	Sugared Drinks *	Other Highly Sugared Foods **	Games, Toys, Hobbycraft, & Bicycles	All Other Advertising
ALL Network Programs	2.5% (1365)	1.7% (921)	1.4% (780)	3.3% (1857)	4.3% (2379)	86.9% (48,289)
Network Programs with 8,000,000 + Children in Audience	0.9% (5)	2.2% (12)	2.2% (12)	3.5% (19)	1.1% (6)	89.9% (483)
Network Programs with 5,000,000 + Children in Audience	8.0% (183)	5.9% (134)	2.1% (48)	3.4% (78)	10.4% (238)	70.3% (1609)
Network Programs with 3,500,000 + Children in Audience	9.0% (348)	7.6% (294)	2.0% (79)	3.4% (133)	13.1% (507)	64.9% (2516)

* Sugared Drinks includes Regular Carbonated Beverages and Non-Carbonated Beverages.

** Includes Regular Gum, Cookies, Cakes, Pies, Pastries, Desserts, and Dessert Ingredients, Canned Fruit, Raisins, Ice Cream.

TABLE XVI. Comparison of Gross Impressions of Children 2-11 with All Other Persons (12+) 50%+ Children in Audience.

Product Category	Children (2-11) (000)	Persons 12+ (000)
1. Footwear	80,344	35,904
2. Dental Supplies	27,660	11,630
3. Highly Sugared Cereals	3,359,177	1,886,753
4. Other Cereals	785,890	423,173
5. Cakes, Pies, Pastries	67,387	37,544
6. Cookies	153,141	72,852
7. Candy	1,753,189	1,026,817
8. Regular Gum	214,161	124,369
9. Appetizers, Snacks, Nuts	108,337	55,928
10. Non-Carbonated Beverages	204,957	108,723
11. Bicycles	61,878	24,757
12. Games, Toys, Hobbycraft	4,448,733	2,892,595
13. Restaurants and Drive-Ins	422,720	273,265
14. All Other Food and Beverages	954,638	590,355
15. All Other Advertising Except Food and Beverages	314,436	220,355

[Corrected by page 5784]
~~Corrected~~

TABLE XVII. Comparison of Gross Impressions of Children 2-11 with All Other Persons (12+) 30%+ Children in Audience.

Product Category	Children (2-11) (000)	Persons 12+ (000)
1. Footwear	81,722	37,638
2. Dental Supplies	39,152	35,181
3. Desserts and Dessert Ingredients	36,261	74,015
4. Highly Sugared Cereal	3,578,610	2,150,073
5. Other Cereal	850,595	529,180
6. Cakes, Pies, Pastries	76,585	50,045
7. Cookies	167,556	89,861
8. Crackers	6,854	15,016
9. Fruit Juices	25,975	52,816
10. Candy	1,920,325	1,258,663
11. Regular Gum	234,692	147,301
12. Sugarless Gum	15,524	32,230
13. Appetizers, Snacks, Nuts	156,925	142,890
14. Regular Carbonated Beverages	5,913	12,051
15. Non-Carbonated Beverages	259,428	196,728
16. Games, Toys, Hobby Craft	4,786,275	3,278,445
17. Restaurants and Drive-Ins	464,909	327,054
18. All Other Food and Beverages	1,128,318	1,283,032
19. All Other Advertising Except Food and Beverage	1,074,652	1,737,717

TABLE XVII. Comparison of Gross Impressions of Children 2-11 with All Other Persons (12+) 30%+ Children in Audience.

Product Category	Children (2-11) (000)	Persons 12+ (000)
1. Footwear	81,722	37,638
2. Dental Supplies	39,152	35,181
3. Desserts and Dessert Ingredients	36,261	74,015
4. Highly Sugared Cereal	3,578,610	2,150,073
5. Other Cereal	850,595	529,180
6. Cakes, Pies, Pastries	76,585	50,045
7. Cookies	167,556	89,861
8. Crackers	6,854	15,016
9. Fruit Juices	25,975	52,816
10. Candy	1,920,325	1,258,663
11. Regular Gum	234,692	147,301
12. Sugarless Gum	15,524	32,230
13. Appetizers, Snacks, Nuts	156,925	142,890
14. Regular Carbonated Beverages	5,913	12,051
15. Non-Carbonated Beverages	259,428	196,728
16. Games, Toys, Hobby Craft	4,786,275	3,278,445
17. Restaurants and Drive-Ins	464,909	327,054
18. All Other Food and Beverages	1,128,318	1,283,032
19. All Other Advertising Except Food and Beverage	1,074,652	1,737,717

TABLE XVIII. Comparison of Gross Impressions of Children 2-11 with All Other Persons (12+) 20%+ Children in Audience.

Product Category	Children (2-11) (000)	Persons 12+ (000)
1. Footwear	98,153	90,159
2. Dental Supplies	220,717	575,993
3. Desserts and Dessert Ingredients	252,012	777,439
4. Highly Sugared Cereal	3,668,775	2,425,738
5. Other Cereals	1,140,227	1,415,325
6. Raisins	11,480	28,595
7. Canned Fruit	9,207	32,156
8. Cakes, Pies, Pastries	111,516	151,885
9. Cookies	214,129	226,421
10. Crackers	61,961	192,245
11. Fruit Juices	45,677	111,775
12. Candy	2,126,701	1,912,123
13. Regular Gum	311,106	424,034
14. Sugarless Gum	76,933	226,266
15. Appetizers, Snacks, Nuts	221,295	347,890
16. Regular Carbonated Beverages	110,081	319,309
17. Diet Carbonated Beverages	30,780	99,602
18. Non-Carbonated Beverages	388,818	603,196
19. Games, Toys, Hobbycraft	4,924,538	3,699,730
20. Restaurants and Drive-Ins	911,495	1,667,706
21. Beer, Wine, Mixers	58,973	170,725
22. All Other Food and Beverages	3,004,237	5,908,451
23. All Other Advertising Except Food and Beverages	4,090,769	10,906,388

It is not until the programs with 20% or more children in the audience are considered that the ads for Other Food and Beverage, All Other Advertising, and Other Cereals become substantial. This is another indication that in programs with higher percentages of children in the audience there is a corresponding restriction on the kinds of products advertised in the programs.

In contrast to the programs with higher (50% and 30%) percentages of children in the audience, when the total number of children (rating) is considered the gross impressions tend to be concentrated in ads for Other Food and Beverage and All Other Advertising. These gross impressions are contained in Tables XIX, XX, and XXI.

Table XIX. Comparison of Gross Impressions of Children 2-11 with All Other Persons (12+): 8,000,000+ Children in Audience.

Product Category	Children (2-11) (000)	Persons 12+ (000)
1. Dental Supplies	131,766	408,793
2. Desserts & Dessert Ingredients	129,817	470,719
3. Highly Sugared Cereals	302,396	596,605
4. Other Cereals	323,655	926,508
5. Canned Fruit	16,701	63,874
6. Cakes, Pies, Pastries	45,641	105,117
7. Cookies	19,389	28,203
8. Crackers	24,429	77,684
9. Fruit Juices	27,499	95,653
10. Candy	184,161	386,410
11. Regular Gum	28,569	78,750
12. Sugarless Gum	40,381	123,963
13. Appetizers, Snacks, Nuts	42,227	155,400
14. Regular Carbonated Beverages	64,912	227,070
15. Diet Carbonated Beverages	24,026	74,420
16. Non-Carbonated Beverages	71,224	124,988
17. Games, Toys, Hobbycraft	1,029,580	1,376,219
18. Restaurants & Drive Ins	431,961	1,137,971
19. Beer, Wine, Mixers	220,212	863,276
20. All Other Food & Beverages	1,858,713	5,356,193
21. All Other Advertising except Food and Beverages	4,733,134	16,875,782

Table XX. Comparison of Gross Impressions of Children 2-11 with All Other Persons (12+): 5,000,000+ Children in Audience.

Product Category	Children 2-11 (000)	Persons 12+ (000)
1. Footwear	36,863	61,587
2. Dental Supplies	173,349	558,125
3. Desserts & Dessert Ingredients	226,279	810,445
4. Highly Sugared Cereals	964,619	1,086,562
5. Other Cereals	561,115	1,342,617
6. Canned Fruit	16,701	63,874
7. Cakes, Pies, Pastries	63,754	115,104
8. Cookies	86,102	191,087
9. Crackers	48,722	169,247
10. Fruit Juices	27,499	95,653
11. Candy	832,529	963,920
12. Regular Gum	133,174	231,018
13. Sugarless Gum	58,727	186,064
14. Appetizers, Snacks, Nuts	860,637	390,299
15. Regular Carbonated Beverages	99,068	345,555
16. Diet Carbonated Beverages	35,316	125,987
17. Non-Carbonated Beverages	199,017	376,146
18. Games, Toys, Hobbycraft	1,447,489	1,792,849
19. Restaurants & Drive Ins	677,334	1,688,978
20. Beer, Wine, Mixers	338,151	1,414,653
21. All Other Food & Beverages	2,534,341	7,506,962
22. All Other Advertising except Food and Beverages	7,423,470	27,088,277

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Table XXI. Comparison of Gross Impressions of Children 2-11 with All Other Persons (12+): 3,500,000+ Children in Audience.

Product Category	Children (2-11) (000)	Persons 12+ (000)
1. Footwear	51,245	68,999
2. Dental Supplies	259,067	1,055,430
3. Desserts & Dessert Ingredients	263,404	992,360
4. Highly Sugared Cereals	1,625,075	1,606,312
5. Other Cereals	818,233	1,690,104
6. Canned Fruit	16,701	63,874
7. Cakes, Pies, Pastries	103,682	157,275
8. Cookies	156,063	249,251
9. Crackers	114,105	355,290
10. Fruit Juices	31,094	115,144
11. Candy	1,478,697	1,431,897
12. Regular Gum	206,487	401,412
13. Sugarless Gum	66,053	232,012
14. Appetizers, Snacks, Nuts	908,587	500,863
15. Regular Carbonated Beverages	141,365	524,288
16. Diet Carbonated Beverages	43,448	167,195
17. Non-Carbonated Beverages	287,260	707,884
18. Games, Toys, Hobbycraft	2,531,214	2,610,432
19. Restaurants & Drive Ins	935,719	2,246,959
20. Beer, Wine, Mixers	467,895	2,247,190
21. All Other Food & Beverages	3,277,151	9,653,525
22. All Other Advertising except Food & Beverages	9,450,338	38,449,562

Conclusions

Several conclusions may be drawn from the results of this study:

1. When discussing the child audience for network TV programs and the children's exposure to advertising in those programs it is important to make a distinction between programs having a large percentage of children in the audience and programs having a large number of children in the audience. It is clear from this study that the advertising messages in programs having a large percentage of children in the audience and programs having a large number of children in the audience are substantially different. It is also clear that children in the audience of these two groups of programs see widely different product categories advertised. For example, in programs having 8,000,000 or more children in the audience during the three months of 1977, 20 of the 26 product categories considered in this study were represented. By contrast, programs having 50% or more children in the audience had only 14 of the 26 product categories represented. This leads to a second conclusion.

2. Advertising in network programs with high percentages of children in the audience is much more restricted. In fact, the advertising is predominantly restricted to Games, Toys, Hobbycraft, Highly Sugared Cereals, Candy, and Other Cereals. By comparison, there is only a small amount of other advertising contained in these programs. As the percentage of children in the audience decreases the range of products advertised increases.

3. Programs with high percentages of children in the audience are almost exclusively aired on Saturday and Sunday mornings between

8:00 a.m. and 1:00 p.m. By contrast, programs with large numbers of children in the audience are distributed more evenly throughout the week. In other words, programs with large percentages of children in the audience are restricted to one or two time periods, and, at the same time, there is a corresponding restriction placed on the types of products advertised in those programs.

4. Although in all of network advertising the proportion of Food and Beverage product advertising is less than one-third of all advertising, in programs with high percentages of children in the audience the proportion of Food and Beverage advertising is 50-60% of all advertising. One could conclude that children who watch programs that have large percentages of children in the audience are exposed to nearly double the amount of food advertising that is in network programs overall. Food products are an important source of advertising in programs with high percentages of children in the audience.

5. Still another way of viewing the Food and Beverage advertising is to examine what proportion of all advertising for various Food and Beverage products is advertised in programs with high percentages of children. For example, nearly three-fourths of all network advertising for Highly Sugared Cereals, over half of all advertising for Candy, nearly one-third of all advertising for Cookies, and nearly one-fourth of all advertising for Regular Gum is contained in programs with 50% or more children in the audience. By comparison, in these same programs, there was no advertising for Desserts and Dessert Ingredients, Ice Cream, Fresh Fruit, Raisins, Canned Fruit, Crackers, Fruit Juices, Sugarless Gum, Appetizers, Snacks, Nuts, Regular or Diet Carbonated Beverages.

The same pattern emerges when considering programs with 30% or more children in the audience. Over 80% of all network ads for Highly Sugared Cereals, 60% of all ads for Candy, over one-third of all ads for Cookies, and nearly 30% of all ads for Regular Gum are in these programs. An almost identical pattern exists for programs with 20% or more children in the audience. These data lead to the conclusion that children who watch programs with high percentages of children in the audience are exposed to a considerable amount of advertising for highly sugared products.

6. The product categories with the largest amount of ads in programs with high percentages of children in the audience are Highly Sugared Cereals, Games, Toys, Hobbycraft, and Candy. These product categories predominate in programs with large percentages of children in the audience and do not vary substantially whether one is talking about half or more of the audience being children or 20% or more of the audience being children.

Up to this point the conclusions are almost entirely based on network programs with large percentages of children in the audience. This report also considered programs with large numbers of children in the audience. The kind and amount of advertising in this second group of programs is substantially different from the first group of programs.

7. As mentioned earlier, the range of products advertised in programs with large numbers of children in the audience is far greater than when considering only programs with large percentages of children in the audience.

8. Although the proportions of advertising for highly sugared products are lower in programs with large numbers of children in the audience when compared to programs with large percentages of children, the product categories which have the highest proportions (after Other Food and Beverage and All Other Advertising) are Highly Sugared Cereals, Candy, and Games, Toys, Hobbycraft.

9. In programs with 8,000,000 or more children in the audience, the distribution of Food and Beverage advertising and Non-Food advertising is similar to the level of advertising for these groups in all network programs. As we consider programs with 5,000,000 and 3,500,000 or more children in the audience the shift to more Food and Beverage advertising becomes apparent.

10. As the program audience of children becomes smaller in number, there is an increase in the amount of Highly Sugared Cereals, Candy, and Games, Toys, Hobbycraft. The likely explanation for this is that as the audience of children gets to be as small as 3,500,000 the programs being included are those shown on Saturday and Sunday mornings that have high percentages of children in the audience. Programs with high percentages of children, as noted earlier, contain large amounts of advertising for Highly Sugared Cereals, Candy, and Games, Toys, Hobbycraft.

The general conclusions of this study are that programs with high percentages of children in the audience are not the same programs with large numbers of children in the audience. Programs with high percentages of children have a limited range of products advertised in them and ads for Highly Sugared Cereals, Candy, and Games, Toys, Hobbycraft predominate. The average child watching network programs probably sees

disproportionately more ads for Highly Sugared Cereals, Candy, and Games, Toys, Hobbycraft than does the average adult viewer.

FOOTNOTES

¹Nielsen Television 78. Northbrook, Illinois: A. C. Nielsen Company, 1978, p. 5.

²ADI Book: 1978-79. New York: The Arbitron Company, 1978, p. 41.

³Nielsen Television 78. Northbrook, Illinois: A. C. Nielsen Company, 1978, p. 8.

⁴Ibid., p. 10.

⁵Ibid., pp. 10-11.

⁶Ibid., pp. 10-11.

⁷Richard P. Adler, et al. Research on the Effects of Television Advertising on Children. Washington, D.C.: National Science Foundation (U.S. Government Printing Office), 1977, p. 13.

⁸A. C. Nielsen reports that on average children 6-11 watched 24 hours and 26 minutes of television per week in November 1977. Nielsen also reports that 33% of that viewing was in Prime Time, 9% from 10:00 a.m.-4:30 p.m. Monday through Friday, and 13% on Saturday and Sunday from 7:00 a.m.-1:00 p.m. These three percentages total to 55%, but children could be viewing public broadcasting stations, non-network affiliated stations, and, in addition, the commercial networks do not begin service until 8:00 a.m. or later on Saturday and Sunday. If it is assumed that all of these exceptions account for 5% to 10% of viewing, then it seems reasonable to assume that older children are watching network-originated programs about half of the time. For younger children (2-5), Nielsen estimates that 22% of all viewing is in Prime Time, 20% from 10:00 a.m.-4:30 p.m., Monday through Friday, and 13% on Saturday and Sunday from 7:00 a.m.-1:00 p.m. Again discounting other viewing of non-network material, it seems reasonable to conclude that about half of all young children's viewing is of network programs. The source of the Nielsen data used in this extrapolation is contained in Nielsen Television 78 published in 1978 by A. C. Nielsen Company, pp. 10-11.

⁹Richard P. Adler, et al. Research on the Effects of Television Advertising on Children. Washington, D.C.: National Science Foundation (U.S. Government Printing Office), 1977, p. 14.

¹⁰The 2-11 year old age group is the standard industry category created for the child audience. A. C. Nielsen Company also reports the child audience for the age group of 2-11 years.

¹¹The report does not consider non-network programs. Non-network programs and advertising refers to programs produced by local stations or programs purchased by local stations, often referred to as syndicated programs. This report also does not consider programs distributed by the Public Broadcasting Service, since these programs contain no commercial messages.

¹²Earle F. Barcus. Weekend Commercial Children's Television. Newton, Mass.: Action for Children's Television (October 1975).

¹³ADI Book: 1978-79. New York: The Arbitron Company, 1978, pp. 1-3.

¹⁴The reason the child audience ratings are expressed as a range is because Arbitron estimates that the number of children in the United States changed from 33,602,600 in February and May 1977 to 32,163,500 in November 1977. As a result, when 8,000,000 children are in the audience in February and May the rating is 23.8; however, in November the rating would be expressed as 24.9.

Appendix

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Appendix A

Curriculum Vitae of

John D. Abel

John D. Abel, Associate Professor
Department of Telecommunication
322 Union Building
Michigan State University
East Lansing, Michigan 48824
Telephone: (517) 353-1674

PERSONAL INFORMATION

Home address: 2110 Barritt Street
Lansing, Michigan 48912
Telephone: (517) 371-3870

Born: October 1, 1942

Marital status: Married, one child

Health: Excellent

EDUCATION

Doctor of Philosophy in Mass Communication, Indiana University, 1972.
Emphasis in developmental and social psychology, research methods
and statistics. Dissertation title: "The Influence of Family
Type on the Child's Orientation to Television Viewing."

Master of Arts in Telecommunication, Indiana University, 1970.
Thesis title: "A Correlational Study of Preferential Viewing
of Selected TV Programs by Fifth and Sixth Grade Pupils in
the Indiana University Elementary School and Their Mothers."

Bachelor of Arts, Concordia College, Moorhead, Minnesota, 1964.
Majors in psychology, sociology, speech.

PROFESSIONAL EXPERIENCE

Associate Professor, Department of Telecommunication, Michigan State
University, East Lansing, April 1976 - present.

Social Science Consultant to the Children's Television Task Force and
Social Science Policy Analyst (Broadcast Bureau), Federal Communications
Commission, Washington, D.C., August 1, 1977 to August 1, 1978.

Leverhulme Post-doctoral Research Fellow, Departments of Psychology and
Sociology, University of Exeter, Exeter, Devon, England, 1974-75.
Also worked with several persons at Communications Studies Group,
Joint Unit for Planning Research (University College, London).

PROFESSIONAL EXPERIENCE CONTINUED

Assistant Professor, Department of Telecommunication, Michigan State University, 1972-76.

Associate Instructor, Department of Telecommunication, Indiana University, Bloomington, 1968-71.

Associate Instructor, Department of Educational Psychology, Indiana University, 1970-71.

Instructor in Communications, North Dakota State University, Fargo, 1965-68.

CONSULTING

Consultant to Kappa Systems, Inc., Arlington, Virginia in an evaluation of a National Science Foundation project entitled Research on the Effects of Television Advertising on Children.

Research consultant to Indianapolis Public Schools in cognitive and affective evaluation of instructional television.

Research consultant to National Instructional Television, Bloomington, Indiana, in formative and summative evaluation of instructional television programs.

Research consultant (with Dr. Bradley S. Greenberg) to Corporation for Public Broadcasting, Washington, D.C., in audience evaluation of new programs.

Research consultant to Lloyds Bank of London in a study of broadcasting and cable communications in the United Kingdom.

Management consultant to WBCH, Hastings, Michigan, and also with WJBK-TV, WABX, WJR, all Detroit, and with WOTV, Grand Rapids.

Audience research consultant to WKAR-TV, East Lansing and WGVC-TV, Grand Rapids, Michigan.

Advisor to many community groups, such as: 1) Lansing Committee for Children's Television; 2) Committee for Children's Television; Birmingham; 3) Kalamazoo Committee for Children's Television; 4) American Association of University Women, Child Study Group; 5) Citizens United for Better Broadcasting; 6) United Auto Workers; 7) Safety Council of Greater Lansing.

Research consultant to Dartmoor Prison, Devon, England. An evaluation of the scheme for accommodating visitors to the prison (survey design and instrument construction).

PROFESSIONAL ASSOCIATIONS

Broadcast Education Association
International Communication Association
Speech Communication Association

PUBLICATIONS AND PAPERS PRESENTED

- John D. Abel and Brian F. Fontes. The Effect of Parental and Adult Mediation of Television Programming on Children. East Lansing, Michigan: Department of Telecommunication, Michigan State University, May 1978, 188 pages.
- John D. Abel and Michael O. Wirth. "Newspaper vs. TV Credibility for Local News," Journalism Quarterly, Vol. 54, No. 2 (Summer 1977), pp. 371-375.
- John D. Abel and Maureen E. Beninson. "Perceptions of TV Program Violence by Children and Mothers," Journal of Broadcasting, Vol. 20, No. 3 (Summer 1976), pp. 355-363.
- John D. Abel. "The Family and Child Television Viewing," Journal of Marriage and the Family, Vol. 38, No. 2 (May 1976), pp. 331-335.
- John D. Abel and Phyllis L. Rogowski. "Women in Television Station Management: The Top Fifty Markets." Paper presented at the March 1976 Broadcast Education Association Convention, Chicago, Illinois.
- John D. Abel, R.A. Hill and M.W. Spicer. "The Political Economy of Broadcasting," Lloyds Bank Review (January 1976), No. 119, pp. 23-37.
- John D. Abel and Lee R. Thornton. "Responders and Non-Responders to Television Editorials: A Comparison," Journalism Quarterly, Vol. 52, No. 3 (Autumn 1975), pp. 477-484.
- John D. Abel and Frederick N. Jacobs. "Radio Station Manager Attitudes Toward Broadcasting Graduates," Journal of Broadcasting, Vol. 19, No. 4 (Fall 1975), pp. 439-452.
- John D. Abel, Bradley S. Greenberg and Walter Gantz. "Public Awareness of New Public Television Stations," Public Telecommunications Review, Vol. 2, No. 3 (June 1974), pp. 22-30.
- John D. Abel. "Family Type Influence on Child Television Viewing," Paper presented to the Mass Communications and Society Division of the Speech Communication Association, Chicago, Illinois (December 1972), 26 pages.
- John D. Abel. "Review of 'Learning of Media Content: A Developmental Study,'" by W. Andrew Collins, Educational Broadcasting Review, Vol. 6, No. 1 (February 1972), pp. 74-75.

