Section III

Tabulations

TABLE A: NETWORK OF PROGRAMS

NETWORK	COUNT / COL PCT	YEAR 1967-68 (1)	69-70 (2)	1971 (3)	1972 (4)	1973 (5)	74-75 (6)	75-76 (7)	1976 (8)	1977 (9)	ROW TOTAL
1 ABC	COUNT	57	80	31	33	36	64	77	32	59	469
	COL PCT	31.1	34.5	30.1	33.0	36.4	33.3	34.1	29.1	30.7	32.6
2 CBS	COUNT	67	85	37	41	29	66	80	41	80	526
	COL PCT	36.6	36.6	35.9	41.0	29.3	34.4	35.4	37.3	41.7	36.6
3 NBC	COUNT	59	67	35	26	34	62	69	37	53	442
	COL PCT	32.2	28.9	34.0	26.0	34.3	32.3	30.5	33.6	27.6	30.8
COLUMN TOTAL	COUNT	183	232	103	100	99	192	226	110	192	1437
	COL PCT	12.7	16.1	7.2	7.0	6.9	13.4	15.7	7.7	13.4	100.0

TABLE B: TIME OF BROADCAST

BROADCST	COUNT / COL PCT	YEAR 1967-68 (1)	69-70 (2)	1971 (3)	1972 (4)	1973 (5)	74-75 (6)	75-76 (7)	1976 (8)	1977 (9)	ROW TOTAL
0 WEEKEND MORNING	COUNT	62	107	41	40	37	77	92	49	53	558
	COL PCT	33.9	46.1	39.8	40.0	37.4	40.1	40.7	44.5	27.6	38.8
1 8 - 9 PM EST	COUNT	74	73	28	27	32	54	61	25	65	439
	COL PCT	40.4	31.5	27.2	27.0	32.3	28.1	27.0	22.7	33.9	30.5
2 9 - 11 PM EST	COUNT	47	52	34	33	30	61	73	36	74	440
	COL PCT	25.7	22.4	33.0	33.0	30.3	31.8	32.3	32.7	38.5	30.6
COLUMN TOTAL	COUNT	183	232	103	100	99	192	226	110	192	1437
	COL PCT	12.7	16.1	7.2	7.0	6.9	13.4	15.7	7.7	13.4	100.0

TABLE C: NEW OR OLD PROGRAM

NEWOLD	COUNT / COL PCT	67-68 (1)	69-70 (2)	1971 (3)	1972 (4)	1973 (5)	74-75 (6)	75-76 (7)	1976 (8)	1977 (9)	ROW TOTAL
0 NEW PROGRAM		80	100	42	30	35	46	70	41	80	524
		43.7	43.1	40.8	30.0	35.4	24.0	31.0	37.3	41.7	36.5
1 CONTINUED		103	132	61	70	64	146	156	69	112	913
		56.3	56.9	59.2	70.0	64.6	76.0	69.0	62.7	58.3	63.5
COLUMN TOTAL		183	232	103	100	99	192	226	110	192	1437
		12.7	16.1	7.2	7.0	6.9	13.4	15.7	7.7	13.4	100.0

TABLE D: FORMAT OF PROGRAM

FORMAT	COUNT / COL PCT	67-68 (1)	69-70 (2)	1971 (3)	1972 (4)	1973 (5)	74-75 (6)	75-76 (7)	1976 (8)	1977 (9)	ROW TOTAL
1 CARTOON		57	103	33	37	32	64	77	34	48	485
		31.1	44.4	32.0	37.0	32.3	33.3	34.1	30.9	25.0	33.8
2 TV PLAY		113	115	59	51	54	107	135	67	131	832
		61.7	49.6	57.3	51.0	54.5	55.7	59.7	60.9	68.2	57.9
3 MOVIE		13	14	11	12	13	21	14	9	13	120
		7.1	6.0	10.7	12.0	13.1	10.9	6.2	8.2	6.8	8.4
COLUMN TOTAL		183	232	103	100	99	192	226	110	192	1437
		12.7	16.1	7.2	7.0	6.9	13.4	15.7	7.7	13.4	100.0

