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The Program Preferences and Demographics of Subscribers to the South Dakota Public Television Network Program Guide

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THE PROGRAM PREFERENCES AND DEMOGRAPHICS OF SUBSCRIBERS TO THE SOUTH DAKOTA PUBLIC TELEVISION NETWORK PROGRAM GUIDE

BY

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This thesis is approved as a creditable and independent investigation by a candidate for the degree Master of Science, and is acceptable as meeting the thesis requirements for this degree, but without implying that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Thesis Adviser Date

Head, Department of Journalism and Mass Communication Date

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CHAPTER I

INTRODUCTION

Public television is the nationwide television network created by, supported by, and belonging to the people of the United States. It is available to a majority of Americans, exists in nearly every state, and provides award-winning television programming. Unfortunately, public television has a significant recognition problem. Jack Lyle, Director of Research for the Corporation for Public Broadcasting, finds that "public television is an institution poorly known or understood by the American public."[1] One way public television can increase its recognition among Americans is to better understand the public it attempts to serve. In this way, public television can provide a programming mix suited to the American viewer.

The impetus for a non-commercial broadcasting system was provided in 1952 by the Federal Communication Commission (FCC). The Sixth Report and Order adopted on April 14, 1952, provided for the reservation of 242 television channels for use by non-commercial

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[1] Jack Lyle. "Research and Public Broadcasting in the U.S.A.," paper presented at the Conference of Communication Research Organizations in Asia and North America, Honolulu, Hawaii, February 18-22, 1974.

educational television stations. The primary purpose of these stations was to "serve the educational needs of the community for the advancement of educational programs and to furnish a non-profit and non-commercial television broadcast service."[2]

The system remains non-profit and non-commercial, but the programming emphasis has expanded to include more than educational material. Although in-school educational programs comprise a large part of public television programming, the evening or prime-time hours are filled with a variety of informational, cultural and entertainment programs. For this reason the system is now referred to as public television and the network programming is provided by the Public Broadcasting Service (PBS).

Currently, public television claims 265 stations nationwide. Estimates of the potential nationwide audience for public television range between 50 and 60 percent of American homes, or about 100,000,000 people.[3]

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[2]U.S., Federal Communication Commission, Rules and Regulations, vol. III, Radio Broadcast Services, pt. 73, p. 227.

[3]Lloyd N. Morrisett, "Rx for Public Television," The John and Mary R. Markle Foundation Annual Report 1972-73 (New York: The John and Mary R. Markle Foundation, 1974), p. 6.

KUSD-TV, located at the University of South Dakota, was South Dakota's first public television station. It began broadcasting on July 5, 1961. A second broadcast station, KESD-TV, began operation at South Dakota State University on February 6, 1968.[4] The South Dakota Public Television Network (SDPTVN) currently consists of seven operating stations, with one more in the planning stage. In addition to the transmitting stations, South Dakota public television programming is carried on 18 cable channels and 20 translators throughout South Dakota.[5] The South Dakota Public Television Network provides statewide television coverage.

Statistics on the potential viewership of public television in South Dakota are not readily available. By taking the national statistics compiled by the Corporation for Public Broadcasting and converting them to South Dakota figures, an estimate of the state's public television audience can be made. The Corporation for Public Broadcasting estimates that

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[4]South Dakota Broadcasters' Association, "South Dakota Broadcast Pioneers," pamphlet prepared for Broadcasters' Day, Brookings, South Dakota, September 19, 1970.

[5]"Public Television Comes of Age in South Dakota," press release prepared by the SDPTV Network, July, 1973.

in a given week, 30.6 percent of all American television households view public television.[6] This converts to an estimated 66,869 South Dakota television households with a possible 200,607 viewers.[7] On the basis of these figures, South Dakota public television reaches one-third of the state's population per week.

The audience for public television is a special group. Current programming on public television tends to attract individual, discreet audiences.[8] But the basic trend of public television is slowly changing. Public television is trying to attract a much broader audience, aiming at the community now served by commercial broadcasters.[9]

Since public television exists at taxpayers' expense, and is charged with providing a service not covered by commercial broadcasting, its success must

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[6]Natan Katzman and Karen Farr, "Focus: Research #2," CPB Report (January 20, 1975).

[7]Estimate based on 218,562 television households in South Dakota with an average of three persons per household. Figures derived from South Dakota population statistics, provided by Dr. Robert Wagner, Department of Sociology, South Dakota State University.

[8]Lyle, "Research and Public Broadcasting in the U.S.A."

[9]Erwin G. Krasnow and John C. Quale, "Ascertainment: the Quest for the Holy Grail," Public Telecommunications Review 2 (June, 1974), p. 7.

be determined on a non-monetary basis.[10] Rather than satisfying a commercial sponsor, public television is largely justified on the basis of how it serves its audience. To accomplish this, the interests of the audience as well as its makeup must be ascertained. In this manner, a determination of how public television serves and can serve its audience is possible.

Statement of the Problem

Because the Federal Communication Commission has dictated that public television provide programming which serves the public's needs and interests, one measure of public television's success is how well its message reaches that public. The message being sent is, of itself, useless unless it has the desired impact upon the intended audience.[11] Research is a good means of determining the interests of the audience, and what message the audience is prepared to receive.

On March 11, 1976, the FCC adopted an order pertaining to television that "broadcast licensees, both commercial and non-commercial, must ascertain

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[10] The South Dakota Legislature has appropriated $869,092 for the operation of the South Dakota Public Television Network for the Fiscal Year 1976. Interview with Dr. Eric Brown, KESD-TV, Brookings, South Dakota, August 23, 1976.

[11] Lyle, "Research and Public Broadcasting in the U.S.A."

the needs and interests of their communities and must program to meet those needs."[12] Ascertainment of audience needs and interests has been required of commercial broadcasters since 1960.[13] This, however, is the first time public broadcasters have been subject to the same ascertainment requirement.

Although certain exceptions are made within the order pertaining to station size and manpower, non-commercial broadcasters must abide by essentially the same requirements as commercial licensees.[14] Such ascertainment studies go beyond license justification, in the case of public television, the studies will also aid in justifying further tax support.

One significant problem with audience ascertainment in television is the tremendous amount of "lead time"

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[12] FCC, "Ascertainment of Community Problems by Non-commercial Educational Broadcast Applicants," Docket 19816, FCC 76-234, March 11, 1976.

[13] FCC, "Report and Statement of Policy Re: Commission En Banc Programming Inquiry," 44 FCC 2303 (1960).

