

INFORMATION TO USERS

This material was produced from a microfilm copy of the original document. While the most advanced technological means to photograph and reproduce this document have been used, the quality is heavily dependent upon the quality of the original submitted.

The following explanation of techniques is provided to help you understand markings or patterns which may appear on this reproduction.

1. The sign or "target" for pages apparently lacking from the document photographed is "Missing Page(s)". If it was possible to obtain the missing page(s) or section, they are spliced into the film along with adjacent pages. This may have necessitated cutting thru an image and duplicating adjacent pages to insure you complete continuity.
2. When an image on the film is obliterated with a large round black mark, it is an indication that the photographer suspected that the copy may have moved during exposure and thus cause a blurred image. You will find a good image of the page in the adjacent frame.
3. When a map, drawing or chart, etc., was part of the material being photographed the photographer followed a definite method in "sectioning" the material. It is customary to begin photoing at the upper left hand corner of a large sheet and to continue photoing from left to right in equal sections with a small overlap. If necessary, sectioning is continued again -- beginning below the first row and continuing on until complete.
4. The majority of users indicate that the textual content is of greatest value, however, a somewhat higher quality reproduction could be made from "photographs" if essential to the understanding of the dissertation. Silver prints of "photographs" may be ordered at additional charge by writing the Order Department, giving the catalog number, title, author and specific pages you wish reproduced.
5. PLEASE NOTE: Some pages may have indistinct print. Filmed as received.

Xerox University Microfilms

300 North Zeeb Road
Ann Arbor, Michigan 48106

74-21,965

BUSBY, Roy K., 1936-

AN ANALYSIS OF LOCAL 10 P.M. TELEVISION NEWS
IN THE DALLAS-FORT WORTH (TEXAS) METROPOLITAN
AREA AS IT RELATES TO CONSUMER PRODUCT
BENEFITS.

The University of Oklahoma, Ph.D., 1974
Business Administration

University Microfilms, A XEROX Company, Ann Arbor, Michigan



1974

ROY K. BUSBY

ALL RIGHTS RESERVED

THE UNIVERSITY OF OKLAHOMA

GRADUATE COLLEGE

AN ANALYSIS OF LOCAL 10 P.M. TELEVISION NEWS
IN THE DALLAS-FORT WORTH (TEXAS) METROPOLITAN AREA
AS IT RELATES TO CONSUMER PRODUCT BENEFITS

A DISSERTATION

SUBMITTED TO THE GRADUATE FACULTY

in partial fulfillment of the requirements for the
degree of

DOCTOR OF PHILOSOPHY

BY

ROY K. BUSBY

Norman, Oklahoma

1974

AN ANALYSIS OF LOCAL 10 P.M. TELEVISION NEWS
IN THE DALLAS-FORT WORTH (TEXAS) METROPOLITAN AREA
AS IT RELATES TO CONSUMER PRODUCT BENEFITS

APPROVED BY

Rodney E. Evans
James E. Hibdon
Robert L. Guyson, Jr.
James Mendelsohn
William H. H. H.

DISSERTATION COMMITTEE

PREFACE

It has been so long a period of time since the process started to pick a dissertation topic that I am hard-pressed to keep the chronology of these events in perspective. This idea was the third explored between myself and Dr. Rod Evans and Dr. Jim Kenderdine after they were named to direct my study. I had begun the same process two other times and my first chairman left this University for another, and my second chairman went on a year's sabbatical leave to another country.

The final idea for this study grows out of my education training in both journalism and marketing, and from my professional experience in public relations with a large corporation and a large metropolitan university. The idea grew quickly when I discovered that no previous formal research could be found on this topic.

A great many people deserve thanking for the culmination of this idea and the ensuing study, beginning with a special thanks to Dr. Malcolm Morris, associate dean of the College of Business, who as then Chairman of the Marketing Department assigned me to work with Drs. Evans and Kenderdine. I owe a great deal to the latter two in their patience and understanding, and their straightforwardness as this study progressed. Here begins the mass thank yous: the

representatives of the four commercial television channels surveyed; statisticians Dr. Dick Burr and Dr. J. B. Spalding; Bob Nash; Jackie Barret; Steve Minnis; Kit Frederick; Nancy Guggenbickler; Jane Niblett; the staff of the Public Information Office and the President (my employer) and his staff for their patience; and others who I do not want to forget though the time has been long.

And finally, to my family who have really come into being a family through this long struggle.

My hope is this study will twinkle an idea or spark a thought to better the subject undertaken here. If that happens, it will be worth it all.

Roy K. Busby

TABLE OF CONTENTS

	Page
PREFACE	iv
LIST OF TABLES	viii
LIST OF GRAPHS	xi
ABSTRACT	xii
 Chapter	
I. INTRODUCTION	1
Background of the Study	1
Previous Experimental Work in This Area	8
Objectives of the Study	9
Implications of the Study	11
Plan of the Dissertation	12
II. THE STUDY'S HYPOTHESES	15
Hypothesis 1	16
Hypothesis 2	16
Hypothesis 3	17
Hypothesis 4	18
III. THE STUDY'S METHODOLOGY	20
The Research Design	20
Structure of the Questionnaire	26
Sample Size and Structure	32
Sampling Methodology and Experiences of the Field Sample	36
IV. STATISTICAL TECHNIQUES AND RESULTS OF THE STUDY	44
Statistical and Computer Techniques	44
Rating on 1 to 5 Scale	45
Semantic Differential	45
Statistical Analysis of the Sample Between the Four Channels	46
Analysis of Variance--Chi Square	46
Chi Square Between the Four Channels	47
Fisher's T Test	49

Stepwise Multiple Regression	49
Factor Analysis Between Channels	51
Tabulation Analysis of Questionnaire Parts . .	57
Channel Viewer Percentages	57
Analysis of Part 1	60
Analysis of Part 2	62
Analysis of Part 3	67
Analysis of Part 4	74
Analysis of Part 5	76
Statistical Analysis of the Sample Within Each Channel	78
Factor Analysis Within Each Channel	79
Product Benefits	81
 V. RESULTS OF THE STUDY'S HYPOTHESES	 85
Hypothesis 1	86
Hypothesis 2	87
Hypothesis 3	88
Hypothesis 4	89
Summary of Hypotheses Results	90
 VI. SUMMARY AND CONCLUSIONS	 92
 VII. RECOMMENDATIONS	 108
 APPENDIXES	
A. Questionnaire	113
B. Tables	121
 BIBLIOGRAPHY	 284

LIST OF TABLES

Table	Page
1 Geographic Location of the 400 Study Respondents and Channel on Which Each Views 10 p.m. Local Newscast	122
2 Analysis of Variance--Chi Square Between Variables of all Channels	135
3 Fisher's T Test, All Channels--All Variables	145
4 Stepwise Multiple Regression, All Channels	155
5 Stepwise Multiple Regression, All Channels	157
6 Stepwise Multiple Regression, All Channels	158
7 Stepwise Multiple Regression, All Channels	160
8 Stepwise Multiple Regression, All Channels-- All Variables	161
9 Stepwise Multiple Regression, All Channels-- All Variables (Variables Not Entered)	165
10 Factor Analysis--All Channels	166
11 Factor Analysis--All Channels	170
12 Factor Analysis--All Channels	173
13 Factor Analysis--All Channels	175
14 Product Benefits Between Channels As Related to Factor Analysis (All Channels)	54
15 Factor Analysis, All Channels--All Variables	176
16 Factor Analysis, All Channels--All Variables	186
17 Factor Analysis, All Channels--All Variables	196
18 Product Benefits Between Channels as Related to Factor Analysis (All Channels--All Variables)	56

19	Television Audience Estimates in Dallas-Fort Worth Metropolitan Area	57
20	400 Responses to Part 1 of Questionnaire	206
21	Channel 11 Viewers	208
22	Channel 4 Viewers	209
23	Channel 5 Viewers	213
24	Channel 8 Viewers	218
25	Channel 11 Viewers	223
26	Channel 4 Viewers	224
27	Channel 5 Viewers	226
28	Channel 8 Viewers	228
29	400 Responses to Part 2 of Questionnaire	231
30	Channel Congruence to Answers of Part 3 (Semantic Differential) Questions	235
31	Analysis of Bi-Polarized Adjective Sets of the Semantic Differential by Position of Individual Channel Numbers	236
32	Total Responses to Bi-Polarized Adjective Sets of the Semantic Differential by Channel Numbers and by Viewer Position Choices	238
33	Total Responses to Part 4 of Questionnaire on Demographic Information by Channel Numbers and by Viewer Position Choices	241
34	Total Responses to Part 5 of Questionnaire on Demographic Information by Channel Numbers and by Viewer Position Choices	243
35	Mean and Deviation Scores, All Channels-- All Variables	244
36	Factor Analysis Channel 11	252
37	Factor Analysis Channel 11	255
38	Factor Analysis Channel 11	257
39	Factor Analysis Channel 11	259

40	Factor Analysis Channel 4	260
41	Factor Analysis Channel 4	263
42	Factor Analysis Channel 4	265
43	Factor Analysis Channel 4	267
44	Factor Analysis Channel 5	268
45	Factor Analysis Channel 5	271
46	Factor Analysis Channel 5	273
47	Factor Analysis Channel 5	275
48	Factor Analysis Channel 8	276
49	Factor Analysis Channel 8	279
50	Factor Analysis Channel 8	281
51	Factor Analysis Channel 8	283
52	Product Benefits Within Channels as Related to Factor Analysis	83

LIST OF GRAPHS

Number		Page
1	Viewer Channel Attitudes by Channels	68
2	Viewer Channel Attitudes	69

AN ANALYSIS OF LOCAL 10 P.M. TELEVISION NEWS
IN THE DALLAS-FORT WORTH (TEXAS) METROPOLITAN AREA
AS IT RELATES TO CONSUMER PRODUCT BENEFITS

BY

ROY K. BUSBY

An Abstract of a Dissertation Submitted in Partial Fulfillment
of the Requirements for the Doctor of Philosophy Degree
in Business Administration in the Graduate College
of Oklahoma University

Chairman: Professor R. E. Evans

UNIVERSITY OF OKLAHOMA
GRADUATE COLLEGE
1974

DISSERTATION
AN ANALYSIS OF LOCAL 10 P.M. TELEVISION NEWS
IN THE DALLAS-FORT WORTH (TEXAS) METROPOLITAN AREA
AS IT RELATES TO CONSUMER PRODUCT BENEFITS

This study was concerned with the attitudes 400 randomly selected viewers of the four 10 p.m. local television newscasts in the Dallas-Fort Worth (Texas) metropolitan area had about these newscasts, and particularly about the eight identifiable "product attributes" these newscasts might have.

These data not only revealed these attitudes and their extent, but also how these attitudes related within the same groups of viewers (by channel) or between the four channel groups. The product attributes were reduced to fit subjectively into psychological benefits. The seven remaining benefits were: physical, social, purchase availability, subjective, instructional services, quality and dependability, and assortment. In addition, major demographic factors were collected for the 400 viewers interviewed.

Four product benefits show overall strength among the four newscasts: purchase availability, subjective satisfactions, quality and dependability, and physical. In addition, a basic profile exists for the viewer of these newscasts and the tests of the hypotheses show these product attributes vary in strength among the four channels, and that viewers watch a particular newscast based on the strength of the whole show but in particular the strength of a particular part or person.

CHAPTER I

INTRODUCTION

Background of the Study

The layman's concept of television news is much the same as of many other products he purchases daily. And, like many other identifiable broadcasting programs, television news has enough of the attributes of a consumer product to be classified as such. The attributes may be physical, social or psychological in nature. Likewise, its viewers may fall into identifiable market segments or target markets. They may tend to cluster around certain characteristics. They may tend to attribute certain things to news programs, and seek congruence between their ideas and perceptions and what they see as the ideas and perceptions of various television news programs.

In a comparatively short period of time, television news has experienced a dramatic change in quantity, quality and character. Today news is the major element in local (television) programming, and the local television station has become the chief source of information for the country at large . . .¹

¹Maury Green, Television News (Belmont, California: Wadsworth Publishing Company, Inc., 1969), p. 7.

A fact that lends weight to the thesis that television news enjoys top status with viewers is the rush of commercial sponsors to such programming. Some kinds of sponsors gravitate to news for purposes of prestige and image; others want the chance for constant repetition of their message that can be provided by programs that the audience tunes back to day after day. But most advertisers are cold, practical people, and the fact that they wait in line to buy a spot on the regular news and pay a premium for it, and that some of them will invest heavily in a live special event telecast or put their names on an instant news special or a documentary, indicates that the audience is there, presumably in a receptive and attentive mood.²

"The TV news experience is the most real in comparison with any other medium, if it is presented properly," stated Dr. Phillip Eisenberg, president of Motivation Research, Inc.³ "It is the closest thing to the actual experience itself."⁴

Furthermore, Dr. Eisenberg noted one of the medium's great strengths is its ability to expose us directly to the personalities in the news. We see them and form opinions of them as people. The names in the news are no longer just names, they take on an immediate reality. Who can forget the jolting reality of Lee Harvey Oswald's murder on live television in Dallas in November, 1963, or the Apollo 11 astronauts' walk on the moon on live television July 11, 1969?"⁵

Green suggests that television "has a psychological x-ray quality which enables the viewer to read the performer's character, especially in the presentation of the news."⁶ He

²William A. Wood, Electronic Journalism (New York: Columbia University Press, 1967), p. 5.

³Edwin Emery, Phillip H. Ault, and Warren K. Agee, Introduction to Mass Communications (New York: Dodd, Mead & Company, 1970), p. 215.

⁴Ibid.

⁵Ibid.

⁶Green, Television News, p. 195.

says part of this x-ray quality is undoubtedly due to the newsman's ability to convey understanding through proper inflection.

In commercials this is not really very important; the viewer knows he is receiving a sales pitch and that the information, such as it is, is biased. But when the viewer watches the news he expects to be informed without bias, and the significance of the various parts of the information varies greatly. The viewer knows this and he reacts to the proper delivery, whether or not he bothers to analyze it.⁷

Green also suggests that it is the direct one-to-one relationship between television's close shots of the newsman's face, "framed in the television receiver,"⁸ and the viewer that is just as important.

It is a most extraordinary intimate view of another person's face. Almost the only other situation in which one person sees the face of another so apparently close, with the freedom to examine it in detail, is when making love. This is again the world-within-the-frame, beyond which nothing exists, and thus the viewer's attention is concentrated on the smallest changes of expression; he can even react subconsciously to the involuntary dilation or contraction of the pupil of the newsman's eye, which has emotional significance. Each such change is grossly magnified in its effect on the viewer's emotions. If the reporter's expression corresponds with the meaning of the words, a unity of sound and action is created which deepens the emotional impact of the meaning, thereby conveying an expression of authority and sincerity.⁹

During at least the last thirty years modern marketing management has come to realize that a product--any product--is much more than a tangible or physical object.

Simply, a product is "a bundle of physical, service and symbolic particulars expected to yield satisfactions

⁷ Ibid.

⁸ Ibid.

⁹ Ibid.

or benefits to the buyer."¹⁰ And extended, "product policy in its broadest sense would comprehend all decision making that affects what customers see as the firm's offer."¹¹

Marketers realize in a broad and meaningful sense that "a product is not a physical thing but consists of the satisfactions that may be derived from its use or consumption. These consist of more than the basic function or purpose for which a product is conceived, such as the making of a beverage from coffee beans or the accomplishment of transportation by means of the automobile. They include also a wide variety of intangible or subjective considerations, such as convenience in use, esthetic qualities, symbolic meanings, and other satisfaction-yielding attributes which may be explicitly recognized or subconsciously experienced by users."¹²

Under the influence of comprehensive product planning and research findings in behavioral studies, traditional assumptions about the meanings ascribed to products have been challenged, and questions have been raised about the most

¹⁰Philip Kotler, Marketing Management (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1967), p. 289.

¹¹Ibid.

¹²Theodore N. Beckman, William R. Davidson, and James F. Engel, Marketing (New York: The Ronald Press Company, 1967), p. 431.

effective ways of defining products for purposes of marketing programs that are consumer oriented.¹³

Under the marketing concept, "a product" is the primary means by which the firm maintains its economic existence and extends itself into the marketplace. Products are viewed as having social, cultural and psychological dimensions in addition to their physical aspects.¹⁴

Among other things, a product is a symbol by virtue of its form, size, color and functions. Its significance as a symbol varies according to how much it is associated with individual needs and social interaction.¹⁵

A product, then, is the sum of the meanings it communicates, often unconsciously, to others when they look at it or use it. Studies of different consumer products, such as coffee, have illustrated this point.¹⁶

Much has been written about how we must go the whole way in determining how the consumer sees the product, and not just what it is technically.

The concept of the psychological environment includes the notion that what people see depends on the stimulus characteristics as well as their personality--the type of person they are, the state they are in, and their ideology. It contains a strong social and cultural component. We see

¹³George A. Field, John Douglas, and Lawrence X. Tarpey, Marketing Management (A Behavioral Systems Approach) (Columbus, Ohio: Charles E. Merrill Books, Inc., 1966), p. 385.

¹⁴Ibid.

¹⁵Ibid.

¹⁶Ibid.

things in the way our culture and the particular social group in which we move have induced us to see them.

And we see things in context, not as isolated elements or objects, but as part of the total situation, and the inner and outer environment. The inner environment may contain repressed needs and wants as well as those of which the individual is aware.

These concepts have led to the notion of the product image and the exploration of the various meanings, rational and symbolic, which the product may have to the consumer.¹⁷

Competitive differentiation among products can be on the basis of the kinds of product benefits perceivable by customers. The kinds of benefits for which the customer will pay in some manner clearly include at least the following:¹⁸

1. perceived objective performance rendered by the physical aspects of the product--the protection from the weather and the line-flattering design of the new winter coat, for example, or the estate protection of the insurance policy.
2. perceived social benefits represented by the consumption, use or mere possession of the product--the status

¹⁷ Ibid., p. 386.

¹⁸ Chester R. Wasson and David H. McConaughy, Buying Behavior and Marketing Decisions (New York: Appleton-Century-Crofts, 1968), p. 16.

seen as accorded to the ownership of a fine mink coat, for example, or to membership in the country club.

3. psychological benefits delivered by an association of the product with otherwise irrelevant attributes--the feeling of virility and maturity associated with the smoking habit.

4. objective benefits conferred by the location, manner and timing of purchase availability--the time utilities offered by the neighborhood late-hours delicatessen or by the cigarette dispensing machine.

5. subjective satisfactions derived from the purchase location and the manner of sale--the added worth of the Neiman-Marcus label on the coat.

6. instructional, informational, and technical services furnished by the seller in promoting the product--the programming aid furnished by the computer manufacturer.

7. the assurance of dependability and quality imparted by brand or source.

8. an assortment benefit--the availability of a wide line to choose from or the availability of a large number of kinds of related items which reduces the cost of buying the particular assortment desired by the consumer.¹⁹

Thus, physical performance is the only one of all these benefits which inheres in the physical product itself, and then only to the extent perceived and understood by the customer.²⁰

¹⁹ Ibid., pp. 16-17.

²⁰ Ibid., p. 171.

Previous Experimental Work in This Area

A search through the last twenty years of the most scholarly economic, communication and journalistic media sources produces no consideration of local television news as a consumer product.

The economic publications have dealt only with the quantitative influences of television advertising, equipment and investment.

Public Opinion Quarterly in a Winter 1970 issue on "The News in May" concluded that there is no special audience for the news in a study of Great Britain television viewing patterns, but, again, in no way related local television news to a consumer product.

A search through the last twenty years of Journalism Quarterly, basically a print material oriented research publication for journalists, finds a 1960 reference to the use of the research tool, the semantic differential, to study attitudes toward newspapers. More recently, in the summer issue of 1971, studies dealt with media time budgeting as a function of demographics and life style and advertiser's use of television ratings. There has been no reference in this publication over the past twenty years to television news as a consumer product.

One would expect this reference more from such product-oriented publications as The Journal of Marketing and The Journal of Marketing Research. Much of what has been written in The Journal of Marketing in the past ten years has

dealt with advertising and its relation to the media, and product life cycles and attitudes, rather than any single reference to the media ingredient of local television news as a product.

Though the research explored in The Journal of Marketing Research during the same period has been more quantitative and model building, little reference has been given to a media ingredient as a product, per se. Authors G. J. Goodhardt and A. S. C. Ehrenberg in May 1969 explained in "The Duplication of Television Viewing Between and Within Channels" that "the percentage of the audience of any TV program who watch another program on another day of the same week is approximately equal to the rating of the second program times a constant."²¹ And when media selection has become a topic, it has been much along the lines of Douglas Brown in August 1967, whose "A Practical Procedure for Media Selection" applies, again, to the improving of advertising selection procedures rather than program selection.

Objectives of the Study

Television news, like many other identifiable broadcasting programs, has enough of the attributes of a consumer product to be classified as such. The attributes may be physical, social or psychological in nature. However, many questions remain unanswered as to why consumers pick the

²¹G. J. Goodhardt and A. S. C. Ehrenberg, "Duplication of Television Viewing Between and Within Channels," Journal of Marketing Research, VI (May, 1969), 169.

particular news program that they do, much like they pick a certain product from the retail shelves.

This study sought to identify whether or not television news is viewed by its viewers, i.e. consumers, much the same way as these viewers see the other products they may purchase.

The viewers of four commercial local 10 p.m. television newscasts in the Dallas-Fort Worth metropolitan area may tend to watch the same newscasts, though they come from different geographical, age, income, sex, marital status and educational level areas of the metropolitan area.

Personalities of the newscasters and the strength of viewer attitudes toward various aspects of these 10 p.m. local television newscasts might be more of a choice factor than the demographic material of geographics, age, income, sex, marital status and education. Empirically, the demographic and attitude factors were collected and measured, and compared to secondary source material supplied in the 1970 census data of the Department of Commerce and the less extensive data of the commercial television viewer surveys of the American Research Bureau and A. E. Nielsen. Normally, these ARB and Nielsen studies center around percentage of total audience that watch a particular newscast at a particular time, rather than delving into the "why" a particular person chooses a particular 10 p.m. newscast. And it is this "why," the product attributes, particularly the non-physical ones, that this study sought to identify by asking sixty questions

of 400 viewers randomly selected from the metropolitan area who watch one of the four 10 p.m. newscasts regularly.

Written background material previously examined proves that local television news has never been dealt with in a formal research manner as a consumer product in an attempt to explain the whys of choice behind this consumer product, i.e. local television news. This study sought to do just that.

Therefore, the primary objective of this study was to examine some basic attitudes the sample viewers of the Dallas-Fort Worth metropolitan area have toward the four 10 p.m. local newscasts they view, and by the use of some very basic statistical tools measure the depth of this attitude, particularly how it relates to the eight product benefits which, as defined, help determine product, or newscast, image.

Implications of the Study

The idea for treating local television newscasts as a consumer product and measuring those product attributes in depth which define this new product, is based on the rationale that viewers may choose a newscast based on the strength of one or a few parts, or as a whole product, and those persons producing the newscast do not know which is the case and what is its strength. Very simply, the producers, the television station personnel, may be producing a product without first knowing what kind of product the public of viewers likes or dislikes.

Since much of what is seen on local television newscasts in the same locale is dictated by the basic "news of the day," the way this and other news is presented and perceived by the viewing public is an important determinant in which newscast is watched most often by the greatest number of persons. Television producers constantly change the formats and personalities on newscasts which do not continually draw the largest viewing audiences in an attempt to be the leader, and therefore, offer more exposure to their product, the local television newscast, and in turn offer more viewers to the companies that advertise during these newscasts. To be among the leaders in the regular ARB and Nielsen ratings is the name of the game, and it is a game most often played without knowing the makeup of one's viewing customers, or what and how these viewers want their newscast to be presented. This alone is reason enough for this study, yet it gives the added dimension of explaining what part or parts are most important to the viewers of each newscast. Since thousands of dollars are spent each year by these stations in promoting these newscasts, either their personalities, length, or news ability, this study has direct implications in offering the answers to questions which address themselves to these few product attributes.

Plan of the Dissertation

A lack of any research in the area of local television news being treated as a consumer product is reason

enough for this research undertaking. In addition, the Dallas-Fort Worth metropolitan area offers the right geographical setting for such a study: one of the nation's leading local television markets with the prime area of many possible mixes of demographic material among its viewers.

The tracing of continuous consumer product purchases over time is not new. Repeat purchase rate, market segmentation, brand loyalty and the results of promotional activity are some of the more common characteristics that are continually assessed in research seeking improved operating methods.

These traits are traced and studied because consumers are dealing in products of low unit value (therefore making cost a non-influencing factor), easy accessibility and frequent use. What better characteristics than these can be used to describe the simple movement of a prospective television viewer to turn his set on to a 10 p.m. local television newscast?

Product differentiation becomes important, and with the establishment of local television news as a consumer product, the study sought to identify those underlying, and heretofore unresearched and unpublished reasons, why a viewing consumer chooses one product of local news over another.

Because of the lack of any traceable research in this area, what better reason could exist for this study? Once completed, it could lead to the testing of some traditional

marketing patterns (repeat purchase or viewing rate, brand loyalty, etc.) to this new product category.

Chapter I has established the background and objectives of the study.

Chapter II deals with the hypotheses of the study.

Chapter III explains the study's methodology and the experiences of the field sample.

Chapter IV discusses the statistical techniques and results of the study.

Chapter V explains the results of the study's hypotheses.

Chapter VI presents the summary and conclusions drawn from the study.

Chapter VII presents the recommendations of the study.

CHAPTER II

THE STUDY'S HYPOTHESES

Experiments are rarely conducted to explore a problem. They usually test a possible solution to the problem. A hypothesis typically arises in the form of speculation concerning observed phenomena of nature or man. Some examples of hypotheses might be that men are taller than women, that aspirin cures a headache, that smog kills people, and that tall parents have tall children.

A procedure which details how a sample is to be inspected so that we may conclude that it either agrees reasonably with the hypothesis or does not agree with the hypothesis is called a test of the hypothesis; it is a decision rule which tells us to accept the hypothesis for certain types of samples and to reject it for other types. Decision rules are seldom infallible, and hypotheses which are actually true may be rejected, and alternatively, hypotheses which are actually false may be accepted.

This section will consider the specific hypotheses which are tested in this study. Four hypotheses are considered.

Hypothesis 1

Different 10 p.m. local television newscasts, when considered as a whole product, give rise to different product attributes among their viewers.

Implicit in this hypothesis is the major thrust of this study, the defining of the eight product attributes, and the consideration through statistical analysis which of these attributes are most important to which channel newscast viewers. What this hypothesis states is that different ones of the eight product attributes were individually considered most important by the different groups of viewers of the four channel newscasts.

As a secondary assumption of this hypothesis, it is implied that these different product attributes identified by the four channel viewer groups do not favor one or a few of the eight attributes.

Hypothesis 2

Different 10 p.m. local television newscasts, when considered by the strength of each part of the newscast, give rise to clear and different reasons a person watches a particular one of the newscasts.

Here the attempt is made to identify and measure the strength of many preconceived notions the average layman has about each of these newscasts. For example, much layman discussion about these newscasts has centered on the strength of Channel 8's newscast being an over-riding factor of the

personalities it has on its show and the attention given to them while on the air and in pre-show promotion. The same is true of Channel 5's newscast, a thirty-minutes show, being promoted heavily in direct competition to Channel 8's hour show as "All the News in Half the Time." Further speculation among the layman is that the reason Channels 4 and 11 newscasts had not performed well in the professional viewer ratings during this time period was because neither 4 nor 11 had successfully developed a clear newscast identity.

More important for the sake of this type study is the implication in this hypothesis that when the individual 10 p.m. newscasts are considered by their parts, and not as a whole product, they each develop clear and different reasons why they are watched, in the minds of their viewers.

Hypothesis 3

The viewers of each 10 p.m. local television newscast can be identified as one in the same (a profile of an average 10 p.m. local television news viewer) by the sum of all of his/her demographic factors.

This hypothesis is a definite test of whether there is any overall difference in the sum of the demographic factors for all four channel viewers. In other words, does the average viewer of any of the channel newscasts make a certain amount of money, have a certain level of education, come from a certain size family, be of a certain age bracket and own or rent the place where he lives. The assumption in

this hypothesis is yes. The strength of the demographic factors is important in this consideration.

Hypothesis 4

When differences are noted among viewer attitudes toward their particular 10 p.m. local newscast, no pattern exists between any sets of channels in either the product attributes or demographic factors of the viewers.

Hypothesis 4 takes into consideration some of what is not tested in Hypothesis 3, specifically whether a distinct difference in demographic factors can be identified between the four channels considered, or groups of channels therein. What Hypothesis 4 also takes into consideration and lumps with the demographic picture is the question that if differences exist between channels in the identification of product attributes, are they related or grouped in any way to the demographic factors of the viewers for any particular set of channels.

Probably, a few more hypotheses could have been attempted, but these four are considered the main thrust of this study and also of prime importance to the owners of the television channels on which the four newscasts in this study appear. For they are the producers of the product in question here.

The four hypotheses selected were also chosen on the basis that their results would provide not only answers to

what some laymen already consider fact, but also provide insight and direction for future research in this area.

In Chapter III, the study's methodology and design is explained. Chapter IV presents the statistical techniques and results of the study.

CHAPTER III

THE STUDY'S METHODOLOGY

The Research Design

The general purpose of this study was to conduct research of local television news as a consumer product based on the following steps:

- a. accept a definition for a product.
- b. define local television news within this definition of a product and define some of the product benefits to the consumer (the viewer) based on common terminology used in referring to various consumer products.
- c. identify (through commercial surveys such as A. E. Nielsen and the American Research Bureau (ARB) and other surveys) the total potential viewer audience in the eight-county Standard Metropolitan Statistical Area (SMSA) of the Dallas-Fort Worth metropolitan area, which is considered the primary viewing area for the four commercial television stations with 10 p.m. local newscasts Monday through Friday, and examine the dominance Dallas and Tarrant Counties have in this eight-county segment.
- d. then, survey by personal interview questionnaires, 400 randomly selected viewers in Dallas and Tarrant

Counties who watch at least one of the 10 p.m. local newscasts on the average of at least twice between Monday and Friday of each week in an attempt to determine why each viewer prefers the particular 10 p.m. newscast that he watches.

The survey was conducted in five parts:

a. an opening introductory part of the questionnaire (Part 1) to place the potential respondent at ease, have him understand the purpose of the study and to ask him some generalized questions to determine if he is eligible to participate in the survey (i.e. he views one of the four 10 p.m. local television newscasts on the average of at least twice between Monday and Friday of each week).

b. a series of statements which the respondent scored from 1 (the lowest score) to 5 (the highest) as the reasons he watched a particular 10 p.m. local newscast (Part 2).

c. through the use of the six blank semantic differential research tool (coded 1 to 6 in value, with 1 for strongest negative answer and 6 highest affirmative answer), ask each respondent his opinion about the 10 p.m. local newscast he watches and measure the perceived differences each respondent has about the various 10 p.m. local newscasts (Part 3).

d. survey each of the 400 respondents for demographic information (race, age, sex, marital status, education and income) in Parts 4 and 5.

e. statistical analysis of the data utilizing the chi square analysis of variance between individual variables of all four channels; T-Test analysis of data between two channels; stepwise multiple regression of all variables among the four channels; and the factor analysis technique to redefine the large number of associated variables to a much smaller number of factors accounting for the association among the variables.