TABLE E: TONE OF PROGRAM

TONE	COUNT / COL PCT	YEAR 67-68 (1)	69-70 (2)	1971 (3)	1972 (4)	1973 (5)	74-75 (6)	75-76 (7)	1976 (8)	1977 (9)	ROW TOTAL
1 COMIC		86	120	43	45	46	61	94	43	68	606
		47.0	51.7	41.7	45.0	46.5	31.8	41.6	39.1	35.4	42.2
2 MIXED		97	37	21	17	15	41	34	21	56	339
		53.0	15.9	20.4	17.0	15.2	21.4	15.0	19.1	29.2	23.6
3 SERIOUS		0	75	39	38	38	90	98	46	68	492
		0.0	32.3	37.9	38.0	38.4	46.9	43.4	41.8	35.4	34.2
COLUMN TOTAL		183	232	103	100	99	192	226	110	192	1437
		12.7	16.1	7.2	7.0	6.9	13.4	15.7	7.7	13.4	100.0

TABLE F: TYPE OF PROGRAM

PGMTYPE	COUNT / COL PCT	YEAR 67-68 (1)	69-70 (2)	1971 (3)	1972 (4)	1973 (5)	74-75 (6)	75-76 (7)	1976 (8)	1977 (9)	ROW TOTAL
1 CRIME		18	28	19	22	28	46	51	19	43	274
		9.8	12.1	18.4	22.0	28.3	24.0	22.6	17.3	22.4	19.1
2 WESTERN		20	12	5	3	3	9	6	3	6	67
		10.9	5.2	4.9	3.0	3.0	4.7	2.7	2.7	3.1	4.7
3 ACTION-ADV		80	85	35	21	20	56	65	20	35	417
		43.7	36.6	34.0	21.0	20.2	29.2	28.8	18.2	18.2	29.0
4 OTHER TYPE		65	107	44	54	48	81	104	68	108	679
		35.5	46.1	42.7	54.0	48.5	42.2	46.0	61.8	56.3	47.3
COLUMN TOTAL		183	232	103	100	99	192	226	110	192	1437
		12.7	16.1	7.2	7.0	6.9	13.4	15.7	7.7	13.4	100.0

TABLE G: DATE OF PROGRAM

DATE	COUNT / COL PCT	YEAR 67-68 (1)	69-70 (2)	1971 (3)	1972 (4)	1973 (5)	74-75 (6)	75-76 (7)	1976 (8)	1977 (9)	ROW TOTAL
1 PAST	COUNT	38	34	14	19	11	29	36	15	27	223
	COL PCT	20.8	14.7	13.6	19.0	11.1	15.1	15.9	13.6	14.1	15.5
2 PRESENT	COUNT	113	170	79	73	81	147	172	84	155	1074
	COL PCT	61.7	73.3	76.7	73.0	81.8	76.6	76.1	76.4	80.7	74.7
3 FUTURE	COUNT	13	6	2	3	5	8	4	2	6	49
	COL PCT	7.1	2.6	1.9	3.0	5.1	4.2	1.8	1.8	3.1	3.4
4 OTHER	COUNT	19	22	8	5	2	8	14	9	4	91
	COL PCT	10.4	9.5	7.8	5.0	2.0	4.2	6.2	8.2	2.1	6.3
COLUMN TOTAL		183	232	103	100	99	192	226	110	192	1437
		12.7	16.1	7.2	7.0	6.9	13.4	15.7	7.7	13.4	100.0

