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The Audience for Public Broadcasting in Maine: Report Prepared for the Maine Public Broadcasting Network by the Social Science Research Institute

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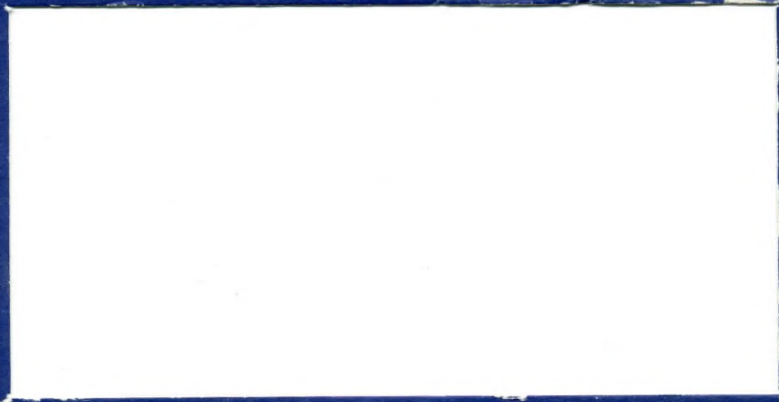
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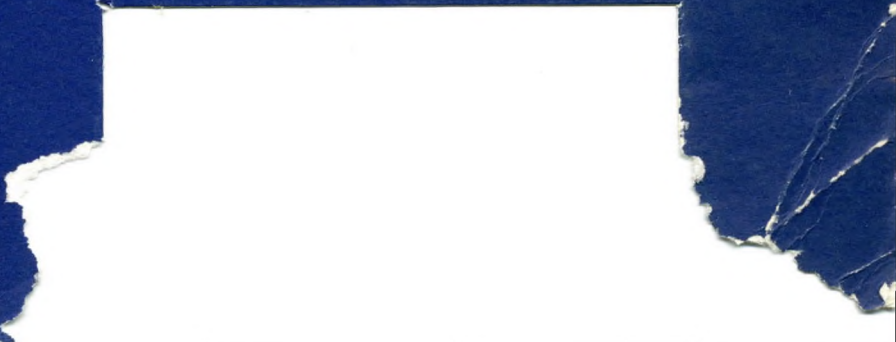
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SOCIAL SCIENCE RESEARCH INSTITUTE



UNIVERSITY OF MAINE *at Orono*



THE AUDIENCE FOR PUBLIC BROADCASTING
IN MAINE

Report Prepared For
The Maine Public Broadcasting Network

By

The Social Science Research Institute

University of Maine
Orono, Maine 04473

Report 7B
October, 1974

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CHAPTER 1

MAINE PUBLIC BROADCASTING: AN OVERVIEW

Introduction

Late in 1973 the Maine Public Broadcasting Network (MPBN) contracted the Social Science Research Institute to gather data on Maine residents relevant to television viewership--especially public television viewership: MPBN wanted to know which Maine citizens watched their programming; but they also wanted to know what kinds of programs are most popular, what kinds of programs people would like to see more of, how viewing habits for commercial and public television differ, and what viewers' perceptions are of how public television is financed.

The public radio audience--both actual and potential--was another concern of MPBN. Public radio, however, was not available to many Maine citizens and, therefore, could not be a major topic on a state-wide survey. Consequently, only a few questions about public radio and about FM radio ownership were incorporated into the interview.

The instrument selected for data collection was a telephone survey of a random sample of adult residents of Maine. Over a period of seven weeks, the Social Science Research Institute interviewed 789 Maine citizens as respondents to its regular Maine Omnibus Survey: questions about public broadcasting constituted a large part of the omnibus interview for that period. The survey procedures employed are briefly discussed below.

Responses to the more than 60 questions asked about public broadcasting were analyzed by cross-tabulation with the demographic variables collected, such as age, sex, education, income, and family size. The resulting tables, comments on the data, and comparisons with national samples form the body of this report.

The first question asked pertained to media trust. Forty percent of the respondents indicated that if various news media gave conflicting stories, they would believe television. Newspapers were cited as most believable by 19 percent, magazines by 8 percent, and radio by 6 percent. None of the media would be believed by 7 percent and a combination of sources would be believed by 5 percent. These figures are quite similar to nationwide data collected by the Television Information Office. Comparison with the national sample on questions about re-runs also showed a high degree of similarity between Maine and the nation as a whole.

Most respondents (54 percent) said that broadcasting in Maine is doing a good job. Here the Maine sample differed slightly from the national data which showed that 60 percent of respondents felt their local broadcasters were doing an excellent or good job.

An interesting series of questions pointed out concern about violence and sex on television among Maine adults. Over 60 percent of the respondents feel programs should be rated as movies are, and over 80 percent feel that parents should supervise their children's television viewing and should protect their children from television programs dealing with sex or violence in a shocking way.

Detailed results on the topics of media trust, television ownership and viewing habits, re-runs, broadcasting quality, and television viewing supervision or censorship are presented in Chapter 2, "The Maine Broadcasting Audience."

The survey found that a substantial majority of Maine families watch public television. Sixty-two percent of the respondents replied affirmatively when asked if they or members of their families ever watch programs on public television. The audience for public television appears to be greatest among better educated, upper income people. County of residence is also a factor in the likelihood of watching PTV.

Respondents most often mentioned drama as their favorite type of program on both commercial and public television. Comedy was frequently named as a favorite on commercial television, but not on public television. News was preferred by similar proportions of the sample for both commercial and public television. The same was true for documentaries. Viewers also mentioned instructional shows, talk shows, and music as favorite programs on public television, but these responses were rarely given for commercial television.

Two-thirds of the respondents who watch public television said they would like to see more documentaries on PTV. Large percentages also want more music and drama broadcasts. However, the percentage of respondents who would like less election coverage is larger than the percentage who would like more. More sports and less sports are desired by almost equal numbers, although University of Maine sports specifically are more popular.

Respondents were also asked about ties between public broadcasting and the University of Maine. Only 15 percent of those who watch PTV replied that the University and public broadcasting are very closely tied. Thirty-one percent replied "somewhat closely." Answers to this question were strongly related to the respondent's county location.

A large majority (62 percent) of those interviewed felt that it was alright for public television stations to ask viewers for contributions on the air. Over 50 percent went so far as to say that they would contribute if asked. Chapter 3 reports on the responses to questions about public television in Maine and shows the varying effects of age, sex, education, income, family size, and county on public television viewing, program preferences, and views on financial support for PTV.

While the information concerning public radio is scarce and is less reliable than that concerning public television, the survey did find that FM radios are in the homes of 84 percent of the respondents and in the cars of 30 percent. Income--but not age or education--is related to having an FM car radio. Results of questions about FM radios and public radio may be found in Chapter 4.

The Sample Selection

The telephone sampling procedure of the Social Science Research Institute is completely computerized and is designed to insure geographic representativeness. Developed jointly by the Institute's chief programmer, Mal Carey, and the Institute's director, Lewis Mandell, the telephone sampling routine uses a two-step, random digit selection process to come up with a list of telephone numbers.

During the first stage, three-digit Maine exchanges are selected in proportion to the population that they cover. This guarantees representation based upon population rather than upon the number of telephones owned in any community. During the second stage, the remaining four digits of a selected number are chosen by the random generator of the computer. In the event that a city has more than one exchange, as in the case of Portland, a third stage is used to randomly select which exchange or exchanges will be used in the sampling process.

The random digit sampling program is far superior to other telephone sampling routines which utilize telephone directories. The reason for this is that the random digit process does not exclude unlisted numbers, nor is it dependent upon persons who have lived at an address long enough to have a number listed in the phone book. It must be conceded, however, that all telephone selection processes have the drawback of excluding non-telephone-owning families. In the case of Maine, this includes some 14 percent of the year-round population.

Since a random telephone number may not be a working number, or alternatively, may be a non-elegible respondent such as a commercial or governmental establishment, certain replacement procedures were used. If a non-elegible respondent was reached, the same exchange number was retained but a new four-digit number was chosen by the computer as a replacement. A similar procedure was used in the case of non-working numbers.

Most interviewing was done after 5:00 P.M. during weekdays, between 9:30 A.M. and 9:30 P.M. on Saturday, and between 1:30 P.M. and 9:30 P.M. on Sunday. These hours were chosen in an attempt to get

an even balance between male and female respondents. It is well established in survey research that survey calls or visits made during weekday hours tend to underrepresent adult males.

In the event that there was no response from a working number, up to five calls were made to a sampled household within the space of seven days. Calls were made not only during the evening hours of weekdays and during daytime and evening hours of the weekends, but also during daytime hours of the weekdays in order to establish whether or not a number was that of an ineligible respondent, such as a commercial establishment. Numbers that were busy were recalled within the hour, and in many cases where a respondent was unable to answer questions at the time of the call, an appointment was made to call later on. All told, the response rate on the survey was 74 percent. Of the 26 percent of sampled numbers for which an interview was not obtained, 19 percent consisted of terminations or refusals.

CHAPTER 2

THE MAINE BROADCASTING AUDIENCE

In order to fully evaluate the impact of Public Broadcasting in the State of Maine, survey respondents were asked a large number of questions relating to their television viewing habits in general, as well as their preferences, levels of satisfaction, and confidence in broadcasting in Maine. This chapter summarizes the results of these questions.

Media Source Most Trusted

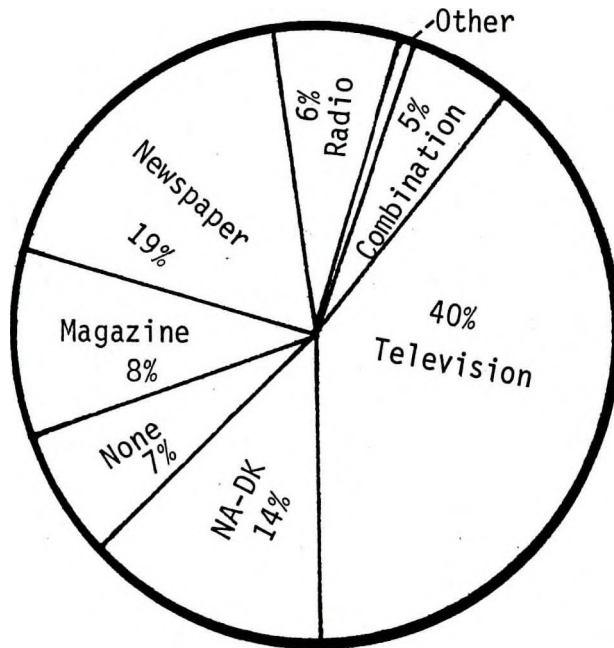
To start off, respondents were asked which media source they had the most confidence in, in the event that conflicting stories were given--radio, television, magazines, or newspapers. Chart 2-1 summarizes the results of this question. Throughout the State of Maine, television was overwhelmingly chosen as the source that most people would be likely to believe. Forty percent of our sample mentioned television as opposed to the 19 percent in the next largest category--newspapers. Only 8 percent mentioned magazines, and 6 percent radio.