PUBLICATIONS AND PAPERS PRESENTED CONTINUED

- John D. Abel, Charles Clift, III and Fredric A. Weiss. "Ten Years of Forfeitures by the Federal Communications Commission," Journal of Broadcasting, Vol. 15, No. 4 (Fall 1971), pp. 379-385.
- John D. Abel, Charles Clift, III and Fredric A. Weiss. "Revocations and Denials of Renewal, 1934-1969," Media Industry Newsletter, Vol. 24, No. 34 (August 26, 1971), pp. 6-7.
- John D. Abel. "Review of 'Objectives of Patterns in Arithmetic and Evaluation of the Telecourse for Grades 1 and 3. Report from Phase I of the Project on Prototypic Instructional Systems in Elementary Mathematics,'" in Educational Broadcasting Review, Vol. 5, No. 2 (April 1971), pp. 62-63.
- John D. Abel, Charles Clift, III and Fredric A. Weiss. "Station License Revocations and Denials of Renewal, 1934-1969," Journal of Broadcasting, Vol. 14, No. 4 (Fall 1970), pp. 411-421.
- John D. Abel. "Television and Children: A Selective Bibliography of Use and Effects," Journal of Broadcasting, Vol. 13, No. 1 (Winter 1968-1969), pp. 101-105.

RECENT REPORTS AND SPEECHES

- John D. Abel and James Miller. "The Effects of Advertising Clutter on Television News" (August 1978)
- John D. Abel, Thomas A. Muth and Joey Reagan. "A Scale for the Assessment of Sense of Community" (July 1978).
- John D. Abel and Joey Reagan. "Task Performance in the Presence of a Video Camera: Is There an Audience Effect?" (August 1978).
- John D. Abel and Brian Fontes. "Illegal Behaviors on Television" (June 1978).
- John D. Abel and Judith E. Saxton. Petition for Rulemaking to Amend the Rules Relative to FCC Form 395 to Establish Standardized Industry-Related Employment Categories. Filed with the FCC as RM-2810, December 14, 1976.
- John D. Abel. "The Academic Community, Social Problems, and the Formation of Social Policy." Speech presented at the University of Massachusetts, Amherst, Massachusetts (Distinguished Visitors Program), March 30, 1978.

RESEARCH IN PROGRESS AND GRANTS

- "Children's Learning of Occupational Roles Portrayed in Syndicated Dramatic TV Programs." Sub-grant from Children and Social Television Learning (Principal Investigators: Drs. Bradley S. Greenberg and Charles K. Atkin). Funded by the Office of Child Development, DHEW (Grant No. 90-C-635).

RESEARCH IN PROGRESS AND GRANTS CONTINUED

"Content and Effects of Alcohol Advertising: A Study of the Effects of Alcohol Advertising on Consumer Perception." Funded by the Bureau of Alcohol, Tobacco, and Firearms, Department of the Treasury. With Drs. Charles Atkin, Martin Block, Len Reid.

"TV Viewing Preference and Family Variables: A Study of TV Programming and Juvenile Delinquency." A study of the juvenile offenders and non-offenders in San Joaquin County, California. Funded by a grant from Michigan State University.

Research grant from the National Association of Broadcasters for the study of parental mediation of anti-social television programming, February 1976.

Research grant from the East Lansing Cable Commission, East Lansing, Michigan, to study the characteristics of cable subscribers and non-subscribers, public access users and viewers, December 1976.

Several research grants from Michigan State University awarded under All-University Research Grant Program.

FELLOWSHIPS

Mary and Sarkes Tarzian Fellowship for outstanding student performance in graduate school, 1970-71.

REFERENCES

Available upon request.

Appendix B

Top Fifty Network Programs

Ranked by Percentage of Children in Audience

(February, May, November 1977)

CHILDREN SHARE OF TOTAL AUDIENCE
FOR TOP FIFTY PROGRAMS
RANKED BY
NUMBER OF CHILDREN AND PERCENTAGE OF CHILDREN

FEBRUARY 1977, MAY 1977, AND NOVEMBER 1977

SURVEYS: February 1977, May 1977, and November 1977

SURVEY DATES: February 1977 - February 2-March 1, 1977
May 1977 - April 27-May 24, 1977
November 1977 - November 2-November 29, 1977

MARKETS: February 1977 and May 1977 - 208 ADI Markets
November 1977 - 211 ADI Markets

REPORTED ESTIMATES: A. Top Fifty Network Programs Ranked by Percentage of Children 2-11 in Audience

1. Home Station Audience Estimates
 - a. Projected Persons 2-5 Estimates in Thousands
 - b. Projected Persons 6-11 Estimates in Thousands
 - c. Projected Persons 2-11 Estimates in Thousands
 - d. Projected Persons 2+ Estimates in Thousands
2. Total Program Audience Estimates
 - a. Projected Persons 2-11 Estimates in Thousands
 - b. Projected Persons 12+ Estimates in Thousands
 - c. Projected Persons 2+ Estimates in Thousands
 - d. Children Share of Total Audience

This Arbitron Television Special Report has been produced according to specific client specifications. Therefore, it is possible that not all of the enclosed explanatory material from the Arbitron Television Market Reports is applicable to this report.

continued...

REPORTED ESTIMATES: B. Top Fifty Network Programs Ranked by Number of Children 2-11 in Audience

1. Home Station Estimates
 - a. Projected Persons 2-5 Estimates in Thousands
 - b. Projected Persons 6-11 Estimates in Thousands
 - c. Projected Persons 2-11 Estimates in Thousands
 - d. Projected Persons 2+ Estimates in Thousands
2. Total Program Estimates
 - a. Projected Persons 2-11 Estimates in Thousands
 - b. Projected Persons 12+ Estimates in Thousands
 - c. Projected Persons 2+ Estimates in Thousands
 - d. Children Share of Total Audience

PREPARED FOR:

Ms. Louise Jung
Federal Trade Commission
Room 6718
1101 Pennsylvania Avenue N.W.
The Old Star Building
Washington, DC. 20580

JOB NUMBER:

110

DATE:

September 21, 1978

5722

ARBITRON
TELEVISION

Aug 12+ = 171,283,966.7

METHODOLOGY

This Special Report was designed and produced for the Federal Trade Commission. It was produced on special order and is not part of Arbitron's regular syndicated services.

This is a report of 1) Children 2-11 share of total audience for the top fifty network programs ranked by children viewing, and 2) Children 2-11 share of total audience for the top fifty network programs ranked by percentage of children viewing.

The top fifty network programs ranked by children viewing are network programs with the highest total children rating. The top fifty network programs ranked by percentage of children viewing are network programs with the highest percentage of total children's audience. Qualifying programs were extracted from the Arbitron SuperSweep Report for the February 1977, May 1977, and November 1977 survey periods.

The Arbitron SuperSweep Report contains nationwide ratings for each qualified network program as reported in Arbitron Television Local Market Reports for all ADI markets for each of the three survey periods.

Arbitron SuperSweep nationwide ratings are the sum of all ADI viewing estimates, divided by U.S. Television household population estimates. The ratings for this Report are extracted from the Network Program Analysis Tape (NPA) for each survey period and are reported to one decimal place (XX.X).

U.S. Television Household population estimates for the three surveys are:

	FEBRUARY 1977	MAY 1977	NOVEMBER 1977
HOUSEHOLDS:	71,556,200	71,556,200	73,307,000
TOTAL WOMEN:	76,931,700	76,931,700	77,944,400
TOTAL MEN:	69,334,000	69,334,000	70,820,800
TOTAL TEENS:	24,057,700	24,057,700	24,439,900
TOTAL CHILDREN:	33,602,600	33,602,600	32,163,500
TOTAL CHILDREN 6-11:	20,653,200	20,653,200	20,596,800

The Reported Estimates in this Report are:

A. Top Fifty Network Programs ranked by Percentage of Children 2-11 in Audience

1. Home Station Audience Estimates

- a. Projected Persons 2-5 Estimates in Thousands
- b. Projected Persons 6-11 Estimates in Thousands
- c. Projected Persons 2-11 Estimates in Thousands
- d. Projected Persons 2+ Estimates in Thousands

2. Total Program Audience Estimates

- a. Projected Persons 2-11 Estimates in Thousands
- b. Projected Persons 12+ Estimates in Thousands
- c. Projected Persons 2+ Estimates in Thousands
- d. Children Share of Total Audience

B. Top Fifty Network Programs ranked by Number of Children 2-11 in Audience

1. Home Station Audience Estimates

- a. Projected Persons 2-5 Estimates in Thousands
- b. Projected Persons 6-11 Estimates in Thousands
- c. Projected Persons 2-11 Estimates in Thousands
- d. Projected Persons 2+ Estimates in Thousands

2. Total Program Audience Estimates

- a. Projected Persons 2-11 Estimates in Thousands
- b. Projected Persons 12+ Estimates in Thousands
- c. Projected Persons 2+ Estimates in Thousands
- d. Children Share of Total Audience

Ranks are based on total program audience estimates for persons 2-11. In case of ties, ranks are then based on home station audience estimates for persons 2-11.

In theory, total U.S. home station audience estimates are equal to total U.S. total program audience estimates. However, due to Arbitron's sampling and calculation procedures these estimates are not equal.

A detailed description of Arbitron sampling and calculation procedures will be found in the Arbitron Description of Methodology.

All Arbitron audience data are estimates and are subject to limitations inherent in Arbitron's methodology as stated in each Arbitron local market report. Hence, the accuracy of Arbitron's estimates cannot be determined to any precise mathematical value or definition.

RESTRICTIONS ON USE OF THIS SPECIAL REPORT

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ARBITRON TELEVISION SPECIAL REPORT PREPARED FOR
THE FEDERAL TRADE COMMISSION

TOP FIFTY NETWORK PROGRAMS RANKED BY PERCENTAGE OF CHILDREN 2-11 IN AUDIENCE
FEBRUARY 1977

RANK	PROGRAM	NET DAY TIME	HOME STATION ESTIMATES IN THOUSANDS			TOTAL PROGRAM ESTIMATES IN THOUSANDS			PERCENT	
			PERSONS	PERSONS	PERSONS	PERSONS	PERSONS	PERSONS		
1	JABBERJAW	ABC SAT 850A	1,213	2,416	3,629	4,746	3,932	1,259	5,190	75.7%
2	TON-JERRY-MUMBLY SHOW	ABC SAT 800A	868	1,652	2,520	3,368	2,722	965	3,687	73.8%
3	CAPTAIN KANGAROO	CBS M-F 900A	2,185	805	4,182	4,182	3,327	1,268	4,595	72.4%
4	SCOOBY DOO-DYNAMUTT SHOW	ABC SAT 900A	2,049	3,965	6,015	8,463	6,553	2,715	9,267	70.7%
5	CLUE CLUB	CBS SAT 830A	1,329	2,334	3,663	5,140	4,032	1,720	5,752	70.1%
6	WOODY WOODPECKER SHOW	NBC SAT 800A	907	1,714	2,621	3,781	2,923	1,301	4,225	69.2%
7	SYLVESTER AND TWEETY	CBS SAT 800A	1,145	1,879	3,024	4,357	3,360	1,551	4,911	68.4%
8	FAR OUT SPACE SHOW	CBS SUN 930A	516	929	1,445	2,095	1,647	776	2,422	68.0%
9	KROFFT SUPERSHOW	ABC SAT 1030A	1,839	3,470	5,309	7,971	5,613	2,683	8,696	66.8%
10	HUNSON BROTHERS RAZ/DAZ SHOW	CBS SUN 900A	368	640	1,008	1,493	1,176	586	1,782	66.7%
11	SPEED BUGGY	NBC SAT 1000A	1,745	2,623	4,368	6,698	4,805	2,596	7,401	64.9%
12	SUPERFRIENDS	ABC SAT 1130A	1,740	2,829	4,570	7,065	5,040	2,786	7,826	64.4%
13	MONSTER SQUAD	NBC SAT 1030A	1,365	2,231	3,595	5,630	3,965	2,301	6,266	63.3%
14	SPACE GHOST + FRANKENSTEIN JR	NBC SAT 1100A	1,549	2,416	3,965	6,383	4,368	2,709	7,077	61.7%
15	PINK PANTHER LAUGH SHOW	NBC SAT 830A	1,352	2,210	3,562	5,764	3,898	2,444	6,342	61.5%
16	BUGS BUNNY-ROAD RUNNER HOUR	CBS SAT 900A	2,408	3,573	5,981	10,067	6,553	4,401	10,953	59.8%
17	NEW ADVENTURES OF BATMAN	CBS SAT 1030A	2,274	3,305	5,578	9,403	6,116	4,241	10,356	59.1%
18	TARZAN LORD OF THE JUNGLE	CBS SAT 1000A	2,124	3,387	5,511	9,627	6,015	4,601	10,616	56.7%
19	ODD BALL COUPLE	ABC SAT 1200N	904	1,549	2,453	4,396	2,688	2,108	4,797	56.0%
20	NEW ADVENTURES OF GILLIGAN	ABC SUN 1100A	650	929	1,579	2,792	1,781	1,407	3,188	55.9%
21	BIG JOHN, LITTLE JOHN	NBC SAT 1130A	1,303	2,561	3,864	6,972	4,234	3,423	7,657	55.3%
22	LAND OF THE LOST	NBC SAT 1200N	1,334	2,127	3,461	6,329	3,831	3,227	7,058	54.3%
23	MUGGSY	NBC SAT 1230P	759	1,425	2,184	4,204	2,453	2,262	4,715	52.0%
24	SHAZAM-ISIS HOUR	CBS SAT 1100A	1,686	2,313	3,999	7,785	4,369	4,154	8,522	51.3%
25	FAT ALBERT + COSBY KIDS	CBS SAT 1200N	1,507	2,189	3,696	7,632	4,032	4,397	8,429	47.8%
26	ARK II	CBS SAT 1230P	976	1,611	2,587	5,380	2,856	3,152	6,009	47.5%
27	JR. ALMOST ANYTHING GOES	ABC SUN 1030A	399	744	1,142	2,482	1,277	1,534	2,811	45.4%
28	CBS CHILDRENS FILM FESTIVAL	CBS SAT 130P	630	1,219	1,848	4,311	2,083	2,706	4,789	43.5%
29	ANIMALS, ANIMALS, ANIMALS	ABC SUN 1130A	489	620	1,109	2,616	1,243	1,725	2,969	41.9%
30	WAY OUT GAMES	CBS SAT 100P	707	1,342	2,050	5,209	2,251	3,503	5,754	39.1%
31	HAPPY DAYS - DAYTIME	ABC M-F 1130A	1,656	1,033	2,688	7,860	2,991	5,714	8,705	34.4%
32	HARRY/BREW MYSTERY HOUR	ABC SUN 700P	2,002	5,659	7,661	27,001	8,469	21,648	30,116	28.1%
33	WONDERFUL WORLD OF DISNEY	NBC SUN 700P	3,220	5,618	8,837	31,688	9,678	25,254	34,932	27.7%
34	LOONEY AND MARIE OSMOND SHOW	ABC FRI 800P	3,397	6,650	10,047	36,151	10,954	28,822	39,777	27.5%
35	RICHIE WOMAN	ABC WED 800P	2,952	6,692	9,644	35,981	10,551	29,185	39,736	26.6%
36	HAPPY DAYS	ABC TUE 800P	4,079	9,604	14,493	55,710	15,827	45,7350	61,177	25.9%
37	SIX HILLION DOLLAR MAN	ABC SUN 800P	2,787	6,588	9,375	37,585	10,350	31,461	41,810	24.8%
38	LAVIERRE AND SHIRLEY	ABC TUE 930P	4,004	8,530	12,534	51,636	13,676	42,959	56,635	24.1%
39	BLANKY'S BEAUTIES	ABC SAT 800P	1,471	4,275	5,746	23,882	6,384	20,178	26,563	24.0%
40	WELCORE BACK, KOTTER	ABC THU 800P	2,383	6,051	8,434	37,763	9,207	32,156	41,363	22.3%
41	WHAT'S HAPPENING	ABC THU 830P	2,025	5,535	7,561	33,868	8,233	28,746	36,979	22.3%
42	FISH	ABC SAT 830P	1,502	4,647	6,149	27,831	6,754	23,877	30,631	22.0%
43	EMERGENCY	NBC SAT 800P	1,912	3,263	5,175	24,195	5,712	21,295	27,007	21.2%
44	DON HO SHOW	ABC M-F 1200N	652	289	941	4,479	1,042	3,887	4,928	21.1%
45	CAPTAIN AND TENNILLE	ABC MON 800P	1,864	4,048	5,914	27,989	6,465	24,416	30,901	21.0%
46	AMERICAN BANDSTAND	ABC SAT 1230P	549	929	1,479	6,997	1,613	6,251	7,863	20.5%
47	FANTASTIC JOURNEY	NBC THU 800P	977	2,148	3,125	16,162	3,528	14,565	18,094	19.5%
48	CODE R	CBS FRI 800P	925	1,797	2,722	14,075	3,058	12,715	15,773	19.4%
49	GONG SHOW	NBC M-F 100P	484	558	1,042	5,538	1,176	5,039	6,215	18.9%
50	NEW PRICE IS RIGHT	CBS M-F 1000A	670	372	1,042	5,716	1,176	5,169	6,345	18.5%

ARBITRON TELEVISION SPECIAL REPORT PREPARED FOR
THE FEDERAL TRADE COMMISSION

TOP FIFTY NETWORK PROGRAMS RANKED BY PERCENTAGE OF CHILDREN 2-11 IN AUDIENCE
MAY 1977

RANK	PROGRAM	NET DAY TIME	HOME STATION ESTIMATES IN THOUSANDS PERSONS					TOTAL PROGRAM ESTIMATES IN THOUSANDS PERSONS					PERCENT
			2-5	6-11	2-11	2+	2-11	12+	2+				
1	JABBER JAW	ABC SAT 830A	948	1,941	2,890	3,789	3,192	1,040	4,232	75.4%			
2	CAPTAIN KANGAROO	CBS M-F 800A	1,774	578	2,352	3,203	2,631	997	3,618	72.5%			
3	TOY-JERRY-MURPHY SHOW	ABC SAT 800A	594	1,322	1,915	2,593	2,117	803	2,919	72.5%			
4	SCOOBY DOO-DYNAMUTT SHOW	ABC SAT 900A	1,586	3,119	4,704	6,595	5,108	1,987	7,095	72.0%			
5	CLUE CLUB	CBS SAT 830A	1,067	2,024	3,091	4,379	3,461	1,453	4,914	70.4%			
6	WOODY WOODPECKER SHOW	NBC SAT 800A	728	1,590	2,319	3,361	2,554	1,090	3,644	70.1%			
7	SPEED BUGGY	NBC SAT 1000A	1,476	2,354	3,831	5,630	4,167	1,941	6,108	68.2%			
8	SYLVESTER AND TWEETY	CBS SAT 800A	868	1,652	2,520	3,736	2,856	1,357	4,213	67.6%			
9	FAR OUT SPACE NUTS	CBS SUN 930A	373	702	1,075	1,608	1,210	581	1,791	67.5%			
10	KROFFT SUPERSHOW	ABC SAT 1030A	1,259	2,169	3,427	5,081	3,663	1,795	5,457	67.1%			
11	PINK PANTHER LAUGH SHOW	NBC SAT 830A	1,161	2,065	3,226	5,020	3,528	1,911	5,439	64.9%			
12	MONSTER SQUAD	NBC SAT 1030A	1,026	1,797	2,823	4,372	3,091	1,674	4,766	64.9%			
13	SPACE GHOSST/FRANKENSTEIN JR.	NBC SAT 1100A	1,088	2,003	3,091	4,859	3,327	1,840	5,167	64.4%			
14	SUPERHEROES	ABC SAT 1130A	1,158	1,900	3,058	4,729	3,273	1,845	5,138	64.1%			
15	NEW ADVENTURES OF BATMAN	CBS SAT 1030A	1,924	2,747	4,671	7,408	5,108	3,105	8,213	62.2%			
16	RUGS BUNNY ROAD RUNNER HOUR	CBS SAT 900A	2,074	3,201	5,276	8,544	5,780	3,636	9,415	61.4%			
17	TARZAN: LOLO OF THE JUNGLE	CBS SAT 1000A	1,983	3,057	4,940	8,266	5,444	3,617	9,061	60.1%			
18	WAY OF GAMES	CBS SUN 900A	212	392	605	972	672	461	1,133	59.3%			
19	BIG JOHN: LITTLE JOHN	NBC SAT 1130A	780	1,673	2,453	4,252	2,688	2,018	4,706	57.1%			
20	ODD BALL COUPLE	ABC SAT 1200N	560	1,322	1,882	3,239	2,016	1,530	3,546	56.9%			
21	KIDS FROM CAPER	NBC SAT 1230P	428	950	1,378	2,370	1,512	1,187	2,699	56.0%			
22	LAMB OF THE LOST	NBC SAT 1200N	689	1,260	1,949	3,548	2,151	1,748	3,899	55.2%			
23	SHAZA-ZIG'S HOUR	CBS SAT 1100A	1,248	1,776	3,024	5,678	3,293	2,920	6,213	53.0%			
24	NEW ADVENTURES OF GILLIGAN	ABC SUN 1100A	438	805	1,243	2,310	1,344	1,237	2,581	52.1%			
25	JR. MOST ANYTHING GOES	ABC SUN 1030A	334	640	974	1,920	1,042	1,071	2,113	49.3%			
26	FAT ALBERT AND COSBY KIDS	CBS SAT 1200N	1,000	1,487	2,487	5,140	2,722	2,920	5,642	48.2%			
27	AK I	CBS SAT 1230P	650	1,198	1,848	3,796	2,016	2,166	4,182	48.2%			
28	ANIMALS, ANIMALS, ANIMALS	ABC SUN 1130A	316	558	874	1,824	974	1,145	2,120	46.0%			
29	CBS CHILDREN'S FILM FESTIVAL	CBS SAT 100P	417	826	1,243	2,783	1,378	1,734	3,112	44.3%			
30	JUNGLE BOOK	CBS FRI 800P	2,077	3,098	5,175	12,817	5,712	8,449	14,161	40.3%			
31	HAPPY DAYS-DAYTIME	ABC M-F 1100A	900	310	1,210	3,855	1,344	2,893	4,237	31.7%			
32	HERE'S LUCY	CBS M-F 1000A	515	124	638	2,190	739	1,722	2,461	30.0%			
33	BIGN WOMAN	ABC WED 800P	1,535	3,573	5,108	18,178	5,612	14,143	19,755	28.4%			
34	HARDY-BREW MYSTERY HOUR	ABC SUN 700P	1,014	2,850	3,864	14,246	4,200	11,601	15,801	26.6%			
35	HAPPY DAYS	ABC TUE 800P	2,949	5,989	8,938	34,053	9,711	27,414	37,126	26.2%			
36	LAUREL AND SHIRLEY	ABC TUE 830P	2,553	5,804	8,367	33,296	9,140	27,228	36,368	25.1%			
37	WONDERFUL WORLD OF DISNEY	ABC SUN 700P	1,806	3,201	5,007	20,834	5,477	17,507	22,984	23.6%			
38	DORRY AND MARIE OSMOND SHOW	ABC FRI 800P	1,632	3,139	4,772	20,219	5,208	16,919	22,127	23.5%			
39	WHAT'S HAPPENING	ABC THU 830P	1,528	4,151	5,679	24,732	6,183	20,762	26,945	22.9%			
40	BLANKY'S BEAUTIES	ABC SAT 800P	672	2,251	2,923	12,800	3,159	10,946	14,105	22.4%			
41	WELCOME BACK, KOTTER	ABC THU 800P	1,659	4,255	5,914	26,670	6,452	22,635	29,087	22.2%			
42	FISH	ABC SAT 830P	750	2,644	3,394	15,553	3,696	13,253	16,949	21.8%			
43	LITTLE HOUSE ON THE PRAIRIE	ABC SUN 800P	1,412	2,788	4,200	19,453	4,570	16,801	21,371	21.4%			
44	AMERICAN BANDSTAND	ABC SAT 1230P	396	578	974	4,766	1,075	4,253	5,328	20.2%			
45	LIFE IN THE TIGERS OF GRIZZLY ADAMS	ABC WED 800P	1,435	2,664	4,100	22,501	4,604	20,770	25,374	18.1%			
46	STARBUCK AND HUTCH	ABC SAT 900P	742	2,416	3,159	18,146	3,461	16,547	20,008	17.3%			
47	WALTER	CBS THU 800P	857	1,528	2,386	14,223	2,655	13,212	15,867	16.7%			
48	GONG SHOW	ABC M-F 100P	347	392	739	4,575	840	4,355	5,195	16.2%			
49	GOOD TIMES	CBS WED 800P	946	2,045	2,991	18,601	3,259	17,175	20,434	16.0%			
50	FAMILY FEUD	ABC M-F 1130A	504	268	773	5,313	840	4,864	5,704	14.7%			

