

A PROFILE ANALYSIS OF TELEVISION VIEWER  
PREFERENCES IN TULSA, OKLAHOMA

By

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## PREFACE

This study attempted to examine and describe television viewing preferences for different types of programming among residents in the city of Tulsa, Oklahoma. Demographic profiles, religious beliefs, and program type preferences were gathered and analyzed to provide insight into existing and potential mass markets reached via television.

Many people contributed to my efforts. A very special thanks to Dr. Walter J. Ward, director of Graduate Studies, Mass Communication, who gave support and direction throughout the program. Appreciation is extended to Dr. William Steng, Dr. Ed Paulin, and Ms. Shelia Wishered for their support and assistance during the graduate program. Appreciation is also expressed to Morris Ruddick for his encouragement, assistance, and advice during the data gathering phase of the survey. Finally, a very deep and sincere appreciation is extended to the author's parents, Virgil McGuire, Jr. and Joyce Louise McGuire, for their love and wisdom which they provided and shared during the graduate program. Patience and understanding--their greatest virtues--shall go unmatched.

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## CHAPTER I

### INTRODUCTION

The purpose of this study was to determine viewers' demographics and preference(s) for six different types of programming offered the audience in Tulsa, Oklahoma.

Three national network stations--CBS, NBC, and ABC; an educational station, KOED; and two VHF stations, channels 41 and 23--are available to the Tulsa audience aside from Cable television which offers, presently, a total of 31 channels from which to select various types of programming.

Tulsa is located in the midwest region of the United States and is undergoing growth via industrial and consumer markets at a rate higher than the national average, hence, an increased number of people available to the Tulsa audience for television.

Tulsa has a population of approximately 700,000 at the time of this survey. A total of 127,440 listings represented those people from which the sample was drawn. Survey respondents were 40 percent male and 60 percent female.

A variety of programs is available to the Tulsa audience. Each station, a member of the free enterprise system, is in business for numerous reasons. All of them have one reason in common: to operate at a profit.

Regulatory authorities such as the Federal Communications Commission define and provide guidelines for programming. The following are excerpts

from the Television Code Preamble which are directives for individual television stations.

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law, the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

Television and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television. . . .<sup>1</sup>

Individual type programming is, in its purest sense, very structured and regulated. However, programming in the broad sense, because of interpretations of the code, are very elusive and many are marginal in terms of the interpretation. In any event, strong preference exists for various types of programming. This was the purpose of the study: to define and examine.

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<sup>1</sup>William L. Rivers and Wilbur Schramm, Responsibility in Mass Communication (New York, 1969), p. 256.

### Statement of the Problem

Which types of people are watching what kinds of programs? Are news programs as popular as we think? Are religious programs as popular in the Tulsa market as one might think? What effect does religiosity, church attendance, perceived sex and violence, age and denomination have on program preference(s) in Tulsa, Oklahoma?

Although exploratory in nature, this study had the following objectives:

1. To determine the Tulsa audience's preference for program viewing among six program types.

2. To determine to what extent various factors--age, denomination, frequency of attending church, and perceived sex and violence on television--are related to people's programming preferences.

The author chose to examine age, denomination, church attendance, perceived sex and violence, and religiosity based on past studies concerning programming preferences. Additional demographics such as marital status, number of children, occupational status, and working status were gathered but not chosen for analysis purposes. Appendix C contains these additional survey sample demographics.

### Review of Literature

A study conducted by Buddenbaum<sup>2</sup> in Indianapolis, Indiana, reveals a weak but significant association between age and viewing preferences.

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<sup>2</sup>Judith M. Buddenbaum, "Characteristics and Media-Related Needs of the Audience for Religious TV," Journalism Quarterly (1981), p. 267.

The same study also revealed significant association between programming preference and denomination.

A separate study conducted by Gantz and Kowalewski<sup>3</sup> concluded that people attracted to religious programs hold strong beliefs with a conservative value orientation including beliefs that the amount of sex and violence shown on television is unacceptable.