Some of the choice of a particular 10 p.m. local television newscast may be because of proximity to the product and the benefits (or information) the product (the TV local news program) has to offer. Thus the choice for this study of local television news programs as opposed to national broadcasters. The Dallas-Fort Worth metropolitan area offers four commercially operated newscasts at 10 p.m. Monday through Friday, plus a non-commercial newscast on the Public Broadcasting System (PBS) network, Station KERA-TV (Channel 13). The commercially operated stations with 10 p.m. local newscasts are KDFW-TV (Channel 4-CBS), WBAP-TV (Channel 5-NBC), WFAA-TV (Channel 8-ABC) and KTVT-TV (Channel 11-independent). The two commercially operated stations that have consistently had the largest news viewing audiences at 10 p.m. of these four stations during the past twenty years are WBAP-TV (Channel 5-NBC) and WFAA-TV (Channel 8-ABC).

The PBS news program on KERA-TV (Channel 13) was not included because the same broadcast that was aired from 6:30 to 7:30 p.m. each Monday through Friday was taped and repeated

in abbreviated form at 10:15 p.m., thus reducing its effect of immediacy to local news. The 10 p.m. news programs of the four commercial stations comprised the only time each evening when these four stations were in direct live competition for the viewer audience of local news programs.¹

And though general reference is made to the 10 p.m. local newscasts, the segment of time tested was, for all practical purposes, 10 to 10:30 p.m. (30 minutes) since two of the four local newscasts had half-hour or less shows at that time (Channels 5 and 11), and the other two run from 10 to 11 p.m. However, both Nielsen and ARB surveys show a distinct loss of viewers after 10:30 p.m. on all four stations for many uncontrollable influences including social living habits, competition from the NBC network show, "The Johnny Carson Show," which begins at 10:30 p.m. on Channel 5, and other variables which become unknowns at this point. In an attempt to minimize the distortion of the sample results at this point, the 10:30 p.m. ending time was subjectively introduced as part of the meaning of the terminology 10 p.m. local television newscast.

¹Interviews with news directors of the four commercial stations having 10 p.m. local newscasts confirmed the following information: Channel 8 went to an hour-long newscast in October 1968; and Channel 4 went to an hour-long newscast in fall 1971, and shifted to a half-hour newscast in late October 1972; Channel 13, the area's educational station but not included in the survey, began its Newsroom program live between 6:30 and 7:30 p.m. for 45 minutes in April 1970, went to an hour-long show in September 1970, and moved back to 30 minutes in July 1973. The earlier newscast on Channel 13 has been repeated between 10 and 11 p.m. since its inception.

Since it was the intention of this study to accept the definition of a product--the sum of the meanings it communicates, often unconsciously, to others when they look at it or use it--for the phenomenon of local television news (in the Dallas-Fort Worth metropolitan area) and further define this product as having similar benefits as are derived from other normally thought of products, the following product attributes defined in Chapter I were subjectively applied to local television news:

1. perceived objective performance rendered by the physical aspects of the product--the informative and entertaining functions performed by television, and specifically local television news, derived from having in one's possession a television set.

2. perceived social benefits represented by the consumption, use or mere possession of the product--the status of being able to discuss with others what one has seen on television.

3. psychological benefits delivered by an association of the product with otherwise irrelevant attributes--the feeling of being informed or of knowing what's going on associated with being able to view local television news.

4. objective benefits conferred by the location, manner and timing of purchase availability--the convenience and time utilities offered by the simple flick of a switch to turn television and local television news on for one's viewing.

5. subjective satisfactions derived from the purchase location and the manner of sale--the added worth of the RCA or Sylvania brand or the fact the set and thus the local news program viewed is in color. As a part of this is the added worth of such brands as NBC and CBS affiliates who in turn televise local news programs.

6. instructional, informational, and technical services furnished by the seller in promoting the product--the programming aid of advertising information furnished during the local news program.

7. the assurance of dependability and quality imparted by brand or source--such as the branding of local news programs as "News 8 on the Move" or "The Big News" or "The Texas News."²

8. an assortment benefit--the availability of a wide line to choose from or the availability of a large number of kinds of related items which reduces the cost of buying the particular assortment desired by the customer. This refers to the competing local television newscasts, in this case of study the 10 p.m. local newscasts of the four competing local commercial television stations in the Dallas-Fort Worth metropolitan area. The word buying in reference to other consumer products thus becomes more a choice of selecting one program over the others. The variable of income becomes a nominal one in this study.

²Names used by commercial television stations for 6 and 10 p.m. local newscasts during 1970-72.

Structure of the Questionnaire

The structure of the questionnaire was arranged in five parts with a total of sixty units of information to be collected and tabulated.

The first page (red color), Part 1, was designed to put both the interviewer and the block sample respondent at ease with nine generalized questions (numbered 1 through 9) asked by the interviewer about the respondent's television viewing habits, and to determine the respondent's qualification for the remainder of the questionnaire by determining if he/she watched a local 10 p.m. television newscast, on what channel and how many nights a week on a regular basis between the nights of Monday and Friday. A minimum of two times between each Monday and Friday was required for a respondent to be eligible for the remainder of the survey.

As secondary information, open-ended questions on television programs the respondent watches (local news or otherwise) on a regular basis allowed the viewer's strength toward a particular channel to be examined (Question 3), and Question 8 allowed the strength of individual personalities on the individual 10 p.m. local newscasts to be studied.

Pages 2 and 3 (blue) of the questionnaire (Part 2) were devoted to nineteen unnumbered questions (10 through 28) about the particular 10 p.m. local television newscast the interviewee favors, seeking to identify strength of the viewer's attitude toward this particular characteristic based on a low score of 1 and a high score of 5 on each question.

The interviewee was asked to circle one of the numbers from 1 to 5 on each question except Question 8 (the 17th question on the total questionnaire), which should have been left blank if the respondent did not have a remote channel changer on his television set.

The questions on Pages 2 and 3 represented seven of the eight product benefits used in the definition of a product (Chapter I) and excluded only the Number 3 benefit, the psychological benefit which is "delivered by an association of the product with otherwise irrelevant attributes."

Each of the questions chosen for this section was completed after conversation with news representatives of the four commercial television channels having 10 p.m. local newscasts.

The product benefits were attributed to the questions in the following manner:

1. perceived objective performance rendered by the physical aspects of the product (Questions 8 and 9):

Question 8: It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).

Question 9: I get better TV reception on this channel.

2. perceived social benefits represented by the consumption use or mere possession of the product (Question 18):

Question 18: The person (or persons) I live with prefers this newscast.

3. psychological benefits delivered by an association of the product with otherwise irrelevant attributes (none of the questions).

4. objective benefits conferred by the location, manner and timing of purchase availability (Questions 11, 12, 13 and 15):

Question 11: The news program is shorter and more concise.

Question 12: The news program is longer and I get more complete coverage of the news.

Question 13: I like the show that follows the newscast on the same channel.

Question 15: It will give the most important story first, regardless of whether this is news, sports or weather.

5. subjective satisfactions derived from the purchase location and the manner of sale (Questions 1, 3, 4, 5, and 16):

Question 1: I prefer all of the personalities who are on this program.

Question 3: I prefer the newsmen on this channel.

Question 4: I prefer the sportscaster on this channel.

Question 5: I prefer the weatherman on this channel.

Question 16: I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.

6. instructional, informational, and technical services furnished by the seller in promoting the product (Question 14):

Question 14: Of the promotion and advertising I have seen for this newscast.

7. the assurance of dependability and quality imparted by brand or source (Questions 6, 7 and 10):

Question 6: This is my favorite television channel.

Question 7: I watch the previous show on this same channel and I just stay tuned to the same channel.

Question 10: The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.

8. an assortment benefit (Questions 2, 17 and 19):

Question 2: I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.

Question 17: I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.

Question 19: Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.

Page 4 (yellow), Part 3, was the instruction page, and Page 5 (also yellow) contained the 6-blank Semantic Differential for twenty sets of descriptive adjectives about the 10 p.m. local television newscast each viewer watches.

As in the questions on Pages 2 and 3 of the questionnaire, the choice of adjective sets for the Semantic Differential was in large part influenced by recommendations from news directors and news representatives of the four major channels.

Pages 5 and 6, Parts 4 and 5, were devoted to demographic information about each interviewee. Page 5 (pink)

was filled out by the interviewee while Page 6 (green) filled out by the interviewer by observing and talking to the respondent.

The demographic material was placed at the end of the questionnaire to encourage respondents to concentrate as much as possible on expressing their attitudes about the particular 10 p.m. local television newscast they watched before giving personal information about themselves.

Various interview technique sources indicate that when a respondent is asked for the demographic information first, he/she may be much less responsive to continuing with the questionnaire.

For tabulation sake, the entire questionnaire was numbered 1 through 60 from the first question on the first page to the last question on the last page, and resulted in the following breakdown: Page 1 (red), Questions 1-9; Page 2 (blue), Questions 10-18; Page 3 (blue), Questions 19-28; Page 4 (yellow), instructions for the Semantic Differential; Page 5 (yellow), Questions 29-48; Page 6 (pink), Questions 49-55; and Page 7 (green), Questions 56-60. The 51 variables of Questions 10-60 were subjected to statistical analysis.

Once the location of the interview was determined, the general approach was for the interviewer to knock on the front door or ring the doorbell, or greet the person in the front yard with, "Good morning (afternoon, evening). I am conducting an independent research study on programs seen on television." Then, go into Question 1: "Do you live here?"

The questionnaire was designed to be completed in approximately fifteen to twenty minutes. Part 1 (Page 1) was completed by the interviewer; Part 2 (Pages 2 and 3) was shown to the interviewee for completion after a careful explanation of the instructions, the interviewee was then given a chance to read the instructions; Part 3 (instruction Page 4) was shown to the interviewee after completion of Part 2, and the instructions were repeated by the interviewer to the interviewee once the interviewee had a chance to read the sample questions; then Page 5 of Part 3, the Semantic Differential, was shown to the interviewee for completion, reminding him/her to mark the channel number of the station on which he/she watched the 10 p.m. local television news.

Part 4 (Page 6) was then shown to the interviewee for completion, and once completed, Page 7 was completed by the interviewer.

Two numbers were marked at the bottom of Page 7 to identify the respondent being interviewed. The first number was the respondent number in the survey (between 1 and 400), and the second number was the Census Block Number in which the interview was conducted. The first number was marked above the designated line and the second number was marked below the line once the interviewer had arrived at the designated block location, and before the interview was begun. The complete questionnaire is presented in Appendix A.

Sample Size and Structure

In the planning of a survey sample, a stage is always reached at which some decision must be made about the size of the sample. The decision is an important one. Too large a sample implies a waste of resources, and too small a sample diminishes the utility of the results. The decision cannot always be made satisfactorily, for most often we do not possess enough information to be sure that our choice of sample size is the best one.

The sample for this survey was assumed to be normally distributed in the two-county Dallas and Tarrant Counties area. Taro Yamane in his Elementary Sampling Theory suggests that at 95 percent confidence level (the chances are 95 in 100), a sample size within ± 5 percent to infinity, would be 400.³ The standard error at this point would be 1.1.

Since no significant research has been done on the topic of this study, this researcher took into consideration the amount of sampling error that could be tolerated in the results. This is normally done after discussion with persons in the television industry who might derive some benefit from this study. This is how the ± 5 percent figure was derived.

The choice of any confidence level (such as 95 of every 100 or 99.7 of every 100) tends to be a subjective one. Stockton in his Business Statistics suggests that the better

³Taro Yamane, Elementary Sampling Theory (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1967), p. 398.

one can approximate the size of the sample, the easier and possibly more accurate the results will be.⁴

The following statistical information is shown for the eight county SMSA:

<u>County in SMSA</u>	<u>County Seat in SMSA County</u>	<u>County Seat 1970 Population</u>		
Dallas	Dallas	844,401		
Tarrant	Fort Worth	393,476		
Denton	Denton	39,874		
Collin	McKinney	15,193		
Rockwall	Rockwall	3,121		
Kaufman	Kaufman	4,012		
Johnson	Cleburne	16,015		
Ellis	Waxahachie	13,452		

<u>County in SMSA</u>	<u>1970 Census Population</u>	<u>% of Total</u>	<u>County % of TV Viewers</u> <u>County % of Total Pop.</u>
Dallas	1,327,321	57.2	217,164
Tarrant	716,317	31.5	119,592
Denton	75,633	3.3	12,529
Collin	66,920	2.4	9,112
Rockwall	7,046	.3	1,139
Kaufman	32,392	1.4	5,315
Johnson	45,769	1.9	7,213
Ellis	46,638 ⁵	2.0	7,593 ⁶
	2,318,036 ⁵	100.0	379,657 ⁶

⁴Ibid.

⁵Dallas Chamber of Commerce Fact Series, Report of the Dallas (Texas) Chamber of Commerce, 1972, pp. 1-8.

⁶Audience Estimates in the Dallas-Fort Worth ARB Television Market, Report of the American Research Bureau, May 1972.

a. After the listing of the counties, the first column is the 1970 census for each county.

b. The second column is the percentage of the total eight county population which lives in each of the counties.

c. The 1970 census data contains the fact that 706,900 persons in the eight county SMSA own television sets (i.e. television homes). Viewer surveys show that approximately 53 percent of these are tuned to one of the four 10 p.m. television newscasts being surveyed in this study. Thus 379,657 viewers are tuned to the 10 p.m. newscasts in the eight county area. Column three is the percentage which each county has of the total eight county SMSA. For example: a total of 379,657 persons are supposed to be watching one of the 10 p.m. local newscasts Monday through Friday and 57.2 percent of the total population live in Dallas County. So this gives a supposed 217,164 viewers of the 10 p.m. local newscasts who live in Dallas County.

Because of the dominance of the two counties--Dallas and Tarrant--in this major eight-county area (together Dallas and Tarrant Counties have 88.7 percent of the total population), these two counties comprised the universe for the sample.

Any valid listing of all persons residing in these two urbanized areas at one given time is unlikely. The 400 persons to be interviewed were chosen in a random sampling of 400 of the block numbers of the two counties, as enumerated by the 1970 block statistics for these two counties. A total

of some 24,570 blocks were included in census figures for the two counties and were divided by the necessary 400 respondents desired, thus allowing the random choosing of every sixty-first listing of the block numbers for the two counties, beginning with Dallas County.

Once the block numbers were chosen, they were located on a map of the two county areas to assure that a relatively proportional share of respondents was included in each county, proportional to the total population and potential television viewers.

In most cases the blocks were bounded by four streets of different names. Because the random selection allowed for geographical representation from the major areas of each county, and because a valid up-to-date listing of the street addresses for each block area in the sample was impossible to obtain, the street name beginning with the earliest position in the alphabet was chosen for the contact point for that particular block if the number one was drawn from a box of four equal-sized pieces of paper each marked with a number, beginning with one through four. For example, block number 408 in Dallas County is bounded by the four streets of Dennis, Longmeade, Sundown and Josey. If number one was drawn, the first contact point was on Dennis Street. If number four was drawn, the first contact point was on Sundown Street.

No corner houses were included in the block samples because many sources writing on the techniques of sampling

do not feel corner houses to be representative of the personnel makeup of a block.⁷

Sampling Methodology and Experiences of Field Sample

As noted in the preceding section, the 400 respondents to be interviewed were chosen in a random sampling of 400 of the block numbers of Dallas and Tarrant Counties, as enumerated by the 1970 block statistics for the two counties.

The total of 24,570 blocks included in the census figures for the two counties were divided by the necessary 400 respondents desired, thus allowing the random choosing of every sixty-first listing of the block numbers for the two counties, beginning with Dallas County.

The method chosen for selecting sample cases was to sample at regular intervals from the list of block numbers in the two counties. The first case for the sample was selected by lot as follows: sixty-one equal-sized slips of paper were numbered from one to sixty-one and placed face down in a box and mixed, and one slip was drawn. The number seven was drawn, and the seventh block number from the top of the Dallas County list was the first block chosen for the sample. The sixty-first block number following this one was the second block number chosen for the sample, and so on.

Since the list of block numbers took up several pages in each volume of the listing for the two counties, the name

⁷Mildred Parten, Surveys, Polls, and Samples: Practical Procedures (New York: Harper & Brothers, 1950), p. 278.

at the end of each page below the last samples case was carried over when counting cases for the intervals. This was also done in carrying over from the Dallas County volume listing to the Tarrant County listing, where Respondent Number 241 (block number 107 of Census Tract 199) was the last one chosen from Dallas County and the interval between Number 241 and 242 had 47 block numbers in the Dallas County book and 13 in Tarrant County book before Respondent Number 242 was chosen (block number 114 of Census Tract 1.01).

Once the random numbers of 400 blocks were chosen for the two counties, they were plotted on each census tract map and the summary maps for each of the two counties. Dallas County contained the first 241 of the block numbers and Tarrant County the last 159.

This plotting was checked by observing the possible clustering of block numbers chosen in areas of large population, and the large distances between block numbers chosen in areas of sparse or medium population.

Because the Tarrant County number was the smaller of the two county samples, and because the interviewer was less familiar with the many geographical locations of the Fort Worth area, the Fort Worth and Tarrant County sample was undertaken first. Prior to this a pre-testing sample of fifty persons was chosen at random in Denton County to increase the proficiency of the interviewer, and to see if any major weaknesses existed in the questionnaire.

This took approximately two weeks. The two conditions which caused the most attention in the pre-test were the correct explanation to the respondent of how to mark the 6-blank semantic differential portion, and the time and distance that was necessary in traveling from one sample source to another.

At this point, realizing that 400 samples must be taken in the two counties of Dallas and Tarrant, a second pre-test by phone was conducted in Denton County to test the adaptability of the survey to the telephone method of interview. Fifty respondents were chosen at random from the Denton telephone book. All sixty questions of the survey had to be asked by the interviewer rather than allowing the interviewee to simply mark the questions with 1-5 rankings, and the blanks of the semantic differential. Another condition was that some of the demographic material, such as race and sex, were not completely clear at times during the telephone interview, and the sometimes sensitive topic of age had to be asked by age groupings.

Obtaining the respondents' opinions on the Semantic Differential portion by phone was the most time consuming and difficult portion of the questionnaire. To make this portion clear each of the two bi-polarized adjectives of the Semantic Differential in a set had to be treated separately, such as biased and unbiased, and whichever adjective of the set that the respondent chose, he then had to be asked if he thought it (the station being evaluated) was "very," "somewhat," or "slightly" biased or unbiased.

Despite a possible savings in cost per interview and total information gathering time, the awkwardness of the response by phone seemed to leave a question as to the validity of the respondent's answer through a lack of being able to visualize what the semantic differential measuring tool looked like. The length of each telephone interview was from twenty to twenty-five minutes. The telephone pre-test did, however, add further scoring and verbal practice for the interviewer to explain the questionnaire.

In mid-September 1972, the first of the 400 survey interviews was begun in Fort Worth, mainly during the evening hours of 5-9 p.m., and from 10 a.m. to 5 p.m. on Saturdays and 1-5 p.m. on Sundays. The Fort Worth survey was completed, except for nine repeat calls, by November 15, 1972.

The Dallas survey, utilizing the same hours, was begun on November 27, 1972 and continued through February 20, 1973, exclusive of thirteen repeat calls. The Fort Worth repeat calls were completed by March 5, 1973.

In most cases, the blocks in the two counties were bounded by four streets, and upon arriving at the correct block location, the interviewer took from a container with equal size slips of paper numbered one to four in it, one of the slips of paper which designated which street side of the block to seek the interview for that block. The street name beginning with the earliest position in the alphabet was chosen for the contact point for that particular block if the slip of paper with Number 1 was chosen from the box container.

For example, block number 408 in Dallas County is bounded by the four streets of Dennis, Josey, Longmeade, and Sundown, and if slip Number 1 is drawn from the box, this means the initial interview contact for that block should begin on the Dennis Street side.

The interviewer would skip the corner house on each street location surrounding a designated block sample. From a second container with equal sized pieces of paper marked for every tenth number, 10, 20, 30, etc., one piece of paper was drawn. Then from a third box container with two equal sized pieces of paper marked "odd" and "even," one of the two pieces of paper was drawn from the box. This then gave the approximate house number within the block on this street; with pieces of paper with 20 and odd drawn from the box, the interviewer knew to proceed to house 21 in the hundred block location which was determined from the random sample. If no house existed or no one was home at house 21, the interviewer proceeded to house 23, keeping the odd number designation intact. If still no one was at home, the numbers increased to 25, 27, and 29, and if no respondents were found, a repeat trip beginning again with house 21 and continuing through house 29 was scheduled for a later date. If the block did not have a 20 sequence in its numbering, the interviewer automatically moved to the next highest sequence of possible 10 numbers, in this case 30. If, by mistake, the number of a corner house was either drawn or alluded to in the numbering sequence, no interview was conducted at that location, since

corner locations are often considered to be more heterogeneous than the inner block location, and not representative of any one segment of the block.⁸

A limit of two repeat trips was scheduled for any one block segment where respondents could not be located on first try, before moving to the next higher group of ten numbers. In other words, three attempts would be the limit in trying to find a respondent from numbers 21, 23, 25, 27, and 29 within a block before moving on to 31, 33, 35, etc. In none of the block areas in either Dallas or Fort Worth were more than two repeat calls necessary. Seven of the nine repeat calls in Fort Worth were achieved during the first repeat visit and the other two during the second repeat visit. Ten of the thirteen Dallas repeat visits achieved respondents during the first repeat visit and the remaining three interviews were gained during the second repeat visit. Normally, an attempt was made to revisit the blocks where interviews were not successful on first try, at a different hour, and in most cases the unsuccessful attempts came during weekday afternoons.

On only five occasions did potential respondents refuse to participate in the questioning: one said the information was none of the interviewer's business; and the other four said they were too busy to participate in the study.

⁸Ibid.

Nine persons were contacted who did not view a 10 p.m. local television newscast, either at all or less than the required two times a week between Monday and Friday. Five of these persons still desired to know more information about the study and were willing to complete the rest of the questionnaire because of this interest. The study was explained to them, but they were not included in the sample.

A general attitude of friendliness and keen interest best characterized the respondents to this study. Once the study was explained, or they had answered some of the preliminary questions on Page 1 of the questionnaire, the respondents re-emphasized the number of the channel on which they viewed the 10 p.m. local television newscast and why. None of the respondents were asked how long they had been viewing the newscast, but a number volunteered the information that they had been viewing their particular newscast for several years. A majority seemed to feel they had expertise about local television news, in general.

Because of the varying length of time when the interviewer was in the field, the number of completed interviews in one day ranged from three to twenty-one, depending on the length of time spent in the field and the closeness of block locations being visited.

No attempt was made to control the number of respondents who watched a particular 10 p.m. local television newscast on a particular channel. If the respondent qualified for the survey by watching a particular 10 p.m. local television

newscast on a regular basis (at least twice a week between Monday and Friday), he/she was interviewed. Table 1 in Appendix B shows the 400 respondent numbers, their geographical location and the particular channel on which they watched their local 10 p.m. television news shows.

CHAPTER IV

STATISTICAL TECHNIQUES OF THE STUDY AND RESULTS

Statistical and Computer Techniques

All statistical and tabulation results contained in this study were performed on an IBM 360-50 computer in the University Computer Center at North Texas State University where the author is employed.

The statistical analyses included single frequency tabulations and percentages for all answers on all questions, Chi Square Analysis, Fisher's T Test, Stepwise Multiple Regression and Factor Analysis in which Varimax Rotation was performed. Because it is best to define these techniques with examples of the study, the following is a description of the techniques used in the study.

Part 1 contained predominantly yes-no check questions, or the listing of programs the viewer watches most often, or the listing of regular staff members on their favorite 10 p.m. local newscast. These were simple tabulation questions with zero representing no answer. The same tabulation approach was used in Parts 4 and 5 of the questionnaire, which contain the demographic questions.

Rating on 1 to 5 Scale: Part 2 asked the viewer to rank characteristics of the 10 p.m. local television newscast by circling numbers from 1 to 5 with 5 being the highest and 1 the lowest. A 5 ranking was defined as a "very strong" reason one watched that particular newscast, 4 "a little above average," 3 an "average" reason, 2 a "little below average," and 1 a "very low" reason.

Using these scales, the viewer was asked to choose among various degrees of opinion on a given question. The number of degrees presented was largely a matter of judgment and depended on the nature of the issue.

The number of degrees varied from three to a maximum number the tester believed the viewer capable of differentiating. Generally speaking, no more than five steps are used by surveys employing the interview method.¹ The rating scale attempts to get a quantitative expression of responses that are supposedly at various steps on an attitude continuum.²

Semantic Differential: Part 3 of the questionnaire utilized the semantic differential tool. The master list of selected polar adjectives for the semantic differential was derived from a number of sources. Initially, all the literature on television news programs had been carefully examined for descriptive terms. In addition, terms used by

¹Mildred Parten, Surveys, Polls, and Samples: Practical Procedures (New York: Harper & Brothers, 1950), p. 192.

²Ibid., p. 190.

television industry news representatives were collected through conversation and questioning. Finally, terms recommended in such source books as The Measurement of Meaning by Osgood and which were representative of the major characteristics were considered.

The semantic differential was used because it allowed the measurement of the degree of attitude individuals had toward a subject by a numerical score for various blanks on word feelings.

Example:

weak strong
 1 2 3 4 5 6

(each blank is scored 1 to 6 and gives intensity of feeling once scores are totaled)

The use of the 6 blank semantic differential also eliminated respondents' riding the fence of an odd-numbered middle blank.

The adjectives were pretested among several television representatives to evaluate the instrument before final selection of the adjectives was made.

Statistical Analysis of the Sample Between the Four Channels

Analysis of Variance--Chi-Square: Essentially, the major use of chi-square in communications research is the test of independence--whether or not any set of variables, traits, or any classification used is independent. The P Values shown in Table 2 in Appendix B are probability values and are inversely related to what the chi-square value would

be. If a variable has a large chi-square value, its P Value will be small, and vice versa. The four categories of significance were identified by .10 to .05 being somewhat significant, .05 to .01 being significant, .01 to .001 being very significant, and .001 and below being very highly significant. By comparing these values of all the variables for all four channels at once, assuming the four categories of significance, one could get some idea of the variables that might be independent when compared to at least one other channel, and possibly the other three channels.

Chi-Square Between the Four Channels

Table 2 in Appendix B shows six variables to be "very highly significant" in this chi-square comparison: variables 4, 11, 12, 13, 22 and 31, and ten variables to be "very significant"--variables 2, 3, 7, 10, 14, 26, 35, 40, 44 and 45. None of the demographic variables of Parts 3 and 4 of the questionnaire were shown to be "very highly significant," and three of the demographic variables rated "very significant."

The "very highly significant" variables were as follows:

- 4. I prefer the sportscaster on this channel
- 11. The news program is shorter and more concise
- 12. The news program is longer and I get more complete coverage of the news
- 13. I like the show that follows the newscast on the same channel
- 22. Unbiased--Biased

31. Gives Complete News Coverage--Gives Only Surface News Coverage

The "very significant" variables were as follows:

2. I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program
3. I prefer the newsmen on this channel
7. I watch the previous show on this channel and I just stay tuned to the same channel
10. The set is usually tuned to this channel so I just leave it on the same channel when I turn it on
14. Of the promotion and advertising I have seen for this newscast
26. Conservative--Liberal
35. More Interested in Local News--More Interested in National News
40. I am between
 _____ 18-25 years old
 _____ 26-35 years old
 _____ 36-50 years old
 _____ 51 years or over
44. The total number of people (counting myself) who live at this address are:
 _____ 1
 _____ 2
 _____ 3
 _____ 4
 _____ 5
 _____ more than 5
45. My highest level of education is:
 _____ less than high school degree
 _____ high school degree
 _____ attended college
 _____ bachelor's degree
 _____ attended graduate school
 _____ master's degree
 _____ doctor's degree
 _____ other (specify)

Since the chi-square test had identified some possible independence of variables among some of the channels, it is time to identify which of these channels was involved in this measure of independence.

Fisher's T Test: The T Test as a test of significance is a test to determine if a difference is due to sheer chance or if it is large enough to be significant. As applied to the means computed from two samples, the question is: Is the difference between the two means due to chance factors in sampling or is it due to an actual significant difference in the two means? A significance level of 5 percent is probably the most commonly used. The 5 percent level of significance is 1.96 in terms of standard deviations. Using this 1.96 as a minimum, Table 3 in Appendix B shows the variables that were related between two channels at values of 1.96 or greater. A study of the "very highly significant" and "very significant" variables as identified by the chi-square values will produce an understanding of the channels between which these variables tended to differ. A brief comparison of these scores shows Channel 11 to be the most active channel in difference from the other three channels in Parts 2 and 3 of the questionnaire, and Channel 5 to be the most active in differences from the other channels in the demographic material contained in Parts 4 and 5 of the questionnaire.

Stepwise Multiple Regression: It is sometimes desirable to describe the joint relationship of an independent and a dependent variable. For example, weight gain may depend on

original weight, amount of food eaten and perhaps several other variables. If one of these variables is well described by the other variables, we will want to know the extent of this dependence. In other words, a local 10 p.m. television newscast was chosen in order of importance by a number of different variables. Stepwise multiple regression was the process used.

Table 4 in Appendix B shows the multiple regression values for Part 2 of the questionnaire. Table 5 in Appendix B shows the same process for Part 3, Table 6 in Appendix B shows it for Part 4, and Table 7 in Appendix B shows it for Part 5, for all channels. Consideration should be given to the variables between which there are significant multiple R square value changes of at least .05 in value. Little consideration should be given to the variables which show less change than this.³

For comparison, Table 8 in Appendix B shows the stepwise multiple regression values for all channels and all variables combined. The first five variables listed (numbers 12, 13, 4, 6, 11) were the first five variables listed in Table 4 which considered all the channels, but in separate parts of the questionnaire.

It should also be noted that variables 12, 13 and 11 represented the purchase availability product benefit,

³Howard L. Balsley, Quantitative Research Methods for Business and Economics (New York: Random House, 1970), p. 190.

variable 4 represented the subjective product benefit, and variable 6 the quality and dependability product benefit.

Also in Table 8, considering all channels and all variables, variable 51 (name of person interviewed: Mr., Miss or Mrs.) was the highest ranked demographic variable both for this consideration and when the Part 5 of the questionnaire was considered for all channels.

Table 9 in Appendix B shows the variables not entered by the computer when considering all the variables for all channels.

Factor Analysis Between Channels: When a large number of variables are included in a study and an attempt is made to interrelate them within small and large groupings, there is a need for these variables to be reduced to a smaller, more manageable number in an effort to seek out underlying associations. The essential accomplishment of factor analysis is this redefining of a large number of associated variables by a much smaller number of factors accounting for the association among the variables. If a fundamental order exists in the universe, a large number of closely associated variables may be expected to be described by a few underlying, powerful factors which account for the interassociations among the variables. To seek these underlying basic factors is the function of factor analysis.

Given the results of a factor analytic study, the few underlying factors that emerge may be redefined, and predictions may possibly be made from them, as is the case with

multiple-regression analysis. On the other hand, the few underlying factors may be redefined or identified and used as points of emphasis in production or marketing or communication efforts by maximizing the results of these efforts.

For example, in a study of fourteen attributes of coffee taste, factor analysis accounted for the inter-correlations among the fourteen attributes by revealing four factors that could be identified as "comforting quality," "heartiness," "genuineness," and "freshness." In considering these four basic factors, the manufacturer of the coffee decided that it could emphasize genuineness and heartiness in its attempt to produce coffee that would more closely satisfy the needs of the customers.⁴ Included in the factor analysis technique is the process of Varimax rotation which refers to finding the simplest structural relationship between two or more factors so that the underlying nature of each may be more easily identified. Varimax rotation was performed in all the factor analyses in this study.

Factor analysis was considered between variables in all four channels at the same time, first by each part of the questionnaire, then by the fifty-one variables of all parts at the same time to see which variables grouped together, regardless of the part of the questionnaire from which the variables came.

⁴Bishwa Nath Mukherjee, "A Factor Analysis of Some Qualitative Attributes of Coffee," Advertising Research, No. 1 (March, 1965), 35-39.