[14] Exceptions are made within the order for 10-watt FM stations, and educational television stations that air only instructional (in-school) programming. Commercial stations in small markets of 10,000 population or less are exempted, but non-commercial small market stations are not. FCC, "Ascertainment of Community Problems...," Docket 19816.

needed between production and broadcast.[15] Once a program has been produced and aired, the audience response to it can be determined. But by the time the audience reaction is apparent, several other programs of a similar nature may be in production. If the initial program was not favorably received, it is often too late to cease production on the other programs. This creates problems in public television, where funds are often limited and the purpose of program production is to provide a service to the viewing public. The apparent solution to the problem is in knowing the audience interests prior to program production. These audience interests can be determined through research.

Public television stations across the country have begun the process of audience ascertainment. Still, except for a few major network productions like "Sesame Street," little attempt has been made to define specific audiences and to find and present material to satisfy those audiences.[16]

South Dakota public television must define the strengths of special audience interests. In addition, a knowledge of the demographics of the audience

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[15] Lyle, "Research and Public Broadcasting in the U.S.A."

[16] Morrisett, "Rx for Public Television," p. 6.

viewing public television is necessary to provide a profile of those who watch the programming. This will enable South Dakota public television to find and create a programming mix suited to the audience it has been established to serve.

Objectives of the Study

The main objectives of this study are focused on learning more about South Dakota's public television viewers. Statistics released by the Corporation for Public Broadcasting provide a profile of public television households. This research shows that the probability of a household tuning to public television increases as the age and education of the head of the household increase. The study also indicates that people employed in professional or "white collar" jobs are more likely to view public television. In addition, women are more likely to be viewers than are men.[17] Knowing how South Dakotans compare with this profile will aid in determining how South Dakota public television can best serve its audience's needs and program interests.

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[17] Karen Farr and Natan Katzman, "Focus: Research #3," CPB Report (February 24, 1975); "Focus: Research #4," CPB Report (March 10, 1975).

The first objective is to determine the interests of the audience. This is the recognized first step in the process of providing suitable programming.[18] The size and strengths of audience interests establish a guideline for determining the types of programs in which money should be invested.

The second objective is to determine the demographics of South Dakota's public television audience. Audience composition is important in understanding the people being served. An audience profile of this type enhances the program interest information by providing the background data on who sits before the television sets and, therefore, who benefits from the programming.

The demographic data used in this study are age, sex, and education of the respondents.

In addition to these primary objectives, this study also attempts to determine the number of hours commercial television is viewed in a week, as well as the number of hours devoted to public television viewing.

Determining the kinds of programs desired by the public television audience is another objective of

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[18] Morrisett, "Rx for Public Television," p. 6.

this study. This information is derived largely from questionnaire comments.

The program preferences and demographics of the public television viewers comprise the information sought by this study. The additional information completes the profile of the public television viewer in South Dakota. These data serve to aid in the making of more responsive programming decisions, as well as in the justification of public television's channel reservations and tax support.

Review of the Literature

Many ascertainment studies of this nature have been undertaken by individual public television stations and some statewide networks around the country, among them are Pennsylvania Public Television, New Hampshire Public Television, Georgia Educational Television, and Wisconsin Educational Television. The material gathered in these studies is too often informal, unpublished, and not readily available. Information which is available indicates that most of these studies are in the preliminary stages, or the data obtained are for the exclusive use of the station conducting the study.

The Corporation for Public Broadcasting has undertaken a nationwide study to determine general reaction to public television. Some of the information obtained has been disseminated through the public television network system. Additional information has been published in supplements to the CPB Report. Unfortunately, none of this information pertains specifically to South Dakota and its public television viewership.

The major sources for other research of this nature are: Comprehensive Dissertation Index, 1861-1972; Dissertation Abstracts International; Masters Abstracts, 1973-1975; Journalism Abstracts, 1963-1974; Public Opinion Quarterly; and the South Dakota State University thesis list.

One study similar in some ways to this has been conducted. Michael A. Turner of Iowa State University undertook a study in 1972. His work concerned the audiences of KDIN-TV and KIIN-TV in Iowa. Turner sent a mailed questionnaire to the subscribers to the Iowa public television monthly program guide. His purpose was to 1) determine the characteristics of the public television viewers, 2) compare Iowa public television viewers with other known viewers, and 3) assess their feelings toward public television.

Turner's research showed that public television subscribers in Iowa are in the higher income brackets, hold managerial or professional jobs, and have completed either college or graduate school. They also react favorably to public television's program offerings.[19]

Although Turner's study is similar to this one in over-all structure, the similarities are too few to enable valid comparison.

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[19]Michael S. Turner, "An Audience Survey of KDIN-TV and KIIN-TV, the Educational Stations of Iowa," unpublished M.S. thesis, Iowa State University, 1971.

CHAPTER II

METHODOLOGY

The purpose of this study is to ascertain specific information about a particular group--those who view public television in South Dakota. For this reason, the universe consists of subscribers to the monthly South Dakota Public Television Network Program Guide.[20] Opinions concerning public television's in-school or classroom programming are not determined in this study.

The mailed questionnaire was selected because it has certain advantages over telephone or personal interviews. It is less time-consuming and far cheaper than other methods. This is especially true when dealing with a large group, as was the case in this study.[21]

The mailed questionnaire also provides for more objectivity on the part of the respondent, since the

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[20] Subscriptions to the Program Guide are obtained in two ways. Some people subscribe directly by paying $1.50 for a year's subscription. The majority of subscribers receive a subscription as a bonus for becoming a member of the South Dakota Friends of Public Broadcasting by donating $10 or more to that organization.

[21] Fred N. Kerlinger, Foundations of Behavioral Research, (New York: Holt, Rinehart and Winston, Inc., 1964), p. 487.

questions are uniform and limited in length and detail.[22] Another advantage is the anonymity provided by the mailed questionnaire form. This encourages frankness and honesty on the part of respondents.[23] Respondents may take as much time as is necessary to complete a mailed questionnaire and do it at their convenience.

An additional advantage is that people not usually reached by other methods do respond to mailed questionnaires. This is especially true of working people who are not home during the day. More men can also be reached by mail, probably because they are frequently gone from home during the day and are not available to answer daytime personal or telephone interviews.[24]

The return rate for mailed questionnaires is relatively low in comparison with personal or telephone interviews. The minimum acceptable return rate for a mail survey is placed at 50 percent.[25] Of the 1,299 questionnaires sent, 794 (61.1 percent) were returned. Of this total, 710 (54.7 percent) were complete enough for analysis.

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[22] Ibid.

[23] Ibid.