TABLE H: PLACE OF PROGRAM

PLACE	COUNT / COL PCT	YEAR 67-68 (1)	69-70 (2)	1971 (3)	1972 (4)	1973 (5)	74-75 (6)	75-76 (7)	1976 (8)	1977 (9)	ROW TOTAL
0 CANNOT CODE	COUNT	0	17	7	5	3	3	4	10	5	54
	COL PCT	0.0	7.3	6.8	5.0	3.0	1.6	1.8	9.1	2.6	3.8
1 U.S. ONLY	COUNT	121	157	75	74	80	150	183	82	160	1082
	COL PCT	66.1	67.7	72.8	74.0	80.8	78.1	81.0	74.5	83.3	75.3
2 U.S. AND OTHER	COUNT	0	12	10	5	5	14	6	4	8	64
	COL PCT	0.0	5.2	9.7	5.0	5.1	7.3	2.7	3.6	4.2	4.5
3 ONLY OTHER	COUNT	62	46	11	16	11	25	33	14	19	237
	COL PCT	33.9	19.8	10.7	16.0	11.1	13.0	14.6	12.7	9.9	16.5
COLUMN TOTAL		183	232	103	100	99	192	226	110	192	1437
		12.7	16.1	7.2	7.0	6.9	13.4	15.7	7.7	13.4	100.0

TABLE I: SETTING OF PROGRAM

SETTING	COUNT / COL PCT	YEAR 67-68 (1)	69-70 (2)	1971 (3)	1972 (4)	1973 (5)	74-75 (6)	75-76 (7)	1976 (8)	1977 (9)	ROW TOTAL
0 CANNOT CODE		0	3	3	1	2	0	3	1	2	15
		0.0	1.3	2.9	1.0	2.0	0.0	1.3	0.9	1.0	1.0
1 URBAN		61	80	37	54	45	82	115	53	104	631
		33.3	34.5	35.9	54.0	45.5	42.7	50.9	48.2	54.2	43.9
2 RURAL		50	46	17	17	21	46	32	27	40	296
		27.3	19.8	16.5	17.0	21.2	24.0	14.2	24.5	20.8	20.6
3 UNINHABITED		33	18	11	5	8	40	35	15	26	191
		18.0	7.8	10.7	5.0	8.1	20.8	15.5	13.6	13.5	13.3
4 MIXED		39	85	35	23	23	24	41	14	20	304
		21.3	36.6	34.0	23.0	23.2	12.5	18.1	12.7	10.4	21.2
COLUMN TOTAL		183	232	103	100	99	192	226	110	192	1437
		12.7	16.1	7.2	7.0	6.9	13.4	15.7	7.7	13.4	100.0

Table J

Major Characters in All Programs

	1976		1977		1969-1977	
	N	%	N	%	N	%
All Characters	290	100.0	585	100.0	3651	100.0
Men	218	75.2	413	70.6	2740	75.0
Women	67	23.1	168	28.7	865	23.7
Social Age						
Child-Adolescent	17	5.9	79	13.5	388	10.6
Young Adult	30	10.3	114	19.5	757	20.7
Settled Adult	200	69.0	345	59.0	2028	55.5
Elderly	0	0.0	12	2.1	99	2.7
Marital Status						
Not Married	143	49.3	272	46.5	1728	47.3
Married	63	21.7	123	21.0	915	25.1
Social Class						
Clearly Upper	10	3.4	23	3.9	250	6.8
Mixed	269	92.8	543	92.8	3277	89.8
Clearly Lower	11	3.8	19	3.2	124	3.4
Race						
White	210	72.4	463	79.1	2847	78.0
Other	18	6.2	62	10.6	343	9.4
Character Type						
"Good"	172	59.3	371	63.4	2129	58.3
Mixed	75	25.9	151	25.8	1003	27.5
"Bad"	43	14.8	63	10.8	517	14.1
Nationality						
U.S.	209	72.1	464	79.3	2848	78.0
Other	11	3.8	20	3.4	264	7.2