An additional study by Snare, Bednall, and Sullivan<sup>4</sup> suggests that people tend to seek consistency between attitudes and behavior. That is to say, people like what they watch on television, and they watch what they like. Here, program preference is directly related to personal attitudes and behavior. Snare, Bednall, and Sullivan cited four variables that might account for the variations in the consistency between liking and viewing programs: (1) personal involvement, (2) social desirability, (3) competition, and (4) other viewer choice.

These studies dealt with variables such as age, denomination, and perceived sex and violence, which the author chose to examine. The literature suggests a direct relationship between program preference and the variables being examined.

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<sup>3</sup>Walter Gantz and Paul Kowalewski, "Religious Broadcasting as an Alternative to TV: An Initial Assessment of Potential Utilization of the Christian Broadcasting Network Alternatives," unpublished report prepared for presentation to the Association for Education in Journalism, Houston, Texas, August, 1979.

<sup>4</sup>Austin Snare, David H. B. Bednall, and Lyndall M. Sullivan, "Relationship Between Liking and Watching TV Programs," Journalism Quarterly (1981), p. 751.

## CHAPTER II

### METHODOLOGY

The television industry is a multi-billion dollar industry offering every type of programming thinkable. As a survey respondent said, "It's hard to keep from becoming a channel hopper." Each entity is constantly striving to serve better its markets, enhancing profitability. The purpose of programming is to attract the largest audience possible for a given market.

A questionnaire was designed to measure viewers' preferences. Survey respondents were asked to rate their degree of likeness from "strongly like" to "total dislike" for the various types of programming in question.

A telephone survey was conducted using persons pulled at random from the Tulsa city directory. A staff of professional interviewers was trained and thoroughly briefed on interviewing protocol and each question asked in the survey. A copy of the questionnaire used can be found in Appendix A. Survey respondents were qualified as male or female head of households. Specific quotas were set and obtained with respect to sex and age of the survey respondents that correlate with the population at large. Survey sample characteristics can be found in Appendix B.

#### Variables and Sampling Plan

Viewing preference was derived from the likeability ratings of the

20 program types. Respondents expressed the degree of likeness for each of the following 20 program types:

1. Quiz shows/game panel shows
2. News/commentary
3. Serial drama (soap drama)
4. Music variety
5. Sports
6. Feature films/movies made for television
7. Action adventure
8. Crime
9. Religious
10. Educational/public affairs documentary
11. Westerns
12. Family weeklies
13. Children's cartoons
14. Live talk shows
15. Science fiction
16. Golden oldies movies
17. Children's educational
18. Medical drama weekly
19. Situational comedy weekly
20. Thrillers.

A broad range of program types enabled respondents to be specific in recognizing and rating the types of programming most often viewed. The list of 20 program types were collapsed to six types for the analysis. Sports, news, quiz, crime, religious, and talk shows were selected.

Program type, religious indexes, and an index reflecting perceived sex and violence on television were designated on a five-point scale.

#### Method of Measurement

Twenty-three different types of programming were listed on the questionnaire. Survey respondents were asked to tell how they presently feel about each specific type as a general program type. As stated above, a five-point scale was used to indicate each respondent's degree of likeability: "strongly like" to "total dislike."

A pretest of the questionnaire revealed no major changes necessary to accomplish the survey's objectives. A copy of the questionnaire can be found in Appendix A.

The survey sample consisted of 250 Tulsans listed in the city directory. They were selected at random and represent a systematic random sample. The total desired, 250, was divided into the approximate number of listings in the city directory. From this, it was determined that each "X" was to be contacted. If a respondent did not qualify or wished not to participate, a simple rotation of the listing was used. For example, if John Doe did not qualify, the name above his in the directory was chosen. If that listing did not yield a qualified respondent, the name under John Doe's was chosen, and so on, back and forth, until a qualified and willing respondent was reached. A coin was tossed each time the rotation system was needed. If the coin landed heads up, the name above the original listing was used. If the coin landed tails up, the name below the original listing was used. This method of determining which name to replace the first choices kept the respondent selection completely random.