[24] Mildred Parten, Surveys, Polls and Samples: Practical Procedures, (New York: Cooper Square Publishers, Inc., 1966), p. 94.

[25] Paul L. Erdos, Professional Mail Surveys, (New York: McGraw-Hill Book Co., 1970), p. 144.

The homogeneity of the universe adds even more validity to the findings. The more homogeneous the group, the less there is concern for a high response rate.[26] Research conducted by the Corporation for Public Broadcasting has shown a high degree of similarity among public television viewing households.[27] Research of a similar nature has found that public television audiences contain an "abnormally high proportion" of people better educated, better paid, and more culturally active than the general population.[28]

The Survey Universe

The universe for this study consisted of all subscribers to the South Dakota Public Television Network Program Guide in September of 1974. The number of subscribers at that time was 1,370. Because some addresses were duplicates and many subscriptions were from libraries or group organizations, the number of questionnaires sent totaled 1,299.

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[26] Ibid., p. 146.

[27] Differences among public television households are limited to the presence of children as related to the viewing of children's programs. Katzman and Farr, "Focus: Research #2."

[28] Wilbur Schramm, Jack Lyle, and Ithiel de Sola Pool, The People Look at Educational Television, (Stanford University Press, 1963), pp. 165-166.

Enclosed with the questionnaire was a cover letter. (See appendix A). This letter explained the purpose of the survey and encouraged a prompt return. It was written on SDPTVN letterhead stationery and signed by Eric Brown, Associate Executive Director of the SDPTVN. A stamped, self-addressed return envelope was included with each questionnaire. The questionnaires were returned to the South Dakota Public Television Network, Solberg Hall, Brookings, South Dakota.

The questionnaires were mailed the first week of October, 1974. By the last week of December, 1974, returns were no longer coming in. As noted previously, 794 questionnaires (61.1 percent) were returned, and 710 (54.7 percent) were complete enough for analysis.

No second mailing was attempted due to budget limitations. For the same reason, no follow-up interviewing was conducted.

Construction of the Questionnaire

The questionnaire consisted of three pages. (See appendix B). The three-page format was selected for both its efficiency of completion and ease in mailing.

The questions were developed through consultation with personnel from the South Dakota Public Television Network.[29] Questions were also suggested by similar viewership surveys in Pennsylvania, New Hampshire, Georgia, and Wisconsin, as well as by research conducted by the Corporation for Public Broadcasting.

The first one and one-half pages of the questionnaire contain a listing of 19 general program types. Preference for each type of programming was to be indicated by circling a number from "1" (Low) to "7" (High). The seven-step rating scale allows the respondents to indicate his or her degree of preference for a type of program.[30] It also provides a midpoint which permits a "neutral" response.[31]

The second page contains questions pertaining to the viewing of South Dakota Legislative and State Fair coverage. The remainder of page two permits room for comments about additional program interests.

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[29] The consultants from the South Dakota Public Television Network included Dennis Pack, Program Director, and Eric Brown, Associate Executive Director of the SDPTVN.

[30] Charles H. Backstrom and Gerald D. Hursh, Survey Research, (Chicago: Northwestern University Press, 1963), pp. 77-78.

[31] A.N. Oppenheim, Questionnaire Design and Attitude Measurement, (New York: Basic Books, Inc., 1966), p. 86.

Page three of the questionnaire is devoted to demographic and television viewing information. Again, there is room for respondents to name particular public television programs which they enjoy watching.

The questions are structured to enable variable analysis of the data. The demographic questions (age, sex, education) are the independent variables. The program preference and viewing questions serve as the dependent variables. The simple construction of the structured questions facilitates in the coding of the returns. In this study, questionnaires were coded upon their return, using a prepared list of coding instructions.

The pre-test consisted of questionnaire distribution among a random group of students and professionals at South Dakota State University. Opinions were also solicited from individuals with expertise in questionnaire design in the departments of Journalism and Sociology, South Dakota State University, and the Institute of Social Sciences for Rural-Urban Research and Planning, Brookings, South Dakota. Information and suggestions from all sources resulted in corrections and revisions of the questionnaire.

CHAPTER III

FINDINGS OF THE STUDY

The objective of this study was to learn more about the viewers of public television in South Dakota. To summarize, public television operates as a tax-supported broadcasting service. In order to maximize program service, and justify its channel reservations and continued tax support, it is important that public television know all it can about its viewers and their interests.

The mailed questionnaire was designed to obtain the information required. Information was gathered concerning general program preferences and specific program favorites. Along with this information, the findings provide specifics about viewer demographics, including television viewing habits. This combination of data satisfies the objectives of this study as outlined in chapter I.

Analysis of the Data

The analysis of the data was conducted in two ways. First, a frequency run was produced. (See tables 1, 2, 3, and 4). This gives the percentage rate of response for each possible answer to each question. Second,

a one-way chi-square (χ^2) calculation was conducted. (See tables 5, 6, 7, 8, 9, and 10). This compares the percentage rate of response and the mean response for each possible answer with the age, sex, and education of the respondents. For example, a comparison was made among the five age groups in their rating of the program type "Popular Music." By doing this, it is possible to determine which age groups favor this type of program, and which do not.

The χ^2 calculation is a statistical test to compare the results obtained with the results to be expected on the basis of chance. The χ^2 calculations conducted with the data in this study show no significant difference at the .05 level in any of the age, sex, or education categories.

Ten tables are used to display data in this study. The table form of data display was chosen because it is simple, readable, and resembles the computer print-out produced by the computer analysis of these data.

Demographic Findings

Of the 710 respondents returning useable questionnaires, 36.6 percent were men and 63.4 percent were women.

Respondents are divided rather evenly in the age categories, except for the "0 to 20" age group, as seen in table 1.

TABLE 1

AGE

Age Group	Percent	Number of Respondents
0 to 20 Years	1.2	8
21 to 35 Years	20.4	141
36 to 49 Years	23.1	160
50 to 65 Years	34.2	237
66+ Years	21.1	146
Total	100.0 %	692

The findings in this study show the median age of the respondents to be somewhere in the 50 to 65 years category. The majority (55.3 percent) are 50 years of age or older.

The educational levels of the respondents are listed in table 2. The median educational level of the respondents is 16 years, or a Bachelors degree. In the study group, 96 percent have a high school diploma. The majority of the respondents (61.2 percent) have a college degree or beyond. The largest percentage of respondents (27.4 percent) is in the Masters+ category.