TABLE 1: ALL PROGRAMS, ALL NETWORKS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	183	232	103	100	99	192	226	110	192	1437
Program Hours Analyzed	120.5	138.9	70.3	72.0	75.2	150.5	153.0	71.6	143.7	995.7
Leading characters analyzed	455	573	252	300	359	628	664	290	585	4106
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	81.4	80.6	80.6	79.0	72.7	80.7	77.4	89.1	75.5	79.5
Program hours containing violence	85.1	80.8	87.2	84.2	79.7	84.4	81.8	89.5	79.7	83.1
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	872	1128	483	539	524	1038	1185	680	959	7408
(R/P) Rate per all programs (plays)	4.8	4.9	4.7	5.4	5.3	5.4	5.2	6.2	5.0	5.2
(R/H) Rate per all hours	7.2	8.1	6.9	7.5	7.0	6.9	7.7	9.5	6.7	7.4
Duration of Violent Episodes (hrs)	--	--	--	--	3.2	7.6	6.8	4.4	5.6	27.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	52.7	49.7	46.0	39.3	34.5	43.3	43.8	60.7	47.2	46.2
Victims (subjected to violence)	60.4	58.1	50.8	49.7	48.2	55.7	54.1	64.8	49.9	54.7
(%V) Any involvement in violence	69.5	65.1	61.5	58.3	55.7	64.6	64.2	74.8	60.9	63.9
Killers (committing fatal violence)	11.6	4.7	8.7	7.7	5.8	10.0	6.5	6.6	5.1	7.3
Killed (victims of lethal violence)	5.5	3.0	3.2	4.7	3.3	5.4	3.8	3.1	1.7	3.8
(%K) Any involvement in killing	15.4	6.6	9.9	9.7	7.5	12.9	9.2	8.3	5.8	9.5
Violents : Victims Ratio	- 1.15	- 1.17	- 1.10	- 1.26	- 1.40	- 1.29	- 1.23	- 1.07	- 1.06	- 1.18
Killers : Killed Ratio	+ 2.12	+ 1.59	+ 2.75	+ 1.64	+ 1.75	+ 1.85	+ 1.72	+ 2.11	+ 3.00	+ 1.95
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	105.4	106.6	103.7	104.8	97.3	105.3	103.4	120.5	98.9	104.7
Character V-Score: CS = (%V) + (%K)	84.8	71.7	71.4	68.0	63.2	77.5	73.3	83.1	66.7	73.4
Violence Index: VI = PS + CS	190.3	178.3	175.1	172.8	160.5	182.9	176.8	203.6	165.5	178.1

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 2: PRIME-TIME PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	121	125	62	60	62	115	134	61	139	879
Program Hours Analyzed	106.0	111.8	55.3	56.5	56.5	118.0	120.1	56.5	127.2	807.8
Leading characters analyzed	340	350	169	217	214	395	431	172	440	2728
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	75.2	66.4	75.8	71.7	59.7	72.2	68.7	80.3	69.8	70.8
Program hours containing violence	84.0	77.0	86.9	82.0	74.8	82.2	80.0	86.7	78.4	80.9
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	549	434	239	294	277	642	716	342	701	4194
(R/P) Rate per all programs (plays)	4.5	3.5	3.9	4.9	4.5	5.6	5.3	5.6	5.0	4.8
(R/H) Rate per all hours	5.2	3.9	4.3	5.2	4.9	5.4	6.0	6.1	5.5	5.2
Duration of Violent Episodes (hrs)	--	--	--	--	2.2	5.8	4.8	3.2	4.5	20.5
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	47.6	36.6	40.8	37.8	30.8	46.1	40.1	56.4	44.8	42.4
Victims (subjected to violence)	53.8	42.9	43.8	43.3	35.0	52.4	45.5	54.7	44.5	46.5
(%V) Any involvement in violence	64.4	49.4	55.0	53.0	41.1	60.5	55.0	67.4	55.5	55.9
Killers (committing fatal violence)	14.1	6.9	12.4	10.6	9.3	15.4	10.0	9.9	6.8	10.5
Killed (victims of lethal violence)	5.6	4.0	4.1	6.0	5.6	8.1	5.3	4.7	2.3	5.1
(%K) Any involvement in killing	17.4	9.4	14.2	12.9	12.1	19.5	13.7	12.2	7.7	13.2
Violents : Victims Ratio	- 1.13	- 1.17	- 1.07	- 1.15	- 1.14	- 1.14	- 1.13	+ 1.03	+ 1.01	- 1.10
Killers : Killed Ratio	+ 2.53	+ 1.71	+ 3.00	+ 1.77	+ 1.67	+ 1.91	+ 1.87	+ 2.13	+ 3.00	+ 2.08
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	94.6	81.1	92.2	91.9	78.4	94.2	91.3	103.6	90.9	90.7
Character V-Score: CS = (%V) + (%K)	81.8	58.9	69.2	65.9	53.3	80.0	68.7	79.7	63.2	69.1
Violence Index: VI = PS + CS	176.4	140.0	161.4	157.8	131.7	174.2	159.9	183.3	154.1	159.8