These responses may be contrasted with a national sample conducted in 1972 where each media source came up with a higher level of confidence than in the State of Maine. Nationwide, 48 percent most trusted television as compared with 40 percent in Maine, 21 percent trusted newspapers as compared with 19 percent in Maine, 10 percent trusted magazines as compared to 8 percent in Maine, and 8 percent trusted radio as compared to 6 percent in Maine. The difference is made up of two additional

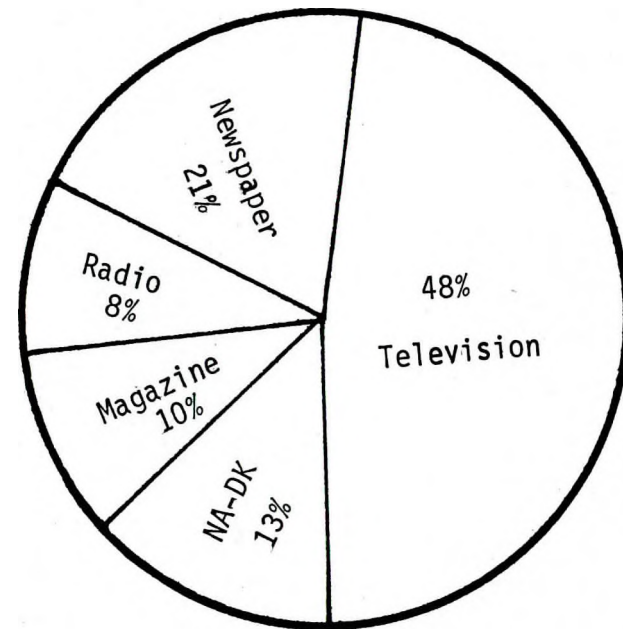
CHART 2-1

MOST TRUSTED SOURCE OF NEWS

1974 Maine Sample



1972 National Sample



responses in Maine--the "none" category with 7 percent and the "combination" category with 5 percent. Were it not for these categories, (which may not have been allowable answers on the national survey) the Maine proportions would have corresponded very closely to national proportions showing confidence in the media.

Table 2-1 shows that trust in television is particularly frequent among young people aged 18 to 24 and is least pronounced among people over the age of 55. In addition, females have slightly more confidence in television than do males. And, while there isn't much difference as the result of income, persons with higher education (at least some college) have less confidence in television than do their less-well-educated counterparts. The better educated people, as opposed to other subgroups, seem to be far more dependent upon magazines for reliable sources of news.

Television News

Maine residents were also asked which television networks they watched for national news. Throughout the state, by far and away, the most popular network for national news was CBS which claimed 50 percent of the audience. This was followed by NBC with 31 percent and ABC with 8 percent. Only one percent of the responding families had no television sets, and only two more percent said that they did not watch national news.

Respondents were also asked which television station they generally watched for local or state news. For purposes of comparison, the stations that they reported were transformed by the Social Science Research Institute coders into networks and the response was very similar to

TABLE 2-1
 MEDIA SOURCE MOST TRUSTED BY AGE, SEX, INCOME AND EDUCATION

	Radio	TV	Magazine	News- paper	None	Combi- nation	Other	NA DK ^a	Total	N ^b
All Respondents	6%	40%	8%	19%	7%	5%	1%	14%	100%	789
A. AGE										
18 - 24	9	55	5	16	6	3	1	5	100	110
25 - 34	5	47	7	20	7	4	*	10	100	195
35 - 44	7	33	9	24	7	4	3	13	100	139
45 - 54	6	40	10	15	6	6	2	15	100	108
55 - 64	4	30	7	17	9	10	2	21	100	112
65 or over	7	34	7	19	7	6	1	19	100	115
B. SEX										
Male	6	36	5	20	7	6	2	18	100	307
Female	7	41	9	18	7	5	1	12	100	448
C. FAMILY INCOME										
Less than \$5,000	9	39	3	19	6	7	2	15	100	151
\$5,000-\$10,000	6	43	6	19	5	5	1	15	100	292
\$10,000-\$15,000	3	36	11	22	11	7	*	10	100	185
More than \$15,000	10	39	12	16	8	2	4	9	100	110
D. EDUCATION										
K - 8	11	44	2	15	5	4	*	19	100	98
9 - 12	6	44	5	19	7	5	1	13	100	423
College	6	32	14	19	9	6	2	12	100	256

* Less than 0.5%
^a Not Ascertained or Don't Know
^b Number of Interviews

that for national news. Forty-seven percent watched CBS, 37 percent watched NBC, 7 percent watched ABC, and 3 percent watched Public Television.

Favorite Type of Commercial Television Program

Respondents were asked the programs, or types of programs, they most enjoyed on commercial television. The most popular type of program was in the drama/fiction category with 24 percent, followed closely by comedy with 20 percent. Table 2-2 shows the breakdown among various demographic groups. In the 18 to 24 year old age group, 32 percent listed the drama/fiction category as their favorite type of commercial programming as compared with 24 percent overall. Although news was the favorite type of programming of only 9 percent of all respondents, it jumped to 17 percent for those aged 65 and over. Among middle aged groups, age 35-54, comedy programs surpassed drama/fiction.

Although sports programs were the favorite of some 7 percent of the population, there was, as expected, a great difference between sexes. Fourteen percent of males listed sports as their favorite type of program as opposed to only 2 percent of females. Sports was also more popular among higher income families as was news.

Additional Programming

Respondents were asked what kinds of television programs, in addition to those offered now, they would like to see on the air. In response to this question, most respondents seemed to indicate a general level of satisfaction with the kinds of programs that were offered. Fourteen percent of respondents said that there were no additional programs they would like to see offered, and an additional 39 percent could

TABLE 2-2

FAVORITE TYPE COMMERCIAL TV PROGRAMS BY AGE, SEX, INCOME, OCCUPATION AND EDUCATION

	News	Sports	Drama	Documentary	Movies	Comedy	Variety	Other	NA/DK ^a	Total	N ^b
All Respondents	9%	7%	24%	11%	10%	20%	4%	10%	5%	100%	778
<u>A. AGE</u>											
18 - 24	4	6	32	8	15	17	2	6	10	100	107
25 - 34	6	6	25	15	14	20	3	8	3	100	193
35 - 44	13	11	17	11	10	19	3	11	5	100	139
45 - 54	9	4	21	12	10	27	5	8	4	100	106
55 - 64	6	8	26	8	9	21	5	12	5	100	111
65 or over	17	3	25	8	3	18	5	13	8	100	114
<u>B. SEX</u>											
Male	9	14	24	12	8	16	3	9	5	100	304
Female	9	2	22	11	12	23	4	11	6	100	440
<u>C. FAMILY INCOME</u>											
Less than \$5,000	10	3	23	9	8	19	4	16	8	100	150
\$5,000-\$10,000	7	7	26	9	10	23	4	9	5	100	289
\$10,000-\$15,000	8	8	24	14	13	18	4	7	4	100	182
More than \$15,000	15	10	20	14	9	17	2	8	5	100	108
<u>D. EDUCATION</u>											
K - 8	8	6	35	7	9	13	2	11	9	100	98
9 - 12	6	6	25	10	11	24	4	9	5	100	422
College	15	8	17	14	10	17	4	11	4	100	246

TABLE 2-2 (continued)

FAVORITE TYPE COMMERCIAL TV PROGRAMS BY AGE, SEX, INCOME, OCCUPATION AND EDUCATION

	News	Sports	Drama	Documentary	Movies	Comedy	Variety	Other	NA/DK ^a	Total	N ^b
E. OCCUPATION											
Retired	15	3	23	11	6	20	5	12	5	100	148
Professional	18	10	17	16	10	15	2	10	2	100	96
Manager	11	11	26	17	11	9	4	9	2	100	54
Self-Employed	12	4	21	8	21	16	8	6	4	100	51
Clerical	10	2	19	9	17	19	3	16	5	100	58
Craftsman	1	10	25	10	6	34	2	4	8	100	80
Operative	*	8	30	9	8	29	6	8	2	100	64
Laborer	5	7	27	9	10	20	2	11	9	100	152
Farmer	*	*	20	10	10	20	*	30	10	100	10
Miscellaneous	8	6	26	11	12	20	1	8	8	100	65

* Less than 0.5%

^a Not Ascertained or Don't Know^b Number of Interviews

not think of any other types of programs that they would like to see. Among the specific program types offered, documentaries came out on top with 10 percent. These were particularly favored by respondents under the age of 45, and by higher income and better educated respondents. (Table 2-3)

Number and Type of Television Sets Owned

As mentioned above, only one percent of respondents did not have a television set. Slightly over half of our respondents had only one television set, while one third of respondents had two, and 10 percent of respondents had three or more. Multiple set ownership was more likely among higher income families, but not necessarily among those with college educations.

Color television sets are owned by 61 percent of Maine families. Ownership of color televisions is highly dependent upon income. Only 47 percent of families with incomes less than \$5,000 have a color television set, while the number increases to 84 percent of those with incomes of \$15,000 or more. Although education is often highly correlated with income, it is not highly correlated with ownership of color television sets. Table 2-5C shows that respondents with college educations are only slightly more likely than others to have a color television set.