TOP FIFTY NETWORK PROGRAMS RANKED BY PERCENTAGE OF CHILDREN 2-11 IN AUDIENCE
NOVEMBER 1977

RANK	PROGRAM	NET DAY TIME	HOME STATION ESTIMATES IN THOUSANDS PERSONS					TOTAL PROGRAM ESTIMATES IN THOUSANDS PERSONS					PERCENT
			2-5	6-11	2-11	2+	2-11	2+	2-11	2+			
1	ALL NEW SUPERFRIENDS HOUR	AEC SAT 800A	1,263	2,822	4,085	5,660	4,503	1,821	6,324	71.2%			
2	CAPTAIN MANGAROO	CBS M-F 800A	1,744	700	2,444	3,427	2,766	1,163	3,929	70.4%			
3	C B BEARS	NEC SAT 800A	675	1,545	2,219	3,130	2,509	1,108	3,617	69.4%			
4	SCOOBY'S LAFF-A-LYMPICS	ABC SAT 900A	2,002	4,367	6,368	9,545	6,979	3,496	10,476	66.6%			
5	THINK PINK PANTHER SHOW	NEC SAT 730A	456	927	1,383	2,242	1,576	884	2,460	64.1%			
6	SKATEBIRDS	CBS SAT 800A	1,198	2,018	3,216	5,042	3,570	5,643	63.3%				
7	SUPERWATCH	NEC SAT 930A	1,359	1,957	1,994	3,151	2,251	1,308	3,560	63.2%			
8	NEW ARCHIES/SABRINA SHOW	NEC SAT 930A	1,131	1,957	3,088	5,009	3,409	2,168	5,577	61.1%			
9	WHAT'S NEW, MISTER MAGOO?	CBS SAT 800A	965	1,833	2,798	4,573	3,056	1,997	5,052	60.5%			
10	KROFFT SUPERSHOW	ABC SAT 1100A	1,392	2,822	4,213	6,999	4,632	3,081	7,712	60.1%			
11	SPACE SERTINELS	NEC SAT 900A	672	1,483	2,155	3,534	2,380	1,601	3,981	59.8%			
12	BANG SHANG LALAPALOOZA	NEC SAT 1000A	630	1,236	1,865	3,125	2,091	1,411	3,501	59.7%			
13	ARK II	CBS SUN 930A	306	659	985	1,609	1,126	764	1,890	59.6%			
14	JABBERJAW	ABC SUN 1030A	483	803	1,287	2,224	1,447	986	2,433	59.5%			
15	GHOST BUSTERS	CBS SUN 900A	275	433	708	1,176	836	588	1,425	58.7%			
16	BUGS BUNNY/ROAD RUNNER SHOW	CBS SAT 830A	1,817	3,007	4,825	8,325	5,371	3,866	9,238	58.1%			
17	I AM THE GREATEST	NEC SAT 1030A	583	1,153	1,737	3,018	1,962	1,426	3,300	57.9%			
18	BAGGY PANTS AND THE NITWITS	NEC SAT 1200N	875	1,730	2,605	4,604	2,830	2,097	4,927	57.4%			
19	EATHAN/TANZAN ADVENTURE HOUR	CBS SAT 1030A	1,725	2,842	4,567	8,217	5,050	4,118	9,168	55.1%			
20	GREAT GRADE AFE	ABC SUN 1100A	506	844	1,351	2,435	1,544	1,306	2,850	54.2%			
21	SPACE ACADEMY	CE3 SAT 1030A	1,397	2,430	3,827	7,133	4,213	3,600	7,814	53.9%			
22	THUNDER	NEC SAT 1100A	720	1,339	2,058	3,816	2,316	2,004	4,320	53.6%			
23	RED HARD GANG	NEC SAT 1230P	568	1,298	1,865	3,545	2,058	1,926	3,984	51.7%			
24	SECRETS OF ISIS	CBS SAT 1200N	1,166	2,018	3,184	6,347	3,506	3,583	7,089	49.5%			
25	FAT ALBERT + COSBY KIDS	CBS SAT 1230P	1,290	2,183	3,474	7,132	3,827	4,032	7,859	48.7%			
26	WACKO	CBS SAT 100P	474	844	1,319	2,678	1,447	1,533	2,980	48.6%			
27	SEARCH + RESCUE: ALPHA TEAM	NEC SAT 1130A	558	1,050	1,608	3,317	1,801	1,955	3,756	40.0%			
28	ANIMALS, ANIMALS, ANIMALS	ABC SUN 1130A	388	577	965	2,275	1,094	1,532	2,623	41.6%			
29	CBS SATURDAY FILM FESTIVAL	CBS SAT 130P	338	577	997	2,510	1,094	1,686	2,780	39.3%			
30	ABC BEENHIND SPECIAL	AEC SAT 1200N	544	968	1,512	3,947	1,705	2,682	4,387	38.9%			
31	HAPPY DAYS - DAYTIME	ABC N-F 1100A	985	494	1,480	5,211	1,640	4,085	5,725	28.7%			
32	NEW ADVENTURES OF WONDER WOMAN	CBS FRI 900P	1,752	4,037	5,789	20,700	6,401	16,548	22,948	27.9%			
33	TABITHA	AEC SAT 800P	1,444	4,346	5,789	21,805	6,368	17,696	24,065	26.5%			
34	WONDERFUL WORLD OF DISNEY	NEC SUN 700P	2,525	4,840	7,365	27,745	8,073	22,729	30,802	26.2%			
35	HARDY/DREW MYSTERY HOUR	ABC SUN 700P	1,578	4,758	6,336	24,065	6,947	19,663	26,610	26.1%			
36	HAPPY DAYS	ABC TUE 800P	3,671	8,198	11,868	50,430	13,058	42,677	55,735	23.4%			
37	DONNY AND MARIE OSMOND SHOW	AEC FRI 800P	2,290	4,593	6,893	29,624	7,526	24,983	32,509	23.2%			
38	LOBYANS RUN	CBS MON 800P	1,300	2,945	4,246	18,775	4,696	15,885	20,502	22.8%			
39	SIX MILLION DOLLAR MAN	AEC SUN 800P	1,681	4,655	6,336	27,746	6,947	23,657	30,605	22.7%			
40	BIOPIIC WILMAN	NEC SAT 800P	1,523	3,398	4,921	22,503	5,436	19,441	24,876	21.7%			
41	LAVERNE AND SHIRLEY	ABC TUE 830P	3,024	7,332	10,357	48,431	11,386	41,951	53,336	21.3%			
42	WELCOME BACK, KOTTER	ABC THU 800P	1,509	4,119	5,629	20,179	6,111	24,609	30,720	19.9%			
43	MAN FROM ATLANTIS	NEC TUE 800P	763	1,874	2,637	13,401	3,959	11,876	14,835	19.9%			
44	WHAT'S HAPPENING	AEC THU 830P	1,330	4,202	5,532	28,170	5,982	24,846	30,828	19.4%			
45	EIGHT IS ENOUGH	ABC WED 800P	1,690	5,129	6,819	35,651	7,494	31,718	39,212	19.1%			
46	OPERATION PETTICOAT	AEC SAT 830P	855	3,069	3,924	21,202	4,439	19,359	23,798	18.7%			
47	STARBUCK AND HUTCH	AEC SAT 900P	922	3,646	4,567	25,176	5,082	22,937	28,019	18.1%			
48	LIFE + TIMES OF GRIZZLY ADAMS	NEC WED 800P	1,641	3,151	4,792	26,626	5,371	24,710	30,081	17.9%			
49	CHIPS	NEC THU 800P	965	2,348	3,313	19,023	3,795	17,664	21,459	17.7%			
50	GONG SHOW	NEC M-F 100P	436	433	868	5,081	965	4,661	5,626	17.2%			

Glossary of Arbitron Terms

ADI (Area of Dominant Influence) — An exclusive geographic area consisting of all counties in which the Home Market Stations receive a preponderance of total viewing hours. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Adjacent ADI — Areas of Dominant Influence which are adjacent to the home market's ADI and which are serviced by the home-market stations. Where more than three adjacent ADI's lie within the home market's TSA, selection of the three to be reported is based on an analysis of home station circulation in each adjacent ADI. The ADI's to which each county in the TSA has been assigned are identified by codes which appear above the county listing; counties with the code "O" lie within the ADI of a market which is not reported in this publication.

Average Quarter-Hour Audience — (See Quarter-Hour Audience)

Color-Set Penetration — Arbitron reports estimates of color television households penetration for each survey area within the market, based on information obtained during the diary placement interview.

Controls — Arbitron weighting techniques are used in all sampling units to establish proportionate representation of viewing by sampling unit, by age of head of household and by week. The weighting techniques are also used in certain sampling units containing CATV households, and in certain sampling units where special interviewing techniques are used. The County list on Page 3 indicates the CATV households controls. In certain markets which meet Arbitron criteria, racial and/or ethnic characteristics are also considered when establishing weights.

Cume Households — For each reported Home Market Station, an estimate of the number of different Television Households that view at least once during the average week for five continuous minutes or more during the reported day-part. This is an unduplicated or cumulative estimate of circulation. The estimate is based on viewing within the TSA only.

Effective Sample Base (ESB) — The computed size of a simple random sample which, if selected, would provide the same standard error as the actual sampling plan on which a survey result is based. The statistical reliability of audience estimates depends only indirectly on the number of diaries tabulated and is also subject to all of the factors described in the section of this report entitled *Limitations*. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Home County — The county in which a station's city license is located. (See Metro Rating Area.)

Households Using Television (HUT) — The estimated percent of television households with at least one television set turned on for five minutes or more during an average quarter hour, as reported for the ADI, Metro or Home County.

In-Tab Sample — The number of Television Households, or persons within those households, whose reported viewing is tabulated in producing the report. In-Tab Sample includes television households which returned diaries and selected Planned-No-Viewing Households.

Metro (Or Home County) Rating Area (MRA) — Metro Rating Areas, where applicable, generally correspond to Standard Metropolitan Statistical Areas as defined by the U.S. Government's Office of Management and Budget, subject to exceptions dictated by historical industry usage and other marketing considerations such as channel allocations. (Home-market MRA counties are indicated in the listing by an "M" preceding the county name.) Where there is no defined ADI, ratings may be shown for the Home County of the station's city of license. The Home County is indicated in the listing by an "H" preceding the county name.

Multi-Set Penetration — Arbitron reports penetration estimates of households with more than one television set for each survey area within the market, based on information obtained in the diary placement interview.

Net Weekly Circulation — An estimate of the number of unduplicated Television Households which viewed a station for at least five continuous minutes at least once during the week. This estimate is reported as Cume Households in Column 26 of the Sign-on/Sign-off day-part.

Network Averages — The average weekly audience to network programming reported for eight day-parts. These estimates are based on network carriage by home-market stations only.

Original Sample Size — The number of estimated Television Households originally drawn for the survey.

Planned-No-Viewing Households — Television households which indicated at the time of the diary placement interview that no television viewing would

occur during the survey week, and which did not return a usable diary. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

PVT (Persons Viewing Television) — The total number of persons by sex-age group viewing all television in the ADI, reported as a percent of the total number of ADI persons in each demographic category. This estimate includes viewing to both reported stations and to non-reported stations, which include stations whose audiences were below the minimum reporting standards and stations which were not tested.

Percentage Distribution — The share of Television Households viewing a home-market station, reported for each day-part within specified survey area.

Projection — The expansion of sample statistics to household or population information in the respective universe. Estimates of persons viewing in a specific sex-age group are projected and then rounded to the nearest thousand. A projection of less than 500 persons for a specific category will not be printed; this blank is not intended to imply that no viewing occurred.

Quarter-Hour Audience — A projected estimate of the unduplicated audience having viewed a station for a minimum of five minutes within a specific quarter-hour. These quarter-hour total audiences when combined into larger time periods become Average Quarter-Hour Audiences.

Rating — The estimated percent of television households, or persons within those households, tuned to a particular station for five minutes or more during an average quarter-hour of the reported time period for the ADI, Metro or Home County. If the rating is estimated to be less than 0.5% for a time period, the space is left blank; this blank is not intended to imply that no viewing occurred.

Relative Standard Error Thresholds — The thresholds indicate the approximate degree of sample variations in the audience estimates reported. Thresholds are shown for two levels of relative error: 25-49 percent and 50 percent plus. One Standard Error (1SE) is used in the calculation of thresholds. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Satellite Station — A station that duplicates some or all of the programming of a parent station in order to serve an area not normally reached, and which is assigned separate call letters and channel number by the FCC. In its regularly issued Television Market Reports, Arbitron combines the audience of "satellite" stations with those of the "parent" station under certain conditions. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Share — The percentage of the total Households Using Television (HUT) reached by a station during a specified time. It is possible for the sum of the shares to exceed 100%. All shares of 100% or greater will appear as "99

Television Households (TV HH) — An Arbitron estimate of the number of households having one or more television sets.

TOT (Totals) — The sum of estimated viewing in the Total Survey Area to reported stations, by households and by demographic categories. This "Tot" does not include viewing to stations whose audiences were below the minimum reporting standards or to stations which were not tested.

Total Households — An updated estimate based on 1970 census provided Market Statistics, Inc. These estimates are projected to January 1, 1978 and include households on military installations.

Total Survey Area (TSA) — A geographic area comprising those counties which, by Arbitron estimates, approximately 98% of the net weekly circulation of commercial home market stations occurs. All TSA estimates are reported in thousands.

UHF Penetration — Arbitron reports estimates of UHF penetration in the TSA, the ADI and Metro of all Metro markets, TSA and ADI of all non-Metro markets, and the TSA of all non-ADI markets. These estimates are based on the in-tab diary sample.

Universe — All television households located in the specified area.

Working Woman — A female age 18+ who works outside the home 30 or more hours per week.

For additional information, the reader is directed to "Standard Definitions of Broadcast Research Terms," published by the National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036, and Arbitron "Description of Methodology."

An Arbitron Report of Television Audience Estimates

This report is a compilation of television audience estimates for this market. The estimates are based on information supplied by television households over the period of the sample survey. The households were selected by computer from local telephone directory sources. All television audience estimates are approximations subject to statistical variations related to sample sizes.

Arbitron uses one-week family viewing diaries to gather information for television audience reports. Information, such as color-set and multi-set ownership, is also gathered by telephone at the time of the diary placement interview. Diaries are printed in Spanish for placement with families who indicate preference for a Spanish language diary.

A methodology description is provided in this report. A more detailed description of Arbitron methodology may be found in a separate publication, *Description of Methodology*. If any specific details are not completely clear, further explanation will be furnished on request.

Arbitron clients who also receive survey data on EDP tape should note that the estimates on the tape are in somewhat different form than reported in this book.

Estimates Reported by Section

Day-Part Audience Summary — Average quarter-hour audience estimates are summarized for each station by standard day-part segments. The day-part groupings in Central and Mountain time zone markets differ slightly from those in Eastern and Pacific time zones to better represent those times which are normally devoted to network and local programming. Station estimates in this summary are based on the quarter-hour periods that each station was on the air during the specified day-part. Periods in which off-air technical difficulties occur are not included in station averages. Estimates for stations on the air for less time than the station telecasting the most quarter-hours during the period are so designated by a double asterisk (* *). Because Arbitron viewing estimates are tabulated only for those time periods between 6:00AM and 2:00AM, "Sign-on" and "Sign-off" day-parts do not include telecasts prior to or after these hours. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Network Program Averages — These averages include only network program quarter-hour audiences carried on home stations with all local or syndicated programming eliminated.

Weekly Programming and Time Period Averages — Average quarter-hour audience estimates are reported for each station for each night of the week, from 4:00PM to 2:00AM (local time), and for all day Saturday and Sunday. For the Monday-Friday period, estimates are reported as five-day averages. Station estimates are based on the quarter-hour periods that each station was on the air during the specified time period. Periods in which off-air technical difficulties occur are not included in station averages.

The Weekly Programming and Time Period Averages section is arranged as follows: The time period is listed, followed by the station call letters and the first week's first quarter-hour program title. If the title is the same for any other quarter-hour in any week of the survey it will not be repeated. Different program titles appear on the lines following with a maximum of eight title lines per station. If there is more than one title for a station during a time period a four-week average line follows the title lines. The weekly ADI rating(s) for a given program appear in the appropriate week's rating column. If the first and second quarter-hour of a half-hour time period have different programming, two ADI weekly ratings are shown for the appropriate week, one representing each quarter-hour.

Wednesday 6:30-7:00PM WAAA	WK 1	WK 2	WK 3	WK 4
Brady Bunch	6			
News		6	8	
Basketball			10	11
—4 WK Avg —				

A dash (—) in one of these weekly rating columns indicates that the program did not achieve a reportable rating. A blank in one of these weekly rating columns indicates that the station was not on the air.

To qualify for individual weekly reporting, a minimum of 70 in-tab households must be achieved in each of the survey weeks. In markets with smaller samples only multi-week average estimates are reported and an asterisk (*) will appear in the weekly columns. On each title line, after the weekly rating(s), the time period averages are reported. For those programs telecast two or more weeks during a time period, complete household and demographic information is reported. For those programs telecast only once in a time period, in those markets with weekly ADI ratings, the following is reported:

ADI TV Household Ratings and Shares
ADI Ratings for Total Men and Total Women
Metro TV Household Ratings and Shares
TSA TV Households, Total Men and Total Women

For those programs telecast only once in a time period in markets without weekly ratings, no estimates are reported. The four-week average line includes complete household and demographic estimates which are averages for all weeks of the survey.

Program titles are requested on a time-formatted, pre-printed log form from each commercial station. See separate publication provided to all television report subscribers entitled *Description of Methodology*.

Station Break Averages — Audiences reported are averages of two quarter-hours. The time listed is the station break time between the two quarter-hours included in the average. Periods in which off-air technical difficulties occur are not included in station averages.

Program Audiences — Average quarter-hour estimates are reported for those programs which meet certain qualifications. All quarter-hours of a qualifying program telecast by Home Market or outside Class I station during the multiple-week survey are included. The number of quarter-hours on which the averages are based is shown in the report. To qualify for inclusion a program must have been telecast at least one quarter-hour on the same day during each of two survey weeks. The program is reported in the Program Audiences section even if it was carried at different times, as long as the program was on the same calendar day of the weeks involved (e.g., first Wednesday at 5:00PM and third Wednesday at 8:00 PM). Only full program quarter-hours are included.

Accumulation of quarter-hour estimates is based on program title. Programs of one quarter-hour duration shown two or more times during the same day and also on different weeks will be averaged together and reported in the section.

Time Periods and Programs Reported — Since Arbitron does not have individual day titles for programs telecast prior to 3:30PM Monday through Friday, programs must qualify within the Arbitron time frames. Thus, a movie telecast each day, Monday-Friday 2:30PM-4:30PM is reported as two programs with a weighted average of the two programs. The first is a Monday-Friday average of the 2:30-3:30 portion of the movie. The second is an average of the individual days (Monday through Friday) from 3:30 to 4:30 combined with the Monday-Friday 2:30 to 3:30 portion of the program. The resulting final program average (see example below) includes all quarter-hours the program was telecast, even though it began prior to the 3:30PM break for individual day reporting and averaging. The Monday-Friday average must be contiguous to the 3:30PM time period to be included in the weighted average.

2:30PM WAAA	No. of WKS.	No. of ¼ Hrs.
*M-F Movie	4	80
3:30PM WAAA		
*M-F Movie	4	80
*Mon. Movie	4	16
*Tue. Movie	4	16
*Wed. Movie	4	16
*Thu. Movie	4	16
*Fri. Movie	4	16
Avg. Movie		160

Programs scheduled more than once weekly after 3:30PM are reported as daily estimates and as a weekly average. If a program is telecast seven days a week during the survey, two averages are provided. The first is a five-day average of the Monday through Friday telecasts and the second is a seven-day average including the Monday through Friday telecast, as well as the Saturday and Sunday telecasts. A 6:00PM newscast would be reported for each

individual day Monday through Friday with a five-day average (5 AV) followed by the Saturday and Sunday individual days and a seven-day average (7 AV) which includes all telecasts of the program.

6:00PM WAAA	6:00PM WAAA
*Mon. News	*Sat. News
*Tue. News	*Sun. News
*Wed. News	7AV. News
*Thu. News	
*Fri. News	
5AV. News	

The weekly average of programs telecast more than once weekly, but with varying start times appears each time the program title appears. The average represents all time periods in which the program was telecast. An asterisk (*) preceding a program title indicates that the estimates for the program are included in an average.

Because viewing estimates are tabulated only for those time periods between 6:00AM and 2:00AM, the Program Audience estimates do not include viewing to programs prior to 6:00AM and after 2:00AM (e.g., a program that begins at 12:30AM and continues to 3:00AM would be reported only for the 12:30AM-2:00AM period). No program averages are reported for programs which begin after 1:00AM (local time) during the survey period.

No single title of a multi-titled quarter-hour can be exclusively credited to a quarter-hour time period. Therefore, no single title of a multi-titled quarter-hour appears in the Program Audiences Section. For the reporting of program averages of Parent + Satellite combinations, the Parent and Satellite are assumed to be telecasting the same programs.

Sampling and Calculations

Sampling Methodology — Surveys for Arbitron Television Market Reports are accomplished through the use of a geographic unit called an Arbitron Sampling Unit. A sampling unit is normally one county, although some counties have been divided into two or more sampling units because of population distribution, terrain, or areas in which special interviewing techniques are used. (There are no instances in which an Arbitron Television Sampling Unit consists of more than one county.) The actual number of diaries placed in each Sampling Unit is determined by the quota established for the unit and the rate of return which Arbitron can reasonably expect based on past placement experience. The total sample is divided into approximately equal weekly segments for diary placement, and the returns are tabulated separately for each survey week. For each survey a complete new sample of families is computer-selected for each sampling unit through the use of a systematic interval selection technique. These samples of households are drawn by Metromail. This sample selection, like all other processes used in developing Arbitron television estimates, is audited by the Broadcast Rating Council. Instances of hand-drawn samples are outlined in Arbitron's separate publication provided to all television report subscribers entitled *Description of Methodology*.