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 3: PROGRAMS AIRED 8-9 P.M. EST

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	74	73	28	27	32	54	61	25	65	439
Program Hours Analyzed	57.0	53.3	25.0	23.5	29.0	50.0	40.3	20.0	51.5	349.6
Leading characters analyzed	205	206	78	98	110	182	184	69	186	1318
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	77.0	60.3	75.0	74.1	56.3	63.0	52.5	72.0	66.2	65.4
Program hours containing violence	85.1	70.9	86.0	85.1	70.7	73.0	60.3	77.5	74.8	75.3
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	363	208	110	122	147	193	164	94	273	1674
(R/P) Rate per all programs (plays)	4.9	2.8	3.9	4.5	4.6	3.6	2.7	3.8	4.2	3.8
(R/H) Rate per all hours	6.4	3.9	4.4	5.2	5.1	3.9	4.1	4.7	5.3	4.8
Duration of Violent Episodes (hrs)	--	--	--	--	0.9	1.6	1.1	0.7	1.9	6.3
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	48.8	35.0	37.2	37.8	29.1	31.9	21.2	42.0	39.8	35.7
Victims (subjected to violence)	57.6	40.3	38.5	40.8	33.6	39.0	27.2	43.5	44.1	41.0
(%V) Any involvement in violence	66.3	46.1	50.0	50.0	40.9	46.2	37.0	55.1	53.2	49.5
Killers (committing fatal violence)	16.6	5.3	9.0	4.1	6.4	11.0	1.1	1.4	2.2	6.8
Killed (victims of lethal violence)	6.3	2.4	2.6	3.1	4.5	5.5	0.0	0.0	0.5	3.0
(%K) Any involvement in killing	20.5	7.3	10.3	5.1	10.0	13.7	1.1	1.4	2.2	8.6
Violents : Victims Ratio	- 1.18	- 1.15	- 1.03	- 1.08	- 1.16	- 1.22	- 1.28	- 1.03	- 1.11	- 1.15
Killers : Killed Ratio	+ 2.62	+ 2.20	+ 3.50	+ 1.33	+ 1.40	+ 2.00	+ 0.00	+ 0.00	+ 4.00	+ 2.31
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	99.6	73.8	91.7	93.5	75.6	77.8	66.0	88.9	85.2	82.6
Character V-Score: CS = (%V) + (%K)	86.8	53.4	60.3	55.1	50.9	59.9	38.0	56.5	55.4	58.1
Violence Index: VI = PS + CS	186.4	127.2	151.9	148.6	126.5	137.7	104.0	145.4	140.5	140.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 4: PROGRAMS AIRED 9-11 P.M. EST