TABLE 2

EDUCATION

Education	Percent	Number of Respondents
8th or Less	1.7	12
Some High School	2.3	16
High School Graduate	11.2	79
Vo-tech Graduate	3.4	24
Some College	20.2	143
Bachelors Degree	17.8	126
Some Grad Work	16.0	113
Masters or Beyond	27.4	194
Total	100.0%	707

Many checked more than one category in answer to survey question 24, "(What is) your employment status..." (See appendix B). Many women who work outside the home still consider themselves homemakers, although they may be employed full time. Of the responding group, 43.8 percent are employed full time, 27.4 percent are homemakers, and 16.5 percent are retired. Because of the frequency of multiple response, it is difficult to draw definite conclusions.

In response to survey question 26, "(When is it) most convenient for you to watch television...," (appendix B), the majority (56.4 percent) indicate

that the 6 p.m. to 9 p.m. period is most convenient for television viewing. These are the prime time hours. The late evening hours of 9 p.m. to 12 p.m. are preferred by 17.1 percent of the respondents. The "anytime" category receives 18.3 percent of the responses.

Survey questions numbers 27 and 28 concerned hours of television viewing per week. (See appendix B). As seen in table 3, the respondents watch public television an average of 6.3 hours a week. All television is watched an average of 10.3 hours per week.

Program Preference Findings

The program preference questions were designed to determine the general types of programs preferred by public television viewers. The questions found in appendix B were to be answered by circling the appropriate response on a "1" to "7" rating scale, with the numbers having the following values: 1-Strongly Disfavor, 2-Disfavor, 3-Mildly Disfavor, 4-Neutral, 5-Mildly Favor, 6-Favor, 7-Strongly Favor.

The frequency analysis shown in table 4 is the breakdown of response for each of the 19 program types.

The highest ratings go to programs cultural and informative in nature. Programs in the arts and entertainment areas receive consistently high ratings.

TABLE 3

HOURS OF TELEVISION VIEWING PER WEEK

Hours Viewed	TELEVISION		PUBLIC TELEVISION	
	Percent	Number	Percent	Number
0 to 1 Hour	0.6	4	5.5	39
2 Hours	1.7	12	13.0	92
3 Hours	2.5	18	8.7	62
4 Hours	3.0	21	11.8	84
5 Hours	4.6	33	9.7	69
6 Hours	4.6	33	6.3	45
7 Hours	2.4	17	3.9	28
8 Hours	5.1	36	3.4	24
9 Hours	5.5	39	16.8	119
10 Hours	13.5	96	8.7	62
11 to 15 Hours	15.8	112	4.6	44
16 to 20 Hours	14.1	100	3.0	21
21 to 25 Hours	8.8	63	2.0	6
26 to 30 Hours	7.6	51	1.9	8
31+ Hours	10.2	75	.7	7
Total	100.0%	710	100.0%	710
Average	10.3 Hours		6.3 Hours	

TABLE 4

PROGRAM PREFERENCE FREQUENCY*

Program Type	Strongly Disfavor 1	Disfavor 2	Mildly Disfavor 3	Neutral 4	Mildly Favor 5	Favor 6	Strongly Favor 7	Total
Popular Music	30.2	10.7	10.4	12.6	11.9	6.9	17.3	100%
Classical Music	7.4	3.6	9.3	11.6	12.5	13.7	41.9	100%
Dance	17.9	11.3	12.7	18.3	12.7	10.2	16.8	100%
The Visual Arts	7.8	7.8	10.8	18.6	17.7	13.1	24.2	100%
Live Dramatic Plays	4.6	3.6	6.6	11.2	14.0	14.1	45.9	100%
Movies	5.6	3.3	6.8	12.1	16.5	17.8	37.9	100%
Documentaries	1.6	0.9	2.4	8.1	10.1	22.8	54.1	100%
Crafts	14.5	9.1	11.4	18.5	13.6	10.1	22.8	100%
Speeches & Debates	18.2	6.5	7.9	15.0	15.4	10.5	26.5	100%
Public Discussions	4.4	1.8	6.2	16.6	15.7	15.7	39.6	100%
Pgms-College Cr.	25.8	8.1	9.8	17.5	10.2	8.0	20.6	100%
Pgms-High School Cr.	44.1	9.3	10.2	12.8	7.3	5.2	11.1	100%
Vocational Ed.	22.7	10.2	8.7	17.0	13.3	9.1	19.0	100%
Pgms for Children	18.9	3.8	4.7	9.4	9.6	11.6	42.0	100%
Pgms for Teenagers	20.0	5.6	6.1	14.5	12.7	11.6	29.5	100%
Sports	36.2	5.1	7.5	12.8	9.6	10.3	18.5	100%
Consumer Info.	4.3	2.2	5.8	14.8	19.0	17.1	36.8	100%
Health	4.5	3.6	5.8	12.4	19.9	16.1	37.7	100%
Pgms-Hearing Impaired	26.3	6.4	7.0	14.9	13.1	8.9	23.4	100%

* Frequency is the percentage of respondents rating a program in each category of the 1 to 7 rating scale. For example, the program type "Popular Music" was given a rating of "1" (Strongly Disfavor) by 30.2 % of the respondents, a rating of "2" (Disfavor) by 10.7 % of all respondents, etc.

Classical music, the visual arts, and live dramatic plays are popular. Movies also prove to be well liked. Informative programs such as documentaries, speeches and debates by candidates and elected officials, and public discussions of current problems and issues are strongly favored. Informational programs concerning health, consumer information, and crafts are preferred, as are programs for children and programs for teenagers.

The single neutral category is dance. The largest percentage rate dance at "4," or the neutral rating. The next largest group strongly disfavor dance programs, and a slightly smaller percentage strongly favor them.

The remaining program types are strongly disliked by the largest number of respondents. Educational programs for college, high school, or vocational education credit are not popular. Popular music and sports are other program types not favored.

Programs for the hearing impaired are strongly favored and strongly disfavored by a nearly equal number of respondents.

Program preference crossed by age, sex, and education in tables 5, 6, and 7, is displayed using the mean response on the "1" to "7" rating scale. The mode response can be found in appendix C.

Program preference crossed by age shows primarily mid-range scores. (See table 5). The program types generally favored, or on the high side of the midpoint, include classical music, live dramatic plays, movies, documentaries, speeches and debates, public discussions, programs for children and consumer information.

Three program types, crafts, vocational education, and programs for the hearing impaired, fall into the neutral area. The respondents disfavor programs for high school credit, and sports.