Tables 10 through 13 in Appendix B provide a summary of major factors relating to all four channels at the same time by each part of the questionnaire. Table 10 of the factor analysis shows groupings for personalities, channel allegiance, length, news format, channel switching and one group unheaded. Table 11 shows two groupings for presentation, and one each for format, show parts, news factors and format/presentation. Table 12 shows groupings for total demographic factors and education/income. Table 13 shows groupings for sex, race/location and one grouping unheaded.

Table 14 is a summary of the variables included in Part 2 of the questionnaire for all channels, and shown previously in Table 10. This table identifies the order of groupings found in this Part 2 analysis and shows that four of the five variables listed in the first grouping of this factor analysis were variables 1, 3, 4, and 5 which were included in the pre-defined product benefits category of "subjective" benefits. The fifth variable chosen for this first category was variable 6, which was pre-defined in the "quality and dependability" product benefits category. In the six groupings represented in this channel, product benefits represented the most were "purchase availability" and "subjective," each represented five times.

Tables 15 through 17 in Appendix B show the factor analysis for all four channels and all variables. Each variable for each channel was considered in grouping, and allowed the study of values assigned to each variable in

TABLE 14

PRODUCT BENEFITS BETWEEN CHANNELS
AS RELATED TO FACTOR ANALYSIS
(ALL CHANNELS)

Grouping Order	Product Benefits and Question Numbers						
	Physical 8 and 9	Social 18	Purchase Availability 11,12,13,15	Subjective 1,3,4,5,16	Instruc- tional Services 14	Quality & Dependability 6,7,10	Assort- ment 2,17,19
1				1,3,4,5		6	
2	9		13			7,10	
3			11,12				
4	18		15	16			17
5							2,19
6	8		13		14		2
Total	3	0	5	5	1	3	4

groups considering all variables at the same time, not just demographic factors together, for example. Seventeen factor analysis groupings were presented.

Five groupings, including the first, were headed presentation. The remaining groupings, in order, were channel allegiance, demographic, household/sex, personalities, length, age/location household, channel switching, show parts, format, news trends/demographic, a second channel switching category, and objective/demographic.

Table 18 shows the variables which represented the pre-defined product benefits of Part 2 of the questionnaire, and how these variables were represented in the seventeen factor analysis groupings for all channels and all variables.

It is important to note that eighteen of the product benefit variables appeared in the combined seventeen groupings, the largest product benefit category being represented was the "subjective" category with five variables. "Purchase availability" was represented four times and "physical" and "quality and dependability" were represented three times each.

By comparison to types of questions asked within the questionnaire, the semantic differential portion of the questionnaire (Part 3) which was seeking to identify the strength of attitude to many of the questions asked in Part 2 (the product benefits part), was represented nineteen times in the seventeen factor analysis groupings. The semantic differential contained nineteen variable sets.

TABLE 18

PRODUCT BENEFITS BETWEEN CHANNELS
AS RELATED TO FACTOR ANALYSIS
(ALL CHANNELS--ALL VARIABLES)

Grouping Order	Product Benefits and Question Numbers						
	Physical 8 and 9	Social 18	Availability 11,12,13,15	Subjective 1,3,4,5,16	Instruc- tional Services 14	Quality & Dependability 6,7,10	Assort- ment 2,17,19
1 2 3 4 5 6	9		13		14	7,10	
			11,12	1,3,4,5		6	
7 8 9 10 11 12	9						2
			15	16			17
13 14 15 16 17	8						
Total	3	0	4	5	1	3	2

Parts 4 and 5 of the questionnaire which contained the demographic questions were represented seventeen times in the seventeen factor analysis groupings. Parts 4 and 5 contained a total of twelve demographic variables.

Channel Viewer Percentages

Once the 400 interviews by block sample in the Dallas and Fort Worth metropolitan area were completed, a total of 161 persons (40.25 percent) said they viewed the Channel 8 10 p.m. local television newscast at least twice a week between Monday and Friday, 132 (33 percent) viewed Channel 5's newscast, 87 (21.75 percent) viewed Channel 4, and 20 (5 percent) viewed Channel 11.

Table 19 shows the survey of viewer audiences estimated for the 10 p.m. local television newscasts on these four channels from late September 1972 through May 1973, during which time the 400 interviews were conducted.

By combining the total number of persons estimated to be watching the 10 p.m. local television newscast on each of the four channels during this time, and considering the share of the viewing audience each channel was estimated to be getting, that share compared to the percentage of viewers for each channel included in the 400 responses to this study in the following manner: Channel 8 estimated (33.47), respondents to study (40.25 percent); Channel 5 estimated (31.33), respondents to study (33 percent); Channel 4 estimated

TABLE 19

TELEVISION AUDIENCE ESTIMATES IN DALLAS-FORT WORTH
METROPOLITAN AREA^a

Night Times	Total Persons (thousands) by Channels-ARB			
	4	5	8	11
October 1972 ^b				
9:30-10	385	256	487	96
10-10:30	183	286	320	90
10:30-midnight	61	160	106	63
November 1972 ^c				
9:30-10	317	269	426	137
10-10:30	170	254	298	109
10:30-midnight	67	141	109	81
January-March 1973 ^d				
9:30-10	354-349	275-251	430-409	136-156
10-10:30	217-211	316-281	275-257	101-118
10:30-midnight	79-66	134-158	105-88	69-81
May 1973 ^e				
9:30-10	265	201	335	218
10-10:30	171	251	267	157
10:30-midnight	62	143	91	107

^aSurvey includes 8 county metropolitan area: Dallas, Tarrant, Denton, Collin, Johnson, Ellis, Kaufman, Rockwall.

^bARB (American Research Bureau) rating dates from this time period are September 20-October 7; Nielsen State Index is September 21-October 18.

^cARB rating dates for this time period are November 1-21; Nielsen dates are October 26-November 22.

^dARB rating dates for this time period are January 10-February 6, and February 7-March 6; Nielsen dates are February 8-March 7.

^eARB rating dates for this time period are May 2-29; Nielsen dates are May 3-May 30.

TABLE 19--Continued

Total Persons (thousands) by Channels-Nielsen			
4	5	8	11
197 60	269 156	304 105	96 63
181 64	243 137	298 106	114 80
225 83	258 137	284 110	132 92
189 77	245 141	254 94	171 119

(22.75), respondents to study (21.75 percent); and Channel 11 estimated (12.49), respondents to study (5 percent).

The first part of this chapter has explained the statistical methods used in this study and some of the results of the study as examples of the use of these methods. Combined with these results is the following detailed analysis of the answers to questions in each part of the questionnaire.

Analysis of Part 1

Table 20 in Appendix B shows a breakdown of the responses given by the 400 viewers to the nine questions in Part 1 of the questionnaire.

Questions 1 and 2 of Part 1 corresponded to the number of persons who watched the particular 10 p.m. local television newscasts on the particular channels. They verified if the person lived at the location where the interview was conducted and if the person owned or had access to television.

Question 3 showed what programs other than the local 10 p.m. television newscasts that the respondent remembered watching, the average number of programs that the largest number of viewers of a particular channel watched, and whether these shows were seen on the same channel as the local 10 p.m. newscast that this viewer watched regularly. This information is shown in Tables 21 through 24 in Appendix B.

Questions 4 and 5 confirmed the information that the respondent watched a local television news program, and

viewed this program at 10 p.m. between Monday and Friday of each week.

Question 6 determined on which channel the respondent watched the local 10 p.m. television newscast.

Question 7 determined whether the respondent could identify any of the persons who were regular members of the local 10 p.m. television newscast that they watched. Three of the 400 respondents did not answer this question, 295 said they could answer it, and 102 said they could not name any of these people. Of the 295 respondents who said they could name at least one person, 145 of these were Channel 8 viewers, 90 were Channel 5 viewers, and 55 were Channel 4 viewers. Fifteen of the 20 Channel 11 viewers said they could not identify at least one of the personalities on the program.

Question 8 asked the respondent to name at least one of these regular staff members, and fifty-one of the Channel 8 viewers named three of the staff members, thirty of the Channel 5 viewers named two or three of the regular staff members, and forty-one named none; twenty-three of the Channel 4 viewers named one staff member and thirty-two named none; and fifteen of the Channel 11 viewers named none of the regular staff members. Tables 25 through 28 in Appendix B show the persons on each channel named by the viewers.⁵

⁵Interviews held with news directors of the four commercial stations having 10 p.m. local newscasts confirmed the following information: Eddie Barker of Channel 4 left that station in late May of 1972; Judd Hambrick was at Channel 4 from late October 1972 to July 1973; Don Harris left Channel 8 on March 14, 1973; and Dale Milford left Channel 8 in December 1971.

Question 9 was aimed at qualifying respondents for the remainder of the survey by requiring them to view their particular 10 p.m. local television newscast at least twice a week between Monday and Friday. Of the 400 respondents, 235 watched their particular 10 p.m. television newscasts on the average of five times a week, the maximum possible number between Monday and Friday. This average of five held true among the largest number of respondents for each channel's newscast.

Analysis of Part 2

Table 29 in Appendix B shows a breakdown of the responses given by the 400 viewers to the nineteen questions in Part 2 of the questionnaire. Each respondent was asked to rate the particular 10 p.m. local television newscast that he/she watched based on 5 being the highest and 1 being the lowest ranking that one could give each of the nineteen characteristics. Rating 5 would equal a "very strong" reason that the respondent watched this particular newscast, 4 "a little above average" reason, 3 an "average" reason, 2 a "little below average" reason, and 1 a "very low" reason.

Question 1 had 202 of the 400 respondents giving a 5 rating to preferring all the personalities on this particular newscast. The 5 rating was the largest group response from each of the four channels.

Question 2 noted little "switching" among 10 p.m. newscasts viewers as the rating of 1 was the largest group response from each of the four channels.

Questions 3, 4, and 5 measured the respondent's preference for the newsmen, sportscasters and weathermen personalities on the preferred newscasts. The 5 rating was the largest group response from each of the four channels. More Channel 11 viewers liked the newsmen and weathermen than the sportscaster. More Channel 4 viewers ranked the weathermen first, the newsmen second, and the sportscaster third in the number of respondents giving 5 ratings. Channel 5 viewers giving 5 ratings ranked the weatherman first, the newsmen second, and the sportscaster third. Channel 8 viewers giving 5 ratings ranked the newsmen first, the sportscaster second, and the weatherman third. Overall among the four channels, weathermen received the largest number of 5 ratings, newsmen second, and sportscasters third.

Question 6 showed 216 of the 400 respondents giving a 5 rating to their particular channel for the local 10 p.m. newscast as also being their favorite television channel. The 5 rating held true as the largest group rating for respondents of each of the four channels.

Question 7 showed some difference among channel respondents. The largest total group rating among all channel respondents was a rating of 1. The rating of 1 was the largest group rating for respondents of Channels 4, 5, and 8. The largest group rating for respondents of Channel 11 was a rating of 5, explained somewhat because Channel 11 viewers see their 10 p.m. newscast each Monday through Friday during the intermission of a nightly movie. Therefore, the show

(a movie) they watch previous to the newscast at 10 p.m. is the same show (a movie) they can continue to watch after the newscast ends. This same reverse relationship among the channels is seen in Question 13 which asked the viewer for his/her attitude toward watching this particular 10 p.m. local television newscast because of the show that followed the newscast on the same channel.

Question 8 was intended to be answered only by those persons having remote channel changers as a part of their television set. The question was answered by 38 of the 400 respondents in the total study, and of these 38, 26 respondents gave it a rating of 1, the lowest, and 10 respondents gave it a rating of 5, the highest. Six of the 10 respondents giving ratings of 5 were Channel 8 viewers.

Question 9 received the same reverse relationship among channels as Questions 7 and 13, being on which channel did the respondents receive better reception. The rating of 1, the lowest, was the largest group rating for respondents of Channels 4, 5, and 8, while the largest group rating for Channel 11 viewers was a rating of 5.

Question 10 explored the concept of carryover programming from one program to another on the same channel: in this case the effect being tuned to a particular channel, when the set is turned on, or turned from off to on to view a particular 10 p.m. local television newscast. Channel 4, 5, and 8 respondents chose the rating of 1 as the largest group

response, while strength from the Channel 11 respondents showed more in the ratings of from 3 to 5.

Questions 11 and 12 provided an expected reaction from respondents in that the 10 p.m. newscasts of Channels 4, 5, and 11 are shorter than that of Channel 8, which is an hour long. The respondents recognized this and the viewers of Channels 4, 5, and 11 with shorter newscasts gave the rating of 5 their largest group rating for Question 11 on the news program being shorter and more concise, whereas the viewers of Channel 8 gave the rating of 1 their largest rating.

The expected reverse relationship was recorded in Question 12 where the largest group rating for viewers of Channels 4, 5, and 11 was a rating of 1, whereas the viewers of Channel 8 gave the rating of 5 their largest group rating, indicating that the news program is longer and the viewer gets more complete coverage of the news.

Question 13, indicating preference for the show that follows the newscast on the same channel, drew ratings of 1 as the largest group response from viewers of Channels 4, 5, and 8, and a rating of 5 as the largest group response from viewers of Channel 11. The viewers of Channel 11 would be returning to the movie that included the 10 p.m. local newscast during its intermission. The lack of strength to the programs that followed the Channel 4, 5, and 8 newscasts could be somewhat surprising since the program that follows the Channel 4 newscast at 10:30 p.m. was "The Merv Griffin

Show," the program that follows the Channel 5 newscast at 10:30 p.m. was "The Tonight Show" starring Johnny Carson (late show ratings), and the program that followed the Channel 8 newscast at 11 p.m. was "The Dick Cavett Show," all network talk shows.

Question 14 on the promotion and advertising the respondents had seen for their particular newscast showed the low rating of 1 to be the largest group response from viewers of Channels 4, 5, and 8, and the rating of 3 to be the largest group response for viewers of Channel 11.

Questions 15 and 16 drew the rating of 5 to be the largest group response in answer to questions on their particular newscasts giving the most important story first, regardless of whether this is news, sports or weather, and their liking for the way a particular newscast is presented more than the formats used by the other local 10 p.m. newscasts.

A similar response was received to Question 17 on the person choosing a particular newscast because he/she knew that a particular news event was going to be mentioned on this channel and probably not on the others. The respondents for Channels 5, 8, and 11 gave the rating of 5 as the largest group response, and twenty-three viewers of Channel 5's newscast gave the question a 5 rating, and twenty-four viewers of Channel 5 gave it a 1 rating.

Question 18 showed some choice strength of the person the respondents live with in that all four channels showed the rating of 5 to be the largest group response to the

question: "The person (or persons) I live with prefers the
newscast."

Question 19 showed that most of the respondents viewed
a major portion of their preferred newscast, rather than
leaving it in progress. All four channels showed the rating
to be their largest group rating, indicating a total viewing
tendency not to leave the newscast in progress between 10:00
and 10:30 p.m.

Analysis of Part 3

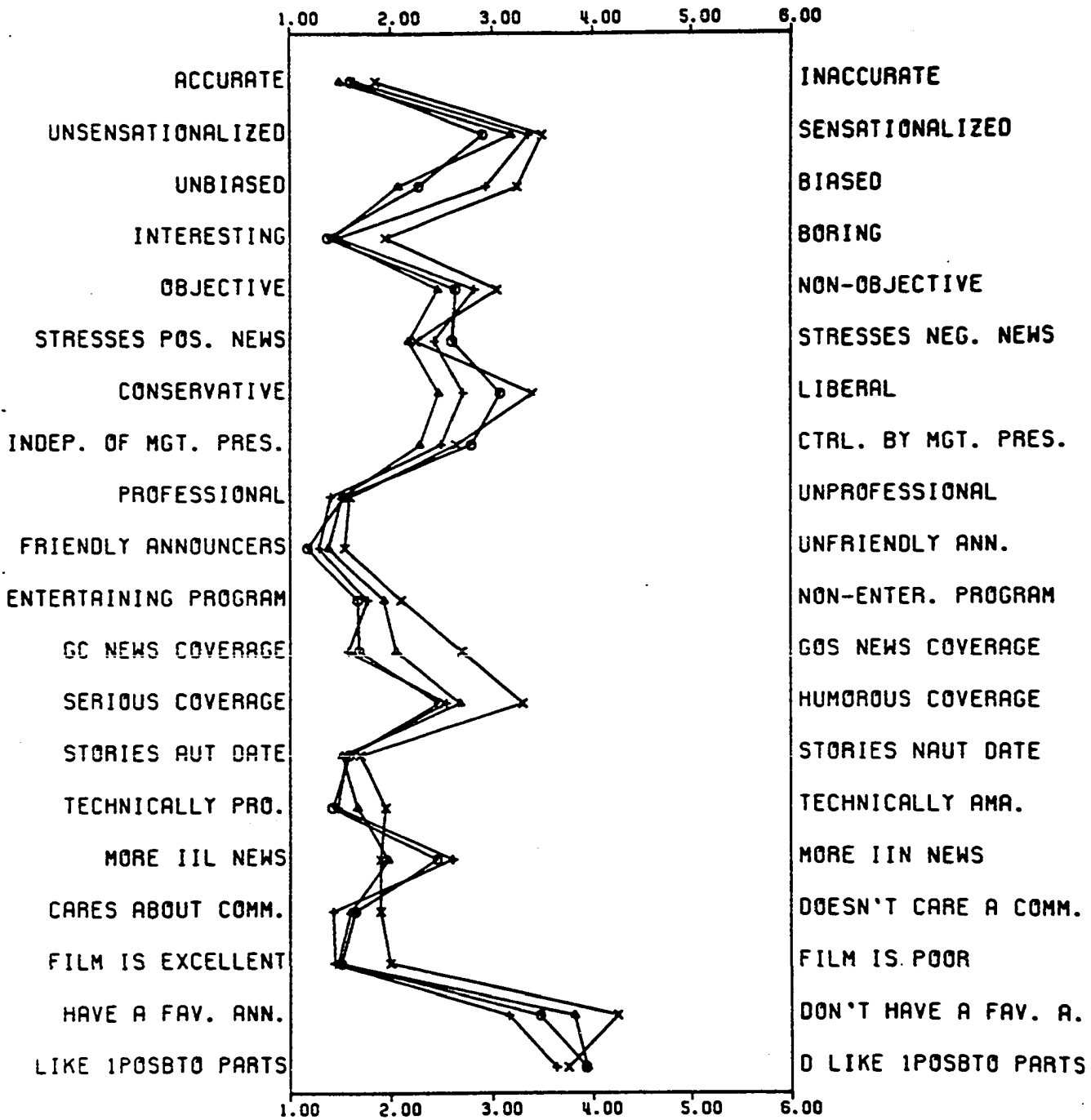
The twenty sets of bi-polarized adjectives that the
interviewees were asked to mark in one of the six blank
spaces of the Semantic Differential, depending on their attitude
toward the words, were arranged so that the interviewees
could not judge which terms were identified by the researcher
as affirmative terms, and which were identified as negative
terms, based on the side of the blank spaces on which the
terms were located.

Term sets 3, 5, 6, 9, 11, 12, 13, 14, 17, 18, and 19
and the values associated with each were switched after the
correlation was completed so as to make graphic presentation of
their results possible, as seen in the following graphs.

Graph 1 shows the total rating interviewees for each
channel gave the adjectives, and Graph 2 shows the total
rating for all 400 interviewees, regardless of their channel
preference.

The terms located down the left side of the graph
were presumed by the researcher to be affirmative-associative

GRAPH 1
VIEWER CHANNEL ATTITUDES

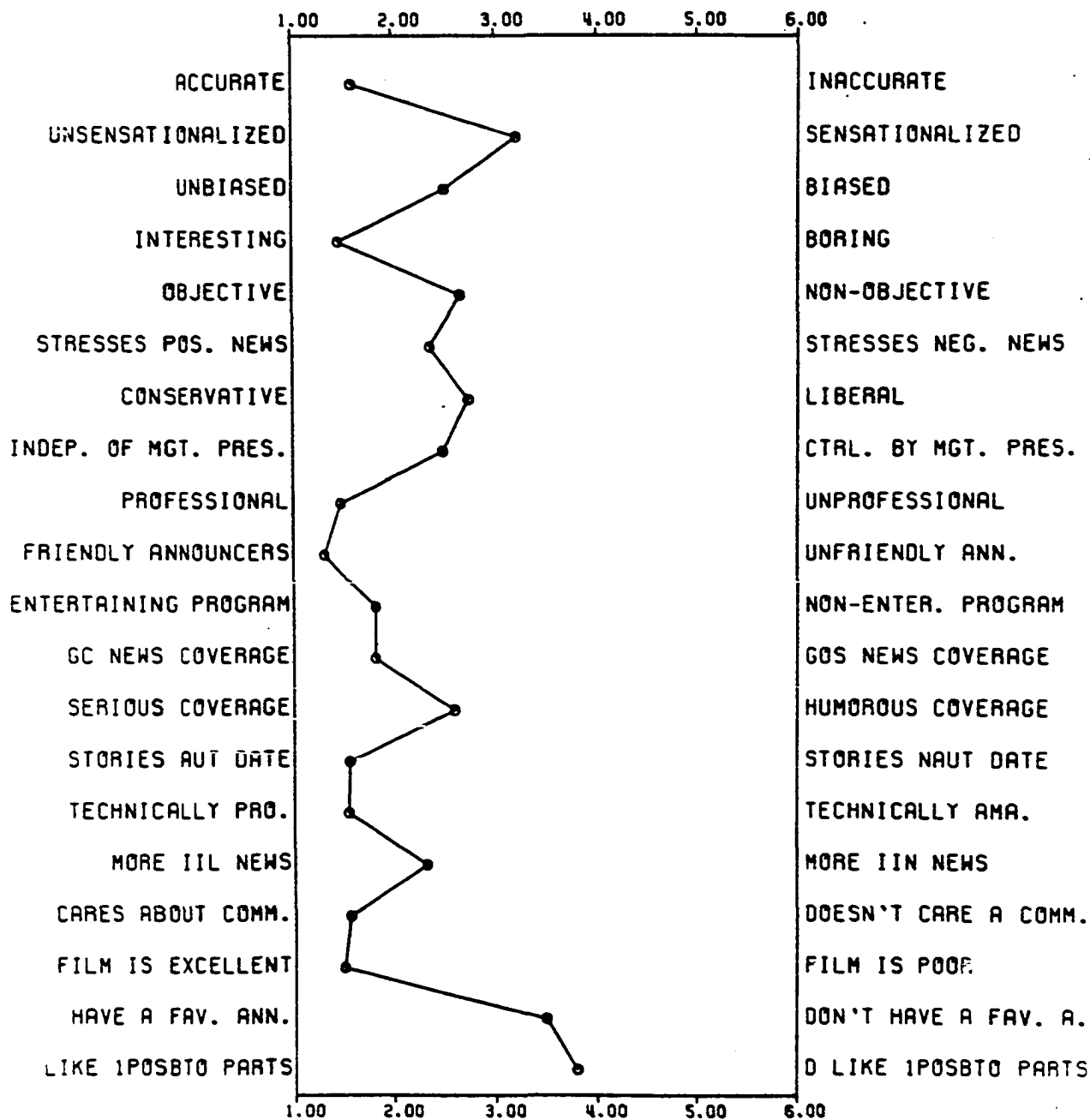


LEGEND:

- → CHANNEL 4
- △ → CHANNEL 5
- + → CHANNEL 8
- X → CHANNEL 11

GRAPH 2

VIEWER CHANNEL ATTITUDES



LEGEND:

○ - TOTAL

terms about each 10 p.m. local television newscast, and the terms down the right side of the graph were presumed by the researcher to be negative-associated terms about the 10 p.m. local television newscasts.

After switching the terms and the values associated with these terms, the lower number values (1, 2, and 3) became associated with the affirmative-associated terms and the higher number values (4, 5, 6) became associated with the negative-associated terms. By observing the location of each channel's total response from left (affirmative-associated) to right (negative-associated), one can plot which channel was most often on the left or right-hand side of the plotting, or most affirmative-associated or most negative-associated in its viewer's mind. This information is shown in Table 30 in Appendix B.

From Graphs 1 and 2, and Table 31, one can see that the total relations expressed in the Semantic Differential by viewers of the four channels was most congruent by the viewers of Channels 4, 5, and 8, and least congruent among these three channels and Channel 11 viewers.

The following is an analysis of each bi-polarized adjective set in the semantic differential, as shown in Table 32 in Appendix B.

Accurate--Inaccurate: Viewers of all four channels tended to group in the first and second value blanks, giving a strong impression that all viewers thought their channel's 10 p.m. local newscast was accurate.

Unsensationalized--Sensationalized: Largest groupings for Channels 4, 5, and 8 were in the 1 to 3 value area, except that both Channels 5 and 8 showed their second largest group ranking to be in value 5. Channel 11 had its largest response in value 6, and its second largest response in the 2 and 3 values. Viewers of all channels, therefore, were somewhat undecided as to whether their 10 p.m. local television newscasts were unsensationalized or sensationalized.

Unbiased--Biased: Channel 4, 5, and 8 viewers believed their newscasts to be unbiased with the largest groupings being in the 1 and 2 values, while Channel 11 viewers believed their newscast to be more biased than the others, with six responses in the 6 value, and four responses in the 2 value.

Interesting--Boring: Viewers of all four channel newscasts believed their newscasts to be very interesting, based on the largest grouping being in the 1 value position.

Objective--Non-Objective: Channels 4, 5, and 8 had their largest groupings in values 1 and 2, and Channel 11 viewers had their largest groupings in values 2 and 4, giving overall profile of newscasts as objective, although Channel 11 viewers indicated somewhat less so for their newscast than the other three newscasts.

Stresses Positive News--Stresses Negative News: Viewers of all four channels saw definite positive news stressed on their newscasts, rating high in values 1 and 2, but with some variance in that the largest grouping for Channel

8 is in the 3 value. Channels 4 and 5 also showed strength in the 3 value.

Conservative--Liberal: There was variation in how each channel's viewers saw their newscast. Channels 5 and 8 showed greatest strength in the 2 and 3 values, and somewhat the same strength in the 2 and 4 values. Channel 8 also showed strength in the 5 value. Channel 11 had as its largest grouping the 3 value, and second largest the 5 value. Forty-nine respondents chose not to answer this question for one of two basic reasons: they either could not make a rational choice between the two terms, or they would not make that choice.

Independent of Management Pressures--Controlled by Management Pressures: Channel 5's largest grouping was value 1, Channel 8's and 11's were value 2, and Channel 4 had its largest value grouping at 3.

Professional--Unprofessional: All channels had their largest grouping at value 1, therefore they were seen as strongly professional in presentation.

Friendly Announcers--Unfriendly Announcers: All channels had their largest groupings at value 1, therefore they all were seen as strongly oriented toward friendly announcers.

Entertaining Program--Non-Entertaining Program: All channels had their largest groupings at value 1, therefore they all were seen as strongly entertaining in presentation.

Gives Complete News Coverage--Gives Only Surface News

Coverage: All channels had their largest groupings at value 1, therefore they all were seen as strongly giving complete news coverage.

Humorous Coverage--Serious Coverage: Largest groupings for all channels were in values 1 and 2, with Channel 11 having its largest grouping split between values 2 and 4.

Stories Always Up to Date--Stories Not Always Up to Date: All channels had largest groupings at value 1, therefore they were all seen as strongly viewing all stories as being up to date with latest details.

Technically Professional--Technically Amateurish: Channels 4, 5, and 8 had largest groupings at value 1, and Channel 11 had largest groupings at values 1 and 2. Newscasts were seen strong as technically professional on all channels.

More Interested in Local News--More Interested in National News: Channels 5 and 11 had their largest groupings at value 1, and Channels 4 and 8 had their largest groupings at value 3. Channels 5 and 11 were seen as more interested in local news than Channels 4 and 8.

Cares About Community--Doesn't Care About Community: All channels had their largest groupings at value 1, indicating strong feeling that each newscast cared about the community.

Film is Excellent--Film is Poor: Channels 4, 5, and 8 had largest groupings at value 1, and Channel 11 had largest

groupings at values 1 and 2, indicating strong belief in excellence of film on all newscasts.

Have a Favorite Announcer--Don't Have a Favorite

Announcer: Channel 11 showed little response for a favorite announcer with its largest grouping of responses being at the 6 value. Channel 4 had twenty-two responses, the largest group, at the value of 1, and twenty-one responses, the second largest group, at value 6, indicating two extremes in feeling toward a favorite announcer. Value 6 was the largest grouping for Channel 5 indicating little feeling of favorites for that channel's announcers. The largest group for Channel 8 was value 1, indicating strong feeling for a favorite announcer, but with conflicting strength in the 4, 5, and 6 values, indicating lack of feeling for a favorite announcer among some respondents.

Like 1 Part of Show Better Than Other Parts--Don't

Like 1 Part of Show Better Than Other Parts: Largest groupings for all channels was value 6, indicating strong feeling for not liking one part of the newscast better than the other parts.

Analysis of Part 4

Part 4 of the questionnaire included seven of the twelve questions involving demographic information about the 400 respondents.

Table 33 in Appendix B shows the breakdown of responses given by the viewers to these questions.

Question 1 was the age factor of the respondents. Two of the 400 respondents failed to answer this question, and 67.5 of the respondents who did answer were 36 years old and above, almost equally divided between the categories of 36 to 50 years old, and 51 years and older. The largest response group for Channels 8 and 11 were in the 36 to 50 years old group, and the largest response group for Channels 4 and 5 were in the 51 years and older class.

Question 2 showed that 319 of the 400 respondents were married, and this grouping was the largest grouping for all four channels.

Question 3 showed that 273 of the respondents interviewed were heads of the household, and this grouping was the largest grouping for all four channels.

Question 4 showed that persons who own their home comprise the largest single group, and persons who are buying their home comprise the second largest group. Together they represent all but three of the respondents. Channel 4 and 5 viewers had their largest groupings in the category of those who own their homes and Channel 8 and 11 viewers had their largest groupings in those who are buying their homes.

Question 5 showed the total number of people counting the respondent who lived at the address where interviewed was largest in the grouping of two people, and the information for Channels 4, 5, and 11 corresponded to this information. However, the number for Channel 11 was spread somewhat evenly

from one person to six people, with the largest groupings being four and being recorded for one, four, and six people.

Question 6 showed the largest education grouping all respondents to be those with the high school degree, the second largest to be those who attended college. Responses from Channel 4, 5, and 8 interviewees corresponded to this. However, Channel 11's largest groupings were in the less than high school and high school degree groups.

Question 7 showed the largest single groupings for income to be in the \$10,001 to \$15,000 group, with approximately 25 percent of the total responses being from this income group. The second largest total income group, approximately 17 percent, were the groups of \$0 to \$5,000 and \$7,501 to \$10,000. This information varied greatly among channels. The largest single grouping for Channel 8 was \$10,001 to \$15,000 income level. Channels 4 and 5 were equally divided in largest grouping between the \$10,001 to \$15,000 and the \$5,001 to \$7,500 income levels. The largest grouping for Channel 11 came from the \$7,501 to \$10,000 income group. Thirty-five of the 400 respondents did not answer this question.

Analysis of Part 5

Part 5 of the questionnaire was the last information gathered from each respondent, and included five demographic questions.

Table 34 in Appendix B shows the breakdown of responses given by the viewers of these five questions.

Question 1 showed that 333 of the 400 respondents were Caucasian, and this was the largest grouping for respondents of each channel's newscast.

Question 2 showed that the sample for the study was almost evenly split between male respondents, 190, and female respondents, 210. The female respondents were the largest group viewers of newscasts on Channels 4, 5, and 11, and the male viewers outnumbered the female viewer respondents, 81 to 80, for Channel 8.

Question 3 showed that 358 of the 400 respondents were interviewed at a house, 34 at an apartment, and 8 at a duplex. The house group was the largest grouping for all four channels.