Two hundred fifty persons were surveyed via telephone. The survey universe comprised all those listings in the city directory. A team of professional interviewers was thoroughly briefed and tested before embarking upon the final study. The interviewers completed 175 of the 250 interviews. The remaining 75 were conducted by the author.

Survey respondents were told a poll was being taken on television programs and audiences. They were told their names would be kept confidential and their answers used as part of the overall statistics of the survey. Respondents were then qualified as male or female head of household, an adult survey.

Four hundred calls were made to reach 250 qualified respondents. Responses from the 250 interviews were the basis for this report.

#### Analysis

In the five analyses of this study, a two-factor, mixed analysis of variance with repeated measures on one factor was used.<sup>1</sup> In each analysis, the factor on which repeated measures were taken was Types of Programs. The nonrepeatable factors, taken one at a time, were: Age, Denomination, Religiosity, Perceived Sex and Violence on TV, and Church Attendance.

The two-factor variance analysis permitted comparison of likeability by the demographic breakdowns, comparisons of programs on mean likeability, and determination of any interactive effects of demographics and program types on likeability.

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<sup>1</sup>E. F. Lindquist, Design and Analysis of Experiments in Psychology and Education (Boston, 1953), pp. 266-273.

In this analysis, Religiosity, Perceived Amount of Sex and Violence, and Church Attendance were dichotomized at the mean into the high and low levels. Three levels of Age and four levels of Denomination were used.

The original 22 types of programs were collapsed to six, which were: Quiz, News, Sports, Crime, Religion, and Talk shows.

## CHAPTER III

### FINDINGS

Which types of programs are most popular? A survey was conducted via telephone interviewing to determine preference for television programming. A questionnaire was designed to measure preference for various types of programming. Linked to program preferences were demographics, religiosity, and attitudes toward the amount of sex and violence on television. Each respondent rated program types on a five-point scale which ran from 0--"total dislike" to 4--"strongly like." Religiosity was measured on a five-point scale which ran from 0--"strongly disagree" to 4--"strongly agree." The author chose two statements, questions 34 and 35, on the questionnaire in Appendix A that deals with religious convictions to form a religiosity index. Each respondent was asked to agree or disagree to the statements based on their personal opinions. Religiosity scores were split into high and low levels at the mean. Sex and violence were measured on a five-point scale which ran from 0--"no problem at all" to 4--"entirely too much." Program types were defined in Chapter II.

Respondents were male and female heads of households in Tulsa, Oklahoma. Names were drawn at random from the city directory as outlined in Chapter II under Methodology. A total of 250 questionnaires were completed during the interviews. The author conducted five separate analyses on the survey data. Each one examines a specific factor.

## Age-by-Program Types

In the first analysis, the author sought to determine the contribution of Age and Program Types on overall mean likeability. More importantly, he was looking for interaction of Age and Program Types on likeability. Table I shows that the overall mean likeability across age groups and program types was 2.62, which leaned to the positive side of the scale which ran from 0--"total dislike" to 4--"strongly like."

TABLE I  
MEAN LIKEABILITY SCORES: PROGRAM TYPES BY AGE

Age Groups	Program Types						Mean Totals
	Quiz	News	Sports	Crime	Religion	Talk	
18-33	2.19	3.17	3.08	2.46	2.38	2.65	2.65
34-47	2.08	3.32	2.63	2.36	2.46	2.98	2.64
48-plus	1.30	3.59	2.74	2.17	2.97	2.57	2.56
Mean Totals	1.86	3.36	2.82	2.33	2.60	2.73	<u>2.62</u> GT

Variance analysis showed no overall mean differences among Age groups on likeability. However, preferences for programs did differ ( $F = 32.94$ ,  $df = 5/1235$ ,  $P < .01$ ). News programs were preferred more than any other type, while sports, religious and talk programs were second highest in preference, followed by quiz and crime programs, which

were tied for third place in preference. (Critical difference for between-mean-preference of programs = .20,  $p < .05$ .)