Differences in the rating of programs occur in five instances. Popular music is not favored by those respondents 36 to 49 years of age and those 66 years and older. Programs of popular music are strongly favored by respondents under 35 years of age. Dance is mildly disfavored by those under 35, and mildly favored by those aged 50 and older. Programs for college credit are favored by the respondents aged 21 to 49 years, and disfavored by the other age groups. Younger respondents favor programming for teenagers, but those over 50 are neutral or mildly disfavor this type of programming. The visual arts and health programs are favored by all age groups except those under 20 years of age.

TABLE 5

PROGRAM PREFERENCE BY AGE*

Program Type	Mean Response** 0-20 Years	21-35 Years	36-49 Years	50-65 Years	66+ Years
Popular Music	6.4	6.6	3.6	5.1	2.9
Classical Music	5.0	4.6	5.2	5.4	5.7
Dance	3.0	3.4	4.0	4.1	4.1
The Visual Arts	3.5	4.5	4.5	4.5	4.5
Live Dramatic Plays	5.1	5.4	5.6	5.6	5.5
Movies	6.3	5.7	5.8	5.3	4.9
Documentaries	5.8	6.1	6.0	6.1	6.1
Crafts	3.8	4.5	4.2	4.4	4.0
Speeches & Debates	4.3	4.5	4.5	4.3	4.4
Public Discussions	4.9	5.0	5.4	5.6	5.7
Pgms-College Cr.	3.5	4.3	4.3	3.7	3.0
Pgms-High School Cr.	3.8	3.1	3.1	2.8	2.4
Vocational Ed.	4.0	4.1	4.1	4.0	3.4
Pgms for Children	5.1	5.9	5.4	4.2	4.3
Pgms for Teenagers	6.1	4.9	5.2	4.0	3.7
Sports	3.0	3.1	3.6	3.8	3.6
Consumer Info.	4.5	5.4	5.3	5.4	5.5
Health	3.8	5.2	5.2	5.4	5.9
Hearing Impaired	4.1	4.2	4.1	4.0	3.8

NOTE: The mode response for program preference crossed by age can be found in table 8, appendix C.

* χ^2 across for each category, N.S.

** Mean Response is the average rating given a program type. The number in the column refers to the position of the average on the 1 to 7 scale, with the numbers having the following values: 1-Strongly Disfavor, 2-Disfavor, 3-Mildly Disfavor, 4-Neutral, 5-Mildly Favor, 6-Favor, 7-Strongly Favor.

Both men and women tend to agree in their rating of program types. As shown in table 6, men and women favor programs concerning classical music, the visual arts, live dramatic plays, movies, crafts, speeches and debates, public discussions, programs for children, programs for teenagers, consumer information, and health. Documentaries are strongly favored by both groups.

Popular music programs and programs for high school credit are disfavored regardless of sex. A neutral rating is given to programs for college and vocational education credit, and programs for the hearing impaired.

Dance programs are favored by women and disfavored by men. The opposite is true of sports, with male respondents in favor of programming of this type, and female respondents disfavoring this programming.

The comparison of program preference with education in table 7 displays some differences among the groups.

Classical music is generally favored except by those respondents with only some high school education. Respondents with a Bachelors degree disfavor programs about crafts, vocational education, and programs for the hearing impaired.

TABLE 6

PROGRAM PREFERENCE BY SEX*

Program Type	Mean Response** Men	Women
Popular Music	3.4	3.7
Classical Music	5.0	5.4
Dance	3.4	4.3
The Visual Arts	4.2	5.0
Live Dramatic Plays	5.1	5.8
Movies	5.1	5.5
Documentaries	6.1	6.1
Crafts	4.0	4.4
Speeches & Debates	4.3	4.5
Public Discussions	5.4	5.5
Pgms-College Cr.	3.6	4.0
Pgms-High School Cr.	2.8	3.0
Vocational Ed.	3.8	4.0
Pgms for Children	4.6	5.1
Pgms for Teenagers	4.1	4.7
Sports	4.1	3.3
Consumer Info.	5.3	5.5
Health	5.2	5.5
Hearing Impaired	3.9	4.1

NOTE: The mode response for program preference crossed by sex can be found in table 9, appendix C.

* χ^2 across for each category, N.S.

** Mean response is the average rating given a program type. The number in the column refers to the position of the average on the 1 to 7 scale, with the numbers having the following values: 1-Strongly Disfavor, 2-Disfavor, 3-Mildly Disfavor, 4-Neutral, 5-Mildly Favor, 6-Favor, 7-Strongly Favor.

TABLE 7

PROGRAM PREFERENCE BY EDUCATION*

Program Type	Mean Response** 8th or Less	Some H.S.	High School Grad	Vo-Tech	Some College	B.A.	Some Grad Work	Masters+
Popular Music	5.5	3.6	3.2	3.9	4.1	3.4	3.3	2.9
Classical Music	5.2	3.7	4.3	4.7	5.1	5.3	5.6	5.6
Dance	4.3	4.6	3.6	2.8	4.0	3.8	4.4	3.9
The Visual Arts	4.6	4.5	4.4	4.9	4.7	4.7	5.1	4.7
Live Dramatic Plays	4.9	5.2	4.7	5.4	5.7	5.5	5.8	5.7
Movies	4.2	5.3	4.6	5.0	5.4	5.4	5.5	5.6
Documentaries	4.8	5.7	5.6	6.0	6.0	6.2	6.2	6.3
Crafts	5.3	4.9	5.0	5.2	4.7	3.9	4.1	3.9
Speeches & Debates	4.3	4.2	4.2	3.9	4.1	4.4	4.5	4.7
Public Discussions	5.8	5.9	5.5	5.1	5.3	5.4	5.4	5.5
Pgms-College Cr.	4.6	2.9	3.9	4.0	4.1	3.5	3.9	3.8
Pgms-High School Cr.	5.2	3.6	3.5	3.2	2.7	2.6	2.8	2.7
Vocational Ed.	4.9	4.9	4.6	5.2	4.1	3.5	3.8	3.5
Pgms for Children	5.8	4.4	5.0	5.0	5.1	4.6	5.0	4.9
Pgms for Teenagers	5.6	4.4	4.7	5.1	4.7	4.3	4.6	4.2
Sports	4.5	2.9	4.2	4.3	3.5	3.4	3.7	3.4
Consumer Info.	4.9	5.6	5.7	5.8	5.4	5.5	5.4	5.2
Health	6.5	5.4	5.8	6.0	5.4	5.4	5.3	5.1
Pgms-Hearing Impaired	6.0	4.5	4.0	4.8	4.2	3.6	4.1	3.9

NOTE: The mode response for program preference crossed by education can be found in table 10, appendix C.