Diary Placement and Return — Arbitron initially sends a letter to sample households informing them of their selection by computer, and stating that an interviewer will call to request their cooperation in the survey. Interviewers are instructed to contact the selected sample households by telephone to place the diaries. Interviewers are instructed to make at least five attempts to reach every household selected in the sample in order that everyone in the sample has a reasonable chance of being contacted. These attempted calls are made at different hours during the day and evening. Diaries are then mailed directly to the sample households from Arbitron headquarters in Beltsville, Maryland. Arbitron sends a diary for each television set in the known multi-set households. Following the survey, respondents are asked to mail their diaries back to Arbitron in Beltsville.

Although explicit instructions are provided each interviewer, and independent checks are regularly conducted by interviewer coordinators and the Arbitron Field Operations Department, there may be instances where such instructions are not followed. Special interviewing techniques and processing procedures are employed in certain markets to

improve representation of certain ethnic groups. See separate publication provided to all television report subscribers entitled *Description of Methodology*.

Tabulation of Diaries — All diaries returned to Arbitron are not necessarily used in tabulating television audience estimates. Among those not used are diaries which are incomplete or inaccurate, and those which arrive after the production cut-off date. The total number of in-tab diaries may not reach the original quota. On the other hand, the total may exceed the quota.

Entries in diaries returned from multi-set households are edited so as to provide unduplicated viewing information for a given household. Local time differences within a market which overlaps time zones and time differences caused by seasonal time changes are accounted for in the results by tabulating all viewing by a station's local time relative to the time zone of the market being tabulated.

Arbitron has developed other special editing procedures for situations where a CATV system is required to protect a local station against duplication of its programs brought in by the CATV system from other sources. These special editing procedures are described in Arbitron's separate publication provided to all television report subscribers entitled *Description of Methodology*.

Projection of Audience — Diary data for basic viewing categories are projected for each quarter-hour by a technique which assigns a value in terms of households and/or persons to each in-tab diary. The value assigned is referred to as the households-per-diary value or HPDV. Selected planned-no-viewing households are included in the calculation of HPDV.

Projections derived using the HPDV are then summed across weighting cells and sampling units in each survey area (Metro, ADI and TSA) and gathered by various time periods for reporting. Individual survey variations in projected sex/age populations are stabilized for all survey periods for each year ending in September. Audiences thus calculated may be reported for basic data categories or for combinations thereof; depending on the survey area, they may be reported as projections or converted to ratings. See separate publication provided to all television report subscribers entitled *Description of Methodology*.

Returned-Sample Weighting — Arbitron exercises sample controls by calculating HPDV's taking into account the following: county, special interviewing technique areas, survey week, CATV households, and the age of the head of the household. In certain markets which meet Arbitron criteria, racial and/or ethnic characteristics of the household are also considered. See separate publication provided to all television report subscribers entitled *Description of Methodology*.

Criteria for Reporting Stations

In order to report the maximum amount of viewing in any given Arbitron-defined television market, the criteria for reporting stations are applied each time the market is surveyed. The viewing levels of stations located outside of the market, as well as home stations, are examined to determine whether any qualify for inclusion in the report. Arbitron normally tests more stations than usually qualify.

Criteria are established according to station location and audience size. The minimum reporting standards are:

- A. **Home Station:** any station located within the Metro, Home County and/or ADI of the market being reported.
 1. A Home Station is included in the report if it delivers a 1% Net Weekly Circulation based on the Total Survey Area and also has a minimum of 500 households per average quarter-hour; or
 2. If it delivers 1% of the Metro television households (or Home County television household in a non-ADI market) for at least 30 reported quarter-hour segments; or
 3. If it delivers 1% of the Metro television households (or Home County television households in a non-ADI market) for at least

8% of its broadcast time.

These criteria are applied to data encompassed from sign-on to sign-off, Sunday through Saturday, for each station. Qualified ETV Stations appear in the Day-Part Summary section only.

- B. **Outside Station:** any station which is reported as a Home Station in another television market is an Outside Station and is classed according to different minimum reporting criteria:

1. **Class I Outside Station**
 - a. Must attain a 10% share of total ratings for 4:00PM to 1:00AM, Sunday through Saturday, based on the ADI (or Home County in a non-ADI market); or
 - b. Must attain a Metro rating of 5 for at least 100 quarter-hours, or for at least 20% of its programmed air time.

If a station qualifies for Class I, all data related to the Metro and ADI will be reported in all sections of the report except the ADI Rating Trends.

2. **Class II Outside Station**
 - a. Must attain an average rating of "one" for 4:00PM to 1:00AM, Sunday through Saturday, based on the ADI (or Home County in a non-ADI market); or
 - b. Must attain an average ADI (or Home County in a non-ADI market) rating of 1.5 for the early and late fringe time periods (Monday-Friday 5:00-7:30PM and 11:00PM-1:00AM, Eastern Time).

If a station qualified for Class II, Metro and ADI data will be reported in the Day-Part Summary section only.

For complete data on outside stations, see the respective home market reports.

- C. **Satellite Station** — Arbitron recognizes two classes of satellites:

1. **S-1 Satellites** — These are satellites which duplicate the programming of parent station in its entirety, carry no other programming from any other source, and at all times telecast programming which is identical to that of the parent. Audiences of such satellites are always reported in combination with those of the parent in the parent's market report.
2. **S-2 Satellites** — These are satellites that duplicate most, but not all, of the parent station's programming. Audiences of such satellites and the parent are shown on two lines in the parent's market report. The first line shows the audience of the parent alone, and the second line shows the combined audience of parent and satellite(s) together. When programming is identical on both stations, the symbol (SP) will appear as part of the program title to represent Same Programming. When programming differs, the symbol (DP) will appear as part of the program title to represent Different Programming. However, (a) when an S-2 satellite is located in a market other than the home market of the S-2's parent station, and (b) when at least one non-satellite station is located in the same market as the S-2 satellite, the audience of the satellite alone is shown in the market report of the non-satellite station. In these instances, the audiences of such satellites are not combined with those of the parent in the parent's home market report.

Limitations

In addition to the sources of possible errors which are described elsewhere in this book, the user should be aware of the limitations described below:

- A. The sample is drawn only from households listed in telephone directories which eliminates non-telephone households and telephone households not listed in the directory. Commercial establishments listed in the directory are specifically excluded from the sample. Households on military installations as well as students and residents at educational and other institutions may or may not be listed in the local telephone directory. All telephone directories may not have been located and included in the list prepared by Metromail, which is used as Arbitron's sample frame.

- B. Non-responding households may have some effect on the survey results to the extent that the television viewing habits of non-respondents differ from those of respondents. Similarly, the viewing habits of non-telephone households or those not listed in telephone directories may vary from those of households which have telephones and are listed in directories.

- C. Non-responding households in the original designated sample prevent the "in-tab TV households" from being a probability sample.
- D. The sample design and/or response patterns (including those markets where special diary placement and/or viewing data retrieval are utilized) may preclude proper representation of certain groups within the population such as ethnic groups, households in certain low-income or low-education groups or households whose primary language is other than English. Such households may not be fully represented in reported audiences because usable diaries may not be obtained from them. These factors may be significant to the extent that television set ownership and/or viewing habits of these groups differ from those of other groups.

- E. Data from Bureau of the Census, Advertising Research Foundation, and Market Statistics, Inc. are subject to defects and limitations such as sampling, processing, and recording errors. In addition, for those years between decennial census dates, Census data are based upon a sample which is significantly smaller in most regions than that employed by Arbitron; and Market Statistics, Inc. utilizes published government figures in estimating population for individual counties. These defects and limitations in data from Bureau of the Census, Advertising Research Foundation and Market Statistics, Inc. are inherent in Arbitron estimates based thereon.

- F. Diaries, or portions thereof, may be completed improperly if the diary instructions are not understood or are not followed. Such diaries may thereby be excluded from the survey.
- G. Some diary entries may have been made on the basis of hearsay, recall, the estimates of the diary keeper, or could have been influenced by comments made by the interviewer to survey participants.
- H. It is possible that human and computer processing errors may occur after the diaries are received at Arbitron headquarters. Consequently, the degree of variance in the data may be greater than that expected from sampling variation alone.
- I. The population data upon which Arbitron has based its Sample Weighting may not be precise.
- J. Logical analysis and pre-processing preparation of the data may affect some of the diary viewing entries before the data are projected.
- K. Arbitron conducts research involving new methods of improving television households cooperation and/or securing additional information from sample households. Occasionally a portion of this research may be performed (on very limited basis) in conjunction with the actual surveys, and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variation alone.
- L. To the extent that any provisions contained in this section, "Limitations," are inconsistent or conflict with any provisions contained in the "Special Notices" on page 5 of this report, such special notices should be deemed to supersede and/or amend this section of the report.

Retention of Raw Materials

Retention Schedule — In-tab Arbitron viewing diaries used for the computation of the audience estimates published in this report will be stored and used for cross-tabulations for eleven months from the closing date of the survey and then destroyed along with all unusable diaries. Subscribers to this report are advised that if special cross-tabulations of the reported estimates are desired, they should be ordered before the retention period has expired. Upon prior appointment, subscribers to this report may examine the in-tab Arbitron viewing diaries (prior to the destruction thereof) at Arbitron's Beltsville office.

Appendix C

Top Fifty Network Programs

Ranked by the Number of Children in Audience

(February, May, November 1977)

CHILDREN SHARE OF TOTAL AUDIENCE
FOR TOP FIFTY PROGRAMS
RANKED BY
NUMBER OF CHILDREN AND PERCENTAGE OF CHILDREN

FEBRUARY 1977, MAY 1977, AND NOVEMBER 1977

SURVEYS: February 1977, May 1977, and November 1977

SURVEY DATES: February 1977 - February 2-March 1, 1977
May 1977 - April 27-May 24, 1977
November 1977 - November 2-November 29, 1977

MARKETS: February 1977 and May 1977 - 208 ADI Markets
November 1977 - 211 ADI Markets

REPORTED ESTIMATES: A. Top Fifty Network Programs Ranked by Percentage of Children 2-11 in Audience

1. Home Station Audience Estimates

- a. Projected Persons 2-5 Estimates in Thousands
- b. Projected Persons 6-11 Estimates in Thousands
- c. Projected Persons 2-11 Estimates in Thousands
- d. Projected Persons 2+ Estimates in Thousands

2. Total Program Audience Estimates

- a. Projected Persons 2-11 Estimates in Thousands
- b. Projected Persons 12+ Estimates in Thousands
- c. Projected Persons 2+ Estimates in Thousands
- d. Children Share of Total Audience

This Arbitron Television Special Report has been produced according to specific client specifications. Therefore, it is possible that not all of the enclosed explanatory material from the Arbitron Television Market Reports is applicable to this report.

ARBITRON
TELEVISION

continued...

REPORTED ESTIMATES: B. Top Fifty Network Programs Ranked by Number of Children 2-11 in Audience

1. Home Station Estimates

- a. Projected Persons 2-5 Estimates in Thousands
- b. Projected Persons 6-11 Estimates in Thousands
- c. Projected Persons 2-11 Estimates in Thousands
- d. Projected Persons 2+ Estimates in Thousands

2. Total Program Estimates

- a. Projected Persons 2-11 Estimates in Thousands
- b. Projected Persons 12+ Estimates in Thousands
- c. Projected Persons 2+ Estimates in Thousands
- d. Children Share of Total Audience

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ARBITRON
TELEVISION

M E T H O D O L O G Y

This Special Report was designed and produced for the Federal Trade Commission. It was produced on special order and is not part of Arbitron's regular syndicated services.

This is a report of 1) Children 2-11 share of total audience for the top fifty network programs ranked by children viewing, and 2) Children 2-11 share of total audience for the top fifty network programs ranked by percentage of children viewing.

The top fifty network programs ranked by children viewing are network programs with the highest total children rating. The top fifty network programs ranked by percentage of children viewing are network programs with the highest percentage of total children's audience. Qualifying programs were extracted from the Arbitron SuperSweep Report for the February 1977, May 1977, and November 1977 survey periods.

The Arbitron SuperSweep Report contains nationwide ratings for each qualified network program as reported in Arbitron Television Local Market Reports for all ADI markets for each of the three survey periods.

Arbitron SuperSweep nationwide ratings are the sum of all ADI viewing estimates, divided by U.S. Television Household population estimates. The ratings for this Report are extracted from the Network Program Analysis Table (NPA) for each survey period and are reported to one decimal place (XX.X).

U.S. Television Household population estimates for the three surveys are:

	<u>FEBRUARY 1977</u>	<u>MAY 1977</u>	<u>NOVEMBER 1977</u>
HOUSEHOLDS:	71,556,200	71,556,200	73,307,000
TOTAL WOMEN:	76,931,700	76,931,700	77,944,400
TOTAL MEN:	69,334,000	69,334,000	70,820,800
TOTAL TEENS:	24,057,700	24,057,700	24,439,900
TOTAL CHILDREN:	33,602,600	33,602,600	32,163,500
TOTAL CHILDREN 6-11:	20,653,200	20,653,200	20,596,800

The Reported Estimates in this Report are:

- A. Top Fifty Network Programs ranked by Percentage of Children 2-11 in Audience
 - 1. Home Station Audience Estimates
 - a. Projected Persons 2-5 Estimates in Thousands
 - b. Projected Persons 6-11 Estimates in Thousands
 - c. Projected Persons 2-11 Estimates in Thousands
 - d. Projected Persons 2+ Estimates in Thousands
 - 2. Total Program Audience Estimates
 - a. Projected Persons 2-11 Estimates in Thousands
 - b. Projected Persons 12+ Estimates in Thousands
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- B. Top Fifty Network Programs ranked by Number of Children 2-11 in Audience
 - 1. Home Station Audience Estimates
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 - b. Projected Persons 6-11 Estimates in Thousands
 - c. Projected Persons 2-11 Estimates in Thousands
 - d. Projected Persons 2+ Estimates in Thousands



2. Total Program Audience Estimates

- a. Projected Persons 2-11 Estimates in Thousands
- b. Projected Persons 12+ Estimates in Thousands
- c. Projected Persons 2+ Estimates in Thousands
- d. Children Share of Total Audience

Ranks are based on total program audience estimates for persons 2-11. In case of ties, ranks are then based on home station audience estimates for persons 2-11.

In theory, total U.S. home station audience estimates are equal to total U.S. total program audience estimates. However, due to Arbitron's sampling and calculation procedures, these estimates are not equal.

A detailed description of Arbitron sampling and calculation procedures will be found in the Arbitron Description of Methodology.

All Arbitron audience data are estimates and are subject to limitations inherent in Arbitron's methodology as stated in each Arbitron local market report. Hence, the accuracy of Arbitron's estimates cannot be determined to any precise mathematical value or definition.

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TOP FIFTY NETWORK PROGRAMS RANKED BY NUMBER OF CHILDREN 2-11 IN AUDIENCE
FEBRUARY 1977

RANK	PROGRAM	NET DAY TIME	HOME STATION ESTIMATES IN THOUSANDS			TOTAL PROGRAM ESTIMATES IN THOUSANDS			PERCENT	
			PERSONS 2-5	PERSONS 6-11	PERSONS 2-11	PERSONS 12+	PERSONS 2-11	PERSONS 12+		
1	HAPPY DAYS	ABC TUE 800P	4,879	9,604	14,483	55,710	15,827	45,350	61,177	25.9%
2	LAVONNE AND SHIRLEY	ABC TUE 830P	4,004	8,530	12,534	51,636	13,676	42,959	56,635	24.1%
3	LOONEY AND MARIE OSMOND SHOW	ABC FRI 800P	3,397	6,650	10,047	36,151	10,934	28,222	39,777	27.5%
4	BIG CITY	ABC WED 800P	2,952	6,692	9,644	35,981	10,551	29,185	39,736	26.6%
5	SIX MILLION DOLLAR MAN	ABC SUN 800P	2,787	6,589	9,375	37,585	10,350	31,461	41,810	24.0%
6	WONDERFUL WORLD OF DISNEY	NBC SUN 700P	3,220	5,618	8,837	31,688	9,678	25,254	34,932	27.7%
7	WELCOME BACK, KOTTER	ABC THU 800P	2,393	6,051	8,434	37,763	9,207	32,156	41,363	22.3%
8	HARRY/DR. J. MYSTERY HOUR	ABC SUN 700P	2,002	5,659	7,661	27,001	8,468	21,648	30,116	28.1%
9	WHAT'S HAPPENING	ABC THU 830P	2,026	5,535	7,561	33,868	8,233	28,746	36,979	22.3%
10	FISH	ABC SAT 800P	1,502	4,647	6,149	27,831	6,754	23,877	30,631	22.0%
11	LITTLE HOUSE ON THE PRAIRIE	NBC MON 800P	2,039	3,841	5,880	33,183	6,586	30,437	37,023	17.6%
12	SCOOBY DOO-DYNO MUTT SHOW	ABC SAT 900A	2,049	3,965	6,015	8,463	6,553	2,715	9,267	70.7%
13	BUGS BUNNY-ROAD RUNNER HOUR	CBS SAT 900A	2,408	3,573	5,981	10,067	6,553	4,401	10,953	59.8%
14	CAPTAIN JACK AND TERNILLE	ABC MON 800P	1,866	4,048	5,914	27,988	6,485	24,416	30,901	21.0%
15	BLAIR WYATT BEAUTIES	ABC SAT 800P	1,471	4,275	5,746	23,882	6,394	20,178	26,563	24.0%
16	ABC WEDNESDAY NIGHT MOVIE	ABC FRI 900P	1,233	4,378	5,612	32,694	6,216	30,050	36,267	17.1%
17	NEW ADVENTURES OF BATMAN	CBS SAT 1030A	2,274	3,305	5,578	9,403	6,116	4,241	10,356	59.1%
18	TARZAN LORD OF THE JUNGLE	CBS SAT 1000A	2,124	3,387	5,511	9,627	6,015	4,601	10,616	56.7%
19	KROGER'S SHOW	ABC SAT 1030A	1,839	3,470	5,309	7,971	5,813	2,883	8,696	66.8%
20	EMERGENCY	NBC SAT 800P	1,912	3,263	5,175	24,195	5,712	21,295	27,007	21.2%
21	STANLEY AND HUTCH	ABC SAT 900P	1,122	3,986	5,108	28,839	5,645	26,268	31,913	17.7%
22	WALTERS	CBS THU 800P	1,991	3,015	5,007	32,098	5,578	30,272	35,851	15.6%
23	SUPER FRIENDS	ABC SAT 1130A	1,740	2,829	4,570	7,065	5,040	2,786	7,826	64.4%
24	SPECTRUM	NBC SAT 1000A	1,745	2,623	4,368	6,698	4,805	2,596	7,401	64.9%
25	LIFE AND TIMES OF GRIZZLY ADAMS	NBC WED 800P	1,404	2,629	4,234	26,146	4,772	24,471	29,243	16.3%
26	COOL TIMES	CBS WED 800P	1,322	2,912	4,234	28,530	4,604	26,643	31,247	14.7%
27	EMERGENCY	ABC WED 900P	1,162	2,871	4,032	34,329	4,368	33,317	37,685	11.6%
28	SHAZZAM HOUR	CBS SAT 1100A	1,686	2,313	3,999	7,765	4,368	4,154	8,522	51.3%
29	SPACE GHOST + FRANKENSTEIN JR	NBC SAT 1100A	1,549	2,416	3,965	6,383	4,368	2,709	7,077	61.7%
30	JEFF AMES	CBS MON 800P	1,309	2,623	3,932	29,625	4,268	28,067	32,334	13.2%
31	BIG JOHN, LITTLE JOHN	NBC SAT 1130A	1,303	2,561	3,864	6,972	4,234	3,423	7,657	55.3%
32	MYSTERY	CBS TUE 900P	1,053	2,644	3,696	16,692	4,066	36,216	40,281	10.1%
33	FAT ALBERT + COSBY KIDS	CBS SAT 1200P	1,507	2,189	3,696	7,632	4,032	4,397	8,429	47.6%
34	CLUE CLUB	CBS SAT 830A	1,329	2,334	3,663	5,140	4,032	1,720	5,752	70.1%
35	BARRY MULLER	ABC THU 900P	936	2,726	3,663	30,221	3,999	28,975	32,973	12.1%
36	MONSTER SQUAD	NBC SAT 1030A	1,365	2,231	3,595	5,630	3,965	2,301	6,266	63.3%
37	JABY JABU	ABC SAT 830A	1,213	2,416	3,629	4,746	3,932	1,259	5,190	75.7%
38	PINK PANTHER LAUGH SHOW	NBC SAT 830A	1,352	2,210	3,562	5,764	3,898	2,444	6,342	61.4%
39	LARI OF THE LOST	NBC SAT 1200P	1,334	2,127	3,461	6,329	3,831	3,227	7,058	54.3%
40	THE ACKMANS	CBS WED 830P	1,083	2,478	3,562	22,539	3,797	20,691	24,489	15.3%
41	SAMPSON AND SON	NBC FRI 800P	1,161	2,334	3,495	28,081	3,797	27,045	30,842	12.3%
42	RUSTY LOOSE	CBS MON 830P	1,117	2,210	3,327	21,431	3,595	19,491	23,086	15.6%
43	FANTASTIC JOURNEY	NBC THU 800P	977	2,148	3,125	16,162	3,528	14,865	18,094	19.5%
44	ALL IN THE FAMILY	CBS SAT 900P	845	2,313	3,159	31,504	3,461	31,258	34,719	10.0%
45	SYLVIA AND TWEETY	CBS SAT 800A	1,145	1,879	3,024	4,357	3,360	1,251	4,911	68.4%
46	CHICKEN AND THE MAN	NBC FRI 830P	993	2,065	3,058	26,274	3,327	25,412	28,738	11.6%
47	CAPTAIN JACKAROO	CBS W-F 800A	2,193	805	2,991	4,182	3,337	1,268	4,595	72.4%
48	ABC WEDNESDAY NIGHT MOVIE	ABC MON 900P	819	2,003	2,823	35,061	3,159	36,006	39,165	8.1%
49	ABC WEDNESDAY NIGHT MOVIE	ABC SUN 900P	757	2,065	2,823	36,759	3,159	37,590	40,749	7.8%
50	CHARLIE'S ANGELS	ABC WED 1000P	750	2,107	2,856	36,938	3,125	37,714	40,839	7.7%