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	47	52	34	33	30	61	73	36	74	440
Program Hours Analyzed	49.0	58.5	30.3	33.0	27.5	68.0	79.8	36.5	75.7	458.2
Leading characters analyzed	135	144	91	119	104	213	247	103	254	1410
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	72.3	75.0	76.5	69.7	63.3	80.3	82.2	86.1	73.0	76.1
Program hours containing violence	82.7	82.5	87.6	79.8	79.1	89.0	90.0	91.8	80.8	85.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	186	226	129	172	130	449	552	248	428	2520
(R/P) Rate per all programs (plays)	4.0	4.3	3.8	5.2	4.3	7.4	7.6	6.9	5.8	5.7
(R/H) Rate per all hours	3.8	3.9	4.3	5.2	4.7	6.6	6.9	6.8	5.7	5.5
Duration of Violent Episodes (hrs)	--	--	--	--	1.3	4.1	3.7	2.5	2.6	14.2
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	45.9	38.9	44.0	37.8	32.7	58.2	54.3	66.0	48.4	48.7
Victims (subjected to violence)	48.1	46.5	48.4	45.4	36.5	63.8	59.1	62.1	44.9	51.6
(%V) Any involvement in violence	61.5	54.2	59.3	55.5	41.3	72.8	68.4	75.7	57.1	61.8
Killers (committing fatal violence)	10.4	9.0	15.4	16.0	12.5	19.2	16.6	15.5	10.2	14.0
Killed (victims of lethal violence)	4.4	6.2	5.5	8.4	6.7	10.3	9.3	7.8	3.5	7.0
(%K) Any involvement in killing	12.6	12.5	17.6	19.3	14.4	24.4	23.1	19.4	11.8	17.6
Violents : Victims Ratio	- 1.05	- 1.20	- 1.10	- 1.20	- 1.12	- 1.10	- 1.09	+ 1.06	+ 1.08	- 1.06
Killers : Killed Ratio	+ 2.33	+ 1.44	+ 2.80	+ 1.90	+ 1.86	+ 1.86	+ 1.78	+ 2.00	+ 2.89	+ 1.99
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	87.8	91.4	92.6	90.5	81.5	108.3	111.2	113.5	95.9	98.6
Character V-Score: CS = (%V) + (%K)	74.1	66.7	76.9	74.8	55.8	97.2	91.5	95.1	68.9	79.4
Violence Index: VI = PS + CS	161.9	158.1	169.5	165.3	137.2	205.4	202.7	208.6	164.8	178.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 5: WEEKEND MORNING PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	62	107	41	40	37	77	92	49	53	558
Program Hours Analyzed	14.5	27.2	15.0	15.5	18.7	32.5	32.9	15.1	16.5	187.9
Leading characters analyzed	115	223	83	83	145	233	233	118	145	1378
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	93.5	97.2	87.8	90.0	94.6	93.5	90.2	100.0	90.6	93.4
Program hours containing violence	93.1	96.6	88.5	92.3	94.6	92.3	88.4	100.0	89.9	92.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	323	694	244	245	247	396	469	338	258	3214
(R/P) Rate per all programs (plays)	5.2	6.5	6.0	6.1	6.7	5.1	5.1	6.9	4.9	5.8
(R/H) Rate per all hours	22.3	25.5	16.2	15.8	13.2	12.2	14.2	22.4	15.6	17.1
Duration of Violent Episodes (hrs)	--	--	--	--	1.0	1.8	1.9	1.2	1.1	7.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	67.8	70.4	56.6	43.4	40.0	38.6	50.6	66.9	54.5	53.8
Victims (subjected to violence)	80.0	82.1	65.1	66.3	67.6	61.4	70.0	79.7	66.2	71.0
(%V) Any involvement in violence	84.3	89.7	74.7	72.3	77.2	71.7	81.1	85.6	77.2	79.8
Killers (committing fatal violence)	4.3	1.3	1.2	0.0	0.7	0.9	0.0	1.7	0.0	1.0
Killed (victims of lethal violence)	5.2	1.3	1.2	1.2	0.0	0.9	0.9	0.8	0.0	1.2
(%K) Any involvement in killing	9.6	2.2	1.2	1.2	0.7	1.7	0.9	2.5	0.0	2.0
Violents : Victims Ratio	- 1.18	- 1.17	- 1.15	- 1.53	- 1.69	- 1.59	- 1.38	- 1.19	- 1.22	- 1.32
Killers : Killed Ratio	- 1.20	1.00	1.00	- 0.00	+ 0.00	1.00	- 0.00	+ 2.00	0.00	- 1.14
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	148.5	161.3	132.2	133.9	134.4	128.2	128.9	158.7	131.5	139.1
Character V-Score: CS = (%V) + (%K)	93.9	91.9	75.9	73.5	77.9	73.4	82.0	88.1	77.2	81.9
Violence Index: VI = PS + CS	242.4	253.2	208.1	207.4	212.3	201.6	210.9	246.8	208.8	221.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 6: TELEVISION PLAYS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	113	115	59	51	54	107	135	67	131	832
Program Hours Analyzed	79.1	84.6	41.0	38.0	37.5	87.0	103.5	46.8	102.7	620.2
Leading characters analyzed	304	321	155	173	175	355	430	181	397	2491
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	73.5	64.3	69.5	66.7	53.7	71.0	65.9	82.1	66.4	68.3
Program hours containing violence	80.9	72.2	78.7	77.2	64.7	77.6	74.9	84.0	72.6	75.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	466	363	182	198	178	425	566	312	455	3145
(R/P) Rate per all programs (plays)	4.1	3.2	3.1	3.9	3.3	4.0	4.2	4.7	3.5	3.8
(R/H) Rate per all hours	5.9	4.3	4.4	5.2	4.7	4.9	5.5	6.7	4.4	5.1
Duration of Violent Episodes (hrs)	--	--	--	--	1.2	3.5	3.8	2.3	3.0	13.8
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	45.4	35.8	36.1	33.5	30.3	39.7	36.5	54.7	39.0	39.0
Victims (subjected to violence)	53.3	42.7	40.0	35.3	34.3	45.4	43.5	58.0	38.3	43.6
(%V) Any involvement in violence	62.5	48.9	50.3	43.9	42.3	55.8	52.8	71.3	50.4	53.4
Killers (committing fatal violence)	13.5	6.2	7.7	8.1	6.9	10.1	7.4	7.2	3.5	7.8
Killed (victims of lethal violence)	5.3	3.4	2.6	2.3	4.0	3.9	4.2	2.8	1.0	3.3
(%K) Any involvement in killing	16.8	8.4	8.4	8.7	9.7	12.1	10.7	8.8	4.0	9.8
Violents : Victims Ratio	- 1.17	- 1.19	- 1.11	- 1.05	- 1.13	- 1.14	- 1.19	- 1.06	+ 1.02	- 1.12
Killers : Killed Ratio	+ 2.56	+ 1.82	+ 3.00	+ 3.50	+ 1.71	+ 2.57	+ 1.78	+ 2.60	+ 3.50	+ 2.34
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	93.5	79.2	84.5	84.9	69.8	88.7	85.2	104.7	82.2	86.0
Character V-Score: CS = (%V) + (%K)	79.3	57.3	58.7	52.6	52.0	67.9	63.5	80.1	54.4	63.1
Violence Index: VI = PS + CS	172.8	136.6	143.2	137.5	121.8	156.6	148.7	184.8	136.6	149.1