A closer look at Table I shows that overall preferences for program types depended, in some cases, on a particular age group (Interaction: Age-by-Program Types,  $F = 3.46$ ,  $df = 10/1235$ ,  $p < .05$ ). For example, the relatively high preference for news programs came mostly from the 48-plus age group. Talk shows, tied for second place with religious and sports programs, drew the 34-47 age group as their biggest fans. Religious programs, like news, got a significant boost from the 48-plus age group. Sports, on the other hand, tied for second place with religious and talk show programs mostly because of higher preference by the 18-33 age group. In essence, the three types of programs tied for second place mainly because of variation in preference among age groups.

As for crime and quiz programs--the lowest rated--age groups made little difference, although quiz programs received especially low ratings from the oldest age group.

#### Denomination-by-Program Types

In the second analysis, the author sought to determine any significant main effects of Denomination and Program Types on likeability. Again, interaction (of Denomination and Program Types) was of prime importance.

Table II shows the overall likeability across all denominations and program types was 2.62, which also leaned to the positive side of the rating scale, 0--"total dislike" to 4--"strongly like."

Variance analysis showed overall mean differences in preference among those respondents which claimed no religious affiliation and those

classified as Catholic, Protestant, and Others ( $F = 18.44$ ,  $df = 3/246$ ,  $p < .01$ ).

TABLE II  
MEAN LIKEABILITY SCORES: PROGRAM TYPES BY DENOMINATION

Denominational Classifications	Program Types						Mean Totals
	Quiz	News	Sports	Crime	Religion	Talk	
Protestant	2.30	3.46	2.76	2.23	2.90	2.74	2.72
Catholic	1.74	3.47	1.72	2.43	2.30	2.61	2.59
Others	2.22	3.28	3.22	2.34	2.88	2.84	2.80
None	2.18	3.23	2.68	2.05	1.55	2.50	2.36
Mean Totals	2.26	3.42	2.84	2.25	2.72	2.64	2.62 GT

Mean preferences for types of programs also differed significantly ( $F = 21.08$ ,  $df = 5/1230$ ,  $p < .01$ ). News programs were preferred over any other type. Sports and religious programs were second highest in preference, while talk shows ranked third. Quiz and crime programs tied for fourth preference. (Critical difference between mean program preference = .19,  $p < .05$ .)

Individual group means in Table II show that overall preferences for program types depended, in some cases, on a particular denomination. (Interaction: Denomination-by-Program Type,  $F = 8.17$ ,  $df = 15/1230$ ,  $p < .05$ .)

Religious programming received the bulk of its support from those classified as Protestants and Others (2.90 and 2.88, respectively). Catholics and those with no reported denominational preference rated religious programming lower.

Sports programming received higher ratings from Protestants, Others and those with no religious affiliation. Catholics rated sports programs lower than any other denomination.

Quiz shows were also rated higher by Protestants, Others and those with no religious affiliation. Again, Catholics rated quiz shows lower than did the other denominational classifications.

Preference ratings for news, crime, and talk programs were not significantly related to denominational classification.

#### Religiosity-by-Program Types

In the third analysis, the author sought to determine any main and interactive effects of religious beliefs and program types on overall mean likeability. Of prime importance was the interaction of religiosity and program types.

Table III shows the overall mean likeability across religiosity levels and program types was 2.68, which also leaned to the positive side of the scale. Religiosity scores were split into high and low levels at the mean.

Variance analysis showed no overall mean differences between levels of religiosity on overall preference. However, preferences for programs differed ( $F = 70.61$ ,  $df = 5/1240$ ,  $p < .01$ ). News programs were preferred more than any other type. Sports, religious and talk programs were tied for second place with crime and quiz programs tied for third place

in preference. (Critical difference in mean preference between programs = .19,  $p < .05$ .)