ARBITRON TELEVISION SPECIAL REPORT PREPARED FOR
THE FEDERAL TRADE COMMISSION

TOP FIFTY NETWORK PROGRAMS RANKED BY NUMBER OF CHILDREN 2-11 IN AUDIENCE
MAY 1977

RANK	PROGRAM	NET DAY TIME	HOME STATION ESTIMATES IN THOUSANDS PERSONS			TOTAL PROGRAM ESTIMATES IN THOUSANDS PERSONS			PERCENT	
			2-5	6-11	2-11	2+	2-11	12+		2+
1	HAPPY DAYS	ABC TUE 800P	2,949	5,989	8,938	34,053	9,711	27,414	37,126	26.2%
2	LAVENDER AND SHIRLEY	ABC TUE 830P	2,563	5,804	8,367	33,296	9,140	27,228	36,368	25.1%
3	WELCOME BACK, KOTTER	ABC THU 800P	1,659	4,255	5,914	26,670	6,452	22,635	29,087	22.2%
4	WHAT'S HAPPENING	ABC THU 830P	1,528	4,151	5,679	24,732	6,183	20,762	26,945	22.9%
5	RUGS E-RUNNY-ROAD RUNNER HOUR	CBS SAT 900A	2,074	3,201	5,276	8,544	5,780	3,636	9,415	61.4%
6	JUNGLE BOOK	CBS FRI 800P	2,077	3,078	5,155	12,817	5,712	8,449	14,161	40.3%
7	BIONIC WOMAN	ABC WED 800P	1,535	3,573	5,108	18,178	5,612	14,143	19,755	23.4%
8	WONDERFUL WORLD OF DISNEY	ABC SUN 700P	1,806	3,201	5,007	20,834	5,477	17,507	22,984	23.8%
9	TARZAN LORD OF THE JUNGLE	CBS SAT 1000A	1,823	3,057	4,880	8,266	5,444	3,617	9,061	60.1%
10	DONNY AND MARIE OSMOND SHOW	ABC FRI 800P	1,632	3,139	4,772	20,219	5,208	16,919	22,127	23.5%
11	SCOOBY DOO-DYNAMUTT SHOW	ABC SAT 900A	1,586	3,119	4,704	6,595	5,108	1,987	7,095	72.0%
12	NEW ADVENTURES OF BATMAN	CBS SAT 1030A	1,924	2,747	4,671	7,408	5,108	3,105	8,213	62.2%
13	LIFE 4 TIMES OF GRIZZLY ADAMS	ABC WED 800P	1,435	2,664	4,100	22,501	4,604	20,770	25,374	10.1%
14	LITTLE HOUSE ON THE PRAIRIE	ABC MON 800P	1,412	2,788	4,200	19,453	4,570	16,801	21,371	21.4%
15	HARDY, BOB AND MARY MISTERY HOUR	ABC SUN 700P	1,014	2,850	3,864	14,246	4,200	11,601	15,801	23.6%
16	SPEEDY GUGGY	ABC SAT 1000A	1,475	2,354	3,831	5,630	4,167	1,941	6,108	61.2%
17	FISH	ABC SAT 830P	750	2,644	3,394	15,593	3,695	13,253	16,949	21.8%
18	KROFFET SUPERSHOW	ABC SAT 1030A	1,259	2,169	3,427	5,081	3,663	1,795	5,457	67.1%
19	ABC SUNDAY NIGHT MOVIE	ABC SUN 800P	786	2,540	3,327	24,254	3,663	22,974	26,637	13.8%
20	CHARLIE'S ANGELS	ABC WED 1000P	869	2,458	3,327	29,408	3,629	28,570	32,199	11.3%
21	PINK PANTHER LAUGH SHOW	ABC SAT 830A	1,161	2,065	3,226	5,020	3,528	1,911	5,439	64.9%
22	ABC SUNDAY NIGHT AT MOVIES	ABC SUN 800P	799	2,437	3,236	22,640	3,495	21,141	24,636	14.2%
23	STARSKY AND HUTCH	ABC SAT 900P	742	2,416	3,159	18,146	3,461	16,547	20,008	17.3%
24	CLUE CLUB	CBS SAT 830A	1,067	2,024	3,091	4,379	3,461	1,453	4,914	70.4%
25	BARETTA	ABC WED 900P	853	2,272	3,125	23,727	3,394	22,601	25,995	13.1%
26	SPACE HOST/FRANKENSTEIN JR.	ABC SAT 1100A	1,098	2,003	3,091	4,859	3,327	1,840	5,167	64.4%
27	SUPERHEROES	ABC SAT 1130A	1,158	1,700	3,058	4,729	3,293	1,845	5,138	64.1%
28	SHAZAM! ISIS HOUR	CBS SAT 1100A	1,248	1,776	3,024	5,678	3,293	2,920	6,213	53.0%
29	GOOD TIMES	CBS WED 800P	946	2,045	2,991	18,601	3,259	17,175	20,434	16.0%
30	JAEBERAW	ABC SAT 930A	948	1,941	2,890	3,709	3,192	1,040	4,232	75.4%
31	LARSEN'S BEAUTIES	ABC SAT 800P	672	2,251	2,923	12,800	3,159	10,946	14,105	22.4%
32	PONSTER SQUAD	ABC SAT 1030A	1,026	1,797	2,823	4,372	3,091	1,674	4,766	64.9%
33	FRANK'S	CBS TUE 900P	829	1,859	2,688	25,200	2,957	24,856	27,813	10.6%
34	LARRY MILLER	ABC THU 900P	747	1,941	2,688	21,263	2,923	20,257	23,180	12.6%
35	SYLVESSTER AND TWEETY	CBS SAT 800A	848	1,652	2,520	3,736	2,856	1,357	4,213	67.8%
36	FAT ALBERT AND COSBY KIDS	CBS SAT 1200N	1,000	1,487	2,487	5,140	2,722	2,920	5,642	48.2%
37	BIG JOHN, LITTLE JOHN	ABC SAT 1130A	780	1,673	2,453	4,252	2,688	2,018	4,706	57.1%
38	WALTON	CBS THU 800P	857	1,528	2,386	14,223	2,655	13,212	15,067	16.7%
39	CAPTAIN KANGAROO	CBS M-F 800A	578	1,774	2,352	3,203	2,621	997	3,618	72.5%
40	LIG EVANT	ABC SUN 800P	762	1,590	2,352	25,953	2,587	25,633	28,221	9.2%
41	WOODY GOODFICKER SHOW	ABC SAT 800A	728	1,590	2,319	3,361	2,554	1,090	3,644	70.1%
42	ABC FRIDAY NIGHT MOVIE	ABC FRI 900P	599	1,652	2,251	15,926	2,453	15,117	17,570	14.0%
43	JEFFERSONS	CBS MON 800P	785	1,436	2,251	17,857	2,453	17,050	19,503	12.6%
44	ONE DAY AT A TIME	CBS TUE 930P	669	1,549	2,218	22,931	2,453	22,789	25,242	9.7%
45	ALL IN THE FAMILY	CBS SAT 900P	568	1,549	2,117	20,324	2,319	19,968	22,286	10.4%
46	CAROL BURNETT SHOW	CBS SAT 1000P	431	1,652	2,083	20,181	2,251	19,760	22,012	10.2%
47	ABC MONDAY NIGHT AT THE MOVIES	ABC MON 900P	591	1,425	2,016	23,621	2,251	23,824	26,075	8.6%
48	LAND OF THE LOST	ABC SAT 1200N	689	1,260	1,949	3,548	2,151	1,748	3,899	55.2%
49	ALICE	CBS SAT 930P	483	1,446	1,949	17,060	2,151	16,649	18,799	11.4%
50	TOM-JERRY-HUMELY SHOW	ABC SAT 800A	594	1,322	1,915	2,593	2,117	803	2,919	72.5%

TOP FIFTY NETWORK PROGRAMS RANKED BY NUMBER OF CHILDREN 2-11 IN AUDIENCE
NOVEMBER 1977

RANK	PROGRAM	NET DAY	TIME	HOME STATION ESTIMATES IN THOUSANDS PERSONS					TOTAL PROGRAM ESTIMATES IN THOUSANDS PERSONS			PERCENT
				2-5	6-11	2-11	2+	2-11	12+	2+		
1	HAPPY DAYS	ABC	TUE	8:00P	3,671	8,198	11,868	50,430	13,058	42,677	55,735	23.4%
2	LAVINE AND SHIRLEY	ABC	TUE	8:30P	3,024	7,332	10,357	40,431	11,386	41,951	53,336	21.3%
3	WONDERFUL WORLD OF DISNEY	NBC	SUN	7:00P	2,525	4,840	7,365	27,745	8,073	22,729	30,802	26.2%
4	DONALD AND MARIE OSBORN SHOW	ABC	FRI	8:00P	2,290	4,593	6,883	29,624	7,526	24,983	32,509	23.2%
5	EIGHT IS ENOUGH	ABC	WED	8:00P	1,690	5,129	6,819	35,651	7,494	31,718	39,212	19.1%
6	SCOOBY'S LAFF-A-LYMPICS	ABC	SAT	9:00A	2,002	4,367	6,368	9,545	6,979	3,496	10,476	66.6%
7	HARVEY DREW MYSTERY HOUR	ABC	SUN	7:00P	1,578	4,758	6,336	24,065	6,947	19,663	26,610	26.1%
8	SIX MILLION DOLLAR MAN	ABC	SUN	8:00P	1,691	4,655	6,336	27,746	6,947	23,657	30,605	22.7%
9	NEW ADVENTURES OF WONDER WOMAN	CBS	FRI	8:00P	1,752	4,037	5,789	20,700	6,401	16,548	22,943	27.9%
10	TARZAN	ABC	SAT	8:00P	1,444	4,346	5,789	21,805	6,368	17,696	24,065	26.5%
11	WELLS FARGO, KOTTER	ABC	THU	8:00P	1,509	4,119	5,629	28,179	6,111	24,609	30,720	19.9%
12	WHAT'S HAPPENING	ABC	THU	8:30P	1,330	4,202	5,532	28,170	5,982	24,846	30,828	19.4%
13	LITTLE HOUSE ON THE PRAIRIE	NBC	MON	8:00P	1,677	3,501	5,178	32,092	5,789	29,979	35,769	16.2%
14	CHARLIE'S ANGELS	ABC	WED	9:00P	1,104	3,913	5,018	36,630	5,468	34,813	40,281	13.6%
15	RIGBY	NBC	SAT	8:00P	1,234	3,398	4,632	33,503	5,436	19,441	24,876	21.9%
16	THE COMPANY	ABC	TUE	9:00P	1,234	3,604	4,839	33,895	5,371	31,936	37,307	14.1%
17	BUG BUNNY/ROAD RUNNER SHOW	CBS	SAT	8:30A	1,817	3,007	4,825	8,325	5,371	3,866	9,239	50.1%
18	LIF & TIMES OF GRIZZLY ADAMS	NBC	WED	8:00P	1,641	3,151	4,792	26,826	5,371	24,710	30,061	17.9%
19	WALSH	CBS	THU	8:00P	1,606	3,090	4,696	32,004	5,243	30,279	35,521	14.8%
20	STAR WARS	ABC	SAT	9:00P	922	3,646	4,567	8,217	5,050	4,118	9,168	59.1%
21	BATMAN	CBS	SAT	10:30A	1,725	2,842	4,567	18,775	4,696	15,086	20,582	22.0%
22	LOGAN'S RUN	CBS	MON	8:00P	1,300	2,945	4,246	16,775	4,632	3,081	7,712	60.1%
23	KROGER SUPERSHOW	ABC	SAT	11:00A	1,392	2,822	4,213	6,999	4,503	1,821	6,324	71.2%
24	ALL NEW SUPERFRIENDS HOUR	ABC	SAT	8:00A	1,263	2,822	4,085	5,660	4,439	19,359	23,798	18.7%
25	OPERATION HIGH PITCHCOAT	ABC	SAT	8:30P	855	3,069	3,924	21,202	4,439	3,600	7,814	53.9%
26	SEA ACADEMY	CBS	SAT	10:30A	1,397	2,430	3,827	7,133	4,213	3,600	7,814	53.9%
27	COV. BOAT	AEC	SAT	10:00P	706	3,090	3,795	27,918	4,149	26,581	30,730	13.5%
28	FAT ALBERT & COSBY KIDS	CBS	SAT	12:30P	1,290	2,183	3,474	7,132	3,827	4,032	7,859	48.7%
29	CHIPS	NBC	THU	8:00P	945	2,348	3,313	19,023	3,795	17,664	21,459	17.7%
30	SNAP	CBS	SAT	8:00A	1,198	2,018	3,216	5,042	3,570	2,072	5,643	63.3%
31	SECRET OF ISIS	CBS	SAT	12:00N	1,166	2,018	3,184	6,347	3,506	3,583	7,089	49.5%
32	JEFFERSONS	CBS	SAT	9:00P	731	2,389	3,120	21,925	3,409	20,795	24,205	14.1%
33	NEW ARCHIE/SABRINA SHOW	NBC	SAT	9:30A	1,131	1,957	3,088	5,009	3,409	2,168	5,577	61.1%
34	WHALES NEW, HIGHER MAGOOT	CBS	SAT	8:00A	965	1,823	2,798	4,573	3,056	1,997	5,052	60.5%
35	MAN FROM ATLANTIS	ABC	THU	9:00P	763	1,874	2,637	13,401	2,959	11,876	14,835	19.9%
36	BARRY MILLER	ABC	THU	9:00P	619	2,018	2,637	25,844	2,895	25,434	28,328	10.2%
37	BAGGYPANTS AND THE NITWITS	NBC	SAT	12:00N	875	1,730	2,605	4,604	2,830	2,097	4,927	57.4%
38	BUSTLING LOOSE	CBS	WED	8:30P	731	1,874	2,605	16,008	2,830	14,640	17,470	16.2%
39	CAPTAIN LANGAROO	CBS	N-F	8:00A	1,744	700	2,444	3,427	2,766	1,163	3,929	70.4%
40	ROCKY ROAD FILES	NBC	FRI	9:00P	577	1,771	2,348	21,683	2,573	21,393	23,966	10.7%
41	ALL IN THE FAMILY	CBS	SUN	9:00P	606	1,710	2,316	31,275	2,541	31,933	34,479	7.4%
42	ONE DAY AT A TIME	CBS	TUE	9:30P	503	1,813	2,316	26,943	2,541	27,286	29,827	8.5%
43	CBEARS	NBC	SAT	8:00A	675	1,545	2,219	3,130	2,509	1,108	3,617	69.4%
44	RHODES	CBS	SUN	8:00P	677	1,607	2,284	28,779	2,444	28,812	31,257	7.8%
45	SPAC SENTINELS	NBC	SAT	9:00A	672	1,483	2,155	3,534	2,380	1,601	3,981	59.0%
46	THUNDER	NBC	SAT	11:00A	720	1,339	2,059	3,816	2,316	2,004	4,320	53.6%
47	BEAN WHITE SHOW	CBS	MON	9:00P	484	1,607	2,091	19,340	2,284	19,174	21,457	10.6%
48	CAROL BURNETT SHOW	CBS	SAT	10:00P	402	1,689	2,091	19,005	2,284	18,708	20,991	10.9%
49	DIG WENT	NBC	SUN	9:00P	596	1,462	2,058	20,849	2,284	29,022	31,306	7.3%
50	SUPPL. WITCH	NBC	SAT	9:30A	635	1,359	1,994	3,151	2,251	1,308	3,560	63.2%

ADI (Area of Dominant Influence) — An exclusive geographic area consisting of all counties in which the Home Market Stations receive a preponderance of total viewing hours. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Adjacent ADI — Areas of Dominant Influence which are adjacent to the home market's ADI and which are serviced by the home-market stations. Where more than three adjacent ADI's lie within the home market's TSA, selection of the three to be reported is based on an analysis of home station circulation in each adjacent ADI. The ADI's to which each county in the TSA has been assigned are identified by codes which appear above the county listing; counties with the code "O" lie within the ADI of a market which is not reported in this publication.

Average Quarter-Hour Audience — (See Quarter-Hour Audience)

Color-Set Penetration — Arbitron reports estimates of color television households penetration for each survey area within the market, based on information obtained during the diary placement interview.

Controls — Arbitron weighting techniques are used in all sampling units to establish proportionate representation of viewing by sampling unit, by age of head of household and by week. The weighting techniques are also used in certain sampling units containing CATV households, and in certain sampling units where special interviewing techniques are used. The County list on Page 3 indicates the CATV households controls. In certain markets which meet Arbitron criteria, racial and/or ethnic characteristics are also considered when establishing weights.

Cume Households — For each reported Home Market Station, an estimate of the number of different Television Households that view at least once during the average week for five continuous minutes or more during the reported day-part. This is an unduplicated or cumulative estimate of circulation. The estimate is based on viewing within the TSA only.

Effective Sample Base (ESB) — The computed size of a simple random sample which, if selected, would provide the same standard error as the actual sampling plan on which a survey result is based. The statistical reliability of audience estimates depends only indirectly on the number of diaries tabulated and is also subject to all of the factors described in the section of this report entitled *Limitations*. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Home County — The county in which a station's city license is located. (See Metro Rating Area.)

Households Using Television (HUT) — The estimated percent of television households with at least one television set turned on for five minutes or more during an average quarter hour, as reported for the ADI, Metro or Home County.

In-Tab Sample — The number of Television Households, or persons within those households, whose reported viewing is tabulated in producing the report. In-Tab Sample includes television households which returned diaries and selected Planned-No-Viewing Households.

Metro (Or Home County) Rating Area (MRA) — Metro Rating Areas, where applicable, generally correspond to Standard Metropolitan Statistical Areas as defined by the U.S. Government's Office of Management and Budget, subject to exceptions dictated by historical industry usage and other marketing considerations such as channel allocations. (Home-market MRA counties are indicated in the listing by an "M" preceding the county name.) Where there is no defined ADI, ratings may be shown for the Home County of the station's city of license. The Home County is indicated in the listing by an "H" preceding the county name.

Multi-Set Penetration — Arbitron reports penetration estimates of households with more than one television set for each survey area within the market, based on information obtained in the diary placement interview.

Net Weekly Circulation — An estimate of the number of unduplicated Television Households which viewed a station for at least five continuous minutes at least once during the week. This estimate is reported as Cume Households in Column 26 of the Sign-on/Sign-off day-part.

Network Averages — The average weekly audience to network programming reported for eight day-parts. These estimates are based on network carriage by home-market stations only.

Original Sample Size — The number of estimated Television Households originally drawn for the survey.

Planned-No-Viewing Households — Television households which indicated at the time of the diary placement interview that no television viewing would

occur during the survey week, and which did not return a usable diary. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

PVT (Persons Viewing Television) — The total number of persons by sex-age group viewing all television in the ADI, reported as a percent of the total number of ADI persons in each demographic category. This estimate includes viewing to both reported stations and to non-reported stations, which includes stations whose audiences were below the minimum reporting standards at stations which were not tested.

Percentage Distribution — The share of Television Households viewing a home-market station, reported for each day-part within specified survey area.

Projection — The expansion of sample statistics to household or population information in the respective universe. Estimates of persons viewing a specific sex-age group are projected and then rounded to the nearest thousand. A projection of less than 500 persons for a specific category will not be printed; this blank is not intended to imply that no viewing occurred.

Quarter-Hour Audience — A projected estimate of the unduplicated audience having viewed a station for a minimum of five minutes within a specific quarter-hour. These quarter-hour total audiences when combined into larger time periods become Average Quarter-Hour Audiences.

Rating — The estimated percent of television households, or persons within those households, tuned to a particular station for five minutes or more during an average quarter-hour of the reported time period for the ADI, Metro or Home County. If the rating is estimated to be less than 0.5% for a time period, the space is left blank; this blank is not intended to imply that no viewing occurred.

Relative Standard Error Thresholds — The thresholds indicate the approximate degree of sample variations in the audience estimates reported. Thresholds are shown for two levels of relative error: 25-49 percent and 50 percent plus. One Standard Error (1SE) is used in the calculation of thresholds. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Satellite Station — A station that duplicates some or all of the programming of a parent station in order to serve an area not normally reached, and which is assigned separate call letters and channel number by the FCC. In its regularly issued Television Market Reports, Arbitron combines the audience of "satellite" stations with those of the "parent" station under certain conditions. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Share — The percentage of the total Households Using Television (HUT) reached by a station during a specified time. It is possible for the sum of the shares to exceed 100%. All shares of 100% or greater will appear as "99."

Television Households (TV HH) — An Arbitron estimate of the number of households having one or more television sets.

TOT (Totals) — The sum of estimated viewing in the Total Survey Area to reported stations, by households and by demographic categories. This "Tot" does not include viewing to stations whose audiences were below the minimum reporting standards or to stations which were not tested.

Total Households — An updated estimate based on 1970 census provided by Market Statistics, Inc. These estimates are projected to January 1, 1978 and include households on military installations.

Total Survey Area (TSA) — A geographic area comprising those counties in which, by Arbitron estimates, approximately 98% of the net weekly circulation of commercial home market stations occurs. All TSA estimates are reported in thousands.

UHF Penetration — Arbitron reports estimates of UHF penetration in the TSA, the ADI and Metro of all Metro markets, TSA and ADI of all non-Metro markets, and the TSA of all non-ADI markets. These estimates are based on the in-tab diary sample.

Universe — All television households located in the specified area.

Working Woman — A female age 18+ who works outside the home 30 or more hours per week.

For additional information, the reader is directed to "Standard Definition of Broadcast Research Terms," published by the National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036, and Arbitron's "Description of Methodology."

This report is a compilation of television audience estimates for this market. The estimates are based on information supplied by television households over the period of the sample survey. The households were selected by computer from local telephone directory sources. All television audience estimates are approximations subject to statistical variations related to sample sizes.

Arbitron uses one-week family viewing diaries to gather information for television audience reports. Information, such as color-set and multi-set ownership, is also gathered by telephone at the time of the diary placement interview. Diaries are printed in Spanish for placement with families who indicate preference for a Spanish language diary.

A methodology description is provided in this report. A more detailed description of Arbitron methodology may be found in a separate publication, *Description of Methodology*. If any specific details are not completely clear, further explanation will be furnished on request.

Arbitron clients who also receive survey data on EDP tape should note that the estimates on the tape are in somewhat different form than reported in this book.

Estimates Reported by Section

Day-Part Audience Summary — Average quarter-hour audience estimates are summarized for each station by standard day-part segments. The day-part groupings in Central and Mountain time zone markets differ slightly from those in Eastern and Pacific time zones to better represent those times which are normally devoted to network and local programming. Station estimates in this summary are based on the quarter-hour periods that each station was on the air during the specified day-part. Periods in which off-air technical difficulties occur are not included in station averages. Estimates for stations on the air for less time than the station telecasting the most quarter-hours during the period are so designated by a double asterisk (* *). Because Arbitron viewing estimates are tabulated only for those time periods between 6:00AM and 2:00AM, "Sign-on" and "Sign-off" day-parts do not include telecasts prior to or after these hours. (See separate publication provided to all television report subscribers entitled *Description of Methodology*.)

Network Program Averages — These averages include only network program quarter-hour audiences carried on home stations with all local or syndicated programming eliminated.

Weekly Programming and Time Period Averages — Average quarter-hour audience estimates are reported for each station for each night of the week, from 4:00PM to 2:00AM (local time), and for all day Saturday and Sunday. For the Monday-Friday period, estimates are reported as five-day averages. Station estimates are based on the quarter-hour periods that each station was on the air during the specified time period. Periods in which off-air technical difficulties occur are not included in station averages.

The Weekly Programming and Time Period Averages section is arranged as follows: The time period is listed, followed by the station call letters and the first week's first quarter-hour program title. If the title is the same for any other quarter-hour in any week of the survey it will not be repeated. Different program titles appear on the lines following with a maximum of eight title lines per station. If there is more than one title for a station during a time period a four-week average line follows the title lines. The weekly ADI rating(s) for a given program appear in the appropriate week's rating column. If the first and second quarter-hour of a half-hour time period have different programming, two ADI weekly ratings are shown for the appropriate week, one representing each quarter-hour.