Eighteen percent of respondents in Maine subscribe to Cable Television. The main factor that tends to determine subscription to Cable Television is location rather than income. Table 2-6A shows very little variation in income while there is significant variation by county, ranging from one percent in Cumberland county to 37 percent in Aroostook county. There are probably two reasons for this wide variation

TABLE 2-3

ADDITIONAL KINDS OF TELEVISION PROGRAMS DESIRED BY VARIOUS DEMOGRAPHIC GROUPINGS

	None	Wild- Life	Doc.	Musical	Family	Sports	Older Movies	Other	NA/ DK ^a	Total	N ^b
All Respondents	14%	4%	10%	5%	8%	2%	3%	15%	39%	100%	779
<u>A. AGE</u>											
18 - 24	15	4	12	1	5	1	3	19	40	100	107
25 - 34	11	3	14	3	9	3	1	20	36	100	193
35 - 44	15	3	13	4	11	4	4	12	34	100	139
45 - 54	19	8	3	7	7	3	6	10	37	100	106
55 - 64	11	3	7	10	5	1	3	13	47	100	112
65 or over	17	3	4	8	8	3	3	14	40	100	114
<u>B. SEX</u>											
Male	14	6	12	3	4	4	4	16	37	100	304
Female	14	2	8	7	10	2	2	15	40	100	441
<u>C. FAMILY INCOME</u>											
Less than \$5,000	13	2	5	7	12	1	5	17	38	100	150
\$5,000-\$10,000	15	4	9	4	8	2	3	14	41	100	290
\$10,000-\$15,000	15	5	12	6	5	5	3	18	31	100	182
More than \$15,000	13	4	16	4	4	3	2	10	44	100	108
<u>D. CHILDREN AT HOME</u>											
None	14	4	8	8	6	3	2	16	39	100	304
One	12	5	8	2	12	4	3	10	44	100	128
Two	14	1	13	4	7	3	4	17	37	100	136
Three or more	16	4	12	4	8	2	4	14	36	100	211

TABLE 2-3 (continued)

ADDITIONAL KINDS OF TELEVISION PROGRAMS DESIRED BY VARIOUS DEMOGRAPHIC GROUPINGS

	None	Wild- Life	Doc.	Musical	Family	Sports	Older Movies	Other	NA/ DK ^a	Total	N ^b
<u>E. EDUCATION</u>											
K - 8	18	2	2	4	7	3	6	15	43	100	98
9 - 12	15	5	8	5	8	3	3	12	41	100	422
College	13	3	15	6	7	2	2	19	33	100	247
<u>F. OCCUPATION</u>											
Retired	16	1	7	7	9	2	4	14	40	100	149
Professional	11	4	14	7	5	3	1	24	31	100	96
Manager	17	2	9	7	6	2	*	18	39	100	54
Clerical	9	5	9	3	7	*	*	21	46	100	58
Craftsman	15	7	11	1	10	4	3	10	39	100	80
Laborer	15	6	6	2	10	3	5	15	38	100	152
<u>G. YEARS IN MAINE</u>											
Less than 5	14	2	9	8	10	4	1	19	33	100	83
5 - 9	10	8	8	*	*	3	3	14	54	100	37
10 - 20	18	3	12	6	4	*	1	21	35	100	73
20 or more	14	4	10	5	8	3	3	14	39	100	567
<u>H. MARITAL STATUS</u>											
Married	14	4	10	5	7	3	3	15	39	100	582
Widowed	20	*	4	13	10	*	6	12	35	100	69
Divorced	5	9	7	7	19	2	5	14	32	100	43
Single	13	4	15	1	3	1	3	18	42	100	72

TABLE 2-3 (continued)

ADDITIONAL KINDS OF TELEVISION PROGRAMS DESIRED BY VARIOUS DEMOGRAPHIC GROUPINGS

	None	Wild- Life	Doc.	Musical	Family	Sports	Older Movies	Other	NA/ DK ^a	Total	N ^b
I. COUNTY											
Androscoggin	13	*	11	4	10	1	5	16	40	100	80
Aroostook	18	1	7	8	9	1	4	12	40	100	76
Cumberland	13	4	11	6	7	1	4	17	37	100	138
Franklin/Oxford	15	3	10	5	5	2	*	15	45	100	40
Hanc./Waldo/Wash.	13	7	9	4	9	4	1	18	35	100	69
Kennebec	15	2	9	3	7	4	*	17	43	100	81
Knox/Linc./Saga.	21	6	13	*	9	*	2	17	32	100	47
Penobscot	12	6	12	5	5	3	4	15	38	100	98
Piscataquis	20	5	5	5	5	*	*	25	35	100	20
Somerset	6	3	6	12	12	3	6	8	44	100	34
York	15	5	10	6	6	6	3	9	40	100	96

* Less than 0.5%

^a Not Ascertained or Don't Know^b Number of Interviews

TABLE 2-4
NUMBER OF TV SETS OWNED BY AGE, INCOME, AND EDUCATION

	One	Two	Three	Four or More	None	NA/DK ^a	Total	N ^b
All Respondents	55%	34%	9%	1%	*	1%	100%	780
A. AGE								
18 - 24	55	25	11	6	2	1	100	107
25 - 34	59	36	3	2	*	*	100	193
35 - 44	45	40	15	*	*	*	100	139
45 - 54	50	34	12	2	*	2	100	107
55 - 64	53	36	10	1	*	*	100	112
65 or over	63	30	4	1	*	2	100	114
B. FAMILY INCOME								
Less than \$5,000	66	24	6	1	1	2	100	150
\$5,000-\$10,000	61	31	5	1	1	1	100	290
\$10,000-\$15,000	45	43	10	2	*	*	100	182
More than \$15,000	39	39	16	6	*	*	100	109
C. EDUCATION								
K - 8	69	21	9	1	*	*	100	98
9 - 12	53	36	8	2	*	1	100	422
College	51	35	10	2	1	1	100	248

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

TABLE 2-5
 COLOR TV OWNERSHIP BY AGE, INCOME, EDUCATION AND COUNTY

	Yes	No	NA/DK ^a	Total	N ^b
All Respondents	61%	38%	1%	100%	779
A. AGE					
18 - 24	52	47	1	100	105
25 - 34	60	40	*	100	193
35 - 44	69	30	1	100	139
45 - 54	72	26	2	100	107
55 - 64	60	39	1	100	112
65 or over	55	44	1	100	115
B. INCOME					
Less than \$5,000	47	52	1	100	149
\$5,000-\$10,000	62	37	1	100	289
\$10,000-\$15,000	62	37	1	100	183
More than \$15,000	84	16	*	100	109
C. EDUCATION					
K - 8	61	39	*	100	98
9 - 12	61	38	1	100	422
College	63	36	1	100	247
D. COUNTY					
Andro.	59	40	1	100	80
Aroos./Pisca.	51	48	1	100	96
Cumberland	62	36	2	100	138
Frank./Somer.	52	48	*	100	44
Hanc./Waldo	60	39	1	100	47
Kennebec	76	24	*	100	82
Knox/Linc./Saga.	60	40	*	100	47
Penobscot	63	36	1	100	98
Washington	45	55	*	100	22
York	72	28	*	100	95
Oxford	57	43	*	100	30

* Less than 0.5%
 a Not Ascertained or Don't Know
 b Number of Interviews

TABLE 2-6

WHETHER RESPONDENT SUBSCRIBES TO CABLE TV BY INCOME AND COUNTY

	Yes	No	NA/DK ^a	Total	N ^b
All Respondents	18%	82%	*	100%	777
A. INCOME					
Less than \$5,000	19	80	1	100	150
\$5,000-\$10,000	17	82	1	100	288
\$10,000-\$15,000	18	82	*	100	181
More than \$15,000	20	80	*	100	109
B. COUNTY					
Androscoggin	23	77	*	100	80
Aroostook	37	62	1	100	76
Cumberland	1	99	*	100	138
Franklin/Oxford	30	70	*	100	40
Hanc./Waldo/Wash.	7	91	2	100	69
Kennebec	33	67	*	100	82
Knox/Linc./Saga.	6	94	*	100	47
Penobscot	15	85	1	100	97
Piscataquis	5	95	*	100	19
Somerset	27	73	*	100	34
York	20	80	1	100	95

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

between counties. First, Cable Television is not yet available in all parts of the state. Cumberland county is one area where it is not. Also, the quality of television reception varies with geographic location. Cable Television would, then, be expected to have higher subscription rates in areas where it could greatly improve reception quality.

Television Viewing Times

Survey respondents were asked when they turned their television sets on and off during the day. Table 2-7 shows that the greatest proportion of families, 28 percent, turn on their television sets between six and seven P.M., probably to catch the news. However, some 39 percent of families turn their television set on before that time, and daytime viewers are more likely to be females, particularly those who are home with children.

According to Table 2-8, three-quarters of Maine families turn off their television sets between 10 P.M. and midnight. Most of these, in fact, turn off their sets after 11 P.M. which indicates that they probably try to catch at least part of the late news. The time of turning off the television set does not vary substantially by income, education, or age, although males are more likely than females to stay up watching television after 11.

Rating the Quality of Broadcasting in Maine

Survey respondents were asked the following question: "Would you say that broadcasting in Maine is doing a good job, an average job, or a poor job?" Basically, most Maine people feel that broadcasting in Maine is doing a good job. According to Table 2-9, 54 percent feel that it is doing a good job, 40 percent an average job, and only 3 percent

TABLE 2-7

TIME OF DAY TELEVISION IS TURNED ON BY SEX, INCOME, NUMBER OF CHILDREN AND EDUCATION

	Morning	12:00- 3:59PM	4:00- 5:59PM	6:00- 6:59PM	7:00- 7:59PM	8:00- 8:59PM	9:00 or later	NA/ DK ^a	Total	N ^b
All Respondents	13%	10%	16%	28%	10%	12%	2%	9%	100%	355
<u>A. SEX</u>										
Male	10	5	16	34	8	16	3	8	100	134
Female	15	12	14	26	12	9	1	11	100	199
<u>B. FAMILY INCOME</u>										
Less than \$5,000	16	16	11	20	13	9	4	11	100	45
\$5,000-\$10,000	15	9	15	25	10	14	1	11	100	38
\$10,000-\$15,000	12	11	18	31	8	10	1	9	100	91
More than \$15,000	13	2	15	37	12	12	4	5	100	60
<u>C. NUMBER OF CHILDREN</u>										
<u>AT HOME</u>										
None	12	5	14	30	13	15	2	9	100	137
One	20	10	22	20	14	10	2	2	100	59
Two	8	15	16	31	5	7	*	18	100	61
Three or more	13	12	14	30	8	12	4	7	100	98
<u>D. EDUCATION</u>										
K - 8	23	14	9	27	9	18	*	*	100	22
9 - 12	15	13	18	24	10	8	1	11	100	185
College	10	5	14	35	12	15	2	7	100	145