TABLE III  
MEAN LIKEABILITY SCORES: PROGRAM TYPES BY RELIGIOSITY

Religiosity Levels	Program Types						Mean Totals
	Quiz	News	Sports	Crime	Religion	Talk	
High	2.22	3.39	2.75	2.28	2.82	2.71	2.70
Low	2.12	3.38	2.93	2.15	2.38	2.84	2.66
Mean Totals	2.17	3.39	2.84	2.21	2.60	2.78	<u>2.68 GT</u>

Group preferences in Table III show that overall preferences for program types depended, in one case, on the level of religiosity. (Interaction: Religiosity-by-Program Types,  $F = 8.49$ ,  $df = 5/1240$ ,  $p < .05$ .) For instance, there exists a significant difference among those who scored high on the religiosity scale (mean score 2.70) and those rated low (mean score 2.64) on the religiosity scale when looking at religious type programming. All other program types--quiz, news, sports, crime, and talk--revealed no difference in preference based on the level of religiosity. (Critical difference between individual groups = .15,  $p < .05$ .)

Perceived Amount of Sex and  
Violence-by-Program Types

The fourth analysis dealt with the main and interactive effects of

sex and violence and program types on overall mean preferences. Interaction of sex and violence and program types was of primary interest.

Table IV shows that the overall mean preference across all levels of perceived sex, violence and program types was 2.71, which tends to lean toward the positive side of the scale running from 0--"don't like at all" to 4--"like very much." Perceived sex and violence scores were split into high and low levels at the mean.

TABLE IV  
MEAN LIKEABILITY SCORES: PROGRAM TYPES  
BY SEX AND VIOLENCE

Perceived Sex and Violence Levels	Program Types						Mean Totals
	Quiz	News	Sports	Crime	Religion	Talk	
High	2.48	3.49	2.83	2.17	2.88	2.70	2.76
Low	2.02	3.32	2.92	2.43	2.39	2.70	2.63
Mean Totals	2.25	3.41	2.88	2.30	2.64	2.70	<u>2.70 GT</u>

Again, variance analysis revealed no overall mean differences among the group who perceived high sex and violence content and those who perceived a low amount. Preferences for various program types did differ ( $F = 37.46$ ,  $df = 5/1240$ ,  $p < .01$ ). News programs were preferred more than any other, while sports, religious and talk programs tied for second place preference. Crime and quiz shows tied for third. (Critical

difference in mean preference between programs = .10,  $p < .05$ .)

A closer look at Table IV shows that the overall mean difference for program types depended, in some cases, on the level of perceived sex and violence. (Interaction: Perceived Sex and Violence by Program Types,  $F = 48.81$ ,  $df = 5/1240$ ,  $p < .05$ .)

For example, the relatively high preference for religious and quiz programs came mostly from the group who felt there was too much sex and violence on television programming today, whereas those who felt the amount of sex and violence on television programming was acceptable had a strong preference for crime type programming. News programs received the highest overall rating, but the preference was not related to perceived sex and violence levels; sports and talk programs preference was not related to perceived sex and violence levels. (Critical difference interaction = .28,  $p < .05$ .)

#### Church Attendance-by-Program Types

In the last analysis, the author sought to determine any main and interactive effects of church attendance and program types on overall mean likeability. Of primary interest was the interaction of church attendance and program types. Table V shows that the overall mean likeability across church attendance and program type was 2.67, which leaned to the positive side of the scale which ran 0--"don't like at all" to 4--"like very much." Church attendance scores were split into high and low at the mean.

Variance analysis showed no overall mean differences between levels of church attendance and overall likeability. Preferences for programs did differ ( $F = 32.78$ ,  $df = 5/1240$ ,  $p < .01$ ). News and quiz programs

were preferred more than others. Sports, religious and talk programs were tied for second preference, with crime programs rated third. (Critical difference in mean preference between programs = .20,  $p < .05$ .)