Question 4 showed that the respondents included 199 with the title of Mrs., 190 with the title of Mr., and 11 with the title of Miss. The Mrs. group was the largest grouping for Channels 4, 5, and 11 and the Mr. group was the largest group for Channel 8 viewers.

Question 5 showed that 370 of the 400 persons were willing to give the interviewer his/her telephone number in case the interviewer wanted to clarify or confirm some of the interview information at a later date.

Statistical Analysis of the Sample Within Each Channel

The concept of an average person, or average viewer, is a difficult one. In a true sense there probably is no such thing as an average person or a typical person. The person, or viewer of local 10 p.m. television newscasts who had the average, or mean score, is not necessarily the average person for he may not reflect the people at the extremes. It is probably more accurate to talk about the average group than the average person.

Table 35 in Appendix B shows the mean for each variable of each of the four channels as the measure of central tendency for that variable and that channel. It is what the "average" viewer of the channel might represent in attitude toward the many variables and in demographic factors.

This same table, Table 35, shows the spread, or standard deviation, for each variable within each channel as the spread between that particular channel variable's mean, and the various scores on either side of it. The standard deviation describes the basic spread of the distribution, helps determine whether there is significant difference between any two samples, and in determining just how homogeneous the total distribution is. Totals for the various means and standard deviations are also shown within this table.

These two measurements, however, do not allow one to draw many inferences or predictions from this limited amount of information. As Lancelot Hogben so ably puts it:

When a committee of experts announce that the average man can live on his employment allowance, or the average child is getting sufficient milk, the mere mention of an average is enough to paralyze intelligent criticism. In reality half or more than half the population may not be getting enough to live on when the average man or child has enough.⁶

Table 35 tends to verify the information that has been described earlier in this chapter for each section of the questionnaire. Many other statistical tools are used for this type inference. The next of these is factor analysis.

Factor Analysis Within Each Channel: Tables 36 through 51 in Appendix B show the factor analysis of the fifty-one variables questioned in each questionnaire within the viewer groups of the four channels studied.

Among the most difficult tasks in examining the factor analysis of any collection is the correct and appropriate heading for each grouping of factors when a large number of variables, such as this, are considered. Often there are factors grouped which do not on the surface appear to be related and necessitate multiple terms for the groupings. The numbers shown in each column are correlations, such as the .84781 shown in Table 36 on Channel 11 in the first grouping beside variable 1.

Tables 36 through 39 in Appendix B provide a summary of major factors relating to Channel 11 viewer responses, by sections of the questionnaire. Factor analysis of Part 2 of

⁶Harlow Shapley, Samuel Rapport, and Helen Wright, A Treasury of Science (New York: Harper & Bros., 1943), p. 156.

the questionnaire shows groupings for news program personalities, channel allegiance and length of newscast. Headings for three groupings were non-applicable. Part 3 shows groupings headed newscast quality, presentation and news coverage. Headings for four groupings were not determined. Part 4 shows one grouping headed education and income and two others relating to the other general demographic factors. Part 5 shows a sex determinate and marital status relationship.

Tables 40 through 43 in Appendix B provide a summary of major factors relating to Channel 4 viewer responses, by sections of the questionnaire. Factor analysis of Part 2 of the questionnaire shows groupings for personalities/format, channel allegiance and length, with two groupings undefineable. Part 3 shows two groupings for programming, two groupings for news value, one for presentation and one for degrees of program interest. Part 4 shows one grouping for education and income and two general demographic factors. Part 5 shows sex/marital and race/household groupings.

Tables 44 though 47 in Appendix B provide a summary of major factors relating to Channel 5 viewer responses, by sections of the questionnaire. Factor analysis of Part 2 of the questionnaire shows two groupings for channel allegiance, and one each for personalities, format and length/strength of program. The groupings in this section of the questionnaire for Channel 5 were highly identifiable, as was not always the case with Channels 11 and 4. Part 3 showed an unusual trend in that the first four groupings could be categorized as

presentation (of the news program), with one grouping each for parts of the show, news value and presentation/ingredients. Part 4 showed two groupings relating to a mixture of the general demographic factors, and Part 5 showed two general categories.

Tables 48 through 51 in Appendix B provide a summary of major factors relating to Channel 8 viewer responses, by sections of the questionnaire. Factor analysis of Part 2 of the questionnaire showed groupings for personalities/channel allegiance, channel allegiance, length of newscast, newscast allegiance and channel/newscast allegiance. Part 3 showed two groupings for presentation, two for parts of the show, one grouping for news identity and three groupings with non-applicable headings. Part 4 showed groupings for household, education/income and age/marital status. Part 5 showed groupings for sex/marital status and race/household.

Product Benefits: Chapter I discussed the product benefits sought for the 10 p.m. local television newscasts in the answers to the questions asked in Part 2 of the questionnaire. The seven product benefits defined as represented in the nineteen questions of Part 2 were: perceived objective performance, perceived social benefits, objective benefits, subjective satisfactions, instructional, informational, and technical services furnished by the seller in promoting the product, the assurance of dependability and quality imparted by brand or source, and an assortment benefit.

Table 52 shows how the factor analysis of the nineteen questions for each of the four channels can be grouped within these seven product benefits. The groupings show the subjective satisfactions most frequently mentioned, with twenty-four times, purchase availability second with twenty, assurance of dependability and quality third with seventeen, and the assortment benefit fourth with fifteen.

This representation of the factor analysis within the product benefit categories was within the context of each channel.

TABLE 52
PRODUCT BENEFITS WITHIN CHANNELS
AS RELATED TO FACTOR ANALYSIS

Channels	Groupings	Product Benefits and Question Numbers						
		Physical 8 and 9	Social 18	Purchase Availa- bility 11,12,13,15	Sub- jective 1,3,4,5,16	Instruc- tional Services 14	Quality & Dependa- bility 6,7,10	Assort- ment 2,17,19
11	1	9			1,3,4,5	14	10	
	2	8		13			7	19
	3		18		16		6	
	4			15	5		7	17
	5	9		11,12				2,19
	6	8			3,5	14		2
4	1			15	1,3,4,5,16		6	17
	2	9		13	4	14	7,10	
	3		18	11,12				2,17,19
	4							
	5	8						
5	1			12			7,10	2,19
	2				1,3,5		6	
	3			11,15	16		7	

	4	9		13	4	14	10	17
	5	8		12				
8	1			15	1,3,4,5		6	
	2			13,15		14	7	2
	3	9		11,12				19
	4	8		12,15	16			17
	5	9	18				6,7,10	
Total	11	3		20	24	5	17	15

CHAPTER V

RESULTS OF THE STUDY'S HYPOTHESES

This section of the dissertation presents the results of the analysis of the data collected by the study in relation to each of the four hypotheses considered in order in Chapter II. Chapter VI will then take these results and discuss them in more detail, considering not only their significance within the context of the present study, but also their broader implications.

Basically what happened in the testing of all four of these hypotheses was a transgression through the statistical analysis to compare data between the four channels first by chi-square, then by reducing it through the T Test method to find out which two channels had the most effect on each other in given questions. Stepwise multiple regression helped order the attributes of the four channels or within channels, and the factor analysis within each channel or between the group of four channels reduced the total variables being measured to a manageable number.

Hypothesis 1

"Different 10 p.m. local television newscasts, when considered as a whole product, give rise to many different product attributes among their viewers."

The factor analysis of Table 52 is the end product of the test of Hypothesis 1, considering the attributes within each channel. The subjective attributes (personalities and newscast presentation) with some allegiance to assortment (possible switching) defined the character of Channel 11's newscast. Subjective, with closer strength from assortment and purchase availability (length of program) defined the character of Channel 4's newscast. Channel 5's newscast was defined evenly by the subjective, purchase availability and quality and dependability (favorite channel and strength of preceding and following shows) attributes. Channel 8 was defined by its viewers by the purchase availability, subjective and quality and dependability attributes.

The four categories of attributes were the most commonly mentioned also in Tables 14 and 18 when considering the product attributes between all channels.

From this analysis, Hypothesis 1 was rejected. The different 10 p.m. local television newscasts, when considered as a whole product, did not give rise to different product attributes among their viewers in a clear way, nor were different ones of the eight product attributes considered important in the categorizing of each of these channel newscasts. What happened was indeed the reverse, and this was the

secondary assumption of this hypothesis: that a few of the product attributes were favored, rather than all being importantly represented.

Hypothesis 2

"Different 10 p.m. local television newscasts when considered by the strength of each part of the newscast, give rise to clear and different reasons a person watches a particular one of the newscasts."

A complete study of all the statistical techniques used in this study within the viewer's answers to their particular newscast questions was important in determining the answer to this hypothesis. Personalities ranked high in the judgment of the viewers of all four channels with Channel 8 viewers showing the most strength in personality identity. Channels 8 and 11 ranked the newsmen most important, Channels 4 and 5 the weathermen.

The factor analysis of Parts 2 and 3 (Tables 36, 37, 40, 41, 44, 45, 48 and 49) of the questionnaire, the 1 to 5 ranking and semantic differential, established some definite patterns: Channel 11 showed strength in length of newscast and channel allegiance, but not parts of the newscast; Channel 4, some programming and news presentation strength; Channel 5, definite presentation and format strengths; and Channel 8, personalities, as a whole and as individuals, such as Murphy Martin and Verne Lundquist, plus channel allegiance and presentation.

This hypothesis, however, was aimed at strengths of the individual program parts of the newscast rather than overall traits of a newscast, such as being unbiased. The hypothesis could be said to be true in that it gave rise to different reasons a person watched a particular newscast. However, it must be rejected in that these reasons, when considered by the strength of each part of the newscast, did not give rise to clear reasons. Channels 8 and 11 might be chosen for the clearest reasons. Channels 4 and 5 were the least clear, based on reasons directly attributed to parts of their show.

Hypothesis 3

"The viewers of each 10 p.m. local television newscast can be identified as one in the same (a profile of an average 10 p.m. local television news viewer) by the sum of all of his/her demographic factors."

The absence in strength of the demographic variables in the multiple regression analysis for all channels, Table 8, and the lack of clearly defined factor analysis groupings for the demographic factors (Tables 38, 39, 42, 43, 46, 47, 50 and 51) within each channel made this analysis difficult at the onset.

Tables 33 and 34 verified this profile for an average 10 p.m. local television news viewer. The question was: Did it hold within all four channels? The overall profile of most viewers was a person thirty-six years and older, married, head

of the household who owned or was buying his house in which two people (counting himself) lived, had a high school degree with some college and earned between \$10,001 and \$15,000. This person was Caucasian and could be either male or female.

The one deviation was Channel 11 whose viewers had somewhat less education and earned slightly less. Considering the size of the Channel 11 sample, twenty interviews, which did not represent the viewer share of the market in percentages as surveyed by ARB and Nielsen, (Table 19), this hypothesis could be accepted as true, knowing well the Channel 11 variation as a qualification.

Hypothesis 4

"When differences are noted among viewer attitudes toward their particular 10 p.m. local newscast, no pattern of similarity exists between any sets of channels in their product attributes and demographic factors of the viewers."

This hypothesis inquired into viewer attitudes, and did not confine its analysis to product attributes or parts of the newscast, as did Hypotheses 1 and 2.

It was noted in the stating of the hypotheses in Chapter II, that Hypothesis 4 took into consideration some of what is not tested in Hypothesis 3, specifically whether a distinct difference in demographic factors could be identified between the four channels. This also alluded to the question, if differences existed between channels in the identification of product attributes, were they related or

grouped in any way to the demographic factors of the viewers for any particular sets of channels?

As was noted in Chapter IV, a brief comparison of the T Test scores given in Table 3 showed Channel 11 to be the most active channel in differences from the other three channels in Part 2 (the 1 to 5 rating of product attributes) and Part 3 (the semantic differential) of the questionnaire.

Analysis of Hypothesis 3 related the difference in Channel 11 education and income figures to the other three channels.

The factor analysis for product benefits within each channel showed heavy strength for the subjective category (personalities) and purchase availability (length of program) to the extent that the viewer of each newscast liked his personalities and liked the particular length of his show. The degrees of strength, however, varied. Since the demographic factors for three of these four channels (excluding Channel 11) were much the same, Hypothesis 4 was false and not acceptable. What the hypothesis said was that when a distinct difference in demographic factors could be identified between the four channels, then no pattern could exist between groups of channels in the other attributes or characteristics of its show. Such a pattern did exist between the three channels with similar demographic factors, Channels 4, 5 and 8.

Summary of Hypotheses Results

Before the implications of the study's results are discussed and before any attempt is made to draw conclusions

from these results, it would be wise to summarize the results of the tests of the study's hypotheses.

What the hypotheses seemed to have proved was that a few product attributes, in varying degrees, defined all the local newscasts; that there were some different reasons why viewers watched a particular newscast, but that the total of all these reasons were not quantitatively clear by parts of the show; that for all practical purposes there was a profile for the viewer of these newscasts; and that a majority of these viewers had similar demographic factors and watched their newscast for similar reasons.

Chapter VI will apply the results presented in this chapter and Chapter IV, and attempt to summarize the study.

CHAPTER VI

SUMMARY AND CONCLUSIONS

Summary

The following statements are a capsule of the findings of this study:

1. Television news, specifically local 10 p.m. television news in the Dallas-Fort Worth (Texas) metropolitan area was judged in some non-physical ways by its viewers, much the same way as these viewers saw the other products they might purchase.
2. Local television news could be defined as a consumer product by identifying it with some of the product benefits that are associated with other consumer products.
3. Random sampling of viewers of the four commercial 10 p.m. local television newscasts in the Dallas-Fort Worth metropolitan area could be adequately achieved, and when questioned these viewers had an above-average interest in the subject.
4. The random sample interviews of 400 blocks in the metropolitan area took six months, due mainly to distance between each specified block area and length of questionnaire (sixty variables).

5. The combination of questions asked and length of the questionnaire for this study did not lend itself as well to phone or possibly mail survey as it did personal interview.

6. Persons picked at random to identify their favorite local 10 p.m. television newscast ranked in percentage to actual viewer audience, as estimated by ARB and Nielsen, surprisingly close.

The following is an analysis of the findings of answers to Part 1 of the questionnaire:

7. All 400 persons interviewed lived at the address where they were interviewed, and all had access to or owned a television set.

8. The number of viewers interviewed about the local 10 p.m. television newscasts number (by the channel they watched): Channel 8, 161; Channel 5, 132; Channel 4, 87; and Channel 11, 20; again, representing a close approximation of the total percentage of viewers estimated for each of the four commercial channels by the ARB and Nielsen rating services (statement 6 of this section).

9. When asked what programs they watched most often, three programs were named by the largest single group among each of the four viewer groups, with Channel 11 viewers naming the movies most (the 10 p.m. local newscast is the intermission for the weeknight movie on that channel); and Channel 4, 5 and 8 viewers named the "news" as the most watched program in each case. No distinction was made between local and national news in this question.

10. Two hundred and ninety-five of the 400 respondents indicated they could name at least one of the regular members of their favorite local 10 p.m. television newscast, and this was the consensus of the viewers of Channels 4, 5 and 8; yet only five of the twenty viewers of Channel 11 said they could name regular members of their newscast. When they were asked to actually name these staff members, 104 did not, comprising the leading group number for Channels 4, 5 and 11. Of those who did name staff members for their newscasts, three staff members per newscast was the highest grouping, and of the ninety-four persons who responded with three staff members, fifty-one of those were Channel 8 viewers. Eight different persons were named by the Channel 11 viewers, six of which were staff members on two of the other three commercial channels; Judd Hambrick and Warren Culbertson tied for the number of times named by Channel 4 viewers, thirty-three each; Harold Taft was the most often named Channel 5 staff member with fifty-six; and Don Harris, ninety, Verne Lundquist, eighty-nine, and Murphy Martin, eighty, were the most often named Channel 8 staff members. Channel 8 viewers definitely were more knowledgeable about their staff members than any of the other channel viewers.

11. Two hundred and thirty-five of the 400 respondents said they watched the 10 p.m. local newscasts five times a week, the maximum, showing strong support for their individual newscasts.

The following is an analysis of Part 2 of the questionnaire:

12. In general quantitative terms, the 1 to 5 ranking questions revealed a strong preference for "all" the personalities on each channel's local 10 p.m. news, and especially among Channel 8 viewers.

13. Little switching was done from channel to channel during the 10-10:30 p.m. time period of local television newscasts, yet at the same time most of the respondents did not watch all of the program. This latter factor could be somewhat related to the fact that more than half of the viewers were thirty-six years and over, as shown in Part 4 of the questionnaire.

14. Channels 8 and 11 viewers said they liked the newsmen best; Channels 4 and 5 viewers said they liked the weathermen best. Overall among the four channels, weathermen received the largest number of 5 ratings, newsmen second, and sportscasters third.

15. At the same time, viewers watched the newscast on what they said was their "favorite" channel, although, other than Channel 11 viewers (newscast as intermission to movie), there was little tie to what preceded the newscast or followed the newscast on the same channel. If any "pull" factor existed, and there was little indication, then it was among Channel 5 viewers where the newscast was followed by "The Tonight Show, starring Johnny Carson." This fact was born out by the 10:30 segment as measured by ARB and Nielsen.

16. Viewers preferred the length of the show they favored, and there was no important tie to the kind of reception they received.

17. Promotion and advertising of the newscasts seemed to have little influence, as opposed to program format and presentation and news treatment which rated as important factors.

18. The person or persons the viewer lived with had a definite influence on what newscast the viewers watched among all four groups, but with less importance, it seemed, among Channel 11 viewers.

The following is an analysis of Part 3 of the questionnaire:

19. The semantic differential portion of the questionnaire showed some definite "strengths of attitudes" when viewing all 400 respondents as one group. The 400 viewers were strong in their attitude that their channel was very:

- a. accurate
- b. interesting
- c. professional
- d. had friendly announcers
- e. was an entertaining program
- f. gave complete news coverage
- g. its stories were always up to date
- h. it was technically professional
- i. cared about the community
- j. had excellent film

These 400 viewers were somewhat less strong in their attitude that their local 10 p.m. television newscast was:

- a. unbiased
- b. objective
- c. stressed positive news
- d. conservative
- e. independent of management pressures
- f. gave serious coverage
- g. more interested in local news

And these 400 viewers were even less strong in their attitude that their local 10 p.m. television newscast:

- a. unsensationalized
- b. had a favorite announcer
- c. was such that they liked one part of the show better than other parts

In response to these various total viewer attitudes, the following is a viewer profile of each channel's 10 p.m. local newscast as seen by its viewer respondents, and which differs noticeably from those attitudes described in summary number 19.

Channel 4:

- a. was the most unsensationalized of the four channels
- b. was basically unbiased and objective
- c. stressed the least positive news
- d. was next to least conservative
- e. was seen as least independent of management pressures

f. had the friendliest announcers and most entertaining program

g. ranked second in giving complete news coverage; second in serious coverage

h. tied for most technically professional

i. next to least interested in local news

j. second ranked in having a favorite announcer

Channel 5:

a. ranked second in being unsensationalized

b. seen as the most unbiased, objective and conservative

c. stressed the most positive news and was the most independent of management pressures

d. had second from least entertaining program and second from least complete news coverage, favorite announcer

Channel 8:

a. was second from least sensationalized and second from least unbiased and objective

b. had second from least stressing of positive news

c. was second from being the most conservative

d. was second from being the most independent of management pressures

e. was first in being the most professional, in giving complete news coverage, in caring about the community, in having a favorite announcer, and in liking one part of the show better than the other parts.

Channel 11:

a. was the most extreme of the four stations, resulting in being the closest to the "negative" terms in sixteen of the twenty adjective sets, with wide variations in many cases

b. in the four cases when it was not the most "negative" position, it was second in stressing the most positive news, second from last in being independent of management pressures, was seen as the most interested in local news among all the channels, and was second from the most affirmative position in liking one part of the show better than the other parts

The following is an analysis of Parts 4 and 5 of the questionnaire, which contained the demographic factors about the 400 viewers:

20. These demographic total showed that:

a. two-thirds of the persons interviewed were 36 years and older, with the largest grouping for Channels 8 and 11 being between 36 and 50 years old; and the largest age grouping for Channels 4 and 11 being 51 years and older

b. better than three-fourths of the people interviewed were married, and slightly less than three of every four interviewed were heads of the household. This held true for all channels.

c. better than three-fourths of the persons owned or were buying the house where they lived

d. largest group among all channels except Channel 11 in number of persons living at address where interviewed was two, but Channel 11 and the other channels showed strength in the three person and four person categories

e. largest groupings in the educational level were the high school degree first and attended college second for all channels except a variation for Channel 11 which showed the same number of respondents who had less than a high school degree as did have a high school degree. In the area of those with college degrees (bachelor's, master's and doctor's), Channel 5 with the second most total respondents had the most.

f. the largest single grouping, about one-fourth of the total, was the income level between \$10,001 and \$15,000 for Channel 8, but Channel 4 showed the same number for this income level and the \$0-5,000 level, while Channel 5 showed one more in the \$0-5,000 level than the \$10,001 to \$15,000 level, and Channel 11 had its largest grouping in the \$7,501 to \$10,000 level. All but 35 of the 400 respondents answered this question.

g. the majority of people interviewed were Caucasian, almost evenly split between male and female and predominantly interviewed at a house. All but thirty of the persons interviewed gave phone numbers where they lived.

21. The statistical analysis performed on the last fifty-one variables of the questionnaire within each channel by factor analysis showed some interesting characteristics that could lead to general statements about each channel.

Channel 11: Difficulty in identifying the categories which caused its viewers to choose this newscast. Of those identified, viewers seemed to like the presentation of the news, its length and quality and showed strong channel allegiance. There also was an education-income relationship within this group.

Channel 4: Though stronger than Channel 11 in the identification of its groupings of characteristics, this channel seemed to lack a leading characteristic unless it was its programming and news presentation traits. The education-income relationship was also a tie with this group.

Channel 5: Presentation and format were the definite strengths of this channel, along with strength toward channel allegiance. There also seemed to be a relationship between the strength of individual personalities and the parts of the show they occupy. No individual demographic relationships were noted.

Channel 8: Personalities, channel allegiance, presentation and various parts of the show were the strengths of this channel. Education and income were also related with this group of viewers.

22. In studying the nineteen questions of Part 1 of the questionnaire for statistical analysis, there were some definite differences among the viewers of each of the channels in what were the most important product benefits. The tabulation of these benefits within each channel's viewer group gave this profile:

Channel 11 Product Benefits: spread mainly across five of the seven product benefit areas with the leader being the subjective benefit, with the secondary benefits being almost equally spread among assortment, quality and dependability, purchase availability and physical.

Channel 4 Product Benefits: subjective was the slight leader, followed by assortment and purchase availability, then quality and dependability, with some physical benefit strength. Like Channel 11 it was represented in all seven product benefit categories.

Channel 5 Product Benefits: clearly tied to purchase availability, subjective and quality and dependability, with some strength in assortment, and no mention of the social benefit.

Channel 8 Product Benefits: purchase availability the leader, with subjective and quality and dependability next, slight strength in assortment and physical benefits and only one mention each of instructional services and social benefits.

23. The statistical analysis performed on the last fifty-one variables of the questionnaire between all four channels studied showed some interesting characteristics that could lead to some general statements between the channels as a whole, and between various channels. Basically, the chi-square analysis was to seek variables that might tend to be independent, and the t-test analysis was to identify between which two channels these variables were the most

active, or different, or independent. The "very highly significant" variable differences were:

a. among the sportscasters, with Channel 8 varying from each of the other four channels

b. in length of program between each of the four channels, but particularly between Channels 5 and 8

c. in the importance of the show that followed the newscast for each of the four channels, but particularly between Channel 11 and Channels 4 and 8

d. in the unbiased-biased relationship, but particularly between Channel 8 and Channel 5

e. and in the complete news coverage vs. only surface news coverage between all four channels, but particularly between Channel 11 and Channel 8

24. The stepwise multiple regression between channels in the individual parts of the questionnaire was verified when stepwise multiple regression for all channels and all variables was performed and the first five variables listed were from the section which measured the product benefits of the shows and the sixth variable treated was an insignificant demographic variable. Of these product benefits listed in the first five of the regression, the first two were purchase availability benefits, the third was subjective, the fourth quality and dependability, and the fifth purchase availability.

25. The factor analysis performed by sections of the questionnaire for all channels showed several characteristics with no one characteristic clearly dominating. When the

factor analysis was performed for all channels and all fifty-one variables at once, a clear indication was given to presentation and channel allegiance.

26. When the factor analysis for the nineteen product benefits was studied, first for all channels by the individual parts of the questionnaire, then for all channels and all variables at once, both clearly indicated the strength of the subjective and purchase availability benefits first, followed by the quality and dependability benefit and the physical benefit.

With the points of this summary in mind, some concluding statements are in order.

Conclusions

These conclusions should answer the questions which gave rise to the study. The title of this study suggested that the local 10 p.m. television news programs in the Dallas-Fort Worth (Texas) metropolitan area were chosen by their viewers for a number of variables which comprised some attributes similar to those considered by persons choosing more tangible consumer products.

Based on the points derived in the summary of this study, the title was appropriate. What little difference there was between what was expected and the actual results of this study, could be attributed almost completely to chance.

The acceptance of the title was supported by the following statements:

1. Depending on which statistical tool of analysis used, four product benefits showed continuing strength in evaluating the four local 10 p.m. newscasts surveyed, the most prominent of these being the benefits of purchase availability, subjective satisfactions and quality and dependability, with some strength being shown by the physical benefit of the newscast.

2. Should one seek a stricter interpretation of the product benefits definition and reduce the importance of purchase availability because the product of the newscast appeared on what had already been purchased (the television), and going a step further should one eliminate the physical benefit, the non-physical benefits of subjective satisfactions and quality and dependability showed adequate strength to prove the title of this study true. The benefit of subjective satisfaction related, by the questions asked, to the elements of personalities on these newscasts and the program's format. The benefit of quality and dependability related to channel allegiance.

3. Concern about the different lengths of the newscasts was not an important factor for choosing one of these newscasts over another. The analysis showed that the people watching each newscast agreed with the length of the newscast, but, more importantly, they chose the newscast for other reasons. Concurrently, in the judgment of viewer strength in relation to these newscasts, there was insignificant switching from one channel to another during the newscast.

4. By virtue of all the analyses, it was fair to generalize that the Channel 11 and 4 newscasts lacked distinct strength characteristics, whereas Channel 5 showed the definite characteristics of presentation and channel allegiance, and Channel 8 showed the definite characteristics of personalities, presentation and channel allegiance.

5. In relation to this identity question, the demographic factors and those of the semantic differential suggested, with some variation with Channel 11 viewers, that there was a profile for these viewers of the local 10 p.m. newscasts in this area, and that they:

a. were 36 years or older, married Caucasians who either owned or were buying the house in which they lived; made between \$10,001 and \$15,000 and attended some college.

b. wanted and saw their local 10 p.m. newscast to be accurate, interesting, professionally presented, to have friendly announcers, to be an entertaining program, to give complete news coverage, to have its stories always up to date, to be presented technically professional, to care about the community and to show excellent news film. There was possibly a similarity here to the research advanced in the field of advertising which supports the idea that persons who have bought products then read or view advertisements and promotion about the product they have bought to reinforce their choice of the product. Each of these traits listed here seemed to be the reinforcing traits that the viewers of each newscast wanted and believed to exist in his favorite newscast.

7. The testing of the hypotheses indicated that the newscasts were defined by a few product attributes which varied in strength among the four channels, that viewers watched a particular newscast based on the strength of the whole show, but in particular the strength of a particular part or person, and that these viewers were somewhat similar in the product attributes they preferred and in their demographic factors.

CHAPTER VII

RECOMMENDATIONS

The following statements, fortified by the previous analyses and summary and conclusions, are intended to suggest courses of action which will take advantage of this added knowledge. Some market surveyors regard these as the goals of the survey. They are as follows:

1. Pretesting is a must for conducting a study with this many variables and this number respondents. It is suggested that the use of some abbreviated form of statistical analysis that was used in this study be included in the pretesting so that the important factors can be identified early, say by factor analysis groupings, and these factors then become the main part of the survey.
2. In line with this, it is suggested that future research on this subject not include, from the start, such variables that were eliminated by the computer, such as the eight variables not entered in the stepwise multiple regression for all channels and all variables. This would give the researcher a head start on consideration of what is important and what is not.
3. It is further suggested in relation to this, that the product benefits of social, instructional services and

assortment not be included in any future study on this question.

4. It is suggested that the questions grouped within the product benefits be re-evaluated as to which question goes, by definition, in which product benefits grouping. This decision is somewhat a subjective one and the re-evaluation would allow for consideration of various newscast traits being considered as different product benefits than they might have been considered in this study.

5. Since there is suggested in this study a common profile for at least three of the newscasts, it is suggested that future research delve more into the personality traits and attitudes of the viewers in general, rather than just toward the newscast they watch, so as to possibly predetermine how these personalities might react to a major change in a local newscast.

6. Additional research is recommended on this same question to determine what viewers mean when they say a particular newscast is "entertaining."

7. Since the elements of promotion and advertising were judged insignificant by the viewers of the four channels as to why they watched a particular newscast, it is suggested that the funds that are utilized for this purpose should, in the future, go into the implementation of the newscast changes that are desired to capture more viewing audience. An argument to keep these funds for promotion should be based on strengthening what the viewers say are the "strengths" of

this particular newscast. Again, this points up the reason for first asking the viewers what kind of a product they want. It might be implied here, however, that like highly homogeneous products, the margin of difference between similar products, such as these newscasts, may be too small to effectively be able to promote or advertise them successfully to achieve this perception among the product's users, in this case, the viewers.

8. Similarly, as related in the introduction of Chapter I, what people see depends on the stimulus characteristics as well as their personality--the type of person they are, the state they are in and their ideology. Future research on this same topic should consider measuring attitudes the viewers have about other things, and compare these attitudes with the attitudes they have about their favorite newscasts. This would add more depth to the viewers' attitude than the mere recording of the demographic factors considered in this study.

9. The elements of personalities seemed to exist on some of the newscasts where general opinion does not have this impression. Related to this is the overall strength of the weatherman in this lineup of newscast personalities. It is suggested that what may exist here are two classifications: one of the personalities which includes newsmen, sportscasters and other persons who might appear on the show, and the second group of persons who are not really personalities by nature, but by the functional area on which they report,

i.e. the weather. Further research is encouraged to clarify this notion.

10. Several staff and format changes have been made by the producers of these newscasts in the time since the field research for the study was completed. A similar study such as this and the variations that could be measured between the two would add much to clarify what the benefits of these changes have been.

11. As stated in the Implications of the Study in Chapter I, the idea for treating local television newscasts as a consumer product and measuring its product attributes in depth is based on the rationale that viewers may choose a newscast based on the strength of one or a few parts, or as a whole product, and those persons producing the newscast do not know which is the case and what is its strength. This study has implied in its conclusions that the viewer's choice may indeed be based on the over-riding strength of a part or a few traits of the show, such as the sports portion or the personalities on the show, and the strength of this factor produces an allegiance to the product as a whole. If this is the case, and this study suggests that it is, then more research is suggested in the area of asking viewers, regardless of their newscast preference, to rate these traits or show parts of the newscasts "they have seen" to each other.

12. Further research should also be attempted to determine the strength of newscast choice for the person who lives with the viewers interviewed in this study, since the

viewers indicated their living partners were influential in the newscast they watched.

13. Finally, it is normal in many lengthy research projects to simply suggest more research should be done on a subject. It is even more imperative in this case since little, if no, research exists in this area.