* Less than 0.5%

^a Not Ascertained or Don't Know^b Number of Interviews

TABLE 2-8

HOW LATE TELEVISION IS WATCHED BY AGE, SEX, INCOME AND EDUCATION

	Turns off TV before 9:00 PM	9-9:59	10-10:59	11-11:59	After 12	NA/DK ^a	Total	N ^b
All Respondents	4%	8%	32%	43%	7%	6%	100%	361
<u>A. AGE</u>								
18 - 24	*	9	28	49	6	8	100	47
25 - 34	5	9	27	42	11	6	100	101
35 - 44	5	*	37	40	8	10	100	60
45 - 54	*	8	39	45	6	2	100	49
55 - 64	8	11	32	41	5	3	100	62
65 or over	*	11	35	46	3	5	100	37
<u>B. SEX</u>								
Male	4	7	24	48	12	5	100	137
Female	4	8	36	40	5	7	100	202
<u>C. FAMILY INCOME</u>								
Less than \$5,000	2	11	34	40	9	4	100	47
\$5,000-\$10,000	3	8	36	40	9	4	100	141
\$10,000-\$15,000	5	7	26	48	5	9	100	92
More than \$15,000	5	5	30	44	8	8	100	60
<u>D. EDUCATION</u>								
K - 8	5	14	14	57	10	*	100	21
9 - 12	4	8	36	40	9	3	100	192
College	3	6	28	46	5	12	100	145

* Less than 0.5%

^a Not Ascertained or Don't Know^b Number of Interviews

TABLE 2-9
 QUALITY RATING OF BROADCASTING IN MAINE BY AGE, INCOME AND EDUCATION

	Good Job	Average Job	Poor Job	NA/DK ^a	Total	N ^b
All Respondents	54%	40%	3%	3%	100%	789
A. AGE						
18 - 24	37	53	6	4	100	110
25 - 34	49	43	6	2	100	195
35 - 44	52	43	4	1	100	139
45 - 54	59	37	*	4	100	108
55 - 64	62	34	1	3	100	112
65 or over	64	30	2	4	100	115
B. FAMILY INCOME						
Less than \$5,000	58	35	3	4	100	151
\$5,000-\$10,000	51	45	2	2	100	292
\$10,000-\$15,000	53	39	5	3	100	185
More than \$15,000	55	37	4	4	100	110
C. EDUCATION						
K - 8	62	32	2	4	100	98
9 - 12	54	41	3	2	100	423
College	48	43	5	4	100	256

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

a poor job. These figures may be compared with the results of a national sample taken in 1972 and contained in Table 2-10. Nationally, some 60 percent said that their local broadcasting was doing an excellent or good job as compared with 54 percent in Maine. Although the data sources are not strictly comparable, there is an indication that Maine viewers may be slightly less satisfied with the quality of their broadcasting than people in other states.

Respondents were also asked what they would tell the people who control television and radio in Maine. While 35 percent could not think of anything that they would tell them, the greatest specific response, with 11 percent, mentioned more variety while 9 percent mentioned special types of programs, fewer commercials, or nothing at all.

Supervision and Censorship

Censorship and rating of television programs has become a controversial issue in many communities across the United States. Consequently, Maine residents were asked several questions relating to their views on these matters. When asked whether parents should supervise the kinds of programs that their children watch on television, an overwhelming 85 percent said yes, whereas only 10 percent said no. Table 2-11 shows that there was little variation in this response among various demographic categories. Again, when respondents were asked whether they think that a parent ought to protect children from television programs that deal with violence or sex in a shocking way, 82 percent responded yes and only 13 percent said no.

Respondents were then asked the following question: "Do you think that programs on television should be rated as are movies with letters

TABLE 2-10

QUALITY RATING OF LOCAL BROADCASTING^a:
COMPARISON OF NATIONAL AND MAINE SAMPLES

	Nationwide Sample 1972	Maine Sample 1974
Excellent or Good	60%	54%
Average, Fair, Poor	36	43
NA/DK ^b	4	3

^a The Maine sample was asked to evaluate "broadcasting in Maine"; the nationwide sample was asked to evaluate their "local television stations".

^b Not Ascertained or Don't Know

TABLE 2-11

COMMENTS FOR BROADCASTING DECISION MAKERS BY AGE, SEX, INCOME AND EDUCATION

	More Variety	Less Violence	MSTP ^c	Fewer Commercials	Nothing	Doing Good Job	Clean Up Sex & "Trash"	Other	NA/DK ^a	Total	N ^b
All Respondents	11%	6%	9%	9%	9%	3%	6%	12%	35%	100%	789
<u>A. AGE</u>											
18 - 24	15	3	9	11	7	3	6	9	37	100	110
25 - 34	12	3	11	5	11	5	4	15	34	100	195
35 - 44	10	6	7	13	9	3	6	18	28	100	139
45 - 54	13	7	7	12	8	2	4	14	33	100	108
55 - 64	6	11	12	9	5	4	5	6	42	100	112
65 or over	10	10	6	4	11	4	10	7	38	100	115
<u>B. SEX</u>											
Male	13	2	7	9	9	4	4	13	39	100	307
Female	10	9	9	9	9	4	7	11	32	100	448
<u>C. FAMILY INCOME</u>											
Less than \$5,000	12	9	5	4	12	2	6	11	39	100	151
\$5,000-\$10,000	9	4	10	12	9	5	6	9	36	100	292
\$10,000-\$15,000	15	6	7	7	8	3	5	14	35	100	185
More than \$15,000	9	6	10	14	6	4	6	24	21	100	110
<u>D. EDUCATION</u>											
K - 8	4	4	4	4	16	3	5	12	48	100	98
9 - 12	12	7	8	9	9	3	7	8	37	100	423
College	12	7	12	10	7	4	5	18	25	100	256

^a Not Ascertained or Don't Know

^b Number of Interviews

^c More of a Specific Type of Program

such as GP, R, or X?" Here, 62 percent of the sample said yes and 29 percent said no, while 8 percent were undecided. Most likely to favor such ratings were families with children at home and those with higher amounts of education. A higher proportion of females than males favored these ratings.

Re-Runs

With most of commercial television on a 26 week season, re-runs are an issue of some contention. Maine respondents were therefore asked how frequently they turned on television and found a re-run. Fifty percent said quite often, 15 percent said sometimes, 18 percent said rarely, and 2 percent said never. Table 2-14 compares the responses of the Maine audience to a national sample conducted in 1972. Although the coding of the question makes it difficult to have exact comparisons, responses indicate that about half of each finds re-runs a frequent occurrence on television.

While re-runs are a burden to some, they may be a source of satisfaction to others. Consequently, respondents were asked how often they have seen a program that they liked and wished it could be re-run so that they could see it a second time. Table 2-15 shows that responses to this question in Maine are extremely close to those nationally. In Maine, 21 percent said that they quite often wished to see a program re-run as opposed to 22 percent nationwide and 36 percent of Maine respondents said they sometimes hoped that would occur as opposed to 39 percent of the national sample.

A third question relating to re-runs asked how frequently they missed a television program and wished that it would be run again. Here

TABLE 2-12

SHOULD PARENTS SUPERVISE CHILDREN'S TV VIEWING
BY INCOME, NUMBER OF CHILDREN AND EDUCATION

	Yes	Undecided	No	NA/DK ^a	Total	N ^b
All Respondents	85%	4%	10%	1%	100%	780
A. FAMILY INCOME						
Less than \$5,000	87	7	5	1	100	149
\$5,000-\$10,000	88	3	9	*	100	290
\$10,000-\$15,000	80	5	14	1	100	183
More than \$15,000	87	1	12	*	100	109
B. NUMBER OF CHILDREN AT HOME						
None	86	5	8	1	100	304
One	82	5	13	*	100	129
Two	90	2	8	*	100	136
Three or more	83	3	13	1	100	211
C. EDUCATION						
K - 8	77	8	14	1	100	98
9 - 12	85	4	10	1	100	421
College	88	2	9	1	100	249

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

TABLE 2-13

WHETHER RESPONDENT FAVORS RATING OF TELEVISION PROGRAMS
BY AGE, SEX, INCOME, NUMBER OF CHILDREN AND EDUCATION

	Yes	Undecided	No	NA/DK ^a	Total	N ^b
All Respondents	62%	8%	29%	1%	100%	781
<u>A. AGE</u>						
18 - 24	55	6	39	*	100	107
25 - 34	63	4	32	1	100	193
35 - 44	66	1	32	1	100	139
45 - 54	62	9	27	2	100	107
55 - 64	65	12	21	2	100	112
65 or over	60	22	16	2	100	115
<u>B. SEX</u>						
Male	58	8	33	1	100	304
Female	66	9	24	1	100	443
<u>C. FAMILY INCOME</u>						
Less than \$5,000	54	20	25	1	100	150
\$5,000-\$10,000	67	5	27	1	100	290
\$10,000-\$15,000	62	6	31	1	100	183
More than \$15,000	68	2	30	*	100	109
<u>D. NUMBER OF CHILDREN</u>						
<u>AT HOME</u>						
None	59	14	25	2	100	305
One	60	6	33	1	100	129
Two	61	2	36	1	100	136
Three or more	67	6	26	1	100	211
<u>E. EDUCATION</u>						
K - 8	52	18	27	3	100	98
9 - 12	63	8	28	1	100	422
College	64	5	30	1	100	249

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

TABLE 2-14

FREQUENCY OF TURNING ON TELEVISION AND FINDING A RERUN;
COMPARISON OF NATIONAL AND MAINE SAMPLES

	Nationwide Sample 1972	Maine Sample 1974
Quite Often	44%	50%
Sometimes	35	15
Rarely	17	18
Never	2	2
NA/DK ^a	2	4
Depends on Season	b	11

^a Not Ascertained or Don't Know

^b This category was not included in the coding of the nationwide responses. It is not known how responses of this type were coded in the nationwide survey.

TABLE 2-15

FREQUENCY OF WANTING TO SEE A PROGRAM A SECOND TIME:
COMPARISON OF MAINE AND NATIONWIDE SAMPLES

	Nationwide Sample 1972	Maine Sample 1974
Quite Often	22%	21%
Sometimes	39	36
Rarely	30	37
Never	7	3
NA/DK ^a	2	3

^a Not Ascertained or Don't Know

again, as Table 2-16 shows, the responses of the Maine audience and the national audience are very similar. Twelve percent of the Maine sample and 14 percent of the national sample said this happened quite often, while 35 percent of the Maine sample and 36 percent of the national sample said that it sometimes happened. The major difference occurred in the "never" category. Only 6 percent of Maine residents said that they never wished to see a missed program re-run as opposed to 14 percent of the national sample.