TABLE V  
MEAN LIKEABILITY SCORES: PROGRAM TYPES  
BY CHURCH ATTENDANCE

Church Attendance	Program Types						Mean Totals
	Quiz	News	Sports	Crime	Religion	Talk	
High	2.30	3.35	2.68	2.12	3.16	2.94	2.76
Low	2.17	3.32	2.90	2.26	2.43	2.64	2.62
Mean Totals	2.24	3.34	2.79	2.15	2.80	2.79	<u>2.69 GT</u>

Group means in Table V reveal that overall preferences for program types depended, in some cases, on church attendance. (Interaction: Church Attendance-by-Program Types,  $F = 4.66$ ,  $df = 5/1240$ ,  $p < .05$ .) For example, talk shows and religious programs were significantly favored by those with a higher reported church attendance than those with a lower attendance record. News, quiz, sports, crime, and talk program preferences were not related to level of church attendance. (Critical difference = .29.)

#### Summary and Conclusions

What types of people watch what types of programs? Survey findings

and analysis reveal a variety of people watch a variety of programs. Five variables were examined to find the relationship, if any, to program preferences. They were age, denomination, religiosity, church attendance, and perceived sex and violence on television.

The first variable examined was age. The only instance in which age made a significant difference in program preference was with the 48 years and older age category. It appears from survey findings and analysis that older people have a high preference for news type programming. Talk shows, religious and sports programs also were preferred by older people. Age had no relationship with preference for crime and quiz shows.

Local census data were available for age in the Tulsa metropolitan area. Statistical data for denomination and church attendance on a local basis was not available.

The age breakdown for the Tulsa metropolitan area is presented in Table VI.

TABLE VI  
AGE BREAKDOWN FOR THE TULSA METROPOLITAN AREA

Age	Number	Percentage
1-17	197,920	29
18-33	204,973	30
34-47	153,633	22
48-plus	133,908	19
		<u>100</u>

These numbers indicate approximately 19 percent of the Tulsa audience fall into the 48 and older age group. Thus, when examining age, the major difference in program preferences actually account for only 19 percent of the total market available.

The second variable examined was denomination. Denomination made no difference on preferences for news, crime, or talk show programs. Survey findings did indicate Protestants and those classified as others were the largest fans for religious and sports programs. Catholics were less favorable toward religious, sports and quiz shows.

These data suggest that Catholics, as opposed to other denominational classifications, differ in their needs for media coverage. Determining how their needs differ specifically was beyond the scope and intent of this study.

The third variable examined was religiosity. Survey data indicated a high preference for religious type programming among those who rated high on the religiosity index. Level of religiosity, the way a person feels toward religious beliefs, was not related to preferences for quiz, news, sports, crime, or talk shows.

The fourth variable dealt with the perceived amount of sex and violence shown on television. Survey findings indicate those who feel the amount of sex and violence on television was in excess had strong preferences for religious and quiz show programming. Crime shows drew their biggest fans from those who felt the amount of sex and violence was tolerable. News, sports and talk shows were not significantly preferred by the perception of sex and violence on television. The perceived amount of sex and violence shown on television affects preference for three program types only: religious, quiz, and crime shows.

The last variable the author examined was church attendance. Church attendance was related to preferences for religious and talk shows. Those who attended church more frequently had higher preference for those two types of programs than those who attend less frequently. News, quiz, sports, crime, and talk show preferences did not differ significantly in relation to church attendance.

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APPENDIX A

QUESTIONNAIRE

M-T7800  
Southwest Surveys  
Market Research Consultants

Respondent \_\_\_\_\_

Address \_\_\_\_\_

Telephone No. \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_

Interviewer \_\_\_\_\_

1 2 3

Hello. I'm \_\_\_\_\_ with Southwest Surveys. We are conducting an opinion poll on television programs and audiences. I'd like to take a few minutes of your time to ask your opinion on your preference for certain types of television programs as well as your general viewing habits. Your name will be kept confidential and your answers used only as a part of the overall statistics within this survey. (Qualify as man or woman of the house--adult survey.)