APPENDIX A
QUESTIONNAIRE

QUESTIONS

1. Do you live here? (check one)

☐ yes
☐ no
2. Do you own or have access to a television?
(check one)

☐ yes
☐ no
3. What program do you watch most often? (list)
(programs)

4. Do you watch a local television news program?
(check one)

☐ yes
☐ no
5. Do you watch a local television news program
at 10 p.m. between Monday and Friday?
(check one)

☐ yes
☐ no
6. Which channel do you watch this local 10 p.m.
television news program on?

channel number
7. Can you name any of the persons who are
regular members of this local 10 p.m.
television newscast? (check one)

☐ yes
☐ no
8. Would you name at least one of these
regular staff members, please?

9. How often do you watch this particular
local 10 p.m. television news program
each Monday through Friday?

number of times

MUST BE AT LEAST 2 TIMES A WEEK TO QUALIFY FOR REST OF SURVEY

INSTRUCTIONS

Please Read Carefully

Rank the following characteristics of the 10 p.m. local television newscast that you watch by circling the number to the left of each characteristic (based on 5 being the highest and 1 being the lowest ranking that you would give that particular characteristic). Consider that the rating 5 would equal a "very strong" reason that you watched this particular newscast, 4 "a little above average" reason, 3 an "average" reason, 2 a "little below average" reason, and 1 a "very low" reason.

Before beginning the circling of the numbers beside each characteristic, please fill in the channel number in the opening statement for the 10 p.m. local television news program that you watch most regularly between Monday and Friday of each week.

Statement

I watch the 10 p.m. local television newscast on Channel _____ because:
CHANNEL NO.

QUESTIONS

(circle)

- 1 2 3 4 5 I prefer all of the personalities who are on this program.
- 1 2 3 4 5 I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.
- 1 2 3 4 5 I prefer the newsmen on this channel.
- 1 2 3 4 5 I prefer the sportscaster on this channel.
- 1 2 3 4 5 I prefer the weatherman on this channel.
- 1 2 3 4 5 This is my favorite television channel.
- 1 2 3 4 5 I watch the previous show on this same channel and I just stay tuned to the same channel.
- 1 2 3 4 5 It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).
- 1 2 3 4 5 I get better TV reception on this channel.

- 1 2 3 4 5 The set is usually tuned to this channel so I
 just leave it on the same channel when I turn it
 on.
- 1 2 3 4 5 The news program is shorter and more concise.
- 1 2 3 4 5 The news program is longer and I get more complete
 coverage of the news.
- 1 2 3 4 5 I like the show that follows the newscast on the
 same channel.
- 1 2 3 4 5 Of the promotion and advertising I have seen for
 this newscast.
- 1 2 3 4 5 It will give the most important story first,
 regardless of whether this is news, sports or
 weather.
- 1 2 3 4 5 I like the way this newscast is presented more
 than the formats used by the other local 10 p.m.
 newscasts.
- 1 2 3 4 5 I know that a particular news event is going to
 be mentioned on this channel and possibly not
 on another one of the local 10 p.m. newscasts.
- 1 2 3 4 5 The person (or persons) I live with prefers this
 newscast.
- 1 2 3 4 5 Because of several reasons, but I seldom watch
 all of this newscast between 10 p.m. and 10:30
 p.m. for one reason or another.

INSTRUCTIONS

Please Read Carefully

We would like to know how you feel about the local 10 p.m. newscast that you watch most often. Please judge the newscast in terms of what the descriptive scales mean to you. Of course, there are no "right" or "wrong" answers and we urge you to be as accurate as possible in your ratings.

For purposes of illustration, suppose you were asked to evaluate John Doe using the "fair-unfair" scale. If you judge him to be extremely "unfair," you would put a check-mark as follows:

UNFAIR ✓ : _____ : _____ : _____ : _____ : _____ FAIR

If you judge him to be substantially "fair," you would put a check-mark as follows:

UNFAIR _____ : _____ : _____ : _____ : ✓ : _____ FAIR

If you judge him to be moderately "unfair," you would put a check-mark as follows:

UNFAIR _____ : ✓ : _____ : _____ : _____ : _____ FAIR

If you judge him to be slightly "fair," you would put a check-mark as follows:

UNFAIR _____ : _____ : _____ : ✓ : _____ : _____ FAIR

In summary:

1. Be sure you check every scale of all concepts. Never put more than one check-mark on a single scale.

2. Make each item a separate and independent judgment.

3. Work at a fairly high speed through the survey; we want your first impressions--the way you actually feel at the present time toward this particular 10 p.m. newscast.

Rate the following concept
10 p.m. newscast
channel number

118

Accurate	__ : __ : __ : __ : __ : __	Inaccurate
Unsensationalized	__ : __ : __ : __ : __ : __	Sensationalized
Biased	__ : __ : __ : __ : __ : __	Unbiased
Interesting	__ : __ : __ : __ : __ : __	Boring
Non-Objective	__ : __ : __ : __ : __ : __	Objective
Stresses		Stresses
Negative News	__ : __ : __ : __ : __ : __	Positive News
Conservative	__ : __ : __ : __ : __ : __	Liberal
Independent of Management Pressures	__ : __ : __ : __ : __ : __	Controlled by Management Pressures
Unprofessional	__ : __ : __ : __ : __ : __	Professional
Friendly Announcers	__ : __ : __ : __ : __ : __	Unfriendly Announcers
Non-Entertaining Program	__ : __ : __ : __ : __ : __	Entertaining Program
Gives Only Surface News Coverage	__ : __ : __ : __ : __ : __	Gives Complete News Coverage
Humorous Coverage	__ : __ : __ : __ : __ : __	Serious Coverage
Stories Not Always Up to Date	__ : __ : __ : __ : __ : __	Stories Always Up to Date
Technically Professional	__ : __ : __ : __ : __ : __	Technically Amateurish
More Interested in Local News	__ : __ : __ : __ : __ : __	More Interested in National News
Doesn't Care About Community	__ : __ : __ : __ : __ : __	Cares About Community
Film is Poor	__ : __ : __ : __ : __ : __	Film is Excellent
Have a Favorite Announcer	__ : __ : __ : __ : __ : __	Don't Have a Favorite Announcer
Don't Like 1 Part Of Show Better Than Other Parts	__ : __ : __ : __ : __ : __	Like 1 Part of Show Better Than Other Parts

INSTRUCTIONS

Please check one blank for each of the following questions:

1. I am between: ☐ 18-25 years old
☐ 26-35 years old
☐ 36-50 years old
☐ 51 years or over
2. I am: ☐ married
☐ single
☐ divorced
☐ widowed
3. I am the head of the household at this address: ☐ yes
☐ no
☐ don't know
4. At this address, I: ☐ rent
☐ own
☐ am buying
☐ live with someone who rents
☐ live with someone who owns
☐ live with someone who is buying
☐ none of the above
5. The total number of people (counting myself) who live at this address are: ☐ 1
☐ 2
☐ 3
☐ 4
☐ 5
☐ more than 5
6. My highest level of education is: ☐ less than high school degree
☐ high school degree
☐ attended college
☐ bachelor's degree
☐ attended graduate school
☐ master's degree
☐ doctor's degree
☐ other (specify): _____
7. My annual income is: ☐ 0-\$5,000
☐ \$5,001 to \$7,500
☐ \$7,501 to \$10,000
☐ \$10,001 to \$15,000
☐ \$15,001 to \$20,000
☐ more than \$20,000

QUESTIONS

Check one of each:

1. Race: ☐ Cau
☐ Negro
☐ Spanish-American
☐ Other: _____ (fill in)
2. Sex: ☐ Male
☐ Female
3. Address where person interviewed is a:
☐ house
☐ apartment
☐ duplex
☐ other: _____
(fill in)
4. Name of person interviewed: Mr. _____
Miss _____
Mrs. _____
5. Phone number of person interviewed: _____

Respondent Number _____

APPENDIX B

TABLES

TABLE 1

GEOGRAPHIC LOCATION OF THE 400 STUDY RESPONDENTS
AND CHANNEL ON WHICH EACH VIEWS
10 P.M. LOCAL NEWSCAST

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
1	21	1.	109	5	Dallas	White Rock
2	17	2.01	105	8	Dallas	North
3	17	2.02	107	4	Dallas	North
4	22	2.02	413	8	Dallas	Central
5	22	3.	411	8	Dallas	University Park
6	22	4.02	214	8	Dallas	Central
7	22	4.03	604	5	Dallas	Central
8	22	5.	201	4	Dallas	Central
9	22	6.01	304	8	Dallas	Central
10	22	6.02	303	8	Dallas	Central
11	22	6.02	711	8	Dallas	Central
12	22	7.02	305	8	Dallas	Central
13	22	9.	103	8	Dallas	Central
14	22	10.	303#	8	Dallas	Central
15	22	11.01	216	5	Dallas	Central
16	22	11.02	312	4	Dallas	Central
17	22	12.	412	4	Dallas	Central
18	22	13.02	201	4	Dallas	Central
19	22	14.	214	5	Dallas	Central
20	22	15.01	506	8	Dallas	Central
21	22	16.	305#	4	Dallas	Central
22	22	17.01	218	4	Dallas	Central
23	22	18.	102	5	Dallas	Central
24	22	19.	221	8	Dallas	Central
25	35	20.	504	5	Dallas	South
26	22	22.01	319	8	Dallas	Central
27	22	23.	307	4	Dallas	Central
28	22	24.	316	8	Dallas	Central
29	21	26.	205	8	Dallas	East
30	21	27.01	422	5	Dallas	East
31	21	27.02	509#	4	Dallas	East
32	22	29.	108	5	Dallas	Central
33	22	31.01	407	8	Dallas	Central
34	22	33.	212	4	Dallas	Central
35	35	34.	501	4	Dallas	South
36	22	36.	206	4	Dallas	Central
37	22	37.	414	8	Dallas	Central
38	35	38.	304	8	Dallas	South
39	22	39.01	401	11	Dallas	Central
40	35	39.02	313#	4	Dallas	South
41	35	40.	403	8	Dallas	South
42	35	41.	408	8	Dallas	South

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
43	35	42.	416	8	Dallas	South
44	22	43.	302	8	Dallas	Central
45	22	44.	105	4	Dallas	Central
46	35	44.	503	8	Dallas	South
47	35	45.	212	4	Dallas	South
48	34	45.	706	8	Dallas	Southwest
49	35	47.	110#	4	Dallas	South
50	35	48.	210	5	Dallas	South
51	35	49.	205	8	Dallas	South
52	35	49.	514	8	Dallas	South
53	35	51.	103	8	Dallas	South
54	35	52.	102	8	Dallas	South
55	35	53.	106	8	Dallas	South
56	34	53.	510	8	Dallas	Southwest
57	35	54.	407	11	Dallas	South
58	35	54.	704	4	Dallas	South
59	35	55.	318	8	Dallas	South
60	35	56.	206#	4	Dallas	South
61	35	57.	102	8	Dallas	South
62	35	57.	402#	4	Dallas	South
63	35	59.01	207	5	Dallas	South
64	35	59.01	706	8	Dallas	South
65	35	60.01	116	5	Dallas	South
66	35	61.	221	4	Dallas	South
67	35	63.01	106	5	Dallas	South
68	35	63.01	517	8	Dallas	South
69	34	64.	208	8	Dallas	Southwest
70	34	65.	111	8	Dallas	Southwest
71	34	65.	611	8	Dallas	Southwest
72	34	68.	218	8	Dallas	Southwest
73	17	71.02	107	5	Dallas	North
74	17	71.02	320	8	Dallas	North
75	17	73.01	112	4	Dallas	North
76	17	73.02	201#	4	Dallas	North
77	17	74.	122	8	Dallas	North
78	17	76.01	102	5	Dallas	North
79	17	76.04	114	8	Dallas	North
80	17	77.	203	5	Dallas	North
81	8	78.02	206	8	Dallas	North
82	18	78.03	120	5	Dallas	Northeast
83	17	79.01	116	8	Dallas	North
84	18	79.02	105	8	Dallas	Northeast
85	18	79.02	608	8	Dallas	Northeast
86	18	80.	407	4	Dallas	Northeast
87	21	81.	205	8	Dallas	White Rock
88	21	81.	601	8	Dallas	White Rock

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
89	21	82.	310	5	Dallas	White Rock
90	21	84.	102	8	Dallas	East
91	21	84.	507	8	Dallas	East
92	21	85.	311	5	Dallas	East
93	35	87.01	105	11	Dallas	South
94	35	87.02	207	8	Dallas	South
95	35	87.02	805	4	Dallas	South
96	35	88.	509	8	Dallas	South
97	35	89.	215	8	Dallas	South
98	21	90.01	115	8	Dallas	East
99	36	91.01	308	8	Dallas	Southeast
100	36	91.02	508	8	Dallas	Southeast
101	36	92.01	304	8	Dallas	Southeast
102	36	92.02	405	8	Dallas	Southeast
103	36	93.02	110	5	Dallas	Southeast
104	36	93.02	417	11	Dallas	Southeast
105	17	94.	601	5	Dallas	North
106	8	96.01	103	4	Dallas	Farmers Branch
107	16	96.01	509	8	Dallas	Northwest
108	17	96.02	208	4	Dallas	North
109	8	96.03	125	4	Dallas	Farmers Branch
110	17	97.	110	8	Dallas	North
111	17	97.	609	5	Dallas	North
112	16	98.	513	8	Dallas	Northwest
113	16	99.	508	4	Dallas	Northwest
114	23	100.	711	8	Dallas	West
115	22	101.	318	4	Dallas	Central
116	22	101.	717	5	Dallas	Central
117	22	104.	105	8	Dallas	Central
118	23	105.	417	8	Dallas	Grand Prairie
119	23	106.	313	8	Dallas	Grand Prairie
120	34	107.	209	8	Dallas	Southwest
121	35	108.	117	4	Dallas	South
122	34	108.	423	8	Dallas	Southwest
123	40	109.	126	8	Dallas	South
124	40	110.	229	8	Dallas	South
125	40	111.01	113	8	Dallas	South
126	40	111.02	407#	4	Dallas	South
127	40	112.	208	8	Dallas	South
128	40	113.	905	4	Dallas	South
129	40	114.01	328	8	Dallas	South
130	36	115.	304	8	Dallas	Southeast
131	36	116.	317	8	Dallas	Kleberg

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
132	36	117.	111	8	Dallas	Kleberg
133	36	118.	101	8	Dallas	Balch Springs
134	36	119.	138	8	Dallas	Southeast
135	21	122.01	205	5	Dallas	White Rock
136	21	122.01	422	8	Dallas	White Rock
137	21	123.	401	4	Dallas	East
138	21	124.	403	8	Dallas	East
139	21	125.	307	8	Dallas	East
140	18	126.	104	8	Dallas	Northeast
141	18	127.	302	4	Dallas	Northeast
142	18	128.	104	4	Dallas	Northeast
143	18	128.	615	8	Dallas	Northeast
144	18	129.	302	5	Dallas	Northeast
145	18	130.01	108	5	Dallas	Northeast
146	18	130.01	406	8	Dallas	Northeast
147	18	130.02	113	8	Dallas	Northeast
148	18	130.02	318	4	Dallas	Northeast
149	17	131.	317	4	Dallas	North
150	17	133.	215	5	Dallas	North
151	17	135.	114	5	Dallas	North
152	8	136.02	112	4	Dallas	Richardson
153	8	136.03	107	8	Dallas	Richardson
154	8	136.03	314	5	Dallas	Richardson
155	9	137.02	103	8	Dallas	Farmers Branch
156	9	137.02	407	8	Dallas	Farmers Branch
157	9	137.03	231	4	Dallas	Carrollton
158	8	138.02	125	8	Dallas	Farmers Branch
159	9	139.	201	8	Dallas	Farmers Branch
160	9	139.	709	8	Dallas	Farmers Branch
161	16	140.02	915	5	Dallas	Northwest
162	15	141.04	118	5	Dallas	Irving
163	16	142.	202	5	Dallas	Irving
164	16	143.	212	5	Dallas	Irving
165	16	143.	512	11	Dallas	Irving
166	16	143.	813	4	Dallas	Irving
167	23	144.	303	4	Dallas	Irving

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
168	23	145.	303	5	Dallas	Irving
169	23	146.	309	4	Dallas	Irving
170	23	147.	410	8	Dallas	Irving
171	23	149.	208	8	Dallas	Irving
172	23	150.	403	5	Dallas	Irving
173	23	151.	907	4	Dallas	Irving
174	23	152.	503	8	Dallas	Irving
175	24	154.	111	5	Dallas	Grand Prairie
176	33	154.	314	8	Dallas	Grand Prairie
177	33	155.	107	4	Dallas	Grand Prairie
178	33	155.	523	5	Dallas	Grand Prairie
179	34	157.	111	8	Dallas	Grand Prairie
180	34	158.	902	8	Dallas	Grand Prairie
181	33	160.	215	8	Dallas	Grand Prairie
182	33	160.	520	5	Dallas	Grand Prairie
183	33	162.	115	8	Dallas	Grand Prairie
184	33	163.	207	8	Dallas	Grand Prairie
185	42	164.	932	5	Dallas	Grand Prairie
186	41	165.02	215	4	Dallas	Duncanville
187	41	165.03	206	8	Dallas	Duncanville
188	41	165.03	525	11	Dallas	Duncanville
189	50	165.05	319	8	Dallas	Cedar Hill
190	40	166.01	209	4	Dallas	South
191	50	166.02	914	8	Dallas	Woodland Hill
192	50	166.04	915	8	Dallas	Woodland Hill
193	51	167.02	220	4	Dallas	Lancaster
194	51	168.	122	4	Dallas	Lancaster
195	51	168.	515	4	Dallas	Lancaster
196	39	169.01	908	4	Dallas	Southeast
197	52	169.03	122	8	Dallas	Wilmer
198	38	170.	110	8	Dallas	Kleberg

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
199	38	170.	516	8	Dallas	Seago-ville
200	37	171.	119	5	Dallas	Kleberg
201	37	172.	204	8	Dallas	Balch Springs
202	37	173.02	202	8	Dallas	Southeast
203	37	174.	212	8	Dallas	Mesquite
204	37	175.	211	8	Dallas	Mesquite
205	36	176.01	311	8	Dallas	Mesquite
206	20	177.	210	8	Dallas	Mesquite
207	20	177.	508	4	Dallas	Mesquite
208	20	178.02	102	4	Dallas	Mesquite
209	21	178.02	905	8	Dallas	Mesquite
210	21	179.	322	4	Dallas	East
211	21	180.	407	4	Dallas	East
212	19	181.02	103	11	Dallas	Garland
213	19	181.03	306	8	Dallas	Garland
214	19	182.	102	4	Dallas	Garland
215	19	182.	311	11	Dallas	Garland
216	18	183.	110	8	Dallas	Garland
217	18	183.	708	4	Dallas	Garland
218	18	184.	319	11	Dallas	Garland
219	18	186.	108	8	Dallas	Garland
220	18	187.	112	4	Dallas	Garland
221	18	187.	516	4	Dallas	Garland
222	7	188.	402#	4	Dallas	Garland
223	7	189.	121	11	Dallas	Garland
224	7	190.02	917	8	Dallas	Garland
225	7	190.05	110	8	Dallas	Garland
226	7	190.05	318	5	Dallas	Garland
227	7	191.	303	8	Dallas	Richardson
228	8	192.02	115	5	Dallas	Richardson
229	8	192.03	211	8	Dallas	Richardson
230	8	192.05	113	8	Dallas	Richardson
231	8	192.06	218	4	Dallas	Richardson
232	7	192.07	314	8	Dallas	Richardson
233	17	193.02	106#	4	Dallas	North
234	17	193.02	418	4	Dallas	North
235	17	194.	416	5	Dallas	North
236	17	195.01	412	4	Dallas	North
237	17	195.02	212#	4	Dallas	North
238	22	196.	205	5	Dallas	Central
239	22	197.	212	5	Dallas	Central
240	22	198.	211	8	Dallas	Central
241	34	199.	107	5	Dallas	Cockrell Hill
242	26	1.01	114	5	Fort Worth	North

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
243	26	1.01	515	8	Fort Worth	North
244	26	1.02	608	5	Fort Worth	North
245	26	2.01	312	5	Fort Worth	North
246	26	2.02	205	5	Fort Worth	North
247	26	2.02	424	5	Fort Worth	North
248	27	3.00	220	4	Fort Worth	Northwest
249	27	3.	618	11	Fort Worth	Northwest
250	27	4.	315	5	Fort Worth	Northwest
251	27	5.01	101	8	Fort Worth	Northwest
252	27	5.01	507	5	Fort Worth	Northwest
253	27	5.02	307	11	Fort Worth	Northwest
254	27	5.02	711	4	Fort Worth	Northwest
255	28	6.	960	5	Fort Worth	Northwest
256	27	8.	205	5	Fort Worth	Northwest
257	27	8.	613	8	Fort Worth	Northwest
258	26	10.	101	11	Fort Worth	North
259	26	11.	217	5	Fort Worth	North
260	26	12.02	107	5	Fort Worth	North
261	31	12.02	402	5	Fort Worth	Central
262	26	12.02	602	11	Fort Worth	North
263	32	13.	310	4	Fort Worth	East
264	32	13.	615	5	Fort Worth	East
265	31	14.01	206	5	Fort Worth	Central
266	31	14.02	201	4	Fort Worth	Central

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
267	31	14.03	114	5	Fort Worth	Central
268	31	15.	207	5	Fort Worth	Central
269	31	16.	120	8	Fort Worth	Central
270	26	17.	104	5	Fort Worth	North
271	31	18.	107	8	Fort Worth	Central
272	31	19.	104	5	Fort Worth	Central
273	31	20.	226	8	Fort Worth	Central
274	30	21.	209	5	Fort Worth	West
275	30	21.	518	5	Fort Worth	West
276	30	22.	403	5	Fort Worth	West
277	30	22.	709	8	Fort Worth	West
278	30	23.01	217	5	Fort Worth	West
279	30	23.02	309	8	Fort Worth	West
280	30	24.01	119	5	Fort Worth	West
281	30	24.02	117	5	Fort Worth	West
282	30	25.	109	5	Fort Worth	Benbrook
283	30	25.	413	4	Fort Worth	West
284	30	25.	712	11	Fort Worth	West
285	30	26.	322	8	Fort Worth	West
286	30	26.	704	4	Fort Worth	West
287	30	27.	206	5	Fort Worth	West
288	31	28.	101	5	Fort Worth	Central
289	31	29.	106	8	Fort Worth	Central
290	31	29.	423	8	Fort Worth	Central

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
291	31	30.	416	5	Fort Worth	Central
292	31	31.	413	8	Fort Worth	Central
293	31	33.	101	4	Fort Worth	Central
294	31	33.	506	8	Fort Worth	Central
295	31	34.	417	5	Fort Worth	Central
296	31	35.	412	4	Fort Worth	Central
297	31	36.01	104	4	Fort Worth	Central
298	31	36.02	116	8	Fort Worth	Central
299	31	37.01	204	5	Fort Worth	Central
300	31	37.02	207	4	Fort Worth	Central
301	31	38.	311	8	Fort Worth	Central
302	31	39.	109	5	Fort Worth	Central
303	31	40.	107	5	Fort Worth	Central
304	31	41.	108	5	Fort Worth	Central
305	31	41.	503	8	Fort Worth	Central
306	30	42.01	302	5	Fort Worth	West
307	30	42.02	415	8	Fort Worth	West
308	30	43.	319	8	Fort Worth	West
309	31	44.	115	8	Fort Worth	Central
310	31	44.	601	5	Fort Worth	Central
311	31	45.01	213	8	Fort Worth	Central
312	31	45.01	602	5	Fort Worth	Central
313	31	45.02	314	4	Fort Worth	Central
314	31	45.03	304	5	Fort Worth	Central
315	31	46.01	311	5	Fort Worth	Central

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
316	31	46.02	214	5	Fort Worth	Central
317	44	46.03	207	5	Fort Worth	Southeast
318	31	46.04	308	8	Fort Worth	Central
319	44	46.05	312	5	Fort Worth	Southeast
320	44	47.	308	11	Fort Worth	South
321	31	47.	615	4	Fort Worth	Central
322	30	48.01	305	5	Fort Worth	West
323	31	48.01	520	5	Fort Worth	Central
324	45	48.02	303	5	Fort Worth	Southwest
325	26	49.	211	4	Fort Worth	North
326	26	50.01	307	5	Fort Worth	North
327	30	51.	114	5	Fort Worth	West
328	30	52.	205	5	Fort Worth	West
329	30	54.01	901	8	Fort Worth	West
330	45	54.02	323	5	Fort Worth	Southwest
331	45	55.02	132	5	Fort Worth	Southwest
332	45	55.03	112	8	Fort Worth	Southwest
333	45	56.	203	5	Fort Worth	Southwest
334	45	57.01	102	5	Fort Worth	Southwest
335	44	58.	106	5	Fort Worth	South
336	44	59.	119	5	Fort Worth	South
337	44	60.01	214	5	Fort Worth	South
338	44	60.02	223	8	Fort Worth	South
339	31	62.	108	8	Fort Worth	Central

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
340	31	62.	503	5	Fort Worth	Central
341	31	63.	206	5	Fort Worth	Central
342	31	65.01	106	5	Fort Worth	Central
343	32	65.03	214	5	Fort Worth	East
344	24	65.05	120	5	Fort Worth	Northeast
345	26	101.	212	5	Fort Worth	Haltom City
346	26	101.	603	5	Fort Worth	Haltom City
347	26	102.	318	8	Fort Worth	Haltom City
348	26	102.	704	5	Fort Worth	Haltom City
349	26	103.	304	5	Fort Worth	Haltom City
350	27	103.	605	8	Fort Worth	Northwest
351	27	104.01	318	4	Fort Worth	Lake Worth
352	27	104.02	117	8	Fort Worth	Sansom Park
353	27	104.02	415	5	Fort Worth	Sansom Park
354	27	105.	211	5	Fort Worth	River Oaks
355	27	105.	607	11	Fort Worth	River Oaks
356	27	107.01	101	4	Fort Worth	White Settlement
357	30	107.01	415	5	Fort Worth	White Settlement
358	30	107.02	206	5	Fort Worth	White Settlement
359	28	108.01	901	5	Fort Worth	Northwest
360	29	109.	134	5	Fort Worth	Benbrook
361	45	110.01	915	5	Fort Worth	Southwest
362	44	111.01	211	11	Fort Worth	Forest Hills
363	44	111.01	427	4	Fort Worth	Forest Hills

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
364	44	112.02	117	4	Fort Worth	Everman
365	43	114.	112	11	Fort Worth	Kennedale
366	32	115.01	202	11	Fort Worth	Arlington
367	33	115.02	102	8	Fort Worth	Arlington
368	24	131.	105	5	Fort Worth	Arlington
369	14	132.01	307	8	Fort Worth	No. Richland Hills
370	13	132.01	924	5	Fort Worth	No. Richland Hills
371	26	132.02	311	8	Fort Worth	Richland Hills
372	25	133.01	103	5	Fort Worth	Northeast
373	26	133.01	401	4	Fort Worth	No. Richland Hills
374	25	133.02	222	5	Fort Worth	Richland Hills
375	25	134.01	202	4	Fort Worth	Hurst
376	25	134.01	416	5	Fort Worth	Hurst
377	25	134.02	208	4	Fort Worth	Hurst
378	25	134.02	424	5	Fort Worth	Hurst
379	15	135.01	124	8	Fort Worth	Euless
380	24	135.02	211	8	Fort Worth	Euless
381	25	135.02	909	8	Fort Worth	Euless
382	14	136.01	409	5	Fort Worth	Northeast
383	14	136.01	951	5	Fort Worth	Colleyville
384	25	136.02	402	5	Fort Worth	Bedford
385	13	138.	205	5	Fort Worth	Northeast
386	13	139.	923	8	Fort Worth	North
387	12	140.02	208	5	Fort Worth	Saginaw

TABLE 1--Continued

Respondent Number	Census Map Number	Census Tract	Block Number	Channel Watched	Metro-politan Area	Approximate Location
388	11	142.	209	4	Fort Worth	Azle
389	28	142.	517	5	Fort Worth	Lakeside
390	32	216.02	208	8	Fort Worth	Arlington
391	32	217.01	108	8	Fort Worth	Arlington
392	33	218.	225	9	Fort Worth	Arlington
393	33	220.	215	4	Fort Worth	Arlington
394	33	221.	208	5	Fort Worth	Arlington
395	33	221.	607	8	Fort Worth	Arlington
396	33	223.	114	8	Fort Worth	Arlington
397	33	224.	104	5	Fort Worth	Arlington
398	32	225.	111	5	Fort Worth	Arlington
399	32	227.	104	5	Fort Worth	Arlington
400	32	228.	114	5	Fort Worth	Arlington
401	32	229.	212	4	Fort Worth	Arlington

TABLE 2

ANALYSIS OF VARIANCE--CHI SQUARE BETWEEN
VARIABLES OF ALL CHANNELS

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
1.	I prefer all the personalities who are on this program.		.0239		
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.			.0095	
3.	I prefer the newsmen on this channel.			.0014	
4.	I prefer the sportscaster on this channel.				.0000
5.	I prefer the weatherman on this channel.				

TABLE 2--Continued

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
7.	I watch the previous show on this channel and I just stay tuned to the same channel.			.0098	
8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).				
9.	I get better TV reception on this channel.				
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.			.0020	
11.	The news program is shorter and more concise.				.0000

TABLE 2--Continued

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
12.	The news program is longer and I get more complete coverage of the news.				.0000
13.	I like the show that follows the newscast on the same channel.				.0000
14.	Of the promotion and advertising I have seen for this newscast.			.0044	
15.	It will give the most important story first, regardless of whether this is news, sports or weather.				
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.				

TABLE 2--Continued

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.				
18.	The person (or persons) I live with prefers this newscast.				
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.				
20.	Accurate--Inaccurate				
21.	Unsensationalized--Sensationalized				
22.	Unbiased--Biased				.0000
23.	Interesting--Boring		.0257		

TABLE 2--Continued

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
24.	Objective--Non-Objective				
25.	Stresses Positive News-- Stresses Negative News				
26.	Conservative--Liberal			.0245	
27.	Independent of Management Pressures--Controlled by Management Pressures				
28.	Professional--Unprofessional				
29.	Friendly Announcers--Unfriendly Announcers				
30.	Entertaining Program--Non-entertaining Program				
31.	Gives Complete News Coverage--Gives only Surface News Coverage				.0001
32.	Serious Coverage--Humorous Coverage				

TABLE 2--Continued

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
33.	Stories always up to date--Stories not always up to date				
34.	Technically Professional--Technically Amateurish		.0310		
35.	More interested in Local News--More interested in National News			.0037	
36.	Cares about Community--Doesn't care about Community				
37.	Film is Excellent--Film is Poor		.0365		
38.	Have a Favorite Announcer--Don't have a Favorite Announcer		.0135		
39.	Like 1 part of show better than others--Don't Like 1 part of show better than other parts				

TABLE 2---Continued

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
40.	I am between ____ 18-25 years old ____ 26-35 years old ____ 36-50 years old ____ 51 years or over			.0033	
41.	I am: ____ married ____ single ____ divorced ____ widowed	.0627			
42.	I am the head of the household at this address: ____ yes ____ no ____ don't know				
43.	At this address, I: ____ rent ____ own ____ am buying ____ live with someone who rents ____ live with someone who owns ____ live with someone who is buying ____ none of the above				

TABLE 2--Continued

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
44.	The total number of people (counting myself) who live at this address are: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ more than 5			.0082	
45.	My highest level of education is: ☐ less than high school degree ☐ high school degree ☐ attended college ☐ bachelor's degree ☐ attended graduate school ☐ master's degree ☐ doctor's degree ☐ other (specify)			.0016	

TABLE 2--Continued

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
46.	My annual income is: ☐ 0-\$5,000 ☐ \$5,001-\$7,500 ☐ \$7,501-\$10,000 ☐ \$10,001-\$15,000 ☐ \$15,001-\$20,000 ☐ more than \$20,000				
47.	Race: ☐ Cau ☐ Negro ☐ Spanish-American ☐ Other: _____ (fill in)	.0559			
48.	Sex: ☐ Male ☐ Female				
49.	Address where person interviewed is a: ☐ house ☐ apartment ☐ duplex ☐ other: _____ (fill in)				

TABLE 2--Continued

Variable Number	Variable	P Values*			
		Somewhat Significant	Significant	Very Significant	Very Highly Significant
50.	Name of person inter- viewed Mr. Miss _____ Mrs. (name)				
51.	Phone number of person interviewed				

*Somewhat Significant = .10
 Significant = .05
 Very Significant = .01
 Very Highly Significant = .001

TABLE 3
FISHER'S T TEST, ALL CHANNELS-ALL VARIABLES

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
1.	I prefer all the personalities who are on this program.	8		2.4789	2.2686	
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.	11		2.9051	2.1703	3.0544
3.	I prefer the newsmen on this channel.	11 4			2.3888	3.1960 2.9407
4.	I prefer the sportscaster on this channel.	8	3.3551	3.2657	3.8636	
5.	I prefer the weatherman on this channel.					
6.	This is my favorite television channel.	11		2.1327		

TABLE 3--Continued

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
7.	I watch the previous show on this channel and I just stay tuned to the same channel.	11		2.9087	3.2644	3.3135
8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).					
9.	I get better TV reception on this channel.					
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.	11		3.0032	3.4059	3.8342
11.	The news program is shorter and more concise.	11				6.5630
		4			2.3478	8.2607
		5		2.3478		12.1226

TABLE 3--Continued

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
12.	The news program is longer and I get more complete coverage of the news.	5 8	5.3743	2.6259 7.3043	11.3657	
13.	I like the show that follows the newscast on the same channel.	11 5		4.8583 2.6325	3.5058	4.6829 2.2914
14.	Of the promotion and advertising I have seen for this newscast.	11 4		3.5422	2.7646	2.5595 2.0408
15.	It will give the most important story first, regardless of whether this is news, sports or weather.					
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.					
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.					