Wednesday 6:30-7:00PM WAAA	WK 1	WK 2	WK 3	WK 4
Brady Bunch	6			
News		8	8	
Basketball			10	11
—4 WK Avg—				

A dash (—) in one of these weekly rating columns indicates that the program did not achieve a reportable rating. A blank in one of these weekly rating columns indicates that the station was not on the air.

To qualify for individual weekly reporting, a minimum of 70 in-tab households must be achieved in each of the survey weeks. In markets with smaller samples only multi-week average estimates are reported and an asterisk (*) will appear in the weekly columns. On each title line, after the weekly rating(s), the time period averages are reported. For those programs telecast two or more weeks during a time period, complete household and demographic information is reported. For those programs telecast only once in a time period, in those markets with weekly ADI ratings, the following is reported:

ADI TV Household Ratings and Shares
ADI Ratings for Total Men and Total Women
Metro TV Household Ratings and Shares
TSA TV Households, Total Men and Total Women

For those programs telecast only once in a time period in markets without weekly ratings, no estimates are reported. The four-week average line includes complete household and demographic estimates which are averages for all weeks of the survey.

Program titles are requested on a time-formatted, pre-printed log form from each commercial station. See separate publication provided to all television report subscribers entitled *Description of Methodology*.

Station Break Averages — Audiences reported are averages of two quarter-hours. The time listed is the station break time between the two quarter-hours included in the average. Periods in which off-air technical difficulties occur are not included in station averages.

Program Audiences — Average quarter-hour estimates are reported for those programs which meet certain qualifications. All quarter-hours of a qualifying program telecast by Home Market or outside Class I station during the multiple-week survey are included. The number of quarter-hours on which the averages are based is shown in the report. To qualify for inclusion a program must have been telecast at least one quarter-hour on the same day during each of two survey weeks. The program is reported in the Program Audiences section even if it was carried at different times, as long as the program was on the same calendar day of the weeks involved (e.g., first Wednesday at 5:00PM and third Wednesday at 8:00 PM). Only full program quarter-hours are included.

Accumulation of quarter-hour estimates is based on program title. Programs of one quarter-hour duration shown two or more times during the same day and also on different weeks will be averaged together and reported in the section.

Time Periods and Programs Reported — Since Arbitron does not have individual day titles for programs telecast prior to 3:30PM Monday through Friday, programs must qualify within the Arbitron time frames. Thus, a movie telecast each day, Monday-Friday 2:30PM-4:30PM is reported as two programs with a weighted average of the two programs. The first is a Monday-Friday average of the 2:30-3:30 portion of the movie. The second is an average of the individual days (Monday through Friday) from 3:30 to 4:30 combined with the Monday-Friday 2:30 to 3:30 portion of the program. The resulting final program average (see example below) includes all quarter-hours the program was telecast, even though it began prior to the 3:30PM break for individual day reporting and averaging. The Monday-Friday average must be contiguous to the 3:30PM time period to be included in the weighted average.

2:30PM WAAA		No. of WKS.	No. of ¼ Hrs.
*M-F	Movie	4	80
3:30PM WAAA			
*M-F	Movie	4	80
*Mon.	Movie	4	16
*Tue.	Movie	4	16
*Wed.	Movie	4	16
*Thu.	Movie	4	16
*Fri.	Movie	4	16
Avg.	Movie		160

Programs scheduled more than once weekly after 3:30PM are reported as daily estimates and as a weekly average. If a program is telecast seven days a week during the survey, two averages are provided. The first is a five-day average of the Monday through Friday telecasts and the second is a seven-day average including the Monday through Friday telecast, as well as the Saturday and Sunday telecasts. A 6:00PM newscast would be reported for each

individual day Monday through Friday with a five-day average (5 AV) followed by the Saturday and Sunday individual days and a seven-day average (7 AV) which includes all telecasts of the program.

6:00PM WAAA		6:00PM WAAA	
*Mon.	News	*Sat.	News
*Tue.	News	*Sun.	News
*Wed.	News	7AV.	News
*Thu.	News		
*Fri.	News		
5AV.	News		

The weekly average of programs telecast more than once weekly, but with varying start times appears each time the program title appears. The average represents all time periods in which the program was telecast. An asterisk (*) preceding a program title indicates that the estimates for the program are included in an average.

Because viewing estimates are tabulated only for those time periods between 6:00AM and 2:00AM, the Program Audience estimates do not include viewing to programs prior to 6:00AM and after 2:00AM (e.g., a program that begins at 12:30AM and continues to 3:00AM would be reported only for the 12:30AM-2:00AM period). No program averages are reported for programs which begin after 1:00AM (local time) during the survey period.

No single title of a multi-titled quarter-hour can be exclusively credited to a quarter-hour time period. Therefore, no single title of a multi-titled quarter-hour appears in the Program Audiences Section. For the reporting of program averages of Parent + Satellite combinations, the Parent and Satellite are assumed to be telecasting the same programs.

Sampling and Calculations

Sampling Methodology — Surveys for Arbitron Television Market Reports are accomplished through the use of a geographic unit called an Arbitron Sampling Unit. A sampling unit is normally one county, although some counties have been divided into two or more sampling units because of population distribution, terrain, or areas in which special interviewing techniques are used. (There are no instances in which an Arbitron Television Sampling Unit consists of more than one county.) The actual number of diaries placed in each Sampling Unit is determined by the quota established for the unit and the rate of return which Arbitron can reasonably expect based on past placement experience. The total sample is divided into approximately equal weekly segments for diary placement, and the returns are tabulated separately for each survey week. For each survey a complete new sample of families is computer-selected for each sampling unit through the use of a systematic interval selection technique. These samples of households are drawn by Metromail. This sample selection, like all other processes used in developing Arbitron television estimates, is audited by the Broadcast Rating Council. Instances of hand-drawn samples are outlined in Arbitron's separate publication provided to all television report subscribers entitled *Description of Methodology*.

Diary Placement and Return — Arbitron initially sends a letter to sample households informing them of their selection by computer, and stating that an interviewer will call to request their cooperation in the survey. Interviewers are instructed to contact the selected sample households by telephone to place the diaries. Interviewers are instructed to make at least five attempts to reach every household selected in the sample in order that everyone in the sample has a reasonable chance of being contacted. These attempted calls are made at different hours during the day and evening. Diaries are then mailed directly to the sample households from Arbitron headquarters in Beltsville, Maryland. Arbitron sends a diary for each television set in the known multi-set households. Following the survey, respondents are asked to mail their diaries back to Arbitron in Beltsville.

Although explicit instructions are provided each interviewer, and independent checks are regularly conducted by interviewer coordinators and the Arbitron Field Operations Department, there may be instances where such instructions are not followed. Special interviewing techniques and processing procedures are employed in certain markets to

improve representation of certain ethnic groups. See separate publication provided to all television report subscribers entitled *Description of Methodology*.

Tabulation of Diaries — All diaries returned to Arbitron are not necessarily used in tabulating television audience estimates. Among those not used are diaries which are incomplete or inaccurate, and those which arrive after the production cut-off date. The total number of in-tab diaries may not reach the original quota. On the other hand, the total may exceed the quota.

Entries in diaries returned from multi-set households are edited so as to provide unduplicated viewing information for a given household. Local time differences within a market which overlaps time zones and time differences caused by seasonal time changes are accounted for in the results by tabulating all viewing by a station's local time relative to the time zone of the market being tabulated.

Arbitron has developed other special editing procedures for situations where a CATV system is required to protect a local station against duplication of its programs brought in by the CATV system from other sources. These special editing procedures are described in Arbitron's separate publication provided to all television report subscribers entitled *Description of Methodology*.

Projection of Audience — Diary data for basic viewing categories are projected for each quarter-hour by a technique which assigns a value in terms of households and/or persons to each in-tab diary. The value assigned is referred to as the households-per-diary value or HPDV. Selected planned-no-viewing households are included in the calculation of HPDV.

Projections derived using the HPDV are then summed across weighting cells and sampling units in each survey area (Metro, ADI and TSA) and gathered by various time periods for reporting. Individual survey variations in projected sex/rage populations are stabilized for all survey periods for each year ending in September. Audiences thus calculated may be reported for basic data categories or for combinations thereof; depending on the survey area, they may be reported as projections or converted to ratings. See separate publication provided to all television report subscribers entitled *Description of Methodology*.

Returned-Sample-Weighting — Arbitron exercises sample controls by calculating HPDV's taking into account the following: county, special interviewing technique areas, survey week, CATV households, and the age of the head of the household. In certain markets which meet Arbitron criteria, racial and/or ethnic characteristics of the household are also considered. See separate publication provided to all television report subscribers entitled *Description of Methodology*.

Criteria for Reporting Stations

In order to report the maximum amount of viewing in any given Arbitron-defined television market, the criteria for reporting stations are applied each time the market is surveyed. The viewing levels of stations located outside of the market, as well as home stations, are examined to determine whether any qualify for inclusion in the report. Arbitron normally tests more stations than usually qualify.

Criteria are established according to station location and audience size. The minimum reporting standards are:

- A. Home Station: any station located within the Metro, Home County and/or ADI of the market being reported.
 1. A Home Station is included in the report if it delivers a 1% Net Weekly Circulation based on the Total Survey Area and also has a minimum of 500 households per average quarter-hour; or
 2. If it delivers 1% of the Metro television households (or Home County television household in a non-ADI market) for at least 30 reported quarter-hour segments; or
 3. If it delivers 1% of the Metro television households (or Home County television households in a non-ADI market) for at least

8% of its broadcast time.

These criteria are applied to data encompassed from sign-on to sign-off, Sunday through Saturday, for each station. Qualified ETV Stations appear in the Day-Part Summary section only.

B. Outside Station: any station which is reported as a Home Station in another television market is an Outside Station and is classified according to different minimum reporting criteria:

1. Class I Outside Station
 - a. Must attain a 10% share of total ratings for 4:00PM to 1:00AM, Sunday through Saturday, based on the ADI (or Home County in a non-ADI market); or
 - b. Must attain a Metro rating of 5 for at least 100 quarter-hours, or for at least 20% of its programmed air time.

If a station qualifies for Class I, all data related to the Metro and ADI will be reported in all sections of the report except the ADI Rating Trends.

2. Class II Outside Station
 - a. Must attain an average rating of "one" for 4:00PM to 1:00AM, Sunday through Saturday, based on the ADI (or Home County in a non-ADI market); or
 - b. Must attain an average ADI (or Home County in a non-ADI market) rating of 1.5 for the early and late fringe time periods (Monday-Friday 5:00-7:30PM and 11:00PM-1:00AM, Eastern Time).

If a station qualified for Class II, Metro and ADI data will be reported in the Day-Part Summary section only.

For complete data on outside stations, see the respective home market reports.

C. Satellite Station — Arbitron recognizes two classes of satellites:

1. S-1 Satellites — These are satellites which duplicate the programming of parent station in its entirety, carry no other programming from any other source, and at all times telecast programming which is identical to that of the parent. Audiences of such satellites are always reported in combination with those of the parent in the parent's market report.
2. S-2 Satellites — These are satellites that duplicate most, but not all, of the parent station's programming. Audiences of such satellites and the parent are shown on two lines in the parent's market report. The first line shows the audience of the parent alone, and the second line shows the combined audience of parent and satellite(s) together. When programming is identical on both stations, the symbol (SP) will appear as part of the program title to represent Same Programming. When programming differs, the symbol (DP) will appear as part of the program title to represent Different Programming. However, (a) when an S-2 satellite is located in a market other than the home market of the S-2's parent station, and (b) when at least one non-satellite station is located in the same market as the S-2 satellite, the audience of the satellite alone is shown in the market report of the non-satellite station. In these instances, the audiences of such satellites are not combined with those of the parent in the parent's home market report.

Limitations

In addition to the sources of possible errors which are described elsewhere in this book, the user should be aware of the limitations described below:

- A. The sample is drawn only from households listed in telephone directories which eliminates non-telephone households and telephone households not listed in the directory. Commercial establishments listed in the directory are specifically excluded from the sample, households on military installations as well as students and residents at educational and other institutions may or may not be listed in the local telephone directory. All telephone directories may not have been located and included in the list prepared by Metromail, which is used as Arbitron's sample frame.

B. Non-responding households may have some effect on the survey results to the extent that the television viewing habits of non-respondents differ from those of respondents. Similarly, the viewing habits of non-telephone households or those not listed in telephone directories may vary from those of households which have telephones and are listed in directories.

C. Non-responding households in the original designated sample prevent the "in-tab TV households" from being a probability sample.

D. The sample design and/or response patterns (including those markets where special diary placement and/or viewing data retrieval are utilized) may preclude proper representation of certain groups within the population such as ethnic groups, households in certain low-income low-education groups or households whose primary language is other than English. Such households may not be fully represented in reported audiences because usable diaries may not be obtained from them. These factors may be significant to the extent that television set ownership and/or viewing habits of these groups differ from those of other groups.

E. Data from Bureau of the Census, Advertising Research Foundation, and Market Statistics, Inc. are subject to defects and limitations such as sampling, processing, and recording errors. In addition, for those years between decennial census dates, Census data are based upon a sample which is significantly smaller in most regions than that employed by Arbitron; and Market Statistics, Inc. utilizes published government figures in estimating population for individual counties. These defects and limitations in data from Bureau of the Census, Advertising Research Foundation and Market Statistics, Inc. are inherent in Arbitron estimates based thereon.

F. Diaries, or portions thereof, may be completed improperly if the diary instructions are not understood or are not followed. Such diaries may thereby be excluded from the survey.

G. Some diary entries may have been made on the basis of hearsay, recall, the estimates of the diary keeper, or could have been influenced by comments made by the interviewer to survey participants.

H. It is possible that human and computer processing errors may occur after the diaries are received at Arbitron headquarters. Consequently, the degree of variance in the data may be greater than that expected from sampling variation alone.

I. The population data upon which Arbitron has based its Sample Weighting may not be precise.

J. Logical analysis and pre-processing preparation of the data may affect some of the diary viewing entries before the data are projected.

K. Arbitron conducts research involving new methods of improving television households cooperation and/or securing additional information from sample households. Occasionally a portion of this research may be performed (on very limited basis) in conjunction with the actual surveys, and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variation alone.

L. To the extent that any provisions contained in this section, "Limitations," are inconsistent or conflict with any provisions contained in the "Special Notices" on page 5 of this report, such special notices should be deemed to supersede and/or amend this section of the report.

Retention of Raw Materials

Retention Schedule — In-tab Arbitron viewing diaries used for the computation of the audience estimates published in this report will be stored and used for cross-tabulations for eleven months from the closing date of the survey and then destroyed along with unusable diaries. Subscribers to this report are advised that if special cross-tabulations of the reported estimates are desired, they should be ordered before the retention period has expired. Upon prior appointment, subscribers to this report may examine the in-tab Arbitron viewing diaries (prior to the destruction thereof) at Arbitron's Beltsville office.

Appendix D

Broadcast Advertising Reports Brand Products
Within Product Categories

PRODUCT CLASS CODES

A131	FOOTWEAR
D121	DENTAL SUPPLIES
F115	DESSERTS AND DESSERT INGREDIENTS
F122A	HIGHLY SUGARED CEREALS
F122B	OTHER CEREALS
F133	ICE CREAM
F142A	FRESH FRUIT
F142B	RAISINS
F142C	CANNED FRUIT
F162	CAKES, PIES AND PASTRIES
F163A	COOKIES
F163B	CRACKERS
F172	FRUIT JUICES
F211A	CANDY
F211B	REGULAR GUM
F211C	SUGARLESS GUM
F212	APPETIZERS, SNACKS AND NUTS
F221A	REGULAR CARBONATED BEVERAGES
F221B	DIET CARBONATED BEVERAGES
F223	NON-CARBONATED BEVERAGES
F300	BEER, WINE AND MIXERS
G440	BICYCLES
G450	TOYS, GAMES AND HOBBYCRAFTS
V234	RESTAURANTS AND DRIVE-INS
8888	ALL OTHER FOOD AND BEVERAGES
9999	ALL OTHER NON-FOOD PRODUCTS

3837

5743

NETWORK ADVERTISING: BRANDS WITHIN PRODUCT CLASSES

A131 FOOTWEAR

Buster Brown Shoes
Converse Footwear
Etonic Gold Shoes
Famolare Sport Shoe
Florsheim Shoes
Foot Joy Golf Shoe
Fred Perry Tennis Shoes
Freeman Shoes
Hush Puppies Shoes
Keds Footwear
Ked Footwear Jets
Keds Footwear Little Sports
keds Footwear 360
Kinney Shoes
Kinney Shoes Regional
Levi Shoes
Naturalizer Shoes
Pro-KFD Footwear
Royal Tennis Shoes
Spotbilt Footwear
Stride Rite Shoes
Thom Mcan Shoes

D121 DENTAL SUPPLIES

Aim Toothpaste
Close up TTHPST Mouthwash
Colgate Dental PDIS FRML MFP CRM
Crest Toothpaste
Gleem Toothpaste
Macleans Toothpaste
Pearl Drops Toothpaste
Pepsodent Toothpaste
Reach Toothbrush
Ultrabrite

F115 DESSERTS & DESSERT INGREDIENTS

Betty Crocker Food
Frosting Mix
Betty Crocker Food
RDY SPRD FRSTNG
Birds Eye Food
Cool Whip Topping
D-Zerta Gelatin Dessert
Dream Whip Topping Mix
Hunt Food Snack Pack
Jello Food American Desserts
Jello Food Gelatin
Jello Food Pudding
Nestle Food Morsels

Phillsbury Food
Frosting Supreme
Swiss Miss Food Pudding

F122A HIGHLY SUGARED CEREAL

Captain Crunch Crunchberry Cereal
Captain Crunch
Peanutbutter Cereal
Captain Crunch Regular Cereal
Captain Crunch Various Cereal
Cocoa Puffs Cereal
Cookie Crisp Cereal
Crazy Cow Cereal
Freakies Cereal
General Mills Monster Cereals
Golden Grahams Cereal
Golden Grahams Cereal Regional
Grins & Smiles Cereal
Kellogg Food
All Brand Bran Buds
Kellogg Food Apple Jacks
Kellogg Food
Corny Snaps Cereal
Kellogg Food
Cracklin Bran Cereal
Kellogg Food Froot Loops
Kellogg Food
Frosted Mini Wheats
Kellogg Food Frosted Rice
Kellogg Food Sugar Corn Pops
Kellogg Food
Sugar Frosted Flakes
Kellogg Food Sugar Snacks
Lucky Charm Cereal
Moonstones Cereal
Post Food Alpha Bits
Post Food Honeycombs
Post Food Pebbles
Post Food Super Sugar Crisp
Trix Cereal

F122B OTHER CEREAL

C. W. Post Cereal
Cheerois Cereal
Cream of Wheat Regular Cereal
Kellogg Food Corn Flakes
Kellogg Food Product 19
Kellogg Food Raisin Bran
Kellogg Food Rice Krispies
Kellogg Food Special K
Kellogg Food
Toasted Mini Wheats
Kellogg Food Various Cereals
Buc Wheats Cereal

Life Cereal

Nabisco Food Shredded Wheat

Nabisco Food Team Flakes

Nature Valley Food

Granola Cereal

Post Food Grape Nuts

Post Food Raisin Bran

Quaker Food Instant Oatmeal

Ralston Purina Chex Cereal

Total Cereal

Wheaties Cereal

F133 ICE CREAM & SHERBETS

Borden Food Ice Cream

Tastee-Freez Regional

F142A FRESH FRUIT

Cling Peach Promotion

Washington State Apples

F142B RAISINS

Calif Raisin Adv

F142C CANNED FRUIT

Dole Food Canned Pineapple

Del Monte Food Canned Fruit

Libby Food Canned Fruit

Ocean Spray Food

Cranberry Sauce

F162 CAKES, PIES, PASTRIES

Dolly Madison Bakery Cakes

Dolly Madison Bakery Donuts

Dolly Madison Bakery Regional

Hostess Bakery Cakes & Pies

Kellogg Food Pop Tarts

Morton Food Donuts

Mrs. Smiths Pies

Mrs. Smiths Pies Regional

Pepperidge Farm Frozen Cake

Pillsbury Food Refrig Pastry

Sara Lee Food Frozen Cakes

Sara Lee Food

Light&Luscious Dssrt

F163A COOKIES

Nabisco Food Fig Newtons
Nabisco Food Chips Ahoy
Nabisco Food
 Nutterbutter Cookies
Nabisco Food Oreo Cookies

F163B CRACKERS

Nabisco Food
 Bacon N Dip Crackers
Nabisco Food
 Cheese Swirl Crackers
Nabisco Food Ritz Crackers
Nabisco Food Triscuits Snacks
Nabisco Food Wheat Thins

F172 FRUIT JUICES

Beechnut Baby Food Fruit Juice
Florida Citrus Juices
Minute Maid Food Frozen Orange Juice
Minute Maid Food Lemon Juice
Ocean Spray Food Regional
Ocean Spray Food
 Various Juices
Realemon Lemon Juice
Treesweet PDTS Regional
Tropicana Bev Fruit Juice

F211A CANDY

Brachs Candy
Charm Candy Pops
Forever Yours Candy Bar
Hershey Food Candy Bar
Kit Kat Candy
Kraft Food Candy
Kraft Food Wrapples Carmel Slices
Life Savers PDTS Life Savers
Life Savers PDTS Lollipops
Life Savers PDTS Regional
M&S Candies Plain/Peanut
Marathon Candy Bar
Mars Candy Almond Bar
Milky Way Candy
Mr. GoodBar Candy
Nestle Food Chocolite
Nestle Food Crunch Bar
Nestle Food Mini Bars
Nestle Food 100000 Candy Bar
Peter Paul Candy
 Mounds&Almond Joy
Peter Paul Candy Regional

Peter Paul Candy Whistle Pops
 Reese Food Peanut Butter Cups
 Snickers Chocolate Peanut Bar
 Starburst Candy
 Sugar Babies Candy
 Three Musketeer Candy
 Tootsie Roll Candy
 Flavor Rolls
 Tootsie Roll Candy
 Toosie Pop Drop
 Toosie Roll Candy
 Tootsie Roll Pops
 Tootsie Roll Candy
 Toosie Rolls
 Tootsie Roll Candy Various
 Trog-Lo-Dytes Candy

F211B

REGULAR GUM

Candy & Gum
 Beechnut Gum Fruit Stripe
 Bubble Yum Bubble Gum
 Dentyne Various
 Freshen-Up Gum
 Wrigley Gum Spearmint

F211C

SUGARLESS GUM

Carefree Gum
 Candy & Gum
 Tri Dent Products Sugarless Gum

F212

APPETIZERS, SNACKS & NUTS

Cracker Jack Food Confection
 Crunchola Snack Bar
 Doritos Chips
 Doritos Chips Regional
 Fla-Vor-Ice
 Frito Snacks Corn Chips
 Frito Snacks
 NTRL Style Pot CHPS
 Icee Ice Confection
 Jiffy Pop Popcorn
 Lays Potato Chips
 Lays Potato Chips Regional
 Nature Valley Food
 Grandla Bars
 Orville Redenbacher Food
 Popcorn
 Planter Food Nuts
 Pop-Ice

F221A

REGULAR CARBONATED SOFT DRINKS

Coco Cola
 Dr. Pepper Bev Regular
 Mountain Dew Soft Drink
 Pepsi Cola
 Royal Crown Bev Regular
 Schwepples Beverages
 Seven Up Beverages Regular
 Shasta Beverages Regular
 Sprite Beverage Regular