Foreign Language Programs

Survey respondents were asked whether they would be interested in programs broadcast in a foreign language. Eighteen percent of the sample said yes, and the language most frequently preferred was French by two-thirds of respondents preferring a foreign language program. Table 2-17 relates preference for a foreign language program to county of residence. Preference for foreign language was most prevalent in Androscoggin county with 31 percent who would like to see such programs. This was followed by 25 percent of residents in both Hancock and Piscataquis counties.

TABLE 2-16
FREQUENCY OF MISSING A PROGRAM AND WISHING IT WOULD
BE RERUN: COMPARISON OF MAINE AND
NATIONWIDE SAMPLES

	Nationwide Survey 1972	Maine Survey 1974
Quite Often	14%	12%
Sometimes	36	35
Rarely	35	44
Never	14	6
NA/DK ^a	1	3

^a Not Ascertained or Don't Know

TABLE 2-17

WHETHER RESPONDENT WANTS PROGRAMS IN A FOREIGN LANGUAGE
BY COUNTY AND ORIGIN OF ANCESTRY

	Yes	No	NA/DK ^a	Total	N ^b
All Respondents	18%	81%	1%	100%	779
A. COUNTY					
Androscoggin	31	66	3	100	80
Aroostook	21	76	3	100	76
Cumberland	20	80	*	100	138
Franklin/Somerset	7	93	*	100	44
Hancock	25	75	*	100	32
Kennebec	11	86	3	100	81
Knox/Linc./Saga.	13	87	*	100	47
Penobscot/Waldo	16	83	1	100	113
Piscataquis	25	75	*	100	20
Washington	18	82	*	100	22
York	17	82	1	100	96
Oxford	17	83	*	100	30
B. ANCESTRY					
U.S.A.	15	84	1	100	62
France	25	72	3	100	64
Canada	26	73	1	100	158
England	12	87	1	100	384
Scandinavia/W.Europe	21	78	1	100	233
E. Europe	22	78	*	100	23
Other	50	50	*	100	8

* Less than 0.5%

^a Not Ascertained or Don't Know

^b The sum of the row totals exceeds the total number of respondents as a respondent could mention two areas from which his/her ancestors came.

CHAPTER 3

PUBLIC TELEVISION IN MAINE

An overwhelming majority of Maine families watch public television. In response to the question, "Do you or anyone in your family ever watch a program on Public Television? By Public Television I am referring to non-commercial, educational television," 62 percent of survey respondents said "yes." Chart 3-1 summarizes the audience for public broadcasting in the State of Maine. First, it is equally distributed between males and females. In terms of age, the audience tends to be concentrated among persons age 25 to 44 and falls off greatly among the elderly. Higher income and better educated persons are also more likely than others to watch public television. While only 42 percent of those with incomes below \$5,000 watch public television, this increases to 73 percent of those with incomes greater than \$15,000.

Education is an even better determinant of public television viewership. Only about a third of those with elementary school educations watch public television, while nearly three-quarters of those with at least some college do so. Another important determinant of public television viewership is the existence of children in a household. Families with no children or only one child are less likely than families with more than one child to watch public television. Table 3-1 breaks down the audience for public television by several demographic groups. In addition to those already mentioned, county of residence also tends to be somewhat important. Most likely to view public television are residents of Cumberland county where 72 percent constitute the audience.

WHO WATCHES PUBLIC TELEVISION

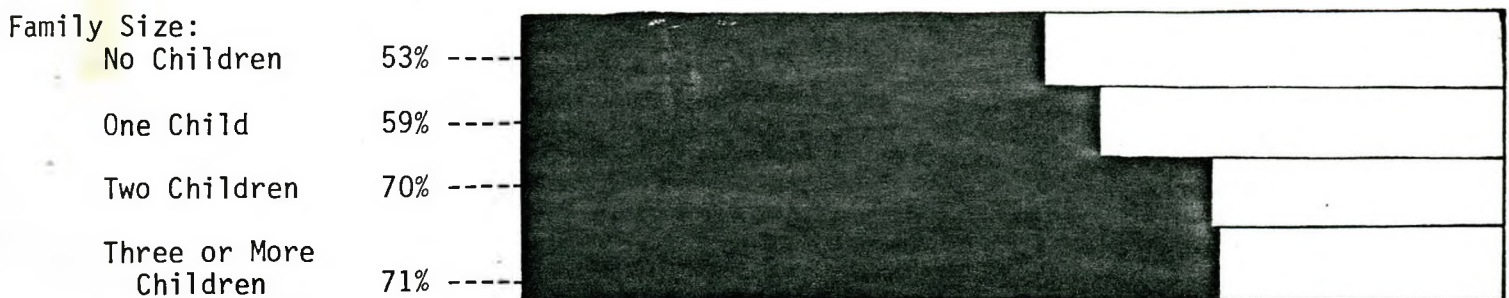
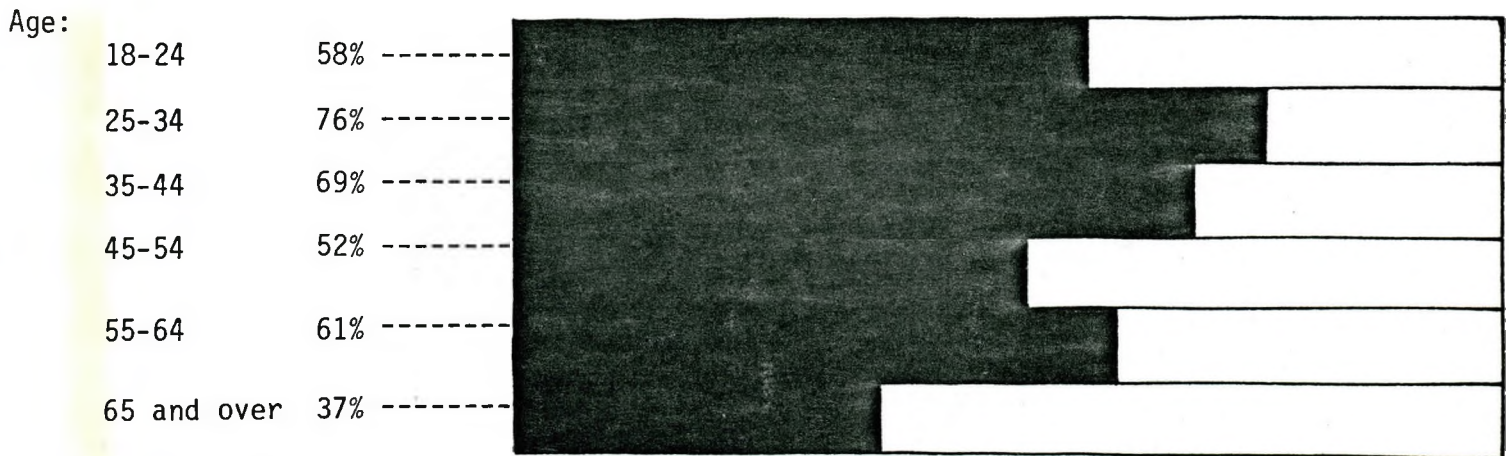


TABLE 3-1

WHETHER RESPONDENT WATCHES PUBLIC TELEVISION BY
VARIOUS DEMOGRAPHIC GROUPINGS

	Yes	No	NA/DK ^a	Total	N ^b
All Respondents	62%	38%	*	100%	778
<u>A. AGE</u>					
18 - 24	60	40	*	100	107
25 - 34	77	23	*	100	193
35 - 44	69	30	1	100	139
45 - 54	53	47	*	100	105
55 - 64	61	39	*	100	112
65 or over	37	63	*	100	114
<u>B. SEX</u>					
Male	61	39	*	100	304
Female	62	38	*	100	440
<u>C. FAMILY INCOME</u>					
Less than \$5,000	42	58	*	100	150
\$5,000-\$10,000	65	35	*	100	289
\$10,000-\$15,000	69	30	1	100	182
More than \$15,000	74	26	*	100	108
<u>D. NUMBER OF CHILDREN</u>					
<u>AT HOME</u>					
None	54	46	*	100	303
One	59	41	*	100	128
Two	70	30	*	100	136
Three or more	71	29	*	100	211
<u>E. EDUCATION</u>					
K - 8	34	66	*	100	98
9 - 12	61	39	*	100	422
College	76	24	*	100	246
<u>F. OCCUPATION</u>					
Retired	47	53	*	100	149
Professional	81	19	*	100	96
Manager	76	24	*	100	54
Self-Employed	77	23	*	100	51
Clerical	74	26	*	100	58
Craftsman	54	46	*	100	80
Operative	58	42	*	100	64
Laborer	62	38	*	100	151
Farmer	30	70	*	100	10
Miscellaneous	50	50	*	100	65

TABLE 3-1 (continued)

WHETHER RESPONDENT WATCHES PUBLIC TELEVISION BY
VARIOUS DEMOGRAPHIC GROUPINGS

	Yes	No	NA/DK ^a	Total	N ^b
<u>G. YEARS IN MAINE</u>					
Less than 5	73	27	*	100	83
5 - 9	70	30	*	100	37
10 - 20	70	30	*	100	73
20 or more	58	42	*	100	566
<u>H. MARITAL STATUS</u>					
Married	66	34	*	100	582
Widowed	35	65	*	100	69
Divorced	50	50	*	100	42
Single	56	44	*	100	72
<u>I. COUNTY</u>					
Androscoggin	54	46	*	100	79
Aroostook	59	41	*	100	76
Cumberland	72	27	1	100	138
Franklin/Oxford	55	45	*	100	40
Hanc./Waldo/Wash.	59	41	*	100	69
Kennebec	65	35	*	100	81
Knox/Linc./Saga.	68	22	*	100	47
Penobscot	63	37	*	100	98
Piscataquis	60	40	*	100	20
Somerset	50	50	*	100	34
York	55	45	*	100	96

* Less than 0.5%

a Not Ascertained or Don't Know

b Number of Interviews

Least likely to view public television are those in Somerset county where only half of the population watches.

Favorite Programs on Public Television

Survey respondents who replied that they did watch public television were asked the program or kinds of programs they most enjoyed on public television. Chart 3-2 contains the response and shows the contrast with commercial television. The most popular type of public television show was drama with 18 percent. This was also most popular in commercial television, although the type of drama offered is somewhat different. Fourteen percent of public broadcasting viewers mentioned documentaries as their favorite type of public television program, while only eleven percent of the sample mentioned documentaries as their favorite type of commercial television program. Closely matched were the percentages of viewers who preferred news programs: 12 percent named news as their public television favorite and 9 percent named news as their commercial television favorite.