TABLE 3--Continued

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
18.	The person (or persons) I live with prefers this newscast.					
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.					
20.	Accurate--Inaccurate					
21.	Unsensationalized--Sensationalized					
22.	Unbiased--Biased	11 8		2.4360 3.0853	3.0347 4.5532	
23.	Interesting--Boring	11		2.9936	2.8091	2.5541
24.	Objective--Non-Objective					
25.	Stresses Positive News--Stresses Negative News	4			2.0498	
26.	Conservative--Liberal	5	2.2401	2.5444		

TABLE 3--Continued

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
27.	Independent of Management Pressures--Controlled by Management Pressures	4			2.2750	
28.	Professional--Unprofessional					
29.	Friendly Announcers--Unfriendly Announcers					
30.	Entertaining Program--Non Entertaining-Program					
31.	Gives Complete News Coverage--Gives only Surface News Coverage	11 5		3.2812 2.1191	2.1714	3.7913 3.2180
32.	Serious Coverage--Humorous Coverage					
33.	Stories always up to date--Stories not always up to date					
34.	Technically Professional--Technically Amateurish	11 4		2.3272	1.9827	2.1883

TABLE 3--Continued

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
35.	More interested in Local News--More interested in National News	5		2.1982		3.4165
36.	Cares about Community--Doesn't care about Community					
37.	Film is Excellent--Film is Poor	4		2.4571	2.7097	2.9097
38.	Have a Favorite Announcer--Don't have a Favorite Announcer	8	2.3165		2.7893	
39.	Like 1 part of show better than others--Don't like 1 part of show better than others					
40.	I am between ____ 18-25 years old ____ 26-35 years old ____ 36-50 years old ____ 51 years or over	5	2.5722			3.2268

TABLE 3--Continued

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
41.	I am: ☐ married ☐ single ☐ divorced ☐ widowed	5				2.2454
42.	I am the head of the household at this address: ☐ yes ☐ no ☐ don't know					
43.	At this address, I: ☐ rent ☐ own ☐ am buying ☐ live with someone who rents ☐ live with someone who owns ☐ live with someone who is buying ☐ none of the above					

TABLE 3--Continued

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
44.	The total number of people (counting myself) who live at this address are: _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ more than 5	5				3.3543
45.	The highest level of education is: _____ less than high school degree _____ high school degree _____ attended college _____ bachelor's degree _____ attended graduate school _____ master's degree _____ doctor's degree _____ other (specify)	11 8		3.2860 2.1889	3.2516 2.1854	2.2085

TABLE 3--Continued

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
46.	My annual income is: ___ 0-\$5,000 ___ \$5,001 to \$7,500 ___ \$7,501 to \$10,000 ___ \$10,001 to \$15,000 ___ \$15,001 to \$20,000 ___ more than \$20,000					
47.	Race: ___ Cau ___ Negro ___ Spanish-American ___ Other: _____ (Fill in)	5		2.0821		2.576
48.	Sex: ___ Male ___ Female					
49.	Address where person interviewed is a: ___ house ___ apartment ___ duplex ___ other: _____ (fill in)					

TABLE 3--Continued

Variable Number	Variable	Channel Comparison	Channels			
			11	4	5	8
50.	Name of person inter- viewed Mr. Miss _____ Mrs. (name)					
51.	Phone number of person interviewed					

TABLE 4
STEPWISE MULTIPLE REGRESSION
ALL CHANNELS

Variable	Multiple R Square Value
12. The news program is shorter and more concise	.1841
13. The news program is longer and I get more complete coverage of the news	.2284
4. I prefer the newsmen on this channel . . .	.2438
6. I prefer the weatherman on this channel . .	.2927
11. The set is usually tuned to this chan- nel so I just leave it on the same channel when I turn it on	.2828
5. I prefer the sportscaster on this channel .	.2927
9. It is easy to switch to this channel using my remote channel changer rather than hav- ing to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER) .	.3003
3. I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I pre- fer a particular person who is on that news program	.3053
16. It will give the most important story first, regardless of whether this is news, sports or weather	.3083
8. I watch the previous show on this same channel and I just stay tuned to the same channel	.3100
20. Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another .	.3114
19. The person (or persons) I live with pre- fers this newscast	.3123

TABLE 4--Continued

Variable	Multiple R Square Value
14. I like the show that follows the news- cast on the same channel	.3123
7. This is my favorite television channel . .	.3137
17. I like the way this newscast is pre- sented more than the formats used by the other local 10 p.m. newscasts	.3139
15. Of the promotion and advertising I have seen for this newscast	.3140

NOTE: Variables not entered:

- 2. I prefer all of the personalities who are on this program
- 10. I get better TV reception on this channel
- 18. I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts

TABLE 5
STEPWISE MULTIPLE REGRESSION
ALL CHANNELS

Variable	Multiple R Square Value
32. Gives Complete News Coverage-- Gives Only Surface News Coverage	.0182
23. Unbiased--Biased	.0315
27. Conservative--Liberal	.0421
36. More Interested in Local News-- More Interested in National News	.0528
37. Cares About Community--Doesn't Care About Community	.0616
39. Have a Favorite Announcer--Don't Have a Favorite Announcer	.0701
31. Entertaining Program--Non-Entertaining Program	.0736
28. Independent of Management Pressures-- Controlled by Management Pressures	.0771
22. Unsensationalized--Sensationalized	.0808
38. Film is Excellent--Film is Poor	.0841
21. Accurate--Inaccurate	.0858
29. Professional--Unprofessional	.0867
40. Like 1 Part of Show Better Than Others-- Don't Like 1 Part of Show Better Than Other Parts	.0876
33. Serious Coverage--Humorous Coverage	.0880
35. Technically Professional--Technically Amateurish	.0885
30. Friendly Announcers--Unfriendly Announcers	.0888
24. Interesting--Boring	.0892
34. Stories Always Up to Date--Stories Not Always Up to Date	.0893

NOTE: Variables not entered:

25. Objective--Non-Objective

26. Stresses Positive News--Stresses
Negative News

TABLE 6
STEPWISE MULTIPLE REGRESSION
ALL CHANNELS

	Variable	Multiple R Square Value
42.	I am:	
	_____ married	
	_____ single	
	_____ divorced	
	_____ widowed	.0140
44.	At this address I:	
	_____ rent	
	_____ own	
	_____ am buying	
	_____ live with someone who rents	
	_____ live with someone who owns	
	_____ live with someone who is buying	
	_____ none of the above	.0174
43.	I am the head of the household at this address:	
	_____ yes	
	_____ no	
	_____ don't know	.0211
46.	My highest level of education is:	
	_____ less than high school degree	
	_____ high school degree	
	_____ attended college	
	_____ bachelor's degree	
	_____ attended graduate school	
	_____ master's degree	
	_____ doctor's degree	
	_____ other (specify): _____	.0227
41.	I am between:	
	_____ 18-25 years old	
	_____ 26-35 years old	
	_____ 36-50 years old	
	_____ 51 years or over	.0239

TABLE 6--Continued

Variable	Multiple R Square Value
47. My annual income is:	
_____ 0-\$5,000	
_____ \$5,001 to \$7,500	
_____ \$7,501 to \$10,000	
_____ \$10,001 to \$15,000	
_____ \$15,001 to \$20,000	.0245
45. The total number of people (counting myself) who live at this address are:	
_____ 1	
_____ 2	
_____ 3	
_____ 4	
_____ 5	
_____ more than 5	.0253

TABLE 7
STEPWISE MULTIPLE REGRESSION
ALL CHANNELS

Variable		Multiple R Square Value
51. Name of person interviewed:		
Mr.		
Miss _____		
Mrs.		.0037
50. Address where person interviewed is a:		
_____ house		
_____ apartment		
_____ duplex		
_____ other: _____		.0045
(fill in)		
48. Race:		
_____ Cau		
_____ Negro		
_____ Spanish-American		
_____ Other: _____ (fill in)		.0055
52. Phone number of person interviewed:		
_____		.0062
NOTE: Variable not entered:		
49. Sex:		
_____ Male		
_____ Female		

TABLE 8
STEPWISE MULTIPLE REGRESSION
ALL CHANNELS--ALL VARIABLES

Variable	Multiple R Square Value
12. The news program is shorter and more concise	.1841
13. The news program is longer and I get more complete coverage of the news	.2284
4. I prefer the newsmen on this channel . . .	.2438
6. I prefer the weatherman on this channel . .	.2669
11. The set is usually tuned to this channel so I just leave it on the same channel when I turn it on	.2828
51. Name of person interviewed: Mr. Miss _____ Mrs.	.2929
9. It is easy to switch to this channel using my remote channel changer rather than hav- ing to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER) .	.3009
27. Conservative--Liberal	.3088
5. I prefer the sportscaster on this channel .	.3167
44. At this address, I: _____rent _____own _____am buying _____live with someone who rents _____live with someone who owns _____live with someone who is buying _____none of the above	.3239
22. Unsensationalized--Sensationalized	.3295
3. I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program	.3352

TABLE 8--Continued

Variable	Multiple R Square Value
28. Independent of Management Pressures-- Controlled by Management Pressures	.3400
23. Unbiased--Biased	.3453
37. Cares About Community--Doesn't Care About Community	.3494
31. Entertaining Program--Non-Entertaining Program	.3534
49. Sex:	
_____ Male	
_____ Female	.3570
42. I am:	
_____ married	
_____ single	
_____ divorced	
_____ widowed	.3602
45. The total number of people (counting myself) who live at this address are:	
_____ 1	
_____ 2	
_____ 3	
_____ 4	
_____ 5	
_____ more than 5	.3649
46. My highest level of education is:	
_____ less than high school degree	
_____ high school degree	
_____ attended college	
_____ bachelor's degree	
_____ attended graduate school	
_____ master's degree	
_____ doctor's degree	
_____ other (specify): _____	.3682
36. More Interested in Local News--More Interested in National News	.3713
33. Serious Coverage--Humorous Coverage	.3742
39. Have a Favorite Announcer--Don't Have a Favorite Announcer	.3765

TABLE 8--Continued

Variable	Multiple R Square Value
16. It will give the most important story first, regardless of whether this is news, sports or weather	.3791
26. Stresses Positive News--Stresses Negative News	.3809
15. Of the promotion and advertising I have seen for this newscast	.3827
7. This is my favorite television channel . .	.3845
19. The person (or persons) I live with prefers this newscast	.3864
38. Film is Excellent--Film is Poor	.3881
30. Friendly Announcers--Unfriendly Announcers	.3897
20. Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another .	.3913
52. Phone number of person interviewed:_____ .	.3924
41. I am between: ____ 18-25 years old ____ 26-35 years old ____ 36-50 years old ____ 51 years or over	.3934
25. Objective--Non-Objective	.3945
17. I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts	.3954
8. I watch the previous show on this same channel and I just stay tuned to the same channel	.3963
48. Race: ____ Cau ____ Negro ____ Spanish-American ____ Other:_____ (fill in)	.3969

TABLE 8--Continued

Variable	Multiple R Square Value
47. My annual income is: ___ 0-\$5,000 ___ \$5,001 to \$7,500 ___ \$7,501 to \$10,000 ___ \$10,001 to \$15,000 ___ \$15,001 to \$20,000 ___ more than \$20,000	.3974
43. I am the head of the household at this address: ___ yes ___ no ___ don't know	.3977
35. Technically Professional--Technically Amateurish	.3980
32. Gives Complete News Coverage--Gives Only Surface News Coverage	.3984
24. Interesting--Boring	.3986
40. Like 1 Part of Show Better Than Other Parts--Don't Like 1 Part of Show Better Than Other Parts	.3988

TABLE 9

STEPWISE MULTIPLE REGRESSION
ALL CHANNELS--ALL VARIABLES

Variables Not Entered

2. I prefer all of the personalities who are on this program
10. I get better TV reception on this channel
14. I like the show that follows the newscast on the same channel
18. I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts
21. Accurate--Inaccurate
29. Professional--Unprofessional
34. Stories Always Up to Date--Stories Not Always Up to Date
50. Address where person interviewed is a:
_____house
_____apartment
_____duplex
_____other: _____
(fill in)

TABLE 10
FACTOR ANALYSIS--ALL CHANNELS

Variable Number	Variable	Factors					
		Personal-ities	Channel Allegiance	Length	News Format	Channel Switching	N/A
1.	I prefer all the personalities who are on this program.	.78558					
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.					.66223	.30422
3.	I prefer the newsmen on this channel.	.83496					
4.	I prefer the sportscaster on this channel.	.61744					
5.	I prefer the weatherman on this channel.	.74529					
6.	This is my favorite television channel.	.53979					

TABLE 10--Continued

Variable Number	Variable	Factors					
		Personalities	Channel Allegiance	Length	News Format	Channel Switching	N/A
7.	I watch the previous show on this channel and I just stay tuned to the same channel.		.81477				.78856
8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).						
9.	I get better TV reception on this channel.		.69023				
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.		.76615				
11.	The news program is shorter and more concise.			.85489			

TABLE 10--Continued

Variable Number	Variable	Factors					
		Personalities	Channel Allegiance	Length	News Format	Channel Switching	N/A
12.	The news program is longer and I get more complete coverage of the news.			.78959			
13.	I like the show that follows the newscast on the same channel.		.67328			.35468	
14.	Of the promotion and advertising I have seen for this newscast.					.45664	
15.	It will give the most important story first, regardless of whether this is news, sports or weather.				.57718		
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.				.71155		
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.				.71773		

TABLE 10---Continued

Variable Number	Variable	Factors					
		Personalities	Channel Allegiance	Length	News Format	Channel Switching	N/A
18.	The person (or persons) I live with prefers this newscast.				.60717		
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.					.76660	

TABLE 11
FACTOR ANALYSIS--ALL CHANNELS

Variable Number	Variable	Factors					
		Format	Presen- tation	Show Parts	News Factor	Format/ Presen- tation	Presen- tation
20.	Accurate--Inaccurate					.58106	
21.	Unsensationalized-- Sensationalized		.75381				
22.	Unbiased--Biased		.31111				.52967
23.	Interesting--Boring					.55838	
24.	Objective--Non-Objective		.54093				
25.	Stresses Positive News-- Stresses Negative News				.32164		.68419
26.	Conservative--Liberal		.55113		.44524		
27.	Independent of Management Pressures--Controlled by Management Pressures						.47765
28.	Professional--Unprofessional					.54039	
29.	Friendly Announcers-- Unfriendly Announcers					.64786	

TABLE 11--Continued

Variable Number	Variable	Factors					
		Format	Presen- tation	Show Parts	News Factor	Format/ Presen- tation	Presen- tation
30.	Entertaining Program-- Non-Entertaining Program	.46197				.32176	
31.	Gives Complete News Coverage--Gives Only Sur- face News Coverage	.50697				.33152	
32.	Serious Coverage--Humorous Coverage				.72186		
33.	Stories Always Up to Date-- Stories Not Always Up to Date	.60363					
34.	Technically Professional-- Technically Amateurish	.52051				.34862	
35.	More Interested in Local News--More Interested in National News	.30925			.49811	.36740	.30589
36.	Cares about Community-- Doesn't Care about Community				.35625	.43742	.34681

TABLE 11--Continued

Variable Number	Variable	Factors					
		Format	Presen- tation	Show Parts	News Factor	Format/ Presen- tation	Presen- tation
37.	Film is Excellent--Film is Poor	.67572					
38.	Have a Favorite Announcer-- Don't Have a Favorite Announcer			.75124			
39.	Like 1 Part of Show Better Than Others--Don't like 1 Part of Show Better Than Others			.66607			

TABLE 12
FACTOR ANALYSIS--ALL CHANNELS

Variable Number	Variable	Factors	
		Total Demographic	Educational/Income
40.	I am between 18-25 years old 26-35 years old 36-50 years old 51 years or over	.37233	
41.	I am: married single divorced widowed	.62366	.37161
42.	I am the head of the household at this address: yes no don't know	.61722	
43.	At this address, I: rent own am buying live with someone who rents live with someone who owns live with someone who is buying none of the above	.65127	

TABLE 12--Continued

Variable Number	Variable	Factors	
		Total Demographic	Educational/Income
44.	The total number of people (counting myself) who live at this address are: ___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ more than 5	.72251	
45.	My highest level of education is: ___ less than high school degree ___ high school degree ___ attended college ___ bachelor's degree ___ attended graduate school ___ master's degree ___ doctor's degree ___ other (specify)		.81854
46.	My annual income is: ___ 0-\$5,000 ___ \$5,001 to \$7,500 ___ \$7,501 to \$10,000 ___ \$10,001 to \$15,000 ___ \$15,001 to \$20,000 ___ more than \$20,000		.70927

TABLE 13

FACTOR ANALYSIS--ALL CHANNELS

Variable Number	Variable	Factors		
		Sex	Race/Location	N/A
47.	Race: ☐ Cau ☐ Negro ☐ Spanish-American ☐ Other: (fill in)		.79997	
48.	Sex: ☐ Male ☐ Female	.99548		
49.	Address where person interviewed is a: ☐ house ☐ apartment ☐ duplex ☐ other: (fill in)		.69442	.32416
50.	Name of person interviewed Mr. Miss Mrs. (name)	.99540		
51.	Phone number of person interviewed			.93440

TABLE 15
FACTOR ANALYSIS, ALL CHANNELS--ALL VARIABLES

Variable Number	Variable	Factors 1-6					
		Presen- tation	Channel Alleg- iance	Demo- graphic	House- hold/ Sex	Personal- ities	Length
1.	I prefer all the per- sonalities who are on this program.					.77216	
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news.						
3.	I prefer the newsmen on this channel.					.80228	
4.	I prefer the sports- caster on this chan- nel.					.60666	
5.	I prefer the weather- man on this channel.					.68750	
6.	This is my favorite television channel.					.58060	

TABLE 15--Continued

Variable Number	Variable	Factors 1-6					
		Presen- tation	Channel Alleg- iance	Demo- graphic	House- hold/ Sex	Personal- ities	Length
7.	I watch the previous show on this channel and I just stay tuned to the same channel.		.78185				
8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).						
9.	I get better TV reception on this channel.		.57863				
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.		.72831				
11.	The news program is shorter and more concise.						.78348

TABLE 15--Continued

Variable Number	Variable	Factors 1-6					
		Presen- tation	Channel Alleg- iance	Demo- graphic	House- hold/ Sex	Personal- ities	Length
12.	The news program is longer and I get more complete coverage of the news.						.71779
13.	I like the show that follows the newscast on the same channel.		.72837				
14.	Of the promotion and advertising I have seen for this newscast.		.52375				
15.	It will give the most important story first, regardless of whether this is news, sports or weather.						
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.						

TABLE 15--Continued

Variable Number	Variable	Factors 1-6					
		Presentation	Channel Allegiance	Demo-graphic	Household/Sex	Personalities	Length
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.						
18.	The person (or persons) I live with prefers this newscast.						
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.						
20.	Accurate--Inaccurate	.51134					
21.	Unsensationalized--Sensationalized						
22.	Unbiased--Biased						
23.	Interesting--Boring	.45977					

TABLE 15--Continued

Variable Number	Variable	Factors 1-6					
		Presentation	Channel Allegiance	Demo-graphic	Household/Sex	Personalities	Length
24.	Objective--Non-Objective						
25.	Stresses Positive News-- Stresses Negative News						
26.	Conservative--Liberal						
27.	Independent of Management Pressures--Controlled by Management Pressures						
28.	Professional--Unprofessional	.58136					
29.	Friendly Announcers--Unfriendly Announcers	.69743					
30.	Entertaining Program--Non-Entertaining Program						
31.	Gives Complete News Coverage--Gives Only Surface News Coverage						
32.	Serious Coverage--Humorous Coverage						

TABLE 15--Continued

Variable Number	Variable	Factors 1-6					
		Presen- tation	Channel Alleg- iance	Demo- graphic	House- hold/ Sex	Personal- ities	Length
33.	Stories Always Up to Date--Stories Not Always Up to Date						
34.	Technically Profes- sional--Technically Amateurish						
35.	More Interested in Local News--More Interested in National News						
36.	Cares about Community-- Doesn't Care about Community						
37.	Film is Excellent--Film is Poor						
38.	Have a Favorite Announcer-- Don't Have a Favorite Announcer						
39.	Like 1 Part of Show Bet- ter Than Others--Don't like 1 Part of Show Bet- ter Than Others						

TABLE 15--Continued

Variable Number	Variable	Factors 1-6					
		Presen- tation	Channel Alleg- iance	Demo- graphic	House- hold/ Sex	Personal- ities	Length
40.	I am between ____ 18-25 years old ____ 26-35 years old ____ 36-50 years old ____ 51 years or over			.42819			
41.	I am: ____ married ____ single ____ divorced ____ widowed			.76965			
42.	I am the head of the household at this address: ____ yes ____ no ____ don't know			.38294	.71460		

TABLE 15--Continued

Variable Number	Variable	Factors 1-6					
		Presen- tation	Channel Alleg- iance	Demo- graphic	House- hold/ Sex	Personal- ities	Length
43.	At this address, I: ___rent ___own ___am buying ___live with someone who rents ___live with someone who owns ___live with someone who is buying ___none of the above			.44328			
44.	The total number of people (counting my- self) who live at this address are: ___1 ___2 ___3 ___4 ___5 ___more than 5.			.72126			

TABLE 15--Continued

Variable Number	Variable	Factors 1-6					
		Presen- tation	Channel Alleg- iance	Demo- graphic	House- hold/ Sex	Personal- ities	Length
45.	My highest level of edu- cation is: _____ less than high _____ school degree _____ high school degree _____ attended college _____ bachelor's degree _____ attended graduate _____ school _____ master's degree _____ doctor's degree _____ other (specify)						
46.	My annual income is: _____ 0-\$5,000 _____ \$5,001 to \$7,500 _____ \$7,501 to \$10,000 _____ \$10,001 to \$15,000 _____ \$15,001 to \$20,000 _____ more than \$20,000			.47722			
47.	Race: _____ Cau _____ Negro _____ Spanish-American _____ Other: _____ (fill in)						

TABLE 15--Continued

Variable Number	Variable	Factors 1-6					
		Presen- tation	Channel Alleg- iance	Demo- graphic	House- hold/ Sex	Personal- ities	Length
48.	Sex: ____ Male ____ Female				.95413		
49.	Address where person interviewed is a: ____ house ____ apartment ____ duplex ____ other: _____ (fill in)						
50.	Name of person inter- viewed Mr. Miss _____ Mrs. (name)				.95340		
51.	Phone number of person interviewed						

TABLE 16

FACTOR ANALYSIS, ALL CHANNELS--ALL VARIABLES

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
1.	I prefer all the personalities who are on this program.						
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.			.60552			
3.	I prefer the newsmen on this channel.						
4.	I prefer the sportscaster on this channel.						
5.	I prefer the weatherman on this channel.						
6.	This is my favorite television channel.						

TABLE 16--Continued

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
7.	I watch the previous show on this channel and I just stay tuned to the same channel.						
8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).						
9.	I get better TV reception on this channel.						
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.						
11.	The news program is shorter and more concise.						

TABLE 16--Continued

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
12.	The news program is longer and I get more complete coverage of the news.						
13.	I like the show that follows the newscast on the same channel.						
14.	Of the promotion and advertising I have seen for this newscast.						
15.	It will give the most important story first, regardless of whether this is news, sports or weather.						.59411
16.	I like the way this news-cast is presented more than the formats used by the other local 10 p.m. news-casts.						.67769

TABLE 16--Continued

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.						.66469
18.	The person (or persons) I live with prefers this newscast.						
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.			.61918			
20.	Accurate--Inaccurate						
21.	Unsensationalized--Sensationalized				.70193		
22.	Unbiased-Biased						
23.	Interesting--Boring						

TABLE 16--Continued

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
24.	Objective--Non-Objective						
25.	Stresses Positive News-- Stresses Negative News						
26.	Conservative--Liberal				.73696		
27.	Independent of Manage- ment Pressures--Con- trolled by Management Pressures		.34720				
28.	Professional-- Unprofessional						
29.	Friendly Announcers-- Unfriendly Announcers						
30.	Entertaining Program-- Non-Entertaining Program						
31.	Gives Complete News Coverage--Gives Only Surface News Coverage						
32.	Serious Coverage-- Humorous Coverage		.44626				

TABLE 16--Continued

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
33.	Stories Always Up to Date--Stories Not Always Up to Date						
34.	Technically Profes- sional--Technically Amateurish						
35.	More Interested in Local News--More Interested in National News						
36.	Cares about Community-- Doesn't Care about Community						
37.	Film is Excellent--Film is Poor						
38.	Have a Favorite Announcer-- Don't Have a Favorite Announcer					.75386	
39.	Like 1 Part of Show Better Than Others--Don't like 1 Part of Show Better Than Others					.61969	

TABLE 16--Continued

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
40.	I am between ____ 18-25 years old ____ 26-35 years old ____ 36-50 years old ____ 51 years or over	.59970					
41.	I am: ____ married ____ single ____ divorced ____ widowed						
42.	I am the head of the household at this address: ____ yes ____ no ____ don't know						

TABLE 16--Continued

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
43.	At this address, I: ___rent ___own ___am buying ___live with someone who rents ___live with someone who owns ___live with someone who is buying ___none of the above	.53345					
44.	The total number of people (counting myself) who live at this address are: ___1 ___2 ___3 ___4 ___5 ___more than 5						

TABLE 16--Continued

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
45.	My highest level of education is: ___ less than high school degree ___ high school degree ___ attended college ___ bachelor's degree ___ attended graduate school ___ master's degree ___ doctor's degree ___ other (specify)						
46.	My annual income is: ___ 0-\$5,000 ___ \$5,001 to \$7,500 ___ \$7,501 to \$10,000 ___ \$10,001 to \$15,000 ___ \$15,001 to \$20,000 ___ more than \$20,000						
47.	Race: ___ Cau ___ Negro ___ Spanish-American ___ Other: _____ (fill in)						

TABLE 16--Continued

Variable Number	Variable	Factors 7-12					
		Age/ Location/ Household	Presen- tation	Channel Switching	Presen- tation	Show Parts	Format
48.	Sex: _____ Male _____ Female						
49.	Address where person inter- viewed is a: _____ house _____ apartment _____ duplex _____ other: _____ (fill in)	.76353					
50.	Name of person inter- viewed Mr. _____ Miss _____ Mrs. _____ (name)						
51.	Phone number of person interviewed		.71684				

TABLE 17

FACTOR ANALYSIS, ALL CHANNELS--ALL VARIABLES

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo- graphic	Presen- tation	Channel Switching	Objective/ Demo- graphic	Presen- tation
1.	I prefer all the personalities who are on this program.					
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.					
3.	I prefer the newsmen on this channel.					
4.	I prefer the sportscaster on this channel.					
5.	I prefer the weatherman on this channel.					
6.	This is my favorite television channel.					

TABLE 17--Continued

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo-graphic	Presen-tation	Channel Switching	Objective/ Demo-graphic	Presen-tation
7.	I watch the previous show on this channel and I just stay tuned to the same channel.					
8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).			.78378		
9.	I get better TV reception on this channel.					
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.					
11.	The news program is shorter and more concise.					