1. First, I'm going to name several television program types that you may or may not currently watch. For each one, please tell me how you presently feel about it as a general program type--you may strongly like it; moderately like it; you may have no opinion on it; you may dislike it or perhaps even totally dislike it.

	<u>Strong</u> <u>Like</u>	<u>Mod.</u> <u>Like</u>	<u>No</u> <u>Opin.</u>	<u>Dislike</u>	<u>Total</u> <u>Dislike</u>
<u>4</u> Quiz Shows/Game Panel	4	3	2	1	0
<u>5</u> News/Commentary/News Specials	4	3	2	1	0
<u>6</u> Serial Drama (Soap Operas)	4	3	2	1	0
<u>7</u> Music Variety/Comedy Variety	4	3	2	1	0
<u>8</u> Sports/Sports Events	4	3	2	1	0
<u>9</u> Feature Films/Movies for TV	4	3	2	1	0
<u>10</u> Action/Adventure	4	3	2	1	0
<u>11</u> Crime/Detective/Spy	4	3	2	1	0
<u>12</u> Religious/Spiritually Oriented	4	3	2	1	0
<u>13</u> Educational/Public Affairs/ Documentary	4	3	2	1	0
<u>14</u> Westerns	4	3	2	1	0
<u>15</u> Family Weeklies (i.e., Waltons)	4	3	2	1	0
<u>16</u> Children's Cartoons; Comedy; Adventure (for your children)	4	3	2	1	0
<u>17</u> Live Talk/Celebrity Guest Shows	4	3	2	1	0
<u>18</u> Science Fiction	4	3	2	1	0

	<u>Strong</u> <u>Like</u>	<u>Mod.</u> <u>Like</u>	<u>No</u> <u>Opin.</u>	<u>Dislike</u>	<u>Total</u> <u>Dislike</u>
<u>19</u> Goldie Oldie Movies	4	3	2	1	0
<u>20</u> Children's Education (for your children)	4	3	2	1	0
<u>21</u> Medical Drama Weekly	4	3	2	1	0
<u>22</u> Situational Comedy Weekly (i.e., All in the Family)	4	3	2	1	0
<u>23</u> Thrillers (i.e., Frankenstein)	4	3	2	1	0

2. There has been a degree of disagreement in recent months over the amount of sex and violence shown on television. What are your feelings on the amount of violence shown on television?

	<u>Entirely</u> <u>Too Much</u>	<u>Too</u> <u>Much</u>	<u>Moderate</u> <u>Amount</u>	<u>No</u> <u>Problem</u>	<u>No Problem</u> <u>At All</u>
<u>24</u>	4	3	2	1	0

What about the amount of sex incorporated in television shows?

	<u>Entirely</u> <u>Too Much</u>	<u>Too</u> <u>Much</u>	<u>Moderate</u> <u>Amount</u>	<u>No</u> <u>Problem</u>	<u>No problem</u> <u>At All</u>
<u>25</u>	4	3	2	1	0

3. Next, let me ask you a few general questions about yourself?

<u>26</u> 3a. What is your marital status	Married	( )
	Single	( )
	Separated/Divorced	( )
	Widowed	( )
<u>27</u> 3b. (For other than single): How many children do you have at home?	5 or more	( )
	3 or 4	( )
	1 or 2	( )
	none	( )
<u>28</u> 3c. What about your family occupation?	white collar	( )
	blue collar	( )
	student	( )
	retired	( )
	in-between jobs	( )
<u>29</u> 3d. (For married): Do both spouses work?	yes	( )
	no	( )



APPENDIX B

SURVEY SAMPLE CHARACTERISTICS

## Sample Characteristics by Denominational Preference

<u>Denominational Preference</u>	<u>Number</u>	<u>Percentage</u>
Catholic	24	9.6
Jewish	4	1.6
Protestant	171	68.4
Other	27	10.8
No Preference	<u>23</u>	<u>9.2</u>
Total	249	99.6

## Sample Characteristics by Sex

<u>Sex</u>	<u>Number</u>	<u>Percentage</u>
Male	98	40
Female	<u>152</u>	<u>60</u>
Total	250	100