F221B

DIET CARBONATED SOFT DRINKS
 Diet Pepsi Cola

Diet Rite Beverages
 Dr Pepper Bev Sugar Free
 Fresca Soft Drink
 Seven Up Beverage Sugar Free
 Tab Beverage Diet
NON-CARBONATED SOFT DRINKS

F223

Borden Prize Drink Mixes
 Country Time Drinks
 Powdered Mix
 Funny Face Beverage Mix
 Gatorade Bev Regular
 Hawaiian Punch PDTS CNND Punch
 Hawaiian Punch PDTS
 PWD RD DRNK MIX
 HI C PDTS Fruit Drinks
 Kool Aid Beverage Mix
 Minute Maid Food Lemonade
 Squeeze Drink Mix
 Myler Food Drink Mixes

F300

BEER, WINE AND MIXERS

Andeker Beer
 Anheuser BUSCH PDTS
 NTRL Lite Beer
 Budweiser Beer
 Budweiser Beer Regional
 Colt 45 Malt Liquor
 Coors Beer Regional
 Hamms Beer Regional
 Heileman Beer Regional
 Lite Beer
 Lowenbrau Beer
 Michelob Beer
 Michelob Beer Regional
 Miller High Life Beer
 Old Milwaukee Beer
 Olympia Beer Regional
 Pabst Beer
 Schaefer F&M Corp Regional
 Schlitz Beer
 Schlitz Beer Regional
 Schlitz Light Beer
 Schlitz Malt Liquor
 Schmidts Beer Phila Regional
 Stroh Beer Regional
 Tuborg Beer
 Tuborg Beer Regional
 Andre Wines
 Bolla Wine
 Cella Wine
 Gallo Wines
 Giacobazzi Wine
 Manischewitz Wine
 Marinin & Rossi Wine
 Paisano Wine
 Riunite Wine
 Sonoma Vineyards Wine Regional
 Yago Santgria Wine

G440 BICYCLES
Schwinn Pdts Bicycles

G450 GAMES, TOYS & HOBBYCRAFT

Atari Pong Game
Aurora AFX Cars & Sets
Aurora
 Railmaster Redball Express
Aurora Screecher Race Sets
Batter Up Toy
Child Guidance Toys
Coleco Action Sport Games
Coleco Holly Hobbie
Coleco Pinball Games
Coleco Swimming Pools
Colorform Stick On Toys
Crayola Craft Art Kit
Crayola Crayons
Fisher-Price Toys Pre School Toy
Gabriel Lone Ranger&ACCS
Gabriel Othello Game
Gabriel Pop A Matic GMS
Gabriel Prof NOD&The Turtle Games
Gabriel Wannabees Doll
Gabriel Chutes Away Game
Gum Ball Banks Toy
HASBRD Charlies Angles & ACCS
HASBRO Gi Joe Adventure Sets
HASBRO Lite-Brite
HASBRO Mr Potato Head
HASBRO Play & Make Kitchen Center
HASBRO Richochet Racer
Honda Kick & Go Scooter
Ideal Battling Spaceship
Ideal Big Shot Game
Ideal Breaking Point Game
Ideal Dorothy Hamill&ACCSRS
Ideal Electroman Doll
Ideal Evel Knievel
Ideal Flip Your Lid Game
Ideal Jaws Game
Ideal Junk yard Game
Ideal Mighty MD'S
Ideal Mouse Trap Game
Ideal Mr Muscle Game
Ideal R-R-R-Raw Power
Ideal Rub-A-Dub Dolly&ACCS
Ideal Star Team CLLCTN
Ideal TCR Total Control Racing
Ideal Thumbelina Doll
Ideal Tin Can Alley
Ideal Tippy Tumbles Doll
Ideal Talking TDY BR&TOOT A LOO
Ideal Toss Across Game
Ideal Tripple Up Game
Ideal TuesdayTaylor&ACCSRYS

Ideal Up Against Time Game
Ideal Whistling Mr Machine
Ideal Winning Ticket Game
Illco Toys Mickey Ms RLLR CSTR
Kinner Aerial Aces Target Game
Kenner Baby Alive Doll&ACSSRY
Kenner Baby Heart Beat
Kenner Baby Won't Let Go
Kenner Bionic Woman&PDTS
Kenner Close N Play Phonograph
Kenner Easy Bake Oven & Sets
Kenner Escape/Death STR Game
Kenner Girden&Panel Bldg Set
Kenner Ice Bird
Kenner Milky MEVLS MLKG COW
Kenner
 Oscar Goldman & Accessry
Kenner Sit N Spin
Kenner
 Six Million Dollar Man PDTS
Kenner
 Six Million Dollar MN&DSCR GLD
Kenner SoapSTER
Kenner Spectrograph
Kenner Spiro-Graph PDTS
Kenner SSP Products
Kenner Star Wars Figures
Kenner Stretch Toys
Kenner Tree Tots Family & ACCSRYS
Kenner TTP Products
Kenner Turn On Game
Lego Toys
Lionel Toys
 Power Passers Race Set
Lionel Toys Trains
Lionel Toys Trains & Trucks
Marx Big Wheel
Marx Cats Eye Game
Marx Cosmic Robots
Marx Flying Furies
Marx Green Machine Racer
Marx Monster Mania
Marx Popcorn Game
Marx Shooting Gallery
Marx Sky Heroes
Marx Super Shot Racers
Marx Wiz Wheel
Mattel Baby Come Back Doll
Mattel Baby Thataway
Mattel Donny & Marie PDTS
Mattel Electronic PDTS
Mattel Flying Aces
Mattel Fun O Clock
Mattel Honey Hill Bunch Dolls
Mattel Hot Wheels

Mattel Hub Bub PDTS
Mattel Power Shifters PDTS
Mattel Pulsar Man
Mattel Putt Putt Toys
Mattel See N Say
Mattel Sew Perfect
Mattel Sho Gun Warriors
Mattel Sizzler Race Set
Mattel Sunshine Family Toys
Mattel Tender Love
Mattel Tender Love & Kisses
Mattel The Slime
Mattel Tuff Stuff Toys
Mattel Various Toys & Games
Mattel Vertibird
Mattel World of Barbie
Mego Baby Needs You Doll
Mego C B McCall PDTS
Mego Cher Doll & Accessories
Mego Farrah Doll & ACCESS
Mego Happy Days PDTS
Mego Micronauts
Mego Star Trek PDTS
Mego Super Heroes & ACCSRY
Ohio Art Drag Race Sets
Ohio Art Drag Race Sets
Ohio Art Etcha Sketch
Ohio Art Lil Sport Toys
Ohio Art Walker Farm
Parker Birds Code Name Sector
Parker Bros Dungeon Dice Game
Parker Bros Gambler Game
Parker Bros Gnip Gnop Game
Parker Bros Hot Tomato Game
Parker Bros
 Nerf Pre School Toys
Parker Bros Nerf Sport Toys
Parker Bros Pay Day Game
Parker Bros Riveton Model Kit
Parker Bros Sorry Game
Parker Bros Whoozit Game
Parker Bros Worm Wrestle Game
Play Doh Toys & Games
Playschool Baby Toys
Playschool Bristle Blocks
Playschool Dress Up Dolls
Playschool Puzzletown
Raggedy Anne & Andy PDTS
 Talk Bank
Remco Baby This And That
Remco Bat-A-Way

Remco Batman & ACCS
Remco MCKY MSE RNCH/MSE PWR
Remco Star Trek CSF
Remco System 7
Romper Room Digger The Dog
Romper Room
 DNCG DN DCK&MRCH MK MS
Romper Room Mickey Mouse PPTS
Romer Room Weebles&ACC SRYS
Schaper Ants In The Pants
Schaper Don't Break The Ice
Schaper Don't Spill The Beans
Schaper Finders Keepers
Scaper Playmobil Sets
Schaper
 Super Jock Action Games
Schaper U-Drive-It Toys
Silly Putty
Snoops Bubble Pipe&Tub
Super Hero Power SHLDS
Telestar Games
Tomy Eig Loader CONSTRN Set
Tomy Blip
Tomy Merry Go Toys
Tomy Mr Mouth
Tomy Nuttsy Tennis
Tomy Tuneyville Choo Choo
Tomy Turn N Go Riding Toys
Tonka Toys Cars & Trucks
Tyco Toys Race Sets
Tyco Toys Train Sets
Wham O Frisbee Toys
Wham O Hula Hoop
Wham O Slip N Slide & Water WGGL
Wham O Trac Ball

V234 RESTAURANTS & DRIVE-INS

Big Boy Drive In Rest
Burger King Drive In Rest
Dairy Queen Drive-In RST
Kentucky Fried Chicken
Long John Silvers Rest
McDonalds DRV In RSTRNT
Pizza Hut Restaurant
Wendys Old FSHND HMB RST

Memorandum

TO : Sara Holtz

DATE:

FROM : Carole Christopher *me*

SUBJECT: BAR data

I would recommend that the BAR data be divided into the following food classes:

F115	DESSERTS AND DESSERT INGREDIENTS
F122A	HIGHLY SUGARED CEREALS
F122B	OTHER CEREALS
F133	ICE CREAM
F142A	FRESH FRUIT
F142B	RAISINS
F142C	CANNED FRUIT
F162	CAKES, PIES AND PASTRIES
F163A	COOKIES
F163B	CRACKERS
F172	FRUIT JUICES
F211A	CANDY
F211B	REGULAR GUM
F211C	SUGARLESS GUM
F212	APPETIZERS, SNACKS AND NUTS
F221A	REGULAR CARBONATED BEVERAGES
F221B	DIET CARBONATED BEVERAGES
F223	NON-CARBONATED BEVERAGES
F300	BEER, WINE AND MIXERS
V234	RESTAURANTS AND DRIVE-INS
8888	ALL OTHER FOOD AND BEVERAGES

The general purpose of this classification is to separate out the most highly cariogenic products and the reasons for specific sub-divisions of classes are as follows:

F122 is subdivided into highly sugared cereals and all other cereals. This was done for the obvious reason that presweetened cereals have increased cariogenicity potential.



5010-110

Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan

5754

Products are classified as presweetened if they contain 30% of more sugar as an ingredient. MRCA and other industry data, along with various nutrition literature, were evaluated to ascertain the appropriate cut-off percentage. In fact, the common figure appears closer to 20-25% but I am recommending 30% as the figure to use since it is indisputably a "highly-sugared" product.

F141 and F142 are classified so as to separate fresh fruits, canned fruits, and, raisins. These are seen as having very different potential cariogenicity. Canned fruits, because of their added sucrose (and/or other sweeteners) and raisins, because of their natural sugar content and "stickiness," are thought to be cariogenic while fresh fruit is considered non- or relatively non-cariogenic.

F163 is divided so as to separate cookies and crackers. Some, (in fact many) crackers do have added sugar but others have little or no sugar. It seems inappropriate to include crackers in the same category with a product like cookies that virtually always has relatively high amounts of added sugar.

F211 is divided into three classes: candy, sugared gum, and, sugarless gum. Again, the issue of cariogenicity is at the basis of this subdivision.

F221 is divided into two classes: regular and dietetic carbonated beverages and the distinction is again in the sugar content and potential cariogenicity.

To be on the safe side, where classes are sub-divided, products should be assigned to a new sub-class only if it is known that they belong in that class. For example, if it is not known whether a beverage is sugared or dietetic, even if its assumed to be sugared, it shouldn't be counted as a regular carbonated beverage (which would mean it would be counted as a sugared product). It should be assigned instead

to the category "All Other Foods and Beverages." This seems to particularly arise with respect to local spots where products are not so carefully designated as on network commercials. This caution applies to all product classes (i.e., gums, cereals, etc.). I realize that in following this suggestion there will be underreporting of the percentage of advertising devoted to sugared products on children's television but I think it's better to err on the side of conservatism.

Appendix E

Network TV Program Tabulation Forms: Advertising
and Audience Information

Appendix F

Network TV Program Tabulation Forms:

Product Category Information

Appendix G

Network TV Programs Included in Analysis

NETWORK Programs Included in Analysis of Child Exposure to Network Program and Advertising.

Program Title	February '77	May '77	November '77	TOTALS FOR FEBRUARY, MAY, AND NOVEMBER, 1977			TOTALS FOR CALENDAR YEAR 1977		
				No. of Comm.	Min./Sec.	\$ Est. (000)	No. of Comm.	Min./Sec.	\$ Est. (000)
ABC Friday Night Movie	X	X	-	211	105.3	8222.2	1259	640.3	48383.3
ABC Monday Night Movie	X	-	-	87	41.30	4472.4	221	113	9456.4
ABC Sunday Night Movie	X	X	-	214	106.30	10098.1	1308	664	60560.5
ABC Weekend Special	-	-	X	21	10.30	228.0	160	84.3	1551.8
Alice	-	X	-	17	8.30	999.0	238	122	12194.8
All in the Family	X	X	X	73	36.3	4609.9	309	156	17781.2
All New Parafriends	-	-	X	55	27.30	555.9	247	127.3	2497.4
American Bandstand	X	X	-	166	83.0	996.0	957	478.30	6050.5
Animals, Animals	X	X	X	70	34.30	255.1	306	158	1048.6
Ark II	X	X	X	68	34.00	527.6	304	155.30	2181.0
Baggy Pants and the Nitwits	-	-	X	27	13.30	267.3	124	64.00	1136.7
Bang Shang Lalaloosa	-	-	X	17	8.30	261.8	57	31.00	800.0
Baretta	X	X	-	93	46.30	4450.3	508	255.30	24185.1
Barney Miller	X	X	X	62	31.00	3302.0	299	152.00	14434.0
Batman/Tarzan Adventure	-	-	X	55	27.30	995.5	223	119.30	3568.1
Betty White	-	-	X	12	6.0	716.4	72	36.30	4149.7
Event	-	X	X	169	84.30	8986	693	356.3	32472.9
Big John, Little John	X	X	-	65	32.30	422.4	260	135.30	1699.2

5760

Program Title	February '77	May '77	November '77	TOTALS FOR FEBRUARY, MAY, AND NOVEMBER, 1977			TOTALS FOR CALENDAR YEAR 1977		
				No. of Comm.	Min./Sec.	\$ Est. (000)	No. of Comm.	Min./Sec.	\$ Est. (000)
ionic Woman	X	X	X	87	43.30	4144.8	197	101.00	9852.4
lanskys Beauties	X	X	-	23	11.30	908.4	66	34.00	2623.5
ugs Bunny/Road runner	X	X	X	177	88.30	1920.3	773	407.30	7005.9
usting Loose	X	-	X	40	20.00	1876.0	143	78.00	5955.5
aptain Kangaroo	X	X	X	1171	585.30	2398.9	4264	2140.00	7757
aptain & Tennile	X	-	-	53	26.30	2129.1	114	58.30	4391.9
arol Burnett	-	X	X	87	43.30	4246.8	445	226.00	20258.0
B Bears	-	-	X	65	32.30	381.8	280	145.00	1758.5
BS Children's Film Festival	X	X	X	100	50.00	587.5	390	203.00	1786.2
Charlie's Angels	X	X	X	166	83.00	16379.3	616	308.30	33889.4
hico and the Man	X	-	-	18	9.0	792.0	207	105.00	8364.9
hips	-	-	X	35	17.30	1494.0	157	81.30	5783.9
lue Club	X	X	-	52	26.00	416.1	245	127.30	1686.6
ode R	X	-	-	49	24.30	1132.8	151	79.30	3711.8
on Ho Show	X	-	-	236	118	1319.7	522	267.00	2928.5
onny and Marie	X	X	X	110	55.00	4511.61	376	197.0	18494.3
ight is Enough	-	-	X	78	39.0	5510.0	335	169.30	19046.2
mergency	X	-	-	44	22.0	1968.0	319	169.00	11652.0
amily Feud	-	X	-	257	128.30	1138.5	2978	1500.00	17312.8
antastic Journey	X	-	-	55	27.30	1764.0	127	65.00	4158.0
ar Out Space Nuts	X	X	-	60	30.00	178.0	240	124.00	628.7
st Albert and by Kids	X	X	X	78	39.00	788.9	332	174.00	3075.4
ish	X	X	-	28	14.00	1161.6	198	105.00	8107.8

5761

3855

Program Title	February '77	May '77	November '77	TOTALS FOR FEBRUARY, MAY, AND NOVEMBER, 1977			TOTALS FOR CALENDAR YEAR 1977		
				No. of Comm.	Min./Sec.	\$ Est. (000)	No. of Comm.	Min./Sec.	\$ Est. (000)
Logans Run	-	-	X	23	11.30	933.7	154	81.00	5202.8
Love Boat	-	-	X	38	19.0	2124.0	181	92.00	8283.6
Man from Atlantis	-	-	X	39	19.30	1602.0	166	84.00	6895.9
Mash	X	X	-	45	22.30	2851.0	292	157.00	19320.9
Monster Squad	X	X	-	62	31.00	450.3	249	133.00	1838.5
Muggsy	X	-	-	31	15.30	145.7	83	43.00	401.0
BC Monday Night Movie	-	X	-	125	61.0	5653.2	1238	634.00	54337.1
BC Saturday Night Movie	-	X	-	138	69.0	5248.0	1499	761.30	57649.4
How Adventures of Tom Sawyer	X	X	-	50	25.00	602.8	211	110.30	2286.4
How Adventures of Tom Sawyer	X	X	-	67	33.30	238.7	276	142.00	937.1
How Archies/ Sabrina	-	-	X	31	15.30	490.6	161	84.30	1299.9
Mad Ball Couple	X	X	-	42	21.00	317.4	178	92.00	1210.5
Me Day at a Time	-	X	X	46	23.00	2608.9	272	138.00	13577.6
Operation Petticoat	-	-	X	18	9.0	1080.0	79	39.30	4014.0
Link Panther Laugh Show	X	X	-	205	102.30	1221.7	882	458.0	4848.8
Price is Right	X	-	-	406	203.0	2447.9	5403	2716.00	31077.9
Red Hand Gang	-	-	X	24	12.0	177.6	105	54.00	675.2
Roda	-	-	X	10	5.0	617.4	245	125.30	11122.2
Rockford Files	-	X	X	85	43.30	4336.5	531	271.00	23590.5
Rockford and Son	X	-	-	24	12.0	1176.0	213	108.00	9894.0
Roby Doonnamutt Show	X	X	-	148	74.00	2224.6	681	362.30	9385.1

5762

3856

Program Title	February '77	May '77	November '77	TOTALS FOR FEBRUARY, MAY, AND NOVEMBER, 1977			TOTALS FOR CALENDAR YEAR 1977		
				No. of Comm.	Min./Sec.	\$ Est. (000)	No. of Comm.	Min./Sec.	\$ Est. (000)
Host Busters	-	-	X	21	10.30	72.8	105	52.30	288.4
Long Show	X	X	X	696	348.00	3119.3	2823	1432.30	11750.8
Good Times	X	X	-	58	29.00	2309.4	290	148.00	11568.1
Great Grape Ape	-	-	X	24	12.0	125.0	123	62.30	615.0
Trizzly Adams	X	X	X	121	60.30	5204.0	418	215.30	16142.0
Happy Days	X	X	X	90	45.00	6096.0	302	160.30	18574.9
Happy Days aytime	X	X	X	744	372.00	3885.1	2964	1494.3	14990.7
Hardy Boys/ Hercule Poirot	X	X	X	129	64.30	5266.0	485	255.00	16986.2
Here's Lucy	-	X	-	221	110.30	1209.5	1319	665.30	6191.0
Wilson Bros. Raz/ Las Show	X	-	-	25	12.30	69.2	87	45.30	231.3
Am the Greatest	-	-	X	29	14.30	496.0	128	67.30	1907.2
Abberjaw	X	X	X	65	32.5	506.5	302	157.00	2135.8
The Jacksons	X	-	-	18	9.0	635.5	35	19.00	1313.0
The Jeffersons	X	X	X	64	32.00	2814.0	270	135.30	10899.1
Angie's Book	-	X	-	7	3.30	210.0	7	3.30	210.0
Mr. Almost Any- thing goes	X	X	-	52	26.00	179.9	209	108.30	700.4
Kids from Caper	-	X	-	35	17.30	137.9	150	76.30	629.1
Lois' Super Show	X	X	X	178	89.00	2531.5	784	410.30	10511.7
Madly of the Lost	X	X	-	71	35.30	539.8	261	137.00	1993.7
Marjorie and Marilyn	X	X	X	81	39.30	5698.1	279	143.30	16605.8
The House on the Prairie	X	X	X	111	55.5	6054.9	510	269.00	23885.0

Program Title	February '77	May '77	November '77	TOTALS FOR FEBRUARY, MAY, AND NOVEMBER, 1977			TOTALS FOR CALENDAR YEAR 1977		
				No. of Comm.	Min./ Sec.	\$ Est. (000)	No. of Comm.	Min./ Sec.	\$ Est. (000)
Scooby's Laff-A-Sympics	-	-	X	121	60.30	2617.9	501	269.0	10600.7
Search and Rescue Alpha Team	-	-	X	37	18.30	356.4	146	77.00	1347.2
Secrets of Isis	-	-	X	27	81.0	331.2	109	56.00	1135.5
Shazam/Isis	X	X	-	121	60.30	1159.3	522	273.30	4790.8
Six Million Dollar Man	X	-	X	95	47.30	5216.2	572	295.30	27922.1
The Skatebirds	-	-	X	55	27.30	778.2	236	124.00	3026.4
Space Academy	-	-	X	27	13.30	448.0	113	59.30	1594.7
Space Ghosts and Frankenstein, Jr.	X	X	-	68	34.00	455.3	289	151.00	1848.8
Space Sentinels	-	-	X	34	17.0	332.5	74	40.00	653.8
Speed Buggy	X	X	-	69	34.30	507.5	281	149.00	2034.4
Starsky and Hutch	X	X	X	127	63.30	5719.3	632	319.30	26528.2
Superfriends	X	X	-	44	22.00	396.7	216	113.30	1860.1
Superwitch	-	-	X	15	7.30	228.8	53	27.30	646.2
Sylvester and Tweety	X	X	-	58	29.00	152.6	260	131.30	588.8
Tabitha	-	-	X	18	9.0	1062.0	55	28.30	2561.7
Tarzan - Lord of the Jungle	X	X	-	55	27.30	607.3	234	125.00	2387.6
Three's Company	-	-	X	27	13.30	2175.0	146	75.00	8455.7
Thunder	-	-	X	27	13.30	369.0	130	69.00	1481.0
Tom and Jerry and Dumbly Show	X	X	-	63	31.30	358.0	296	148.30	1425.1
Yoko	-	-	X	20	10.0	245.7	89	45.30	833.0
The Waltons	X	X	X	143	71.30	7199.7	587	312.00	26276.2

5764

3858

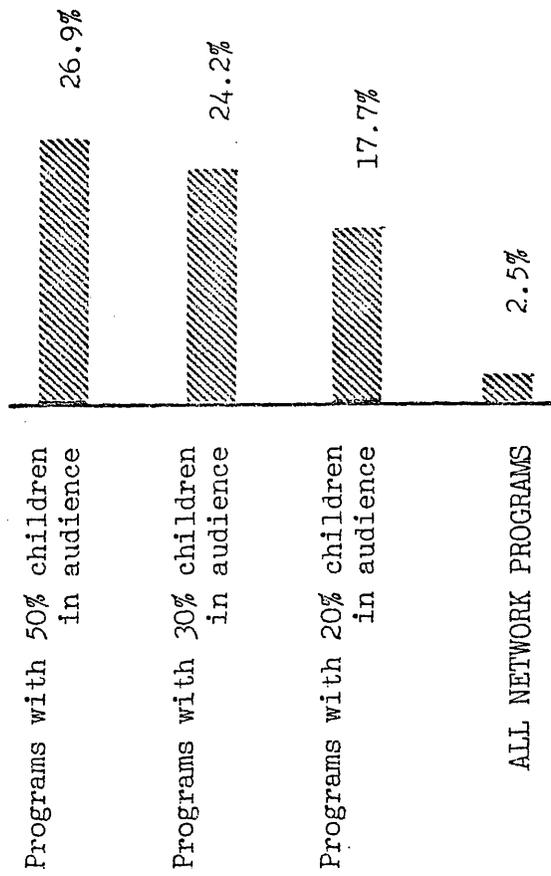
Network Programs Included in Analysis of Child Exposure to Network Program and Advertizing.