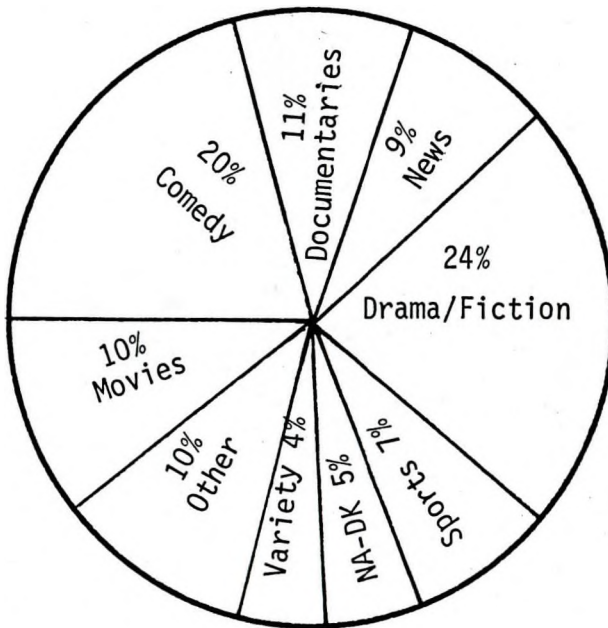
Commercial television shows up higher in terms of comedy which claims 20 percent of the audience. Few, if any, of the public television viewers mentioned this as their favorite category. Sports programs were more popular on commercial television than on public television as were movies and variety shows. On the other hand, 8 percent of the public television audience mentioned instructional shows, 9 percent mentioned talk shows, and 8 percent mentioned music as their favorite programs on public television. None of these categories obtained sizeable responses as favorite programs on commercial television.

Table 3-2 shows some significant differences in favorite programs among the public television audience. Drama shows are somewhat more popular

CHART 3-2

KINDS OF TELEVISION PROGRAMS MOST ENJOYED

Commercial Television



Public Television

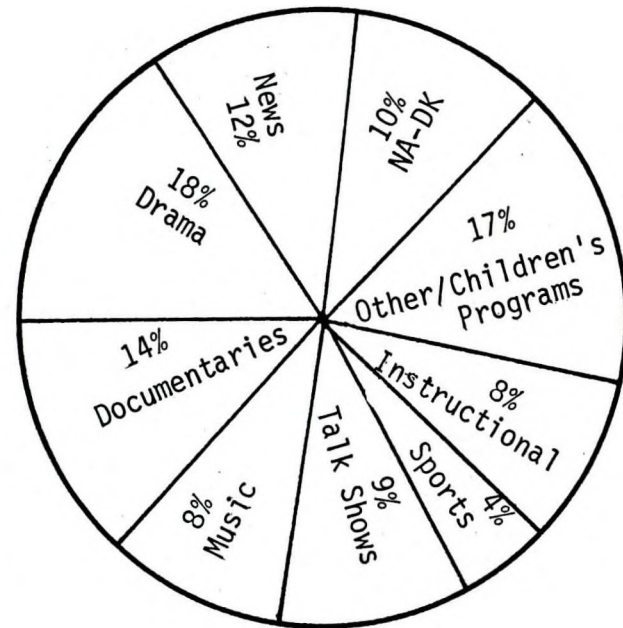


TABLE 3-2

FAVORITE KINDS OF PTV PROGRAMS BY AGE, SEX, INCOME AND EDUCATION

	Radio	Docu- mentary	Drama	Sports	How To	Talk Show	Music	Other	NA/ DK ^a	Total	N ^b
All Respondents	12%	14%	18%	4%	8%	9%	8%	17%	10%	100%	360
A. Age											
18-24	15	11	21	6	2	2	6	24	13	100	47
25-34	7	19	16	2	6	6	6	32	6	100	100
35-44	15	14	20	5	15	7	5	10	9	100	59
45-54	10	12	19	12	8	12	4	10	13	100	49
55-64	16	11	17	*	8	19	13	5	11	100	63
65 or over	11	16	19	*	8	11	11	13	11	100	37
B. Sex											
Male	16	18	16	6	6	9	5	15	9	100	137
Female	10	11	21	1	9	10	10	18	10	100	201
C. Family Income											
Less than \$5,000	13	11	15	2	4	11	11	20	13	100	47
\$5,000-\$10,000	11	15	16	6	9	10	8	17	8	100	141
\$10,000-\$15,000	12	20	20	1	9	9	5	16	8	100	91
More than \$15,000	15	13	22	5	7	8	8	17	5	100	60
D. Education											
K - 8	24	24	5	*	9	5	5	24	4	100	21
9 - 12	13	13	10	5	8	10	6	22	13	100	192
College	9	15	30	4	8	8	11	9	6	100	144

* Less than 0.5%

^a Not Ascertained or Don't Know^b Number of Interviews

among females than males, and more popular among higher income than lower income families. The most significant difference, however, is by education level. Among public television viewers with grade school education, only five percent found the drama shows to be their favorite on public television. This increased to 10 percent of those with 9 to 12 years of education and jumped to 30 percent for those with some college education. Females also prefer music programs, whereas males, as expected, are six times as likely to prefer sports programs on public broadcasting.

Preferences for Specific Public Television Programs

Respondents were given a list of programs available on public television and were asked to tell whether they would like to see more, the same or less of each type of program. Table 3-3 summarizes these results. The type of program in greatest demand appears to be documentaries such as the Public Power Phone-In which was mentioned specifically in the question. Sixty-seven percent of the public broadcasting audience preferred more of such programs and only 9 percent preferred less. Also popular with the audience were music programs--62 percent preferred more--and drama programs--58 percent preferred more. Other programs that a majority of viewers preferred to see increased included state news and talk programs.

Least popular among public television offerings was election coverage. Here, only 27 percent preferred more while 31 percent preferred less of this type of programming. Sports programs were not extremely popular since almost as many preferred less as more. It is interesting to note that University of Maine sports programs were rated somewhat higher than sports programs in general, and the reason for this appears to relate to

TABLE 3-3

EXPRESSED PREFERENCES OF THE MAINE PUBLIC TELEVISION AUDIENCE
FOR SPECIFIC TYPES OF P.T.V. PROGRAMMING

Type of Programming	Prefers More	Prefers the Same	Prefers Less	NA/ DK ^a	Total
Children's programs	48%	32%	12	8%	100%
State news	53	32	7	8	100
Election Coverage	27	36	31	6	100
Drama programs	58	25	13	4	100
Music programs	62	22	9	7	100
Documentaries	67	19	9	5	100
Sports programs	34	31	31	4	100
Univ. Maine Sports programs	41	31	20	8	100
Talk programs	51	26	18	5	100

^a Not Ascertained or Don't Know

the loyalty of University of Maine alumni and family and friends of University of Maine students and alumni throughout the state.

Viewing Times for Public Television

The majority of public television viewers tend to turn on public television between 4 and 9 P.M. Table 3-4 shows that viewing time patterns for public television are similar to those for commercial television, which were given in Table 2-7 of the last chapter.

A major difference is noted when comparing the turn-off times of public and commercial television. Some 18 percent of the public television audience turns off public television before 9 P.M. as opposed to 4 percent of commercial television viewers.

Sources of Information about Public Television Programs

Public television viewers tend to rely primarily upon newspapers and TV Guide to find out what is appearing on public television. Close to half of all respondents get this information from the newspaper and this is more frequently the case among older persons. Better than a third of the audience for public television finds out about programs from TV Guide, but this proportion falls off substantially among older persons.

Maine News and Comment

Among families that constitute the audience for public television in Maine, some 62 percent watch the program "Maine News and Comment." A major finding in Table 3-7 is that better educated people are less likely to watch it than are others. Although there are very small differences by income, only 56 percent of the college educated audience for public

TABLE 3-4

TIME OF DAY MOST LIKELY TO WATCH PUBLIC TV
BY AGE, SEX, INCOME, NUMBER OF CHILDREN, AND EDUCATION

	Morn- ing	12- 3:59	4- 5:59	6- 6:59	7- 7:59	8- 8:59	9- 9:59	After 10	NA/ DK ^a	Total	N ^b
All Respondents	8%	10%	17%	19%	12%	15%	3%	2%	14%	100%	361
A. Age											
18-24	11	11	19	15	13	15	*	2	14	100	47
25-34	11	12	28	19	6	8	2	2	12	100	101
35-44	7	17	20	23	10	13	5	2	3	100	60
45-54	8	4	11	23	10	21	2	4	17	100	48
55-64	5	6	8	16	24	19	5	2	15	100	63
65 or over	8	3	5	16	14	24	3	3	24	100	37
B. Sex											
Male	5	4	15	20	12	20	6	4	14	100	137
Female	10	13	18	20	12	11	1	1	14	100	202
C. Family Income											
Less than \$5,000	6	9	13	15	11	21	2	2	21	100	47
\$5,000-\$10,000	11	9	18	18	12	12	3	2	15	100	141
\$10,000-\$15,000	9	10	19	24	10	11	2	2	13	100	92
More than \$15,000	2	12	17	17	15	18	5	5	9	100	60
D. Number of Children at Home											
None	4	3	8	22	17	24	4	1	17	100	139
One	9	13	22	23	10	8	*	7	8	100	60
Two	11	10	29	16	3	11	2	*	19	100	63
Three or more	14	16	18	13	12	11	2	3	11	100	99
E. Education											
K - 8	18	9	9	5	14	32	*	*	13	100	22
9 - 12	9	12	18	18	10	13	3	3	14	100	191
College	6	6	17	23	14	17	3	2	12	100	145

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

TABLE 3-5

HOW LATE PUBLIC TV IS WATCHED BY AGE, SEX, INCOME, AND EDUCATION

	Turns off before 9:00 pm	9- 9:59	10- 10-59	11- 11:59	After 12	NA/ DK ^a	Total	N ^b
All Respondents	18%	9%	25%	22%	3%	23%	100%	361
A. AGE								
18-24	32	11	17	17	*	23	100	47
25-34	27	6	20	18	3	26	100	101
35-44	10	5	27	23	5	30	100	60
45-54	11	10	40	23	2	14	100	48
55-64	8	11	32	29	3	17	100	63
65 or over	5	14	22	32	8	19	100	37
B. SEX								
Male	14	9	21	26	4	26	100	137
Female	19	9	28	20	3	21	100	203
C. FAMILY INCOME								
Less than \$5,000	15	15	21	21	11	17	100	47
\$5,000-\$10,000	20	8	26	21	2	23	100	142
\$10,000-\$15,000	16	8	27	17	2	30	100	92
More than \$15,000	13	7	27	32	3	18	100	60
D. EDUCATION								
K - 8	22	14	23	23	4	14	100	22
9 - 12	20	8	25	21	4	22	100	191
College	11	9	27	23	3	27	100	145