* χ^2 across for each category, N.S.

** Mean Response is the average rating given a program type. The number in the column refers to the position of the average on the 1 to 7 rating scale, with the numbers having the following values: 1-Strongly Disfavor, 2-Disfavor, 3-Mildly Disfavor, 4-Neutral, 5-Mildly Favor, 6-Favor, 7-Strongly Favor.

Speeches and debates are not favored by respondents with a vocational-technical degree. Programs offering vocational education, or for the hearing impaired are disfavored by those with a Masters degree or beyond.

The respondents tend to disfavor programs for college credit, high school credit, and sports. The exception is among those with an education of 8th grade or less, who favor these kinds of programs. Those people with a vocational-technical degree favor programs for college credit, and sports. Sports programming is also liked by those respondents with a high school education.

Popular music is disfavored except by those with an 8th grade education or less and people with some college. Dance programming is favored and disfavored by an equal number of age groups with no apparent pattern.

All educational groups favor programs featuring the visual arts, live dramatic plays, and movies. Informational programs such as documentaries, public discussions, consumer information, and health programs are universally liked. Programs for children and programs for teenagers are favored by all educational levels in this study.

Specific Program Preference

Questions were asked concerning the viewing of South Dakota Legislative and State Fair coverage. (See appendix B). These two program series were selected because they are not part of the regular, daily public television schedule.

Concerning the first question, "Did you watch South Dakota Legislative Coverage?," the majority (53.8 percent) said "Yes." More than half of both men and women watched. The majority of those aged 36 years and older viewed, as well as a majority in all educational levels except those with an education of 8th grade or less.

In response to the question, "Did you watch South Dakota State Fair Coverage?," the majority (71.6 percent) indicated they did not watch. The majority of both men and women, and all age groups did not view this coverage. With the exception of those with an education of 8th grade or less, the majority in all educational groups did not view South Dakota State Fair coverage.

Space was provided in the questionnaire for naming specific public television programs enjoyed by the respondents. The programs mentioned most frequently were: "Masterpiece Theatre," "Washington Week in Review," "Boston Pops," "Wall Street Week," and "Firing Line."

CHAPTER IV

SUMMARY AND CONCLUSIONS

The purpose of this study was to gather information about public television viewers in South Dakota. The intent was to determine the demographics of these viewers--how they compare with the national profile compiled by the Corporation for Public Broadcasting. Determining the program preferences of South Dakota public television viewers was the other major concern. The response rate, the homogeneity of the universe, and the similarities between these findings and the findings of the Corporation for Public Broadcasting lead this researcher to accept the conclusions drawn from this study as valid.

Conclusions

The demographic profile of public television viewers in South Dakota leads to the conclusion that these viewers are similar to the profile based on the Corporation for Public Broadcasting's nationwide research.

The largest group of respondents in this study is aged 50 to 65 years, and the majority are over 50 years of age. Women comprise the majority (63.4 percent) of respondents in this study. Research conducted by

the Corporation for Public Broadcasting has shown that among all viewers of prime time television, the individual most likely to watch public television in prime time is a woman 50 years of age or older. Both men and women over 50 are more likely to watch public television than are persons under 50 years.[32] The findings in this study parallel those of the Corporation for Public Broadcasting.

Education is a good predictor of public television viewing. As the level of education of the head of a household increases, the probability of a household being in the overall public television audience increases.[33] The majority of respondents in this study (61.2 percent) are college educated. This supports the fact that public television tends to draw the better educated viewer.

The respondents in this study name the prime time evening hours of 6 p.m. to 9 p.m. as the most convenient for public television viewing. South Dakota public television currently programs during the evening hours, reserving daylight hours for in-school programming during the school term, and beginning the broadcast

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[32] Farr and Katzman, "Focus: Research #4."

[33] Farr and Katzman, "Focus: Research #3."

day in late afternoon during the summer. Public television programming coincides with the convenient viewing time of its audience.

Public television draws a smaller audience than does commercial broadcasting. The respondents view public television an average of 6.3 hours per week. National viewing figures show that a public television viewing household watches an average of only 3.75 hours a week.[34] All television viewing averages 10.3 hours a week among respondents. Nationally, the average household views television 48.75 hours per week.[35] Again, education and age have a bearing on television viewing. The high educational levels of the respondents, and the fact that most are over 50, account for the increased public television viewing.

The program types preferred by the respondents regardless of age, sex, and education include: classical music, live dramatic plays, movies, documentaries, speeches and debates, public discussions, and consumer information. Programs for children

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[34]Katzman and Farr, "Focus: Research #2."

[35]"Radio and Television Audiences," Broadcasting Yearbook 1976, (Washington, D.C.: Broadcasting Magazine, 1976), p. C-300.

are universally favored, and programs for teenagers are liked except by those 66 years of age and older. The respondents, with the exception of those under 20 years of age, favor the visual arts and health programs.

Few of these kinds of programs are featured on commercial channels. They appeal to the more "individual and discreet audience" attracted by public television.[36] The following survey comments tend to support that conclusion:

"Living a distance from metropolitan areas, it is great to see programs concerning classical music, art, drama, etc."

"I appreciate broad coverage of contemporary problems and issues (state and national) with varying points of view presented."

"I don't think public television should try to compete in the areas covered by network tv. Rather, public television should offer programs of the type and quality not to be found on other channels."

Regardless of age, sex, or education, the viewers responding in this study don't favor programs for

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[36] Lyle, "Research and Public Broadcasting in the U.S.A."

high school credit. This program type is the only one rated on the "Disfavor" side of the scale by all groups. The high educational levels of the respondents probably account for the lack of interest in high school courses.

The respondents are divided in the rating of the remaining program types. Programs for college or vocational education credit are disfavored by the older and better educated respondents. Popular music programs and programs for teenagers are favored by the younger respondents.

Two program types, dance and crafts, fall into the neutral area of response. In the case of dance, women favor such programming, but men do not. Craft programs appear to be of interest to the less educated respondents.

All age groups in this study disfavor sports programming. Women give sports programs a low rating, and men only mildly favor this type of programming. The educational groups are divided in their rating of sports programs.

Sports programs may be unpopular because they are featured extensively on commercial channels and people tune to public television as an alternative, as evidenced by these comments:

"The commercial tv stations concentrate so heavily on sports. We are not all sports fans...non-sports people should have something to watch."

"Commercial television leaves no choice but sports on many Sundays and holidays...public television can give an alternative."

Programs for the hearing impaired are given a neutral rating. Survey comments indicate that many respondents are not personally interested in these programs, but feel that such programming is beneficial to those who are hearing impaired.