TABLE 17--Continued

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo- graphic	Presen- tation	Channel Switching	Objective/ Demo- graphic	Presen- tation
12.	The news program is longer and I get more complete coverage of the news.					
13.	I like the show that follows the newscast on the same channel.					
14.	Of the promotion and advertising I have seen for this newscast.					
15.	It will give the most important story first, regardless of whether this is news, sports or weather.					
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts					

TABLE 17--Continued

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo- graphic	Presen- tation	Channel Switching	Objective/ Demo- graphic	Presen- tation
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.					
18.	The person (or persons) I live with prefers this newscast.					
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.					
20.	Accurate--Inaccurate					
21.	Unsensationalized--Sensationalized					
22.	Unbiased--Biased		.47850			
23.	Interesting--Boring					

TABLE 17--Continued

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo-graphic	Presen- tation	Channel Switching	Objective/ Demo-graphic	Presen- tation
24.	Objective--Non-Objective				.44140	
25.	Stresses Positive News-- Stresses Negative News		.68225			
26.	Conservative--Liberal					
27.	Independent of Management Pressures--Controlled by Management Pressures					
28.	Professional-- Unprofessional					
29.	Friendly Announcers-- Unfriendly Announcers					
30.	Entertaining Program-- Non-Entertaining Program					
31.	Gives Complete News Coverage--Gives Only Surface News Coverage		.43742			
32.	Serious Coverage-- Humorous Coverage					

TABLE 17--Continued

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo- graphic	Presen- tation	Channel Switching	Objective/ Demo- graphic	Presen- tation
33.	Stories Always Up to Date--Stories Not Always Up to Date					.66572
34.	Technically Professional--Technically Amateurish					.42795
35.	More Interested in Local News--More Interested in National News	.43486				
36.	Cares about Community--Doesn't Care about Community	.31794				
37.	Film is Excellent--Film is Poor					.58340
38.	Have a Favorite Announcer--Don't Have a Favorite Announcer					
39.	Like 1 Part of Show Better Than Others--Don't like 1 Part of Show Better Than Others					

TABLE 17--Continued

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo- graphic	Presen- tation	Channel Switching	Objective/ Demo- graphic	Presen- tation
40.	I am between _____ 18-25 years old _____ 26-35 years old _____ 36-50 years old _____ 51 years or over					
41.	I am: _____ married _____ single _____ divorced _____ widowed					
42.	I am the head of the household at this address: _____ yes _____ no _____ don't know					

TABLE 17--Continued

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo- graphic	Presen- tation	Channel Switching	Objective/ Demo- graphic	Presen- tation
43.	At this address, I: ___rent ___own ___am buying ___live with someone who rents ___live with someone who owns ___live with someone who is buying ___none of the above					
44.	The total number of people (counting myself) who live at this address are: ___1 ___2 ___3 ___4 ___5 ___more than 5					

TABLE 17--Continued

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo- graphic	Presen- tation	Channel Switching	Objective/ Demo- graphic	Presen- tation
45.	My highest level of edu- cation is: ____ less than high school degree ____ high school degree ____ attended college ____ bachelor's degree ____ attended graduate school ____ master's degree ____ doctor's degree ____ other (specify)				.70146	
46.	My annual income is: ____ 0-\$5,000 ____ \$5,001 to \$7,500 ____ \$7,501 to \$10,000 ____ \$10,001 to \$15,000 ____ \$15,001 to \$20,000 ____ more than \$20,000	.30519			.34344	
47.	Race: ____ Cau ____ Negro ____ Spanish-American ____ Other: _____ (fill in)	.69284				

TABLE 17--Continued

Variable Number	Variable	Factors 13-17				
		News Trends/ Demo- graphic	Presen- tation	Channel Switching	Objective/ Demo- graphic	Presen- tation
48.	Sex: ____ Male ____ Female					
49.	Address where person interviewed is a: ____ house ____ apartment ____ duplex ____ other: _____ (fill in)					
50.	Name of person inter- viewed Mr. _____ Miss _____ Mrs. _____ (name)					
51.	Phone number of person interviewed					

TABLE 20

400 RESPONSES TO PART 1 OF QUESTIONNAIRE

Questions	Number of Answers	Total Responses	Number of Responses for Channels			
			11	4	5	8
1. Do you live here?		400 yes	20	87	132	161
2. Do you own or have access to a tele- vision?		400 yes	20	87	132	161
3. What program do you watch most often?	0	35	2	7	10	16
	1	89	3	17	30	39
	2	97	6	24	31	36
	3	165	9	36	56	64
	4	10		2	3	5
	5	2		1	1	1
	8	2			1	1
4. Do you watch a local television news pro- gram?		400	20	87	132	161
5. Do you watch a local television news pro- gram at 10 p.m. between Monday and Friday?		400	20	87	132	161
6. Which channel do you watch this local 10 p.m. television news program on?		400	20	87	132	161
7. Can you name any of the persons who are regular members of this local 10 p.m. television newscast?	0	3 na		2		1
	1	295 yes	5	55	90	145
	2	102 no	15	30	42	15

TABLE 20--Continued

Questions	Number of Answers	Total Responses	Number of Responses for Channels			
			11	4	5	8
8. Would you name at least one of these regular staff members, please?	0	104	15	32	41	16
	1	79	3	23	29	24
	2	84	1	18	30	35
	3	94	1	12	30	51
	4	27		1	2	24
	5	9				9
	6	3		1		2
9. How often do you watch this particular local 10 p.m. television news program each Monday through Friday?	2	28	2	5	13	8
	3	83	3	25	28	27
	4	54	3	10	14	27
	5	235	12	47	77	99

TABLE 21
CHANNEL 11 VIEWERS

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Movies	7	165, 188, 218, 284, 355, 365, 366	(general reference)
Big Valley	4	57, 253, 362, 365	
Marcus Welby	4	104, 188, 215, 362	8
Wild Wild West	3	57, 320, 365	
News	3	57, 284, 355	(general reference)
Sanford & Son	2	93, 262	5
Medical Center	2	215, 362	4
All in the Family	1	93	4
Hawaii 5-0	1	165	4
Mission Impossible	1	165	4
Julie Andrews	1	188	8

TABLE 22
CHANNEL 4 VIEWERS

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
News	27	3, 16, 17, 18, 22, 27, 31, 34, 40, 47, 49, 60, 66, 95, 106, 109, 152, 173, 195, 196, 221, 248, 263, 266, 351, 356, 373	
Movies	11	58, 75, 152, 157, 166, 169, 214, 222, 237, 363, 373	
All in the Family	8	31, 141, 194, 217, 254, 313, 320, 364	
Carol Burnett	6	35, 45, 76, 108, 126, 169	
Sports	6	66, 169, 177, 194, 214, 248	
Marcus Welby	6	108, 126, 128, 142, 193, 375	8
Football	5	113, 169, 177, 231, 237	
Gunsmoke	5	190, 207, 208, 222, 375	
As the World Turns	5	21, 36, 49, 196, 325	
Mannix	5	31, 35, 142, 177, 217	
Maude	5	45, 169, 254, 364, 377	
Wild Wild West	4	8, 95, 283, 388	11
Rookies	4	76, 128, 193, 297	8
Let's Make a Deal	3	16, 128, 220	5
Big Valley	3	283, 356, 388	

TABLE 22--Continued

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Ironside	3	58,115,167	5
Hee Haw	3	207,364,401	
Flip Wilson	3	58,62,190	5
Hawaii 5-0	3	210,231,377	
The Bold Ones	2	8,193	5
Sanford and Son	2	313,321	5
Gomer Pyle	2	8,313	
Laugh-In	2	254,375	5
Soap Operas	2	17,266	
Search For Tomorrow	2	21,27	
Late Movie	2	34,297	
Medical Center	2	45,126	
Green Acres	2	46,190	4
Today Show	2	49,106	5
Columbo	2	58,121	5
Owen Marshall	2	121,128	8
Newsroom	2	121,141	13
Emergency	2	167,186	5
Merv Griffin	2	173,321	
Bonanza	2	190,222	5 & 39
Petticoat Junction	2	208,356	
Dean Martin	2	211,393	5
Cannon	2	217,377	

TABLE 22--Continued

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Lawrence Welk	2	220,325	8
Channel 11 Movie	2	233,283	11
Dating Game	1	16	8
Guiding Light	1	27	
Mod Squad	1	35	8
Another World	1	36	5
5:30 News	1	75	8
Bob Hope	1	76	5
Love of Life	1	95	
Bill Cosby	1	115	
Wild Kingdom	1	128	5
Temperature's Rising	1	128	
New Price is Right	1	128	5
Tonight Show	1	141	5
Sixth Sense	1	142	8
Late Night Talk Shows	1	149	
Dick Van Dyke	1	157	
Sonny and Cher	1	157	
Hollywood Squares	1	167	5
Lucy	1	194	
Movie of the Week	1	211	8
High Chapparal	1	214	

TABLE 22--Continued

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Game Shows	1	221	
Split Second	1	220	
Specials	1	221	
Mystery Movie	1	231	5
Porter Wagner	1	325	11
Julie Andrews	1	393	8

TABLE 23
CHANNEL 5 VIEWERS

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
News	52	7, 25, 30, 50, 63, 67, 80, 89, 135, 154, 162, 163, 172, 175, 185, 226, 244, 245, 255, 256, 259, 260, 261, 264, 265, 272, 278, 295, 304, 306, 315, 326, 330, 331, 335, 336, 337, 343, 344, 346, 348, 349, 354, 358, 361, 370, 376, 382, 387, 394	
Movies	22	7, 19, 135, 145, 150, 178, 185, 242, 267, 302, 326, 335, 342, 345, 359, 370, 378, 384, 385, 394, 399, 400	
Marcus Welby	17	25, 78, 175, 239, 250, 252, 281, 328, 330, 333, 336, 340, 346, 354, 372, 383, 399	
All In The Family	14	25, 105, 154, 168, 175, 177, 185, 259, 260, 265, 276, 317, 319, 327	4
Sports	13	145, 150, 244, 259, 265, 276, 304, 315, 317, 349, 360, 378, 387	
Johnny Carson	10	23, 78, 82, 135, 154, 162, 168, 239, 267, 334	
Today Show	9	63, 65, 145, 162, 239, 250, 260, 280, 348	

TABLE 23--Continued

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Soap Operas	8	103,272,274,287,288,302,312,357	
Football	7	151,175,182,247,322,342,370	
Ironsides	6	1,73,111,246,247,389	
Gunsmoke	5	175,319,322,324,327	
As The World Turns	5	270,303,337,359,372	4
Days of Our lives	4	245,275,303,372	
Hollywood Squares	4	312,345,353,357	
Let's Make a Deal	4	281,302,368,374	4
Sanford and Son	4	178,185,259,345	
Mannix	4	185,315,330,335	4
Jeopardy	4	200,312,353,357	
Dinah's Place	4	63,65,250,275	
Flip Wilson	3	278,374,389	
FBI	3	246,328,374	8
Movie of the Week	3	105,175,246	8
Medical Center	3	111,164,324	4
Special Events	3	151,376,378	
Bold Ones	3	164,252,336	
Lawrence Welk	3	175,250,268	8
NBC	3	73,144,161	

TABLE 23--Continued

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Sunday Mystery Movies	3	1,15,247	
Monday Night Football	3	1,281,384	
Maude	3	15,67,259	4
Sesame Street	2	30,334	13
Game Shows	2	30,287	
To Tell The Truth	2	50,89	4
Cannon	2	111,314	4
General Hospital	2	116,354	8
Owen Marshall	2	164,378	8
Dean Martin	2	228,268	
Big Valley	2	327,400	
Bonanza	2	322,328	
Mission Impossible	1	7	4
Dick Van Dyke	1	32	4
Three on a Match	1	82	
Inside Area 5	1	82	
New Price is Right	1	89	
Hee Haw	1	103	4
Specials	1	154	
The Doctors	1	168	
Golf	1	182	
Musicals	1	228	

TABLE 23--Continued

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Variety Shows	1	228	
Channel 13	1	238	
Westerns	1	252	
Paul Lynde Show	1	267	8
Love of Life	1	270	4
Search for Tomorrow	1	270	4
Cartoons	1	272	
Concentration	1	275	
Mod Squad	1	276	8
Parent Game	1	389	
High Chaparral	1	400	
Dragnet	1	287	
Petticoat Junction	1	288	
Oral Roberts	1	291	
Tex Humbar	1	291	
All My Children	1	303	8
Hawaii 5-0	1	307	4
McCloud	1	307	
Madigan	1	307	
Walt Disney	1	323	
Temperature's Rising	1	340	8
Doris Day	1	340	4

TABLE 23--Continued

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Banachek	1	342	4
Leave it to Beaver	1	348	
Carol Burnett	1	360	
Split Second	1	368	

TABLE 24

CHANNEL 8 VIEWERS

Television Programs Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
News	45	4, 5, 6, 26, 28, 51, 53, 54, 64, 70, 72, 83, 84, 88, 98, 100, 101, 112, 130, 134, 140, 143, 146, 158, 159, 170, 176, 179, 184, 187, 203, 204, 230, 232, 243, 251, 257, 269, 273, 285, 308, 347, 350, 369, 379	
Movies	26	2, 9, 61, 77, 84, 102, 124, 129, 140, 158, 159, 160, 170, 174, 184, 189, 224, 225, 232, 273, 279, 339, 367, 380, 392, 395	
All In The Family	17	13, 38, 46, 61, 77, 98, 125, 136, 156, 159, 171, 180, 229, 230, 285, 338, 380	
Sports	16	5, 9, 43, 88, 146, 153, 171, 183, 192, 206, 225, 243, 257, 269, 285, 379	
Flip Wilson	14	37, 38, 74, 81, 94, 96, 134, 139, 156, 301, 311, 339, 371, 386	
Football	12	2, 13, 42, 46, 85, 133, 140, 155, 174, 279, 332, 350	
Marcus Welby	10	61, 120, 147, 179, 201, 339, 347, 386, 392, 395	
Sanford and Son	8	13, 38, 94, 171, 229, 277, 301, 396	5

TABLE 24--Continued

Television Program Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Wild Wild West	8	29,96,133,224, 290,298,352,390	
Maude	6	90,94,125,136, 159,232	4
Rookies	6	90,127,131,174, 199,396	
Mod Squad	6	206,232,277,309, 338,391	
Cannon	5	41,44,85,90,290	4
Big Valley	5	42,184,298,352, 390	
Adam 12	5	53,155,197,199, 367	5
Ironside	5	68,81,85,91,216	5
Hawaii 5-0	4	85,156,176,309	4
Sonny and Cher	4	119,122,224,386	4
Let's Make A Deal	4	12,44,132,191	4
Soap Operas	4	24,251,290,301	
Ponderosa	4	42,68,120,133	39
General Hospital	4	12,191,202,369	
Virginian	4	33,70,127,311	39
Gunsmoke	4	41,44,155,298	4
News 8 Etc.	3	29,53,198	
As The World Turns	3	37,52,158	4
Medical Center	3	85,124,332	4
High Chapparal	3	187,201,311	39

TABLE 24--Continued

Television Program Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
9:00 Movie	3	289,391,392	11
Emergency	3	206,279,396	5
Laugh In	2	131,134	5
Sunday Night Movie	2	136,147	
Mary Tyler Moore	2	143,213	4
Banachek	2	289,381	5
Little People	2	271,381	5
MASH	2	309,381	4
Julie Andrews	2	213,329	
Owen Marshall	2	77,85	
Bold Ones	2	120,332	5
Dean Martin	2	120,122	5
All My Children	2	12,90	
Edge of Night	2	52,240	4
Days of our Lives	2	69,79	
Specials	2	71,170	
Monday Night Football	2	11,147	
One Life to Live	2	69,191	
Search	2	11,14	5
Westerns	2	33,183	
Mannix	2	41,139	4
Petticoat Junction	1	29	
The Doctors	1	37	5

TABLE 24--Continued

Television Program Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Comedy Shows	1	9	
Cartoons	1	10	
Church Services	1	46	
Channel 39	1	48	
Newsroom	1	53	13
Stock Market Observer	1	68	
UFO	1	14	
NFL Football	1	14	4
Masterpiece Theater	1	20	13
FBI	1	85	
Panel Shows	1	85	
McCloud NBC Mystery Movie	1	91	5
Bill Cosby	1	96	4
Alias Smith and Jones	1	99	
Dick Van Dyke	1	117	(4 or 11)
Make Room for Daddy	1	117	
Horror Shows	1	118	
New Price is Right	1	119	4
Columbo	1	119	5
Gold Diggers	1	122	4
Survival	1	123	

TABLE 24--Continued

Television Program Watched	Times Named	Number of Respondents Who Watch Program	Channel on Which They Appear (if different)
Hee Haw	1	131	4
Today Show	1	143	5
Historical Shows	1	146	
Lawrence Welk	1	171	
Mission Impossible	1	174	4
Night Gallery	1	181	5
Wild Kingdom	1	197	
Wide World of Sports	1	197	
Fury	1	227	
Lone Ranger	1	227	
Gilligan's Island	1	227	11
Love of Life	1	240	4
Search for Tomorrow	1	240	4
Dinah's Place	1	251	5
Anna and the King	1	273	4
Dialing for Dollars	1	277	
Ghost Story	1	289	5
Brady Bunch	1	347	
Walt Disney	1	329	5
Green Acres	1	338	
Quiz Shows	1	391	
This is Your Life	1	199	5
Partridge Family	1	201	

TABLE 25
CHANNEL 11 VIEWERS

Personalities Named	Times Named	Respondent Numbers Naming Them	Channel on Which They Appear (if different)
Larry Ratcliff	1	212	
Mike Gross	1	365	
Ron Spain	1	57	5
Jerry Taft	1	57	8
Jim Mitchell	1	253	8
Don Harris	1	253	8
Judy Hanna	1	253	8
Harold Taft	1	362	5

TABLE 26
CHANNEL 4 VIEWERS

Personalities Named	Times Named	Respondent Numbers Naming Them	Channel on Which They Appear (if different)
Judd Hambrick	33	3, 8, 17, 35, 49, 58, 75, 86, 106, 113, 121, 126, 128, 137, 143, 148, 149, 157, 167, 169, 177, 190, 193, 210, 221, 234, 263, 266, 283, 321, 364, 375, 377	
Warren Culbertson	33	16, 17, 31, 46, 49, 66, 75, 106, 109, 113, 121, 126, 128, 137, 141, 142, 157, 167, 177, 190, 193, 208, 210, 217, 221, 233, 234, 263, 283, 313, 325, 375, 377	
Dick Risenhoover	12	8, 49, 75, 76, 113, 121, 126, 142, 177, 214, 283, 377	
Jim Hale	5	3, 22, 167, 177, 375	
Roy Nichols	4	66, 177, 236, 373	
Eddie Barker	2	3, 296	
Judy Jordan	2	22, 237	
Tony Garrett	2	66, 149	
Walter Evans	2	152, 177	
Roy Evans	1	167	
Harry Reasoner	1	95	National Newscast
H. K. Smith	1	95	National Newscast

TABLE 26--Continued

Personalities Named	Times Named	Respondent Numbers Naming Them	Channel on Which They Appear (if different)
Roger Mudd	1	95	National Newscast
Wes Wise	1	207	
Jim Judd	1	208	
Judy Hannah	1	46	8
Ron Godby	1	325	5

TABLE 27
CHANNEL 5 VIEWERS

Personalities Named	Times Named	Respondent Numbers Naming Them	Channel on Which They Appear (if different)
Harold Taft	56	1, 30, 67, 80, 82, 92, 111, 135, 144, 145, 161, 164, 175, 178, 185, 228, 242, 247, 256, 259, 260, 267, 272, 280, 281, 282, 287, 291, 295, 304, 306, 312, 314, 316, 317, 319, 323, 324, 326, 327, 333, 335, 336, 337, 341, 342, 343, 346, 348, 358, 368, 370, 376, 387, 389, 397	
Russ Bloxum	28	1, 63, 82, 92, 164, 172, 175, 178, 185, 255, 264, 267, 299, 304, 312, 324, 326, 327, 341, 343, 348, 357, 361, 376, 382, 387, 389, 397	
Ward Andrews	26	30, 67, 80, 82, 89, 135, 145, 164, 168, 175, 178, 255, 260, 267, 272, 275, 303, 307, 310, 314, 319, 335, 336, 342, 368, 382	
Boyd Matson	24	23, 30, 111, 145, 164, 226, 242, 255, 259, 272, 276, 281, 291, 299, 303, 306, 312, 319, 342, 360, 370, 372, 384, 399	
Chip Moody	16	80, 151, 168, 172, 242, 259, 260, 270, 303, 310, 324, 335, 336, 348, 382, 383	

TABLE 27--Continued

Personalities Named	Times Named	Respondent Numbers Naming Them	Channel on Which They Appear (if different)
Ron Godby	10	65, 264, 265, 330, 331, 340, 358, 368, 376, 383	
Roy Eaton	9	256, 287, 295, 317, 331, 357, 361, 382, 394	
Bill Hix	4	250, 281, 304, 310	
Murphy Martin	1	105	8
Dick Risenhoover	1	144	4
Don Harris	1	314	8
Jack Van Roy	1	354	8
Jim Ruddell	1	250	
Jack Brown	1	288	
Jim Hicks	1	111	Unknown
Bill Glover	1	353	Unknown
D. Milford	1	399	Formerly on 8
W. Faulks	1	399	Formerly on 4
Warren Culbertson	1	23	4
Howard McNeal	1	163	Unknown
John Chancellor	1	280	National News
David Brinkley	1	280	National News

TABLE 28
CHANNEL 8 VIEWERS

Personalities Named	Times Named	Respondent Number Naming Them	Channel on Which They Appear (if different)
Don Harris	90	5, 6, 9, 10, 12, 13, 33, 38, 41, 43, 44, 54, 55, 59, 61, 68, 69, 70, 77, 81, 83, 85, 88, 90, 91, 99, 100, 101, 102, 107, 112, 114, 120, 123, 124, 125, 127, 129, 131, 133, 134, 138, 139, 146, 153, 155, 156, 160, 170, 171, 176, 179, 181, 183, 184, 187, 189, 191, 192, 199, 204, 209, 216, 225, 230, 232, 243, 251, 269, 271, 273, 277, 289, 290, 298, 305, 308, 309, 318, 329, 332, 339, 347, 367, 369, 381, 386, 391, 395, 396	
Verne Lundquist	89	4, 5, 6, 9, 10, 11, 13, 14, 18, 26, 37, 41, 43, 44, 53, 54, 56, 61, 64, 68, 77, 79, 81, 83, 87, 88, 94, 99, 102, 110, 112, 118, 120, 122, 123, 125, 127, 130, 133, 138, 139, 140, 146, 147, 153, 155, 158, 159, 160, 170, 171, 174, 176, 179, 181, 183, 187, 189, 191, 201, 204, 205, 213, 216, 229, 243, 251, 257, 269, 271, 279, 290, 292, 294, 308, 309, 329, 332, 347, 350, 352, 367, 369, 379, 380, 381, 391, 395, 396	

TABLE 28--Continued

Personalities Named	Times Named	Respondent Number Naming Them	Channel on Which They Appear (if different)
Murphy Martin	80	5, 10, 11, 13, 14, 18, 29, 44, 46, 53, 55, 61, 72, 81, 83, 84, 85, 88, 90, 96, 97, 100, 102, 110, 112, 114, 118, 120, 123, 125, 127, 129, 133, 134, 136, 138, 139, 140, 143, 146, 147, 153, 155, 156, 158, 159, 170, 171, 176, 179, 180, 183, 184, 189, 191, 203, 204, 209, 213, 216, 224, 229, 230, 251, 257, 271, 273, 285, 290, 301, 305, 308, 318, 329, 332, 350, 379, 386, 391, 395	
Bob Gooding	56	5, 10, 11, 14, 29, 33, 37, 46, 48, 51, 61, 64, 70, 72, 74, 77, 79, 84, 87, 94, 99, 100, 101, 102, 114, 117, 120, 123, 124, 132, 134, 147, 158, 159, 170, 171, 176, 179, 183, 189, 199, 201, 203, 204, 229, 230, 232, 243, 251, 269, 285, 294, 301, 305, 379, 380	
Jack Van Roy	55	5, 6, 13, 18, 29, 33, 43, 48, 51, 53, 61, 83, 88, 94, 99, 100, 102, 112, 123, 124, 125, 127, 130, 133, 138, 139, 147, 153, 155, 158, 160, 170, 176, 179, 183, 184, 187, 189, 199, 201, 203, 204, 213, 232, 273, 277, 279, 309,	

TABLE 28--Continued

Personalities Named	Times Named	Respondent Number Naming Them	Channel on Which They Appear (if different)
		347, 350, 367, 369, 386, 395, 396	
Jerry Taft	7	118, 183, 224, 227, 285, 381, 396	
Rosser McDonald	2	5, 292	
Judy Hannah	2	69, 184	
Jerry Parks	2	156, 396	
Dale Milford	2	122, 298	Formerly on 8
Susie Humphries	1	79	
Travis Linn	1	84	
Blaine Smith	1	90	
Jim Mitchell	1	180	
Jack Hill	1	118	Unknown
Bob Murphy	1	206	Unknown
Jim McIntre	1	311	

TABLE 29

400 RESPONSES TO PART 2 OF QUESTIONNAIRE

Questions	Chan- nels	Viewer Value Ratings						Total Responses
		0	1	2	3	4	5	
1. I prefer all the personalities who are on this program.	11		1	3	6	1	9	20
	4		9	6	13	21	38	87
	5		12	6	24	29	61	132
	8		7	3	28	29	94	161
2. I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.	11		7	1	2	5	5	20
	4	4	51	5	9	10	8	87
	5	5	65	11	16	16	19	132
	8	2	92	25	17	8	17	161
3. I prefer the newsmen of this channel.	11		5	2	2		11	20
	4	1	8	5	12	17	44	87
	5		6	6	22	23	75	132
	8		4	7	12	37	101	161
4. I prefer the sportscaster on this channel.	11		6	4	2	1	7	20
	4	2	15	4	19	12	35	87
	5	2	20	16	25	16	53	132
	8		14	10	16	23	98	161
5. I prefer the weatherman on this channel.	11		2		3	4	11	20
	4		5	3	8	10	61	87
	5		9	4	14	18	87	132
	8	2	8	11	29	18	93	161

TABLE 29--Continued

Questions	Chan- nels	Viewer Value Ratings						Total Responses
		0	1	2	3	4	5	
6. This is my favorite television channel.								
	11		4	3	2	3	8	20
	4	1	7	2	13	10	54	87
	5	1	13	13	20	19	66	132
	8	3	11	9	30	20	88	161
7. I watch the previous show on this channel and I just stay tuned to the same channel.								
	11		4	2	4		10	20
	4	2	35	11	18	8	13	87
	5	5	62	7	25	13	20	132
	8	1	73	26	26	9	26	161
8. It is easy to switch to this channel using my remote channel changer rather than having to get up and go to choose the channel (LEAVE THIS BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).								
	11	19	1					20
	4	79	6				2	87
	5	124	6				2	132
	8	140	13	1	1		6	161
9. I get better TV reception on this channel.								
	11		5	4	2	2	7	20
	4	3	38	3	15	6	22	87
	5	5	55	9	23	10	30	132
	8	2	68	19	26	18	28	161
10. The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.								
	11		2	2	6	4	5	19
	4	3	36	11	15	7	15	87

TABLE 29--Continued

Questions	Chan- nels	Viewer Value Ratings						Total Responses
		0	1	2	3	4	5	
	5	5	62	14	18	11	22	132
	8	5	76	23	29	8	20	161
11. The news pro- gram is shorter and more con- cise.	11		2	1		5	12	20
	4		13	10	14	15	35	87
	5	4	5	7	25	19	72	132
	8	3	85	22	21	15	15	161
12. The news pro- gram is longer and I get more complete cov- erage of the news.	11		10	2	4	3	1	20
	4	3	35	7	10	13	19	87
	5	10	55	25	18	7	17	132
	8	1	13	11	22	21	93	161
13. I like the show that follows the newscast on the same chan- nel.	11		4	1	2	3	10	20
	4	3	49	13	8	7	7	87
	5	5	61	11	13	13	29	132
	8	1	92	21	20	6	21	161
14. Of the promotion and advertising I have seen for this newscast.	11		5	2	7	2	4	20
	4	2	59	5	12	4	5	87
	5	7	66	18	20	6	15	132
	8	3	86	18	22	17	15	161
15. It will give the most important story first, regardless of whether this is news, sports, or weather.	11		1	1	5	4	9	20
	4	1	5	2	12	21	46	87
	5	2	11	6	16	29	68	132
	8	1	9	10	24	29	88	161

TABLE 29--Continued

Questions	Chan- nels	Viewer Value Ratings						Total Responses
		0	1	2	3	4	5	
16. I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.	11 4 5 8		1 5 6 6	1 5 3	1 16 10 15	5 21 23 38	12 45 85 98	20 87 132 161
17. I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.	11 4 5 8		4 24 32 24	4 8 11 22	3 17 18 35		9 23 50 50	20 87 132 161
18. The person (or persons) I live with prefers this newscast.	11 4 5 8		8 1 5 2	2 6 9 12	1 7 13 12		9 34 66 75	20 87 132 161
19. Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.	11 4 5 8		9 3 8 3	3 7 16 35	3 12 10 23	1 5 15 10	4 14 23 19	20 87 132 161

TABLE 30

CHANNEL CONGRUENCE TO ANSWERS OF PART 3
(SEMANTIC DIFFERENTIAL) QUESTIONS

Positions	Channels			
	4	5	8	
Farthest left	6 times	7 times	6 times	1 t
Second from left	5 times	6 times	7 times	2 t
Second from right	7 times	6 times	6 times	1 t
Farthest right	2 times	1 time	1 time	16 t

TABLE 31

ANALYSIS OF BI-POLARIZED ADJECTIVE SETS OF THE
SEMANTIC DIFFERENTIAL BY POSITION OF
INDIVIDUAL CHANNEL NUMBERS

Bi-Polarized Adjectives	Channel Locations (from left to right)			
	farthest left	second from left	second from right	farthest right
Accurate--Inaccurate	5	4*	8*	11
Unsensationalized-- Sensationalized	4	5	8	11
Unbiased--Biased	5	4	8	11
Interesting--Boring	4*	5*	8*	11
Objective--Non- Objective	5	4	8	11
Stresses Positive News--Stresses Negative News	5	11	8	4
Conservative-- Liberal	5	8	4	11
Independent of Management Pres- sures--Controlled by Management Pressures	5	8	11	4
Professional-- Unprofessional	8	5*	4*	11*
Friendly Announcers-- Unfriendly Announc- ers	4	8	5	11
Entertaining Pro- gram--Non- Entertaining Program	4	8	5	11
Gives Complete News Coverage--Gives Only Surface News Coverage	8	4	5	11

TABLE 31--Continued

Bi-Polarized Adjectives	Channel Locations (from left to right)			
	farthest left	second from left	second from right	farthest right
Serious Coverage-- Humorous Coverage	4	8	5	11
Stories Always Up to Date--Stories Not Always Up to Date	5*	8*	4*	11
Technically Pro- fessional-- Technically Amateurish	4*	8*	5	11
More Interested in Local News--More Interested in National News	11	5	4	8
Cares about Com- munity--Doesn't Care About Com- munity	8	5	4	11
Film is Excellent-- Film is Poor	8*	5*	4*	11
Have a Favorite Announcer--Don't Have a Favorite Announcer	8	4	5	11
Like 1 Part of Show Better Than Others--Don't Like 1 Part of Show Better Than Others	8	11	4*	5*

*Occupies virtually same position

TABLE 32

TOTAL RESPONSES TO BI-POLARIZED ADJECTIVE SETS OF THE
SEMANTIC DIFFERENTIAL BY CHANNEL NUMBERS
AND BY VIEWER POSITION CHOICES

Bi-Polarized Adjective Sets	Chan- nels	Viewer Position Choices							Total Responses
		0	1	2	3	4	5	6	
1. Accurate-- Inaccurate	11		7	9	4				20
	4	1	40	38	8				87
	5	3	70	36	12		1	1	132
	8	1	76	62	22				161
2. Unsensationalized-- Sensationalized	11	1	2	4	4	2	2	5	20
	4	2	20	19	18	7	13	8	87
	5	4	24	28	19	17	24	16	132
	8	5	20	31	36	16	31	22	161
3. Unbiased--Biased	11	2	3	4	2	2	2	5	20
	4	4	31	24	9	7	8	4	87
	5	7	53	35	15	9	8	5	132
	8	2	34	42	31	16	18	18	161
4. Interesting--Boring	11		9	6	4			1	20
	4	2	57	24	2	1	1		87
	5	2	85	33	11		1		132
	8		100	49	9	1	2		161
5. Objective-- Non-Objective	11	1	4	5		5	3	2	20
	4	6	23	23	7	9	10	9	87
	5	7	42	36	10	12	16	9	132
	8	6	36	43	26	13	19	18	161
6. Stresses Positive News--Stresses Negative News	11	1	8	4	2	3	1	1	20
	4	7	20	17	17	14	6	6	87
	5	7	40	39	28	10	3	5	132
	8	16	36	33	42	16	8	10	161
7. Conservative-- Liberal	11	2	3		6	1	5	3	20
	4	6	11	14	27	6	14	9	87
	5	16	17	37	33	14	9	6	132
	8	25	19	31	32	18	28	8	161
8. Independent of Management Pres- sures--Controlled by Management Pressures	11	1	4	6	4	1	3	1	20
	4	5	16	13	26	15	9	3	87
	5	17	32	30	23	15	9	6	132
	8	13	35	46	26	18	12	11	161