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 7: MOVIES (FEATURE AND FOR-TV)

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	13	14	11	12	13	21	14	9	13	120
Program Hours Analyzed	27.5	29.0	18.3	20.5	22.0	38.5	26.8	17.0	26.8	226.3
Leading characters analyzed	42	43	33	52	55	82	52	32	57	448
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	92.3	92.9	100.0	91.7	92.3	95.2	100.0	100.0	100.0	95.8
Program hours containing violence	92.7	92.2	100.0	90.2	93.2	96.1	100.0	100.0	100.0	95.9
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	93	99	85	110	116	251	194	105	221	1274
(R/P) Rate per all programs (plays)	7.2	7.1	7.7	9.2	8.9	12.0	13.9	11.7	17.0	10.6
(R/H) Rate per all hours	3.4	3.4	4.7	5.4	5.3	6.5	7.3	6.2	8.3	5.6
Duration of Violent Episodes (hrs)	--	--	--	--	1.1	2.7	1.3	1.3	1.5	7.7
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	61.9	51.2	51.5	51.9	34.5	68.3	73.1	53.1	71.9	58.7
Victims (subjected to violence)	59.5	62.8	57.6	69.2	41.8	78.0	65.4	59.4	75.4	64.7
(%V) Any involvement in violence	78.6	69.8	69.7	78.8	49.1	84.1	84.6	59.4	82.5	74.3
Killers (committing fatal violence)	16.7	9.3	27.3	17.3	14.5	30.5	21.2	18.8	28.1	21.2
Killed (victims of lethal violence)	7.1	7.0	9.1	17.3	9.1	22.0	9.6	12.5	10.5	12.5
(%K) Any involvement in killing	19.0	14.0	33.3	25.0	16.4	41.5	25.0	25.0	31.6	26.8
Violents : Victims Ratio	+ 1.04	- 1.23	- 1.12	- 1.33	- 1.21	- 1.14	+ 1.12	- 1.12	- 1.05	- 1.10
Killers : Killed Ratio	+ 2.33	+ 1.33	+ 3.00	1.00	+ 1.60	+ 1.39	+ 2.20	+ 1.50	+ 2.67	+ 1.70
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	113.4	113.8	124.8	120.7	120.7	132.2	142.2	135.7	150.5	128.3
Character V-Score: CS = (%V) + (%K)	97.6	83.7	103.0	103.8	65.5	125.6	109.6	84.4	114.0	101.1
Violence Index: VI = PS + CS	211.0	197.5	227.8	224.6	186.2	257.8	251.8	220.1	264.6	229.4