South Dakota public television's Legislative coverage was viewed by 53.8 percent of the respondents. State Fair coverage was viewed by fewer than 30 percent of the respondents. The people responding in this study favor political and public information programs. South Dakota Legislative coverage is informative about the political process. An explanation for the poor rating given State Fair coverage is more difficult to ascertain. The most likely explanation is that all television viewing tends to drop in the summer months, and State Fair coverage is provided in late summer before the new television season begins.

Survey comments show that a large number of respondents view public television because it provides

programming of interest to them, and programs which are not provided by the commercial channels. The following comment is typical:

"We do enjoy "Boston Pops" and "Masterpiece Theatre" and would like more of those types (of programs), but we understand that you have many kinds of interests among your audience, so we are happy with what you do have."

Suggestions for Further Study

The results of this study suggest some areas for further research. Based on survey comments, many respondents think that educational programs are useful for others but not for themselves. An examination of the specific audience for college, high school, and vocational education programs would clarify the demand for this type of programming and determine the effectiveness of public television's efforts in these areas.

An examination of the effectiveness of South Dakota public television's promotion and publicity methods is another area of study. The current audience for public television is a specialized group. Is there a wider audience not being reached because of lack of knowledge about public television and

the programs it offers? Research in this area would aid in assessing public television's service as an alternative programming source.

APPENDIX A

SOUTH DAKOTA PUBLIC TELEVISION NETWORK

SOLBERG HALL BROOKINGS, SOUTH DAKOTA 57006

(505) 688-4191

Dear Viewer:

This is the survey on public television which we wrote about in the September Program Guide. Your cooperation in helping us complete this project will be much appreciated.

The purpose of this survey is to gather much needed information about what kinds of programs people most prefer. It will also help us to determine the best times to broadcast programs of interest. This information is necessary to insure that you, the viewer, receive the best service possible from public television.

The survey has been designed to be as convenient as possible. It shouldn't take more than five minutes of your time to complete and is completely confidential. A self-addressed and stamped envelope is enclosed so you can mail it back to us easily and promptly.

Thank you for your immediate attention to this important matter.

Sincerely,

Eric Brown

Eric Brown
Associate Executive Director

APPENDIX B

Here are some of the kinds of programs South Dakota public television can offer. Please indicate your personal preference by rating each on a scale of 1 to 7. (Circle one.) The higher the number, the higher your preference.

1. Popular music (rock, country, jazz, pop)

   (LOW) 1 2 3 4 5 6 7 (HIGH)

2. Classical music

   (LOW) 1 2 3 4 5 6 7 (HIGH)

3. Dance

   (LOW) 1 2 3 4 5 6 7 (HIGH)

4. The visual arts (painting, sculpture, photography)

   (LOW) 1 2 3 4 5 6 7 (HIGH)

5. Live dramatic plays

   (LOW) 1 2 3 4 5 6 7 (HIGH)

6. Movies (classical and contemporary)

   (LOW) 1 2 3 4 5 6 7 (HIGH)

7. Documentaries (concerning historic and contemporary issues)

   (LOW) 1 2 3 4 5 6 7 (HIGH)

8. Crafts--how to do it

   (LOW) 1 2 3 4 5 6 7 (HIGH)

9. Speeches and debates by candidates and elected officials (local, state, national)

   (LOW) 1 2 3 4 5 6 7 (HIGH)

10. Public discussions of current problems and issues

    (LOW) 1 2 3 4 5 6 7 (HIGH)

11. Educational programs for college credit

    (LOW) 1 2 3 4 5 6 7 (HIGH)

12. Educational programs for high school credit

    (LOW) 1 2 3 4 5 6 7 (HIGH)

13. Vocational education to teach or improve skills

(LOW) 1 2 3 4 5 6 7 (HIGH)

14. Programs for children

(LOW) 1 2 3 4 5 6 7 (HIGH)

15. Programs for teenagers

(LOW) 1 2 3 4 5 6 7 (HIGH)

16. Sports coverage

(LOW) 1 2 3 4 5 6 7 (HIGH)

17. Consumer information (spending wisely, saving money, understanding the economy)

(LOW) 1 2 3 4 5 6 7 (HIGH)

18. Health

(LOW) 1 2 3 4 5 6 7 (HIGH)

19. Programs for the hearing impaired

(LOW) 1 2 3 4 5 6 7 (HIGH)

Concerning two specific programs offered on public tv...

20. Did you watch "South Dakota Legislative Coverage"?

___YES ___NO

21. Did you watch "South Dakota State Fair Coverage"?

___YES ___NO

Are there any kinds of programs not mentioned above which are of special interest to you? (Please name areas of interest)

_____

_____

Feel free to make any additional comments concerning programs:

_____

_____

_____

These questions will help us tabulate the results of this survey...(All information is confidential)

22. You are a ___Man
___Woman

23. Your age is_____.

24. Your employment status is:
___Employed FULL TIME
___Employed PART-TIME
___Unemployed
___Homemaker
___Retired
___Student
___Other

25. The last schooling you had was:
___8th grade or less
___Some high school
___High school graduate or equivalent
___Vocational-technical or trade school graduate
___Some college
___Bachelors degree or equivalent
___Some graduate work
___Masters degree or beyond

26. It is most convenient for you to watch television during:
___Early morning (7 to 9 am)
___Late morning (9 to 12 am)
___Early afternoon (12 to 3 pm)
___Late afternoon (3 to 6 pm)
___Early evening (6 to 9 pm)
___Late evening (9 to 12 pm)
___"Any time"