Program Title	February '77	May '77	November '77	TOTALS FOR FEBRUARY, MAY, AND NOVEMBER, 1977			TOTALS FOR CALENDAR YEAR 1977		
				No. of Comm.	Min./Sec.	\$ Est. (000)	No. of Comm.	Min./Sec.	\$ Est. (000)
Way Out Games	X	X	-	65	32.30	272.5	240	124.30	936.3
What's Happening	X	X	X	63	31.30	3356.9	286	143.00	13335.7
What's New Mr. Magoo?	-	-	X	21	10.30	220.5	84	42.00	1005.9
Welcome Back, Kotter	X	X	X	79	39.5	4158.6	324	166.30	14909.7
Wonderful World of Disney	X	X	X	200	100.00	8781.5	796	409.30	32389.0
Wonder Woman	-	-	X	26	13.0	1092.2	158	82.00	5805.7
Woody Woodpecker	X	X	-	65	32.30	186.0	279	140.30	740.3

Appendix H

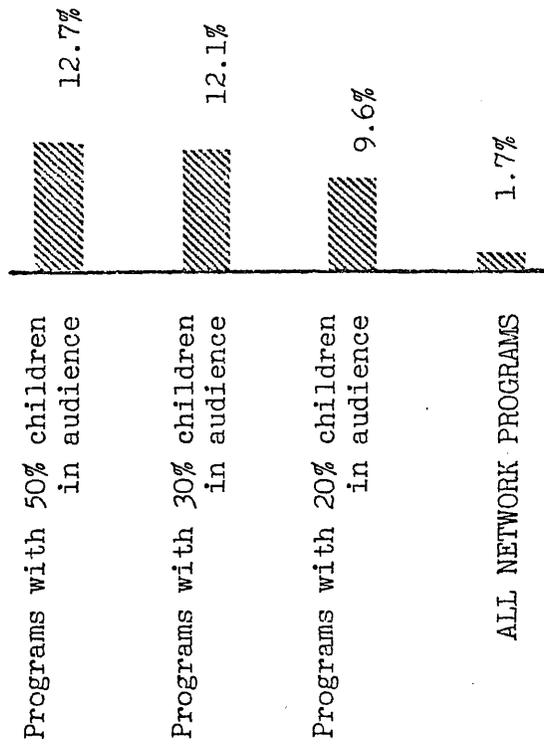
Bar Graphs Depicting Selected Advertising
and Child Audience Relationships

PERCENTAGES OF NETWORK ADVERTISEMENTS WITHIN DIFFERENT PROGRAM GROUPS
FOR HIGHLY SUGARED CEREALS



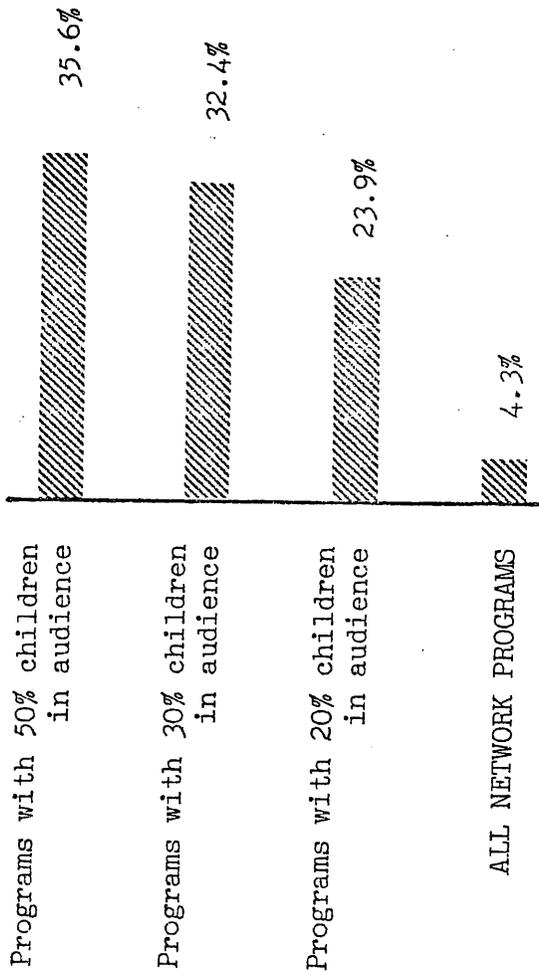
PERCENTAGES OF NETWORK ADVERTISEMENTS WITHIN DIFFERENT PROGRAM GROUPS

FOR CANDY

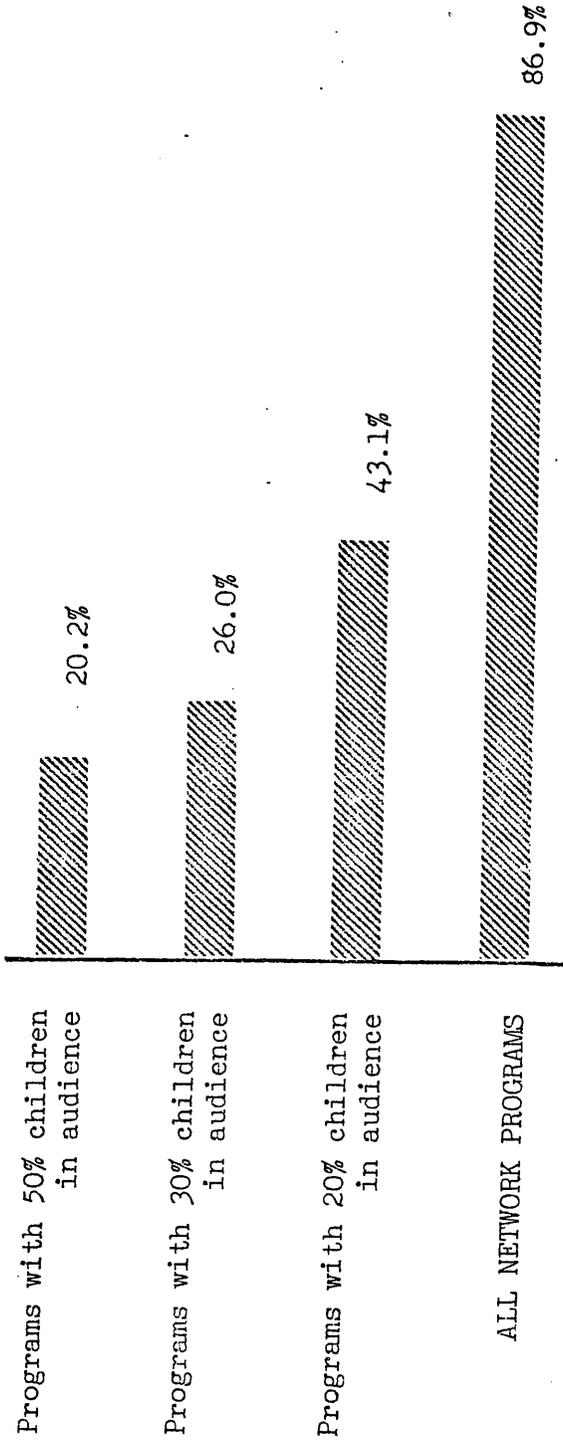


PERCENTAGES OF NETWORK ADVERTISEMENTS WITHIN DIFFERENT PROGRAM GROUPS

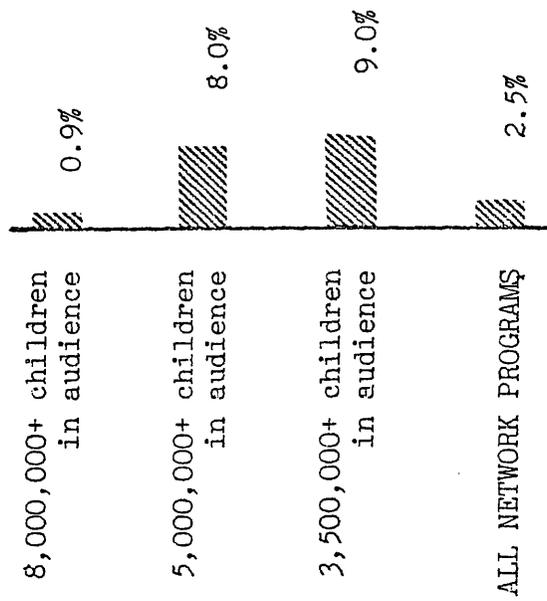
FOR GAMES, TOYS, HOBBYCRAFTS, BICYCLES



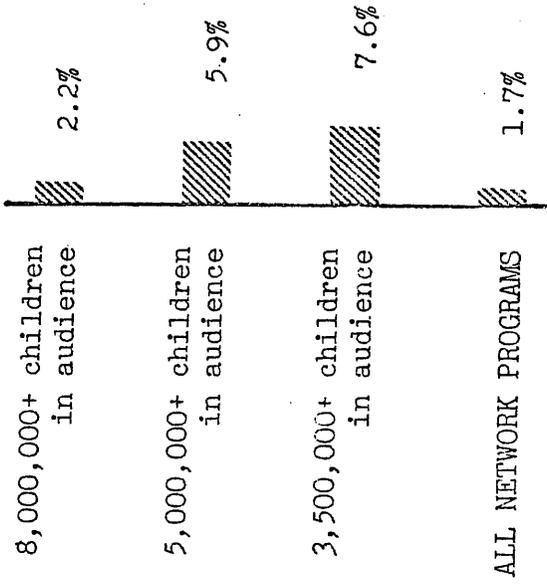
PERCENTAGES OF NETWORK ADVERTISEMENTS WITHIN DIFFERENT PROGRAM GROUPS
FOR ALL OTHER ADVERTISING



PERCENTAGES OF NETWORK ADVERTISEMENTS WITHIN DIFFERENT PROGRAM GROUPS
FOR HIGHLY SUGARED CEREALS

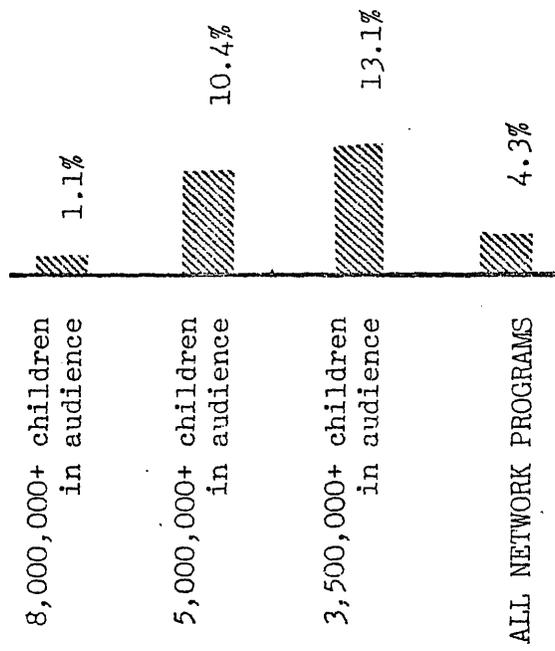


PERCENTAGES OF NETWORK ADVERTISEMENTS WITHIN DIFFERENT PROGRAM GROUPS
FOR CANDY

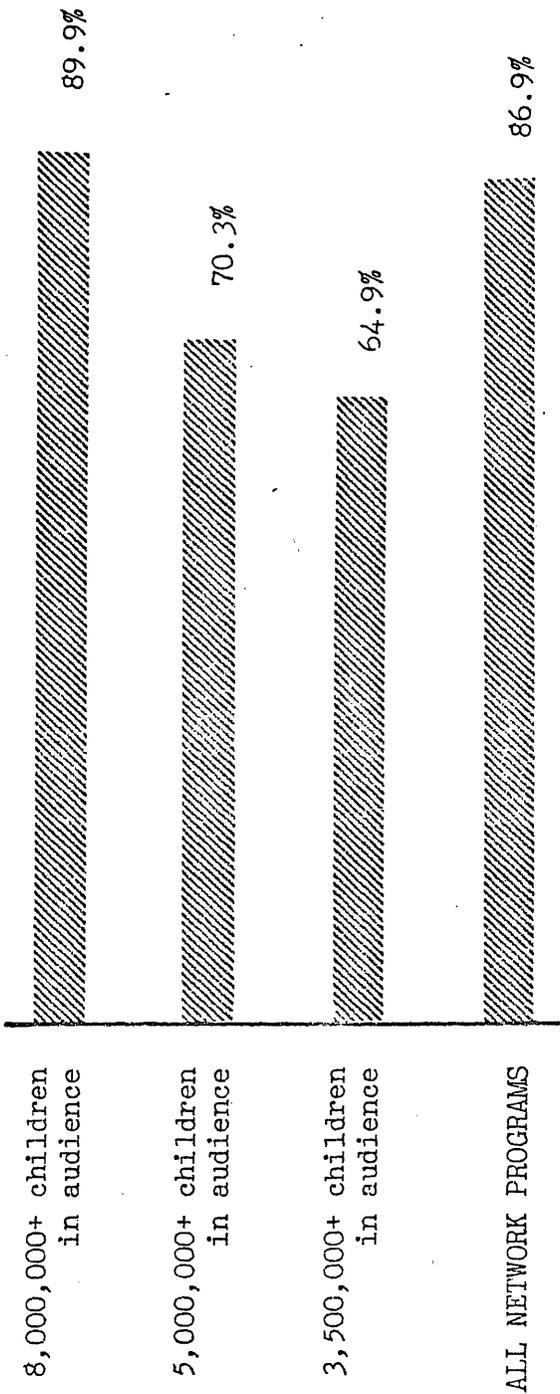


PERCENTAGES OF NETWORK ADVERTISEMENTS WITHIN DIFFERENT PROGRAM GROUPS

FOR GAMES, TOYS, HOBBYCRAFTS, BICYCLES

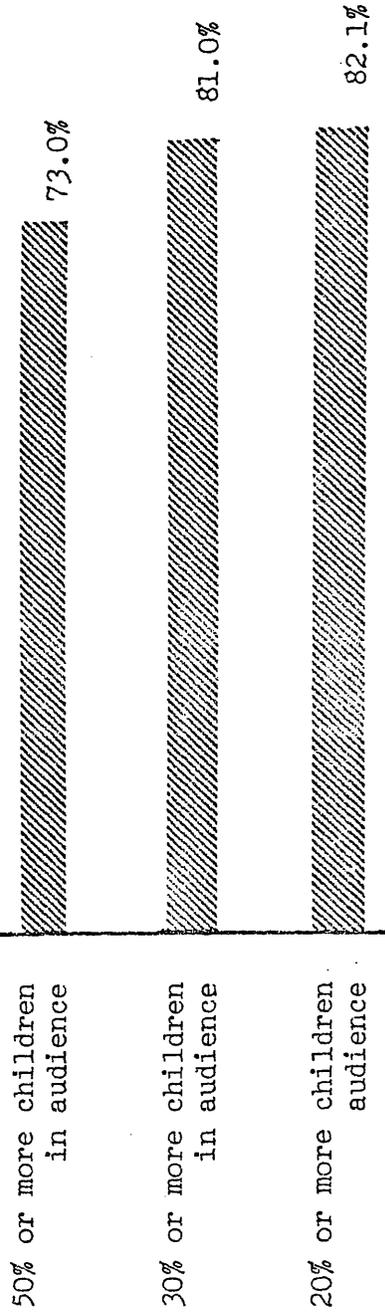


PERCENTAGES OF NETWORK ADVERTISEMENTS WITHIN DIFFERENT PROGRAM GROUPS
FOR ALL OTHER ADVERTISING



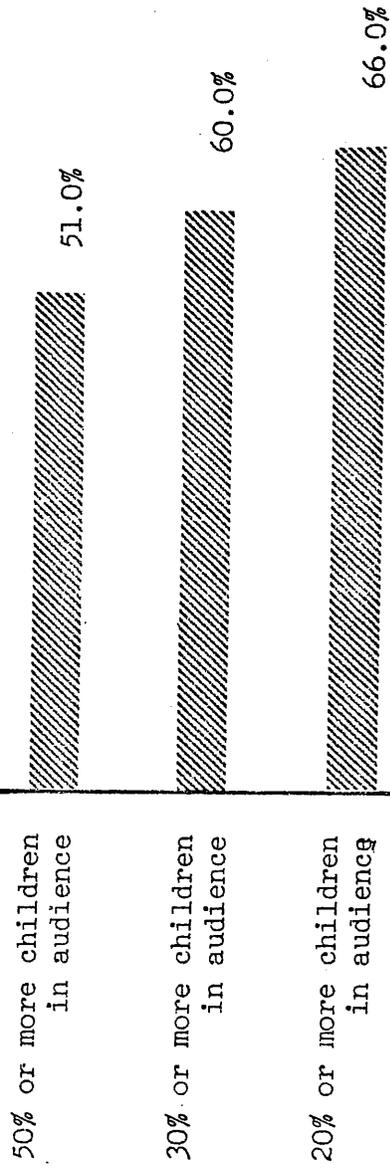
PERCENTAGE OF ALL NETWORK ADS FOR HIGHLY SUGARED CEREALS

IN PROGRAMS WITH:



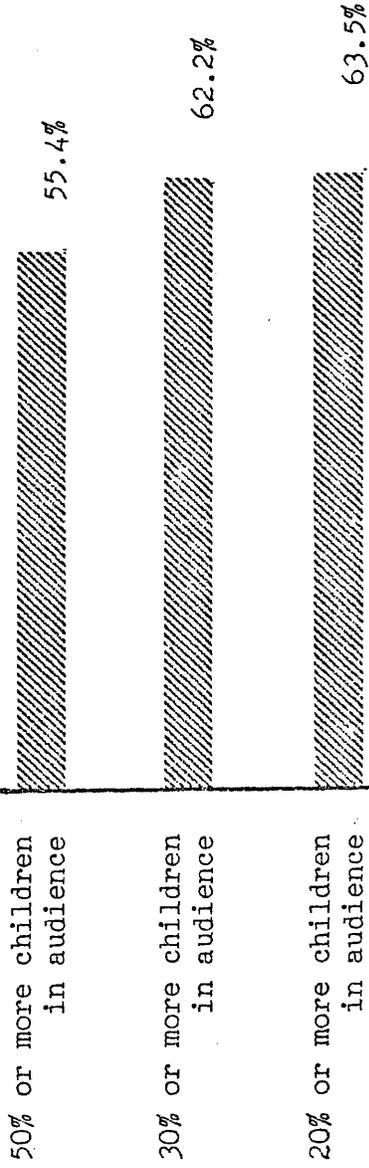
PERCENTAGE OF ALL NETWORK ADS FOR CANDY

IN PROGRAMS WITH:



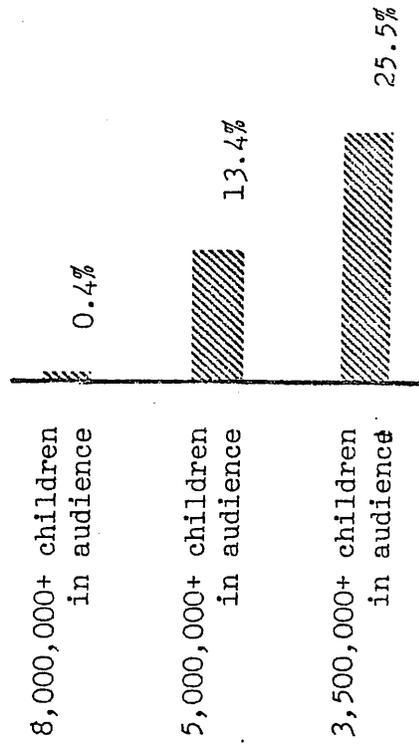
PERCENTAGE OF ALL NETWORK ADS FOR GAMES, TOYS, HOBBYCRAFTS, BICYCLES

IN PROGRAMS WITH:



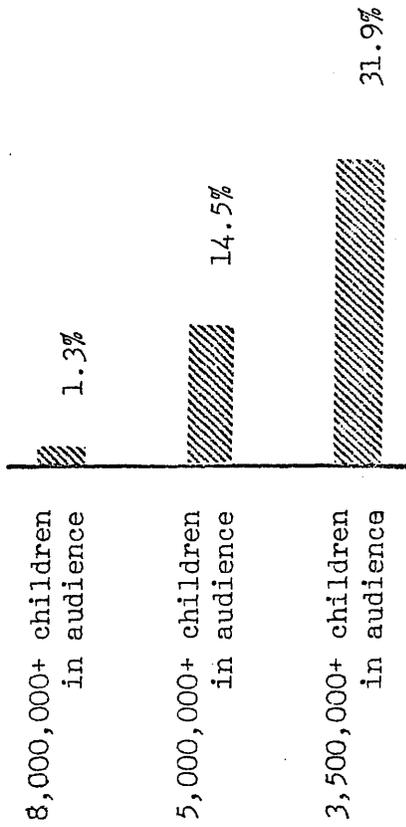
PERCENTAGE OF ALL NETWORK ADS FOR HIGHLY SUGARED CEREALS

IN PROGRAMS WITH:



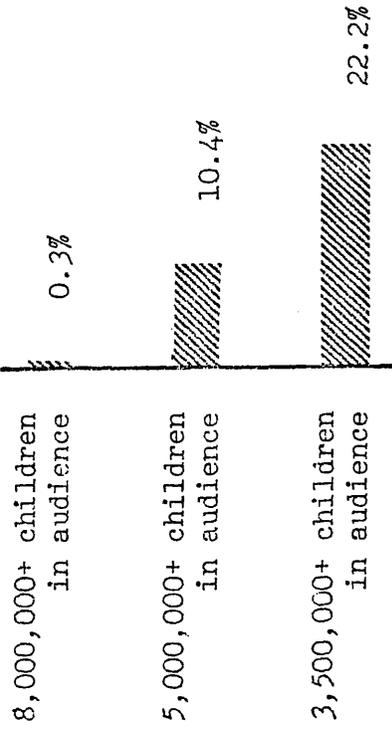
PERCENTAGE OF ALL NETWORK ADS FOR CANDY

IN PROGRAMS WITH



PERCENTAGE OF ALL NETWORK ADS FOR GAMES, TOYS, HOBBYCRAFTS, BICYCLES

IN PROGRAMS WITH:



memorandum

DATE: March 21, 1979

REPLY TO: Morton Needelman *mn*
ATTN OF: Presiding Officer

SUBJECT: Children's Advertising
TRR No. 215-60

TO: Eunice Dickerson
Legal and Public Records

Please add to LL-52 the attached letter dated March 15, 1979, with its attached corrected copies of tables from J. Howard Beales, III.

Please add to LL-53 the attached page 17 and Table XVII.

Please add to LL-55 the attached errata sheets for the testimony of Dr. Martin Block.