TABLE 32--Continued

Bi-Polarized Adjective Sets	Chan- nels	Viewer Position Choices							Total Responses
		0	1	2	3	4	5	6	
9. Professional-- Unprofessional	11		10	8	2				20
	4	1	56	21	6			3	87
	5	4	84	28	7	5	4		132
	8		112	41	4	1	1	2	161
10. Friendly Announcers-- Unfriendly Announcers	11		15	2	2			1	20
	4	2	70	13	2				87
	5	1	101	22	3		1	4	132
	8		129	25	4		1	2	161
11. Entertaining Pro- gram--Non-Enter- taining Program	11		9	6	2	1	1	1	20
	4	2	48	20	12	3	2		87
	5	2	72	25	14	8	7	4	132
	8	3	90	36	18	5	5	4	161
12. Gives Complete News Coverage-- Gives Only Sur- face News Coverage	11		8	4	2	1	2	3	20
	4	2	46	28	4	2	5		87
	5	2	65	30	14	8	6	7	132
	8	1	101	36	16	2	4	1	161
13. Serious Coverage-- Humorous Coverage	11	1	4	2	3	4	3	3	20
	4	10	13	22	18	19	2	3	87
	5	14	30	27	12	22	16	11	132
	8	30	23	31	26	20	18	13	161
14. Stories Always Up to Date--Stories Not Always Up to Date	11		14	2	2	1		1	20
	4	1	46	29	10		1		87
	5	3	76	40	9	2	2		132
	8		99	42	15	2	2	1	161
15. Technically Pro- fessional-- Technically Amateurish	11		8	8	3			1	20
	4	1	56	25	4			1	87
	5	1	72	44	7	2	4	2	132
	8		104	45	7	3	1	1	161
16. More Interested in Local News--More Interested in National News	11	2	10	2	3	1	1	1	20
	4	8	18	17	27	10	1	6	87
	5	10	47	36	26	4	6	3	132
	8	21	30	27	38	17	13	15	161
17. Cares About Com- munity--Doesn't Care About Com- munity	11	14	2	1		1	2		20
	4	2	57	13	8	2	1	4	87
	5	2	83	31	6	4	2	4	132
	8		119	29	7	1	1	4	161

TABLE 32--Continued

Bi-Polarized Adjective Sets	Chan- nels	Viewer Position Choices							Total Responses
		0	1	2	3	4	5	6	
18. Film is Excellent- Film is Poor	11		8	8	2		2		20
	4	2	51	22	11	1			87
	5	2	77	44	7	1		1	132
	8		106	42	10	1	2		161
19. Have a Favorite Announcer--Don't Have a Favorite Announcer	11		4	1		4	3	8	20
	4	2	22	10	5	16	11	21	87
	5	2	28	14	8	20	17	43	132
	8		58	13	12	28	23	27	161
20. Like 1 Part of Show Better Than Other Parts--Don't Like 1 Part of Show Better Than Other Parts	11		3	4	2	3	2	6	20
	4	1	12	10	13	11	13	27	87
	5	3	20	17	10	17	22	43	132
	8	1	30	22	19	26	28	35	161

TABLE 33

TOTAL RESPONSES TO PART 4 OF QUESTIONNAIRE ON
DEMOGRAPHIC INFORMATION BY CHANNEL NUMBERS
AND BY VIEWER POSITION CHOICES

Questions	Viewer Position Choices	Channels				Total Responses
		11	4	5	8	
1. I am between	0	1			1	2
18-25 years old	1	2	4	7	17	30
26-35 years old	2	6	25	22	45	98
36-50 years old	3	7	26	49	52	134
51 years or over	4	4	32	54	46	136
2. I am: married	1	13	66	103	137	319
single	2	3	6	7	12	28
divorced	3	2	8	5	4	19
widowed	4	2	7	17	8	34
3. I am the head of the household at this address:	0				1	1
yes	1	11	62	90	110	273
no	2	9	25	42	48	124
don't know	3				2	2
4. At this address, I:	0	1		1		2
rent	1	2	20	17	32	71
own	2	7	41	68	58	174
am buying	3	10	25	42	63	140
live with someone who rents	4				3	3
live with someone who owns	5		1	2	1	4
live with someone who is buying	6			1	2	3
none of the above	7			1	2	3
5. The total number of people (counting myself) who live at this address are:	0	1				1
1	1	4	10	25	17	56
2	2	3	29	41	45	118
3	3	2	19	30	29	80
4	4	4	14	23	31	72
5	5	2	6	10	24	42
more than 5	6	4	9	3	15	31

TABLE 33--Continued

Questions	Viewer Position Choices	Channels				Total Responses
		11	4	5	8	
6. My highest level of education is:						
less than high school degree	0	1				1
high school degree	1	7	15	19	27	68
attended college	2	7	27	44	63	141
bachelor's degree	3	5	23	32	43	103
attended graduate school	4		10	20	19	49
master's degree	5		2	6	6	14
doctor's degree	6		5	9	2	16
other (specify)	7		2	1		3
	8		3	1	1	5
7. My annual income is:						
0-\$5,000	0	1	9	9	16	35
\$5,001 to \$7,500	1	3	21	33	13	70
\$7,501 to \$10,000	2	4	7	10	30	51
\$10,001 to \$15,000	3	7	13	19	29	68
\$15,001 to \$20,000	4	4	21	32	44	101
more than \$20,000	5	1	8	15	23	47
	6		8	14	6	28

TABLE 34

TOTAL RESPONSES TO PART 5 OF QUESTIONNAIRE ON
 DEMOGRAPHIC INFORMATION BY CHANNEL NUMBERS
 AND BY VIEWER POSITION CHOICES

Questions	Viewer Position Choices	Channels				Total Responses
		11	4	5	8	
1. Race:						
Cau	1	17	68	121	127	333
Negro	2	2	17	9	28	56
Spanish-American	3	1	2	1	6	10
Other: _____ (fill in)	4			1		1
2. Sex: _____ Male	1	7	40	62	81	190
_____ Female	2	13	47	70	80	210
3. Address where person interviewed is a:						
_____ house	1	19	77	118	144	358
_____ apartment	2		6	13	15	34
_____ duplex	3	1	4	1	2	8
_____ other: _____ (fill in)						
4. Name of person interviewed:						
Mr.	1	7	40	62	81	190
Miss _____	2		2	6	3	11
Mrs. _____ (name)	3	13	45	64	77	199
5. Phone number of person interviewed						
	0		6	13	11	30
	1	20	81	119	150	370

TABLE 35

MEAN AND STANDARD DEVIATION SCORES
ALL CHANNELS---ALL VARIABLES

[illegible]

	just stay tuned to the same channel.	2.3	2.2	2.2	3.5	2.3	1.51	1.58	1.49	1.67	1.55
8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).	.18	.12	.29	.05	.20	.78	.64	1.00	.22	.82
9.	I get better TV reception on this channel.	2.5	2.5	2.4	3.1	2.5	1.73	1.68	1.56	1.68	1.64
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.	2.3	2.2	2.1	3.5	2.2	1.57	1.59	1.44	1.31	1.54
11.	The news program is shorter and more concise.	3.5	4.0	2.0	4.2	3.1	1.48	1.33	1.39	1.32	1.66
12.	The news program is longer and I get more complete coverage of the news.	2.5	2.0	4.0	2.1	2.9	1.70	1.49	1.35	1.34	1.72
13.	I like the show that follows the newscast on the same channel.	1.8	2.4	2.0	3.7	2.1	1.35	1.71	1.43	1.62	1.57
14.	Of the promotion and advertising I have seen for this newscast.	1.6	1.9	2.0	2.9	1.9	1.23	1.44	1.41	1.44	1.40

TABLE 35---Continued

Variable Number	Variable	MEAN					STANDARD DEVIATION				
		4	5	8	11	Total	4	5	8	11	Total
15.	It will give the most important story first, regardless of whether this is news, sports, or weather.	4.1	3.9	4.0	3.9	4.0	1.20	1.35	1.24	1.19	1.26
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.	4.1	4.2	4.3	4.3	4.2	1.09	1.25	1.04	1.12	1.13
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.	2.9	3.1	3.3	3.3	3.2	1.62	1.73	1.45	1.68	1.59
18.	The person (or persons) I live with prefers this newscast.	3.2	3.5	3.3	3.0	3.3	1.75	1.75	1.77	1.91	1.76
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.	2.1	2.2	2.1	2.4	2.1	1.57	1.65	1.40	1.60	1.53

20.	Accurate--Inaccurate	1.6	1.5	1.6	1.8	1.6	.67	.85	.71	.74	.75
21.	Unsensationalized-- Sensationalized	2.9	3.1	3.3	3.5	3.2	1.69	1.71	1.7	1.93	1.74
22.	Unbiased--Biased	2.2	2.0	2.9	3.2	2.5	1.57	1.47	1.66	2.14	1.66
23.	Interesting--Boring	1.3	1.4	1.4	1.9	1.4	.73	.73	.74	1.23	.77
24.	Objective--Non-Objective	2.6	2.4	2.8	3.0	2.6	1.82	1.71	1.74	1.84	1.76
25.	Stresses Positive News-- Stresses Negative News	2.6	2.17	2.4	2.2	2.3	1.66	1.35	1.59	1.61	1.53
26.	Conservative--Liberal	3.0	2.4	2.7	3.4	2.7	1.72	1.55	1.8	1.98	1.73
27.	Independent of Manage- ment Pressures--Con- trolled by Management Pressures	2.7	2.2	2.5	2.6	2.5	1.51	1.63	1.63	1.63	1.61
28.	Professional-- Unprofessional	1.5	1.5	1.4	1.6	1.4	1.05	1.0	.80	.68	.92
29.	Friendly Announcers-- Unfriendly Announcers	1.1	1.3	1.2	1.5	1.3	.48	1.0	.76	1.23	.83
30.	Entertaining Program-- Non-Entertaining Program	1.6	1.9	1.7	2.1	1.8	1.01	1.38	1.22	1.44	1.25
31.	Gives Complete News Coverage---Gives Only Surface News Coverage	1.6	2.0	1.5	2.7	1.8	1.09	1.47	.97	1.92	1.27
32.	Serious Coverage-- Humorous Coverage	2.4	2.6	2.5	3.3	2.6	1.50	1.84	1.88	1.89	1.79

	<u> </u> 26-35 years old										
	<u> </u> 36-50 years old										
	<u> </u> 51 years or over	2.9	3.1	2.7	2.5	2.9	.92	.88	.99	1.09	.96
41.	I am: <u> </u> married										
	<u> </u> single										
	<u> </u> divorced										
	<u> </u> widowed	1.4	1.5	1.2	1.6	1.4	.96	1.05	.74	1.03	.92
42.	I am the head of the household at this address:										
	<u> </u> yes										
	<u> </u> no										
	<u> </u> don't know	1.2	1.3	1.31	1.4	1.3	.45	.46	.50	.51	.48
43.	At this address, I:										
	<u> </u> rent										
	<u> </u> own										
	<u> </u> am buying										
	<u> </u> live with someone who rents										
	<u> </u> live with someone who owns										
	<u> </u> live with someone who is buying										
	<u> </u> none of the above	2.0	2.2	2.3	2.3	2.2	.78	.92	1.05	.86	.94
44.	The total number of people (counting myself) who live at this address are:										
	<u> </u> 1										
	<u> </u> 2										
	<u> </u> 3										
	<u> </u> 4										
	<u> </u> 5										
	<u> </u> more than 5	3.0	2.7	3.2	3.3	3.0	1.47	1.29	1.50	1.97	1.47

TABLE 35--Continued

Variable Number	Variable	MEAN					STANDARD DEVIATION				
		4	5	8	11	Total	4	5	8	11	Total
45.	My highest level of education is: less than high school degree high school degree attended college bachelor's degree attended graduate school master's degree doctor's degree other (specify)	2.9	2.8	2.5	1.8	2.7	1.72	1.47	1.17	.89	1.42
46.	My annual income is: 0-\$5,000 \$5,001 to \$7,500 \$7,501 to \$10,000 \$10,001 to \$15,000 \$15,001 to \$20,000 more than \$20,000	2.8	3.0	3.0	2.6	2.9	1.82	1.83	1.61	1.26	1.72
47.	Race: Cau Negro Spanish-American Other: (fill in)	1.2	1.1	1.2	1.2	1.1	.48	.39	.51	.52	.47
48.	Sex: Male Female	1.5	1.5	1.4	1.6	1.5	.50	.50	.50	.48	.50

49.	Address where person interviewed is a: _____house _____apartment _____duplex _____other: _____ (fill in)	1.1	1.1	1.1	1.1	1.1	.47	.34	.36	.44	.38
50.	Name of person interviewed Mr. Miss _____ Mrs. _____ (name)	2.0	2.0	1.9	2.3	2.0	.99	.98	.99	.97	.98
51.	Phone number of person interviewed	.93	.90	.93	1.0	.92	.25	.29	.25	.0	.26

TABLE 36
FACTOR ANALYSIS CHANNEL 11

Variable Number	Variable	Factors					
		Personalities	Channel Allegiance	N/A	N/A	Length	N/A
1.	I prefer all the personalities who are on this program.	.84781					
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.					.31210	.81946
3.	I prefer the newsmen on this channel.	.56631					.59526
4.	I prefer the sportscaster on this channel.	.87383					
5.	I prefer the weatherman on this channel.	.44960			.56560		.47287
6.	This is my favorite television channel.			.66719			

7.	I watch the previous show on this channel and I just stay tuned to the same channel.		.81409	.42696	
8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).		.49650		.51489
9.	I get better TV reception on this channel.	.69611		.38869	
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.	.38374	.74321		
11.	The news program is shorter and more concise.			.83178	
12.	The news program is longer and I get more complete coverage of the news.			.70010	
13.	I like the show that follows the newscast on the same channel.		.80474		
14.	Of the promotion and advertising I have seen for this newscast.	.53694			.67424

TABLE 36---Continued

Variable Number	Variable	Factors					
		Personal-ities	Channel Allegiance	N/A.	N/A	Length	N/A
15.	It will give the most important story first, regardless of whether this is news, sports, or weather.				.87065		
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.			.91068			
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.				.58769		
18.	The person (or persons) I live with prefers this newscast.			.76182			
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.		.63730			.36831	

TABLE 37

FACTOR ANALYSIS CHANNEL 11

Variable Number	Variable	Factors						
		Quality	Presen- tation	N/A	N/A	News Coverage	N/A	N/A
20.	Accurate--Inaccurate	.51151			.72929			
21.	Unsensationalized-- Sensationalized					.76400		
22.	Unbiased--Biased			.82720				
23.	Interesting--Boring		.51823	.50214		.52482		
24.	Objective--Non- Objective		.93217					
25.	Stresses Positive News--Stresses Nega- tive News	.86936						
26.	Conservative--Liberal							.68239
27.	Independent of Manage- ment Pressures--Con- trolled by Management Pressures	.45634		.48060	.51157			
28.	Professional-- Unprofessional	.77783						
29.	Friendly Announcers-- Unfriendly Announcers	.78944						

30.	Entertaining Program-- Non-Entertaining Program					.39996	.45572
31.	Gives Complete News Coverage--Gives Only Surface News Coverage			.57240		.37267	
32.	Serious Coverage-- Humorous Coverage				.80324		
33.	Stories Always Up to date--Stories Not Always Up to Date					.62308	.39702
34.	Technically Profes- sional--Technically Amateurish	.84828					
35.	More Interested in Local News--More Interested in National News					.75446	
36.	Cares about Community-- Doesn't Care About Community						.89543
37.	Film is Excellent-- Film is Poor	.48778		.52530			
38.	Have a Favorite Announcer--Don't Have a Favorite Announcer					.91620	
39.	Like 1 Part of Show Better Than Others-- Don't like 1 Part of Show Better Than Others					.61636	

TABLE 38
FACTOR ANALYSIS CHANNEL 11

Variable Number	Variable	Factors		
		General Demographic	Education/ Income	General Demographic
40.	I am between _____ 18-25 years old _____ 26-35 years old _____ 35-50 years old _____ 51 years or over			.91006
41.	I am: _____ married _____ single _____ divorced _____ widowed	.73321		.48712
42.	I am the head of the household at this address: _____ yes _____ no _____ don't know	.75577		
43.	At this address, I: _____ rent _____ own _____ am buying _____ live with someone who rents _____ live with someone who owns _____ live with someone who is _____ buying _____ none of the above	.66677		.45941

44.	The total number of people (counting myself) who live at this address are: _____1 _____2 _____3 _____4 _____5 _____more than 5	.90697	
45.	My highest level of education is: _____less than high school degree _____high school degree _____attended college _____bachelor's degree _____attended graduate school _____master's degree _____doctor's degree _____other (specify)	.95297	
46.	My annual income is: _____0-\$5,000 _____ \$5,001 to \$7,500 _____ \$7,501 to \$10,000 _____ \$10,001 to \$15,000 _____ \$15,001 to \$20,000 _____more than \$20,000	.87210	

TABLE 39

FACTOR ANALYSIS CHANNEL 11

Variable Number	Variable	Sex/Marital Status
47.	Race: ☐ Cau ☐ Negro ☐ Spanish-American ☐ Other: _____ (fill in)	
48.	Sex: ☐ Male ☐ Female	.96906
49.	Address where person interviewed is a: ☐ house ☐ apartment ☐ duplex ☐ other: _____ (fill in)	.52495
50.	Name of person interviewed Mr. Miss _____ Mrs. _____ (name)	.96906
51.	Phone number of person interviewed	

TABLE 40
FACTOR ANALYSIS CHANNEL 4

Variable Number	Variable	Factors				
		Personal-ities/ Format	Channel Allegiance	N/A	Length	N/A
1.	I prefer all the personalities who are on this program.	.75331				
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.			.52834		
3.	I prefer the newsmen on this channel.	.81639				
4.	I prefer the sportscaster on this channel.	.66279	.43330			
5.	I prefer the weatherman on this channel.	.73277				
6.	This is my favorite television channel.	.64425				
7.	I watch the previous show on this channel and I just stay tuned to the same channel.		.84740			

8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).				.89289
9.	I get better TV reception on this channel.	.73424			
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.	.75001			
11.	The news program is shorter and more concise.			.78681	
12.	The news program is longer and I get more complete coverage of the news.			.68665	
13.	I like the show that follows the newscast on the same channel.	.70312			
14.	Of the promotion and advertising I have seen for this newscast.	.63734			
15.	It will give the most important story first, regardless of whether this is news, sports or weather.	.40300			

TABLE 40--Continued

Variable Number	Variable	Factors				
		Personalities/Format	Channel Allegiance	N/A	Length	N/A
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.	.50164				
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.	.36115		.50581		
18.	The person (or persons) I live with prefers this newscast.			.66921		
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.			.67468		

TABLE 41
FACTOR ANALYSIS CHANNEL 4

Variable Number	Variable	Factors						
		Program- ming	Presen- tation	News Value	Program- ming	News Value	N/A	Degree of Interest
20.	Accurate--Inaccurate			.60718		.52786		
21.	Unsensationalized-- Sensationalized		.77897					
22.	Unbiased--Biased	.71250						
23.	Interesting--Boring			.78033				
24.	Objective--Non- Objective		.54291					
25.	Stresses Positive News--Stresses Negative News	.62459						
26.	Conservative-- Liberal		.66798					
27.	Independent of Management Pres- sures--Controlled by Management Pres- sures					.71354		
28.	Professional-- Unprofessional						.50416	
29.	Friendly Announcers-- Unfriendly Announcers				.78788			

30.	Entertaining Program--Non-Entertaining Program	.46138			.34387		
31.	Gives Complete News Coverage--Gives Only Surface News Coverage	.44298				.66611	
32.	Serious Coverage--Humorous Coverage	.55025					.35257
33.	Stories Always Up to Date--Stories Not Always Up to Date				.36226		
34.	Technically Professional--Technically Amateurish					.44858	.68082
35.	More Interested in Local News--More Interested in National News			.44125			.49180
36.	Cares about Community--Doesn't Care About Community						
37.	Film is Excellent--Film is Poor	.46022			.54789		
38.	Have a Favorite Announcer--Don't Have a Favorite Announcer					.85645	
39.	Like 1 Part of Show Better Than Others--Don't like 1 Part of Show Better Than Others						.63776

TABLE 42
FACTOR ANALYSIS CHANNEL 4

Variable Number	Variable	Factors		
		General Demographic	General Demographic	Education/ Income
40.	I am between _____ 18-25 years old _____ 26-35 years old _____ 36-50 years old _____ 51 years or over	.82250		
41.	I am: _____ married _____ single _____ divorced _____ widowed		.49989	
42.	I am the head of the household at this address: _____ yes _____ no _____ don't know		.81540	
43.	At this address, I: _____ rent _____ own _____ am buying _____ live with someone who rents _____ live with someone who owns _____ live with someone who is _____ buying _____ none of the above		.74843	

44.	The total number of people (counting myself) who live at this address are: _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ more than 5	.80382	
45.	My highest level of education is: _____ less than high school degree _____ high school degree _____ attended college _____ bachelor's degree _____ attended graduate school _____ master's degree _____ doctor's degree _____ other (specify)		.81806
46.	My annual income is: _____ 0-\$5,000 _____ \$5,001 to \$7,500 _____ \$7,501 to \$10,000 _____ \$10,001 to \$15,000 _____ \$15,001 to \$20,000 _____ more than \$20,000		.75405

TABLE 43

FACTOR ANALYSIS CHANNEL 4

Variable Number	Variable	Sex/ Marital	Race/ Household
47.	Race: ____ Cau ____ Negro ____ Spanish-American ____ Other: ____ (fill in)		.77502
48.	Sex: ____ Male ____ Female	.98135	
49.	Address where person interviewed is a: ____ house ____ apartment ____ duplex ____ other: _____ (fill in)		.75680
50.	Name of person inter- viewed Mr. Miss _____ Mrs. _____ (name)	.98086	
51.	Phone number of person interviewed		

TABLE 44
FACTOR ANALYSIS CHANNEL 5

Variable Number	Variable	Factors				
		Channel Allegiance	Personalities	Format	Channel Allegiance	Length/Strength
1.	I prefer all the personalities who are on this program.	.66485	.79880		.56829	
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.					
3.	I prefer the newsmen on this channel.		.88093			
4.	I prefer the sportscaster on this channel.					
5.	I prefer the weatherman on this channel.		.78867			
6.	This is my favorite television channel.		.58783			
7.	I watch the previous show on this channel and I just stay tuned to the same channel.	.55973			.53546	

8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).					.62201
9.	I get better TV reception on this channel.				.49620	
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.	.66769			.44435	
11.	The news program is shorter and more concise.			.65264		
12.	The news program is longer and I get more complete coverage of the news.	.66426				.42538
13.	I like the show that follows the newscast on the same channel.				.80037	
14.	Of the promotion and advertising I have seen for this newscast.				.45368	
15.	It will give the most important story first, regardless of whether this is news, sports or weather.			.63712		

TABLE 44--Continued

Variable Number	Variable	Factors				
		Channel Allegiance	Personalities	Format	Channel Allegiance	Length/Strength
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.			.82430		
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.					.51437
18.	The person (or persons) I live with prefers this newscast.					
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.	.68124				

TABLE 45
FACTOR ANALYSIS CHANNEL 5

Variable Number	Variable	Factors						
		Presen- tation	Presen- tation	Presen- tation	Presen- tation	Show Parts	News Value	Presen- tation/ Ingred- ients
20.	Accurate--Inaccurate	.55358						
21.	Unsensationalized-- Sensationalized		.82397					
22.	Unbiased--Biased							.46245
23.	Interesting--Boring	.59366						
24.	Objective--Non- Objective		.43238		.42551			
25.	Stresses Positive News--Stresses Negative News						.82634	
26.	Conservative--Liberal		.61318	.40867				
27.	Independent of Management Pres- sures--Controlled by Management Pressures							.52444
28.	Professional-- Unprofessional	.60755						
29.	Friendly Announcers-- Unfriendly Announcers	.81133						

30.	Entertaining Program--Non-Entertaining Program	.40615				.39856	
31.	Gives Complete News Coverage--Gives Only Surface News Coverage					.47296	.40268
32.	Serious Coverage--Humorous Coverage			.80520			
33.	Stories Always Up to Date--Stories Not Always Up to Date						.79160
34.	Technically Professional--Technically Amateurish				.49183		.48576
35.	More Interested in Local News--More Interested in National News				.53264		
36.	Cares about Community--Doesn't Care about Community				.67902		
37.	Film is Excellent--Film is Poor					.53796	.31979
38.	Have a Favorite Announcer--Don't Have a Favorite Announcer					.49980	
39.	Like 1 Part of Show Better Than Others--Don't like 1 Part of Show Better Than Others					.81986	

TABLE 46
FACTOR ANALYSIS CHANNEL 5

Variable Number	Variable	Factors	
		General Demographic	General Demographic
40.	I am between ☐ 18-25 years old ☐ 26-35 years old ☐ 36-50 years old ☐ 51 years or over		.56201
41.	I am: ☐ married ☐ single ☐ divorced ☐ widowed	.58139	.50233
42.	I am the head of the household at this address: ☐ yes ☐ no ☐ don't know	.65589	
43.	At this address, I: ☐ rent ☐ own ☐ am buying ☐ live with some- one who rents ☐ live with some- one who owns ☐ live with some- one who is buying ☐ none of the above	.59584	
44.	The total number of people (counting myself) who live at this address are: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ more than 5	.71676	

TABLE 46--Continued

Variable Number	Variable	Factors	
		General Demographic	General Demographic
45.	My highest level of education is: ___ less than high school degree ___ high school degree ___ attended college ___ bachelor's degree ___ attended grad- uate school ___ master's degree ___ doctor's degree ___ other (specify)		.82168
46.	My annual income is: ___ 0-\$5,000 ___ \$5,001 to \$7,500 ___ \$7,501 to \$10,000 ___ \$10,001 to \$15,000 ___ \$15,001 to \$20,000 ___ more than \$20,000		.54083

TABLE 47
FACTOR ANALYSIS CHANNEL 5

Variable Number	Variable	Factors	
		General Demographic	General Demographic
47.	Race: ☐ Cau ☐ Negro ☐ Spanish-American ☐ Other: _____ (fill in)	.99133	
48.	Sex: ☐ Male ☐ Female		
49.	Address where person interviewed is a: ☐ house ☐ apartment ☐ duplex ☐ other: _____ (fill in)		
50.	Name of person interviewed Mr. _____ Miss _____ Mrs. _____ (name)		
51.	Phone number of person interviewed		
			.69994
		.98849	
			.75807

TABLE 48
FACTOR ANALYSIS CHANNEL 8

Variable Number	Variable	Factors				
		Personal-ities Channel Allegiance	Channel Allegiance	Length	News-cast Allegiance	Channel/ Newscast Allegiance
1.	I prefer all the personalities who are on this program.	.81394				
2.	I watch most of this news program but I switch to at least one other local 10 p.m. newscast part of the time because I prefer a particular person who is on that news program.		.63809			
3.	I prefer the newsmen on this channel.	.80193				
4.	I prefer the sportscaster on this channel.	.71886				
5.	I prefer the weatherman on this channel.	.64696				
6.	This is my favorite television channel.	.53061				.52742
7.	I watch the previous show on this channel and I just stay tuned to the same channel.		.49527			.48491

8.	It is easy to switch to this channel using my remote channel changer rather than having to get up and go to the set to choose the channel (LEAVE THIS QUESTION BLANK IF YOU DO NOT OWN A REMOTE CHANNEL CHANGER).				.39333	
9.	I get better TV reception on this channel.			.57593		.43525
10.	The set is usually tuned to this channel so I just leave it on the same channel when I turn it on.					.66004
11.	The news program is shorter and more concise.			.67497		
12.	The news program is longer and I get more complete coverage of the news.			.44621	.50175	
13.	I like the show that follows the newscast on the same channel.		.72685			
14.	Of the promotion and advertising I have seen for this newscast.		.69994			
15.	It will give the most important story first, regardless of whether this is news, sports or weather.	.52433	.03343		.50795	

TABLE 48--Continued

Variable Number	Variable	Factors				
		Personal-ities Channel Allegiance	Channel Allegiance	Length	News-cast Allegiance	Channel/ Newscast Allegiance
16.	I like the way this newscast is presented more than the formats used by the other local 10 p.m. newscasts.				.70435	
17.	I know that a particular news event is going to be mentioned on this channel and possibly not on another one of the local 10 p.m. newscasts.				.69206	
18.	The person (or persons) I live with prefers this newscast.					.64636
19.	Because of several reasons, but I seldom watch all of this newscast between 10 p.m. and 10:30 p.m. for one reason or another.			.77814		

TABLE 49

FACTOR ANALYSIS CHANNEL 8

[illegible]

30.	Entertaining Program--Non- Entertaining Program						.43469	
31.	Gives Complete News Coverage--Gives Only Surface News Coverage	.65206						
32.	Serious Coverage-- Humorous Coverage		.65154					
33.	Stories Always Up to Date--Stories Not Always Up to Date	.58248						
34.	Technically Profes- sional--Technically Amateurish	.73650						
35.	More Interested in Local News--More Interested in National News			.70826				.31294
36.	Cares about Com- munity--Doesn't Care about Com- munity					.76258		
37.	Film is Excellent-- Film is Poor	.61901						
38.	Have a Favorite Announcer--Don't Have a Favorite Announcer				.73279			
39.	Like 1 Part of Show Better Than Others-- Don't Like 1 Part of Show Better Than Others				.40134		.41146	.28895

TABLE 50
FACTOR ANALYSIS CHANNEL 8

Variable Number	Variable	Factors		
		Household	Education/ Income	Age/ Marital Status
40.	I am between _____ 18-25 years old _____ 26-35 years old _____ 36-50 years old _____ 51 years or over			.69177
41.	I am: _____ married _____ single _____ divorced _____ widowed	.74344		
42.	I am the head of the household at this address: _____ yes _____ no _____ don't know			.80095
43.	At this address, I: _____ rent _____ own _____ am buying _____ live with someone who rents _____ live with someone who owns _____ live with someone who is _____ buying _____ none of the above	.58046		

44.	The total number of people (counting myself) who live at this address are: _____ 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ more than 5	.79142	
45.	My highest level of education is: _____ less than high school _____ degree _____ high school degree _____ attended college _____ bachelor's degree _____ attended graduate school _____ master's degree _____ doctor's degree _____ other (specify)	.78020	
46.	My annual income is: _____ 0-\$5,000 _____ \$5,001 to \$7,500 _____ \$7,501 to \$10,000 _____ \$10,001 to \$15,000 _____ \$15,001 to \$20,000 _____ more than \$20,000	.78541	

TABLE 51
FACTOR ANALYSIS CHANNEL 8

Variable Number	Variable	Factors	
		Sex/ Marital Status	Race/ Household
47.	Race: ☐ Cau ☐ Negro ☐ Spanish-American ☐ Other: _____ (fill in)		.76716
48.	Sex: ☐ Male ☐ Female	.99411	
49.	Address where person interviewed is a: ☐ house ☐ apartment ☐ duplex ☐ other: _____ (fill in)		.72759
50.	Name of person interviewed Mr. Miss _____ Mrs. (name)	.99465	
51.	Phone number of person interviewed		

BIBLIOGRAPHY

BIBLIOGRAPHY

- Balsley, Howard L. Quantitative Research Methods for Business and Economics. New York: Random House, 1970.
- Beckman, Theodore N., Davidson, William R., and Engel, James F. Marketing. New York: The Ronald Press Company, 1967.
- Emery, Edwin, Ault, Phillip H., and Agee, Warren K. Introduction to Mass Communications. New York: Dodd, Mead & Company, 1970.
- Field, George A., Douglas, John, and Tarpey, Lawrence X. Marketing Management (A Behavioral Systems Approach). Columbus, Ohio: Charles E. Merrill Books, Inc., 1966.
- Goodhardt, G. J. and Ehrenberg, A. S. C. "Duplication of Television Viewing Between and Within Channels." Journal of Marketing Research, Vol. VI (May, 1969).
- Green, Maury. Television News. Belmont, California: Wadsworth Publishing Company, Inc., 1969.
- Kotler, Philip. Marketing Management. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1967.
- Parten, Mildred. Surveys, Polls and Samples. New York: Harper & Brothers, 1950.
- Wasson, Chester R. X. and McConaughy, David H. Buying Behavior and Marketing Decisions. New York: Appleton-Century-Crofts, 1968.
- Wood, William A. Electronic Journalism. New York: Columbia University Press, 1967.
- Yamane, Taro. Elementary Sampling Theory. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1967.