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

TABLE 3-6
 SOURCE OF INFORMATION ABOUT PUBLIC TV PROGRAMS
 BY AGE, SEX, INCOME AND EDUCATION

	News- paper	Public TV	TV Guide	Other	NA/ DK ^a	Total	N ^b
All Respondents	47%	10%	34%	5%	4%	100%	363
<u>A. AGE</u>							
18-24	36	22	34	2	6	100	47
25-34	32	13	46	6	3	100	101
35-44	48	7	35	8	2	100	60
45-54	51	8	35	6	*	100	49
55-64	67	6	20	2	5	100	64
65 or over	60	3	27	5	5	100	37
<u>B. SEX</u>							
Male	51	10	33	2	4	100	138
Female	43	11	35	7	4	100	203
<u>C. FAMILY INCOME</u>							
Less than \$5,000	43	9	36	9	3	100	47
\$5,000-\$10,000	44	11	37	4	4	100	142
\$10,000-\$15,000	50	9	37	2	2	100	93
More than \$15,000	48	12	25	12	3	100	60
<u>D. EDUCATION</u>							
K - 8	61	9	22	4	4	100	23
9 - 12	45	8	40	4	3	100	192
College	47	13	28	8	4	100	145

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

TABLE 3-7

WHETHER RESPONDENT WATCHES MAINE NEWS AND COMMENT
BY AGE, INCOME AND EDUCATION

	Yes	No	NA/DK ^a	Total	N ^b
All Respondents	62%	35%	3%	100%	363
<u>A. AGE</u>					
18 - 24	53	38	9	100	47
25 - 34	56	43	1	100	101
35 - 44	65	33	2	100	60
45 - 54	59	41	*	100	49
55 - 64	72	23	5	100	64
65 or over	70	22	8	100	37
<u>B. FAMILY INCOME</u>					
Less than \$5,000	66	26	8	100	47
\$5,000-\$10,000	63	35	2	100	142
\$10,000-\$15,000	54	43	3	100	93
More than \$15,000	65	30	5	100	60
<u>C. EDUCATION</u>					
K - 8	78	18	4	100	23
9 - 12	64	32	4	100	192
College	56	41	3	100	145

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

broadcasting watches "Maine News and Comment," as opposed to 64 percent with high school education and 78 percent with only a grade school education. The program is also substantially more popular among older persons than among the young, which may explain a good deal about the inverse relationship to education.

It should be noted, however, that the results on this question may be somewhat misleading. It is possible that some respondents understood "Maine News and Comment" to be a type of program rather than recognizing it as the title of a specific program. In light of the surprising results that less educated people more often said they watch "Maine News and Comment," it would be desirable to test the finding's validity through further survey research designed to avoid the possible misunderstanding.

Financing Public Television in Maine

Respondents who watch public television were asked how closely they felt public broadcasting in the state was tied to the University of Maine. Only 15 percent said "very closely," 31 percent replied "somewhat closely," and 21 percent said that it was "not closely tied at all." Those who replied that it was "not closely tied at all" were asked to whom, in their opinion, public broadcasting was closely tied. Here, 7 percent said the State of Maine, 3 percent answered Colby, Bates or Bowdoin College, 2 percent mentioned foundations or the Corporations for Public Broadcasting, and 9 percent gave other answers. Table 3-8 shows that perception of the tie between Public Broadcasting and the University of Maine is highly dependent upon the respondent's location. For example, 25 percent of respondents in Penobscot and Piscataquis counties say that there is a "close tie," and an additional 36 percent say that

TABLE 3-8

HOW CLOSELY RESPONDENT THINKS PUBLIC BROADCASTING
IS TIED TO UNIVERSITY OF MAINE BY COUNTY

	Closely	Somewhat Closely	Not Closely	NA/DK ^a	Total	N ^b
All Respondents	15%	31%	21%	33%	100%	362
<u>A. COUNTY</u>						
Penobscot/ Piscataquis	25	36	16	23	100	56
Hancock/Waldo/ Washington	17	27	23	33	100	30
Aroostook	21	52	14	13	100	29
Cumberland	8	25	28	39	100	77
York	10	31	21	38	100	39
Knox/Kennebec	10	31	26	33	100	51
Somerset/Franklin/ Oxford	21	29	18	32	100	28
Androscoggin/Saga./ Lincoln	15	25	17	43	100	52

^a Not Ascertained or Don't Know

^b Number of Interviews

"the tie is somewhat close." This compares with Cumberland county where only 8 percent said that "the tie is close" and 25 percent said that it is "somewhat close."

In a related question, all respondents were asked who they felt pays the major cost of public television in the state. The greatest proportion, 21 percent, felt that private contributions paid the major part of the cost. An additional 15 percent said that it was state funds, 6 percent said the sponsors of shows, and only 3 percent said that it was the University of Maine.

All respondents were asked whether they felt that it was alright for public television stations to ask their viewers for contributions on the air. Sixty-two percent of respondents said that they thought this was a good thing whereas 22 percent that it was bad. Most likely to feel positively about such solicitation for funds were higher income families and better educated respondents. Responses also differed by county. In Cumberland county, where public television stations do, in fact, solicit contributions on the air, 75 percent of respondents said that this was a good idea. In Penobscot county, where such contributions are not solicited, this proportion dropped down to 56 percent.

When respondents were asked if people like themselves would contribute money to public television if asked, more than half said that they would and only 32 percent definitely said that they would not. Those who said that they would contribute were asked the reasons for their contribution, and the most frequent response, mentioned by 40 percent of these persons, was that public television was worthwhile. An additional 25 percent said that they enjoyed public television.

TABLE 3-9

FEELINGS ABOUT ASKING FOR CONTRIBUTIONS ON THE AIR
BY AGE, INCOME, EDUCATION AND COUNTY

	Good	Bad	Other	NA/DK ^a	Total	N ^b
All Respondents	62%	22%	2%	14%	100%	780
<u>A. AGE</u>						
18 - 24	66	21	1	12	100	107
25 - 34	77	12	2	9	100	193
35 - 44	65	22	4	9	100	139
45 - 54	55	22	3	20	100	107
55 - 64	50	29	2	19	100	111
65 or over	47	29	3	21	100	115
<u>B. FAMILY INCOME</u>						
Less than \$5,000	54	26	2	18	100	149
\$5,000-\$10,000	61	23	1	15	100	290
\$10,000-\$15,000	67	17	3	13	100	183
More than \$15,000	72	20	3	5	100	109
<u>C. EDUCATION</u>						
K - 8	45	28	2	25	100	98
9 - 12	61	23	2	14	100	421
College	70	16	3	11	100	249
<u>D. COUNTY</u>						
Androscoggin	68	19	1	12	100	80
Aroostook	45	30	3	22	100	76
Cumberland	75	14	2	9	100	139
Franklin/Oxford	65	15	*	20	100	40
Hanc./Waldo/Wash.	58	24	1	17	100	69
Kennebec	68	15	5	12	100	82
Knox/Linc./Saga.	53	21	7	19	100	47
Penobscot	56	29	2	13	100	97
Piscataquis	50	35	5	10	100	20
Somerset	50	35	*	15	100	34
York	65	20	1	14	100	96

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

CHAPTER 4

PUBLIC RADIO

In the survey that the Social Science Research Institute conducted for the Maine Public Broadcasting Network, a few questions were included on public radio. The responses received to these questions are not considered to be as reliable as those received for public television. This is so for two reasons: First, at the time the survey was conducted, a major part of the state's population either did not receive the signal of public radio in the state of Maine or were in areas that were just beginning to receive the signal. The second reason, which may be closely related to the first, is that the identity of public radio is not very well established, and many respondents did not understand what the term "public radio" meant.

Ownership of FM Radios

In order to ascertain the ultimate size of the audience for public radio in the State of Maine, all respondents were asked whether they had an FM radio in their home and in their car. Eighty-four percent of respondents replied that they had an FM radio in their home, indicating that ownership of this appliance is widespread in the State of Maine. Only 30 percent, on the other hand, said that they had an FM radio in their automobile.

Table 4-1 shows the distribution of FM car radios in the State of Maine. The ownership of an FM car radio is somewhat more prevalent among families earning at least \$15,000 a year, but does not seem to be greatly influenced by the level of education or by age.

TABLE 4-1
FM CAR RADIO OWNERSHIP BY AGE, INCOME AND EDUCATION

	Yes	No	NA/DK ^a	Total	N ^b
All Respondents	30%	67%	3%	100%	764
<u>A. AGE</u>					
18 - 24	27	72	1	100	110
25 - 34	30	69	1	100	193
35 - 44	33	67	*	100	136
45 - 54	37	58	5	100	105
55 - 64	27	71	2	100	108
65 or over	28	64	8	100	102
<u>B. FAMILY INCOME</u>					
Less than \$5,000	22	74	4	100	137
\$5,000-\$10,000	31	66	3	100	285
\$10,000-\$15,000	32	68	*	100	185
More than \$15,000	38	61	1	100	107
<u>C. EDUCATION</u>					
K - 8	30	63	7	100	93
9 - 12	30	67	3	100	408
College	32	68	*	100	251

* Less than 0.5%

^a Not Ascertained or Don't Know

^b Number of Interviews

Who Listens to Public Radio

All told, 28 percent of survey respondents claim that they are a regular or frequent listener to public radio. Those with higher incomes were more likely to be frequent listeners, but strangely, education appeared to make very little difference. A major difference was found by county as shown in Table 4-2D. Forty-six percent of respondents from Aroostook county appeared to listen to public radio as contrasted with only 21 percent of residents of Franklin, Somerset, Oxford and York counties. When listeners to public radio were asked which programs they have listened to recently, 35 percent specifically mentioned music programs and 8 percent mentioned Maineline.

Public radio listeners were asked which additional programs they would like to hear on public radio. Most frequently mentioned was music with 26 percent of the total. Nearly half of the total could think of no additional programs that they would like to hear. Table 4-3 shows few striking differences among public radio audience sub-groups in terms of additional programs they would like to hear.