## Sample Characteristics by Age

<u>Age</u>	<u>Number</u>	<u>Percentage</u>
18-33	72	28.8
34-47	59	23.6
48-over	<u>119</u>	<u>35.2</u>
Total	250	100

APPENDIX C

ADDITIONAL SURVEY SAMPLE CHARACTERISTICS

## Sample Characteristics by Marital Status

<u>Marital Status</u>	<u>Number</u>	<u>Percentage</u>
Married	179	72
Single	38	15
Separated/Divorced	<u>11</u>	<u>4</u>
Total	228	91

Sample Characteristics by Reported  
Number of Children at Home

<u>Number of Chil- dren at Home</u>	<u>Number</u>	<u>Percentage</u>
5 or more	1	*
3 or 4	16	7
1 or 2	81	34
None	137	58
Not asked	<u>14</u>	<u>*</u>
Total	249	100

\*Less than .05 percent.

## Sample Characteristics by Occupation

<u>Occupation</u>	<u>Number</u>	<u>Percentage</u>
White Collar	60	24
Blue Collar	128	51
Student	17	7
Retired	39	16
In-Between Jobs	<u>6</u>	<u>2</u>
Total	250	100

## Sample Characteristics by Spouse Working

<u>Spouse Works</u>	<u>Number</u>	<u>Percentage</u>
Yes	62	30
No	145	70
Not asked	<u>43</u>	<u>---</u>
Total	250	100

APPENDIX D

TABLE OF MEAN LIKEABILITY SCORES

TABLE VII  
MEAN LIKEABILITY SCORES

Factor	Quiz	News	Sports	Crime	Religion	Talk	Mean Totals
<u>Program Types by Age</u>							
18-33	2.19	3.17	3.08	2.46	2.38	2.65	2.65
34-47	2.08	3.32	2.63	2.36	2.46	2.98	2.64
48-plus	1.30	3.59	2.74	2.17	2.97	2.57	2.56
Mean Totals	<u>1.86</u>	<u>3.36</u>	<u>2.82</u>	<u>2.33</u>	<u>2.60</u>	<u>2.73</u>	<u>2.62</u> GT
<u>Program Types by Denomination</u>							
Protestant	2.30	3.46	2.76	2.23	2.90	2.74	2.74
Catholic	1.74	3.47	1.72	2.43	2.30	2.61	2.59
Others	2.22	3.28	3.22	2.34	2.88	2.84	2.80
None	2.18	3.23	2.68	2.05	1.55	2.50	2.36
Mean Totals	<u>2.26</u>	<u>3.42</u>	<u>2.84</u>	<u>2.25</u>	<u>2.72</u>	<u>2.64</u>	<u>2.62</u> GT
<u>Program Types by Religiosity</u>							
High	2.22	3.39	2.75	2.28	2.82	2.71	2.70
Low	2.12	3.38	2.93	2.15	2.38	2.84	2.64
Mean Totals	<u>2.17</u>	<u>3.39</u>	<u>2.84</u>	<u>2.21</u>	<u>2.60</u>	<u>2.78</u>	<u>2.68</u> GT
<u>Program Types by Sex and Violence</u>							
High	2.48	3.49	2.83	2.17	2.88	2.70	2.76
Low	2.02	3.32	2.92	2.43	2.39	2.70	2.63
Mean Totals	<u>2.25</u>	<u>3.41</u>	<u>2.88</u>	<u>2.30</u>	<u>2.64</u>	<u>2.70</u>	<u>2.70</u> GT
<u>Program Types by Church Attendance</u>							
High	2.30	3.35	2.68	2.12	3.16	2.94	2.76
Low	2.17	3.32	2.90	2.26	2.43	2.64	2.62
Mean Totals	<u>2.24</u>	<u>3.34</u>	<u>2.79</u>	<u>2.15</u>	<u>2.80</u>	<u>2.79</u>	<u>2.69</u> GT

VITA

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