27. In an average WEEK, about how many hours do you watch television?_____

28. About how many hours a WEEK do you watch public television?_____

29. NAME any programs you particularly enjoy watching on PUBLIC TELEVISION:

_____

_____

_____

APPENDIX C

TABLE 8

PROGRAM PREFERENCE BY AGE*

Program Type	Mode Response** 0-20 Years	21-35 Years	36-49 Years	50-65 Years	66+ Years	Program Type	0-20 Years	21-35 Years	36-49 Years	50-65 Years	66+ Years
Popular Music	7 87.5	7 30.0	1 24.4	1 35.5	1 43.8	Pgms-College Cr.	1 37.5	7 28.1	7 20.6	1 29.2	1 43.6
Classical Music	7 37.5	7 34.3	7 35.6	7 44.0	7 51.4	Pgms-High School Cr.	1 37.5	1 37.4	1 34.6	1 47.1	1 59.3
Dance	1 50.0	1 25.9	7 17.2	4 21.2	4 20.2	Vocational Ed.	1 37.5	1 19.4	4 19.4	7 21.8	1 38.1
The Visual Arts	5 37.5	7 25.0	4 23.9	7 24.9	7 26.3	Pgms for Children	7 50.0	7 63.6	7 46.2	7 31.3	1,7 31.3
Live Dramatic Plays	7 37.5	7 46.0	7 39.6	7 49.4	7 45.9	Pgms for Teenagers	7 75.0	7 30.9	7 36.8	7 27.1	1 38.3
Movies	7 50.0	7 49.3	7 45.0	7 32.1	7 26.7	Sports	1 37.5	1 41.8	1 35.8	1 33.8	1 36.5
Documentaries	6 62.5	7 52.1	7 48.1	7 56.8	7 60.0	Consumer Info.	4,7 25.0	7 31.4	7 30.8	7 38.6	7 46.2
Crafts	4 50.0	7 27.1	4 21.9	4 22.9	7 23.1	Health	4 37.5	7 28.5	7 30.4	7 40.9	7 52.6
Speeches & Debates	1,5,6 25.0	7 24.3	7 26.3	7 27.5	7 27.9	Hearing Impaired	7 37.5	7 24.6	1,2 21.2	1 30.1	1 31.9
Public Discussions	5 37.5	7 28.6	7 35.0	7 44.7	7 48.3						

* χ^2 across for each category, N.S.

** Mode Response is the program rating given by the largest percentage of respondents in each age group. Here the rating number is followed by the percentage of respondents. The rating number is based on the 1 to 7 scale, with the numbers having the following values: 1-Strongly Disfavor, 2-Disfavor, 3-Mildly Disfavor, 4-Neutral, 5-Mildly Favor, 6-Favor, 7-Strongly Favor.

TABLE 9

PROGRAM PREFERENCE BY SEX*

	Mode Response**			
	Men		Women	
Program Type	Rating Number	Percent	Rating Number	Percent
Popular Music	1	31.0	1	29.5
Classical Music	7	36.1	7	45.0
Dance	1	26.3	7	20.3
The Visual Arts	4	23.0	7	28.1
Live Dramatic Plays	7	32.5	7	53.3
Movies	7	29.6	7	42.8
Documentaries	7	50.4	7	56.0
Crafts	4	20.8	7	27.6
Speeches & Debates	7	32.1	7	28.6
Public Discussions	7	36.2	7	41.8
Pgms-College Cr.	1	25.1	1	26.1
Pgms-High School Cr.	1	43.7	1	44.1
Vocational Ed.	1	21.5	1	23.0
Pgms for Children	7	32.8	7	47.7
Pgms for Teenagers	7	22.4	7	34.2
Sports	1	24.9	1	43.0
Consumer Info.	7	31.9	7	39.7
Health	7	32.3	7	41.0
Hearing Impaired	1	24.8	1	26.9

* χ^2 across for each category, N.S.

** Mode Response is the program rating given by the largest percentage of respondents in each sex group. The rating number is based on the 1 to 7 scale, with the numbers having the following values: 1-Strongly Disfavor, 2-Disfavor, 3-Mildly Disfavor, 4-Neutral, 5-Mildly Favor, 6-Favor, 7-Strongly Favor.

TABLE 10

PROGRAM PREFERENCE BY EDUCATION*

Program Type	Mode Response** 8th or Less	Some H.S.	High School Grad	Vo-Tech	Some College	B.A.	Some Grad Work	Masters+
Popular Music	7 45.5	1,7 31.3	7 28.9	1 27.3	7 26.3	1 31.7	1 33.0	1 36.8
Classical Music	4 41.7	7 25.0	7 26.7	7 39.1	7 42.3	7 42.1	7 51.3	7 44.3
Dance	4,7 27.3	7 31.3	1 25.4	1,2 28.6	4 21.2	4 25.2	7 23.1	5 17.3
The Visual Arts	7 54.5	3,4 28.6	7 25.0	4 34.8	7 26.1	7 25.6	7 27.4	7 20.4
Live Dramatic Plays	7 33.3	5,7 31.3	7 34.7	7 40.9	7 50.7	7 48.8	7 51.8	7 44.1
Movies	5 33.3	4,7 31.3	7 30.3	6,7 27.3	7 41.0	7 45.1	7 38.4	7 35.8
Documentaries	7 36.4	7 43.8	7 44.7	7 47.8	7 56.7	7 59.2	7 53.1	7 5.4
Crafts	7 41.7	4,5 25.0	7 41.6	7 43.5	7 33.3	2 17.6	4 22.5	4 22.3
Speeches & Debates	1,7 41.7	1,5,7 25.0	7 27.6	1 27.3	7 27.9	7 22.8	7 27.4	7 27.1
Public Discussions	7 50.0	7 43.8	7 48.7	7 30.4	7 39.7	7 39.7	7 38.9	7 36.8
Pgms-College Cr.	4,7 36.4	1 57.1	1 27.1	4 30.4	7 29.9	1 28.7	1 24.8	1 21.5
Pgms-High School Cr.	7 36.4	1 42.9	1 33.8	1 36.4	1 52.0	1 50.0	1 47.7	1 39.2
Vocational Ed.	7 36.4	7 33.3	7 28.8	7 36.4	7 22.7	1 28.3	1 24.1	1 25.3
Pgms for Children	7 75.0	7 38.5	7 50.7	7 38.1	7 47.6	7 34.7	7 46.2	7 36.6
Pgms for Teenagers	7 58.3	7 45.5	7 41.8	5,7 23.8	7 36.9	7 24.4	7 32.4	1,7 20.1
Sports	7 33.3	1 50.0	1 31.1	7 33.3	1 41.7	1 36.9	1 30.9	1 38.6
Consumer Info.	7 36.4	7 37.5	7 57.3	7 43.5	7 38.7	7 41.1	7 37.5	6 25.1
Health	7 72.7	7 37.5	7 58.7	7 52.2	7 41.4	7 42.4	7 34.9	5,6 22.3
Pgms-Hearing Impaired	7 54.5	5,7 25.0	1 31.3	7 29.2	7 28.0	1 33.6	1 26.7	1 23.8

* χ^2 across for each category, N.S.

** Mode Response is the program rating given by the largest percentage of respondents in each educational group. Here the rating number is followed by the percentage of respondents. The rating number is based on the 1 to 7 rating scale, with the numbers having the following values: 1-Strongly Disfavor, 2-Disfavor, 3-Mildly Disfavor, 4-Neutral, 5-Mildly Favor, 6-Favor, 7-Strongly Favor.

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