TABLE 4-2

WHETHER RESPONDENT IS REGULAR LISTENER TO PUBLIC RADIO
BY AGE, SEX, INCOME, EDUCATION AND COUNTY

	Yes	No	NA/DK ^a	Total	N ^b
All Respondents	28%	68%	4%	100%	717
<u>A. AGE</u>					
18 - 24	34	64	2	100	107
25 - 34	24	73	3	100	189
35 - 44	29	69	2	100	134
45 - 54	34	61	5	100	97
55 - 64	30	67	3	100	94
65 or over	18	73	9	100	88
<u>B. SEX</u>					
Male	28	70	2	100	288
Female	26	70	4	100	398
<u>C. FAMILY INCOME</u>					
Less than \$5,000	28	64	8	100	128
\$5,000-\$10,000	25	72	3	100	263
\$10,000-\$15,000	27	71	2	100	177
More than \$15,000	35	62	3	100	107
<u>D. EDUCATION</u>					
K - 8	27	67	6	100	85
9 - 12	28	68	4	100	385
College	28	70	2	100	236
<u>E. COUNTY</u>					
Androscoggin	38	59	3	100	76
Aroostook	46	51	3	100	63
Cumberland	24	73	3	100	129
Fran./Som./Oxford	21	76	3	100	68
Hanc./Waldo/Wash.	22	73	5	100	62
Kennebec	29	64	7	100	76
Knox/Linc./Saga.	30	68	2	100	44
Penob./Pisca.	26	69	5	100	108
York	21	77	2	100	91

^a Not Ascertained or Don't Know

^b Number of Interviews

TABLE 4-3

ADDITIONAL TYPES OF PROGRAMS DESIRED ON PUBLIC RADIO BY AGE, SEX, INCOME AND EDUCATION

	No Extra	Sports	Music	News	Docu- ment.	Lect- ures	Other	NA/DK ^a	Total	N ^b
All Respondents	8%	3%	26%	4%	*	2%	9%	48%	100%	230
<u>A. AGE</u>										
18 - 24	*	3	20	2	*	2	5	68	100	41
25 - 34	15	2	29	2	*	*	16	36	100	52
35 - 44	9	5	20	2	*	5	11	48	100	44
45 - 54	5	*	36	8	3	*	5	43	100	39
55 - 64	10	3	39	3	*	3	10	32	100	31
65 or over	9	9	9	9	*	5	*	59	100	22
<u>B. SEX</u>										
Male	3	3	20	6	1	2	7	58	100	90
Female	11	3	29	3	*	1	10	43	100	121
<u>C. FAMILY INCOME</u>										
Less than \$5,000	5	5	26	2	*	2	9	51	100	43
\$5,000-\$10,000	8	4	26	4	*	1	9	48	100	77
\$10,000-\$15,000	13	2	25	6	*	4	8	42	100	53
More than \$15,000	7	*	28	5	*	*	10	50	100	42
<u>D. EDUCATION</u>										
K - 8	*	3	21	4	4	*	11	57	100	28
9 - 12	9	2	27	4	*	3	10	45	100	121
College	10	4	24	4	*	3	6	49	100	78

* Less than 0.5%

^a Not Ascertained or Don't Know^b Number of Interviews

APPENDIX

QUESTIONS USED FOR SURVEY

C.

PUBLIC BROADCASTING

C1. If you got conflicting or different reports on the same news story from radio, television, magazines and the newspapers, which of the four versions would you be most inclined to believe--the one on radio, television, magazines or newspapers?

1. Radio 2. Television 3. Magazine 4. Newspaper
5. Other (Specify) _____

C2. What television network do you generally watch for national news--CBS, NBC or ABC?

1. CBS 2. NBC 3. ABC 4. Don't watch national news 5. No TV--(Go to Q. C51, P. C6)

C3. What television station do you generally watch for local or state news? Is it CBS, NBC, ABC, the Maine Public Broadcasting Station, or what?

1. CBS 2. NBC 3. ABC 4. Public Television
5. Other (Specify) _____

C4. How often do you turn on a television program and find that it is a repeat or a re-run of a program you have already seen--quite often, sometimes, or rarely?

1. Quite Often 2. Sometimes 3. Rarely 4. Never
5. Depends on season 6. Don't know

C5. How often have you seen a program that you liked and wished it would be re-run so that you could see it a second time? Often, sometimes, or rarely?

1. Often 2. Sometimes 3. Rarely 4. Never

C6. How often have you missed television programs you wanted to see and wished they would be run again so that you could see them? Quite often, sometimes, rarely?

1. Often 2. Sometimes 3. Rarely 4. Other

C7. What programs or kinds of programs do you most enjoy on commercial television?

C8. Do you or anyone in your family ever watch a program on Public Television?
By Public Television I am referring to non-commercial educational television.

1. Yes 5. No -- (Go to Q. C39, P. C-4)

C9. On an average day, about how long do you personally spend watching Public Television?

↓
C10. (If never) Who in your home does watch Public Television?

1. Other adult only 2. Other adult & children 3. Children only
(Go to Q. C39, P.C-4) (Go to Q. C34, P. C-4) (Go to Q. C34, P. C-4)

C11. What programs or kinds of programs do you most enjoy on Public Television?

C12. What other programs or kinds of programs do you watch regularly or occasionally on Public Television?

C13. In your opinion, what is it that Public Television offers you that is not available on commercial television?

Would you like to see more or less of these programs on Public Television?

	1. More	3. The Same	5. Less
C14. Children's programs?	1.	3.	5.
C15. How about state news?	1.	3.	5.
C16. How about election coverage?	1.	3.	5.
C17. How about drama programs?	1.	3.	5.
C18. How about music programs?	1.	3.	5.
C19. How about documentaries, such as public power phone-in?	1.	3.	5.
C20. How about sports programs?	1.	3.	5.

1. More 3. The Same 5. Less

C21. How about University of Maine sports programs?

1. 3. 5.

C22. How about talk programs, such as Buckley and Susskind?

1. 3. 5.

C23. Do you think that overall Public Television leans too much to the left politically, or too much to the right politically, or that on the whole there is a proper balance between them.

1. Left politically 3. Proper balance 5. Right politically

C24. In your mind, how closely is Public Broadcasting in the state tied to the University of Maine?

1. Very closely 3. Somewhat closely 5. Not close at all
(Go to Q. C26)

C25. Who, in your opinion, is Public Broadcasting closely tied to?

C26. What times of the day would you be most likely to turn on your television?

C27. What times of the day would you be most likely to turn on the Public Television Station?

C28. Generally, how late in the evening do you watch television? _____

C29. How late do you watch Public Television? _____

C30. Do you watch Maine News and Comment?

1. Yes 5. No

C31. How do you find out about what is appearing on Public Television?--
Newspaper, Public Television, TV Guide, Other.

- 1. Newspaper
- 2. Public Television
- 3. TV Guide
- 4. Other (Specify) _____

(Go to Q. C33)

C32. Which newspaper? _____

C33. If you happen to remember, please tell me the name of programs viewed by anyone in your household within the last week on Public Television.
(list in order mentioned)

C34. Do you have children living at home who watch Public Television?

- 1. Yes
- 5. No -- (Go to Q. C39)

C35. How often do your children watch Public Television?--Quite often, sometimes, rarely, never?

- 1. Quite often
- 2. Sometimes
- 3. Rarely
- 4. Never -- (Go to Q. C39)

C36. Do you recall any of the Public Television programs that they watch?

- 1. Sesame Street
- 2. Zoom
- 3. Electric Company
- 4. Mr. Rogers
- 5. Other (Specify) _____

C37. Do you watch any of these programs with the children?

- 1. Yes
- 5. No

C38. Would you like to see children's programs such as Sesame Street put on television on Saturday or Sunday morning?

- 1. Yes
- 3. Undecided
- 5. No

C39. Do you feel that parents should supervise the kinds of programs their children watch on television?

- 1. Yes
- 3. Undecided
- 5. No

C40. Do you think a parent ought to protect children from television programs that deal with violence or sex in a shocking way?

1. Yes 3. Undecided 5. No

C41. Do you think that programs on television should be rated as are movies with letters such as G, R or X?

1. Yes 3. Undecided 5. No

C42. As you may know, some public television stations ask their viewers for contributions on the air. Do you think this is a good thing, a bad thing, or what?

1. A good thing 3. A bad thing 5. Other (Specify) _____

C43. Do you think that people like yourself would contribute money to Public Television if asked?

1. Yes 3. Undecided 5. No - (Go to Q. C44)

↓ Note: if contributed, please check _____

C43a. What are the reasons that you would contribute? _____

C44. By the way, who do you feel pays the major cost of Public Television in this state?

C45. Would you be interested in programs broadcasted in a foreign language?

1. Yes 5. No -- (Go to Q. C47)

C46. What language would you most like?

1. French 3. German 5. Spanish 6. Other (Specify) _____

C47. What kinds of television programs, in addition to those offered now, would you like to see on the air?

C48. Are there any programs you would not expect to see on Public Television?



C49. By the way, how many television sets do you have in your home?

1. One 3. Two 5. Three 8. None -- (Go to Q. 51)



C50. Are any of these sets in color?

1. Yes 5. No -- (Go to Q. C51)



C50a. How many?

1. One 2. Two 3. Three 4. Other (Specify) _____

C51. Do you have an FM radio in your home?

1. Yes 5. No

C52. Do you have an FM radio in your automobile?

1. Yes 5. No

C53. Do you subscribe to Cable Television?

1. Yes 5. No -- (Go to Q. C55)

C54. Does the Cable Television improve your TV reception?

1. Yes 3. Undecided 5. No

C55. Generally, how would you describe the quality of your television reception?

1. Very good 2. Good 3. Average 4. Poor

(If R has an FM radio)

(If R has no FM at home, skip to C57.)
C56. Generally, how would you describe the quality of your FM reception?

1. Very good 2. Good 3. Average 4. Poor

(If R has an FM Radio)

C57. Are you a regular or frequent listener to Public Radio?

C60

1. Yes 5. No -- (Go to Q. C60)

C58. What programs have you listened to recently? _____

C59. What programs would you like to hear on Public Radio? _____

C60. If you could influence directly the people who make decisions regarding television and radio programs, what would you like to tell them?

C61. Would you say that broadcasting in Maine is doing a good job, an average job, or a poor job?

1. Good job, 2. Average Job 4. Poor job;