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 8: CARTOONS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	57	103	33	37	32	64	77	34	48	485
Program Hours Analyzed	13.9	25.3	11.0	13.5	15.7	25.0	22.8	7.7	14.3	149.3
Leading characters analyzed	109	209	64	75	129	191	182	77	131	1167
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	94.7	97.1	93.9	91.9	96.9	92.2	93.5	100.0	93.8	94.8
Program hours containing violence	93.4	96.4	97.9	94.8	96.8	90.0	91.9	100.0	93.0	94.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	313	666	216	231	230	362	425	263	283	2989
(R/P) Rate per all programs (plays)	5.5	6.5	6.5	6.2	7.2	5.7	5.5	7.7	5.9	6.2
(R/H) Rate per all hours	22.5	26.3	19.6	17.1	14.7	14.5	18.7	34.0	19.8	20.0
Duration of Violent Episodes (hrs)	--	--	--	--	1.0	1.4	1.6	0.9	1.2	6.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	69.7	70.8	67.2	44.0	40.3	39.3	52.7	77.9	61.1	56.8
Victims (subjected to violence)	80.7	80.9	73.4	69.3	69.8	65.4	75.8	83.1	74.0	74.6
(%V) Any involvement in violence	85.3	89.0	84.4	77.3	76.7	72.8	85.2	89.6	83.2	82.4
Killers (committing fatal violence)	4.6	1.4	1.6	0.0	0.8	1.0	0.0	0.0	0.0	1.0
Killed (victims of lethal violence)	5.5	1.4	1.6	1.3	0.0	1.0	1.1	0.0	0.0	1.3
(%K) Any involvement in killing	10.1	2.4	1.6	1.3	0.8	2.1	1.1	0.0	0.0	2.1
Violents : Victims Ratio	- 1.16	- 1.14	- 1.09	- 1.58	- 1.73	- 1.67	- 1.44	- 1.07	- 1.21	- 1.31
Killers : Killed Ratio	- 1.20	1.00	1.00	- 0.00	+ 0.00	1.00	- 0.00	0.00	0.00	- 1.25
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	150.7	162.6	146.2	138.6	140.6	132.5	141.9	183.5	145.2	147.2
Character V-Score: CS = (%V) + (%K)	95.4	91.4	85.9	78.7	77.5	74.9	86.3	89.6	83.2	84.6
Violence Index: VI = PS + CS	246.1	254.0	232.1	217.3	218.1	207.3	228.1	273.1	228.4	231.8

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 9: ALL ACTION PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	118	125	59	46	51	111	122	42	84	758
Program Hours Analyzed	83.4	73.5	45.4	41.2	46.1	105.5	101.7	37.7	75.3	609.7
Leading characters analyzed	299	328	145	151	208	388	375	133	282	2309
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	96.6	96.8	94.9	95.7	96.1	94.6	92.6	95.2	91.7	94.9
Program hours containing violence	96.5	97.2	97.5	98.5	94.6	95.3	94.1	94.7	93.8	95.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	760	819	397	360	418	790	831	347	633	5355
(R/P) Rate per all programs (plays)	6.4	6.6	6.7	7.8	8.2	7.1	6.8	8.3	7.5	7.1
(R/H) Rate per all hours	9.1	11.1	8.7	8.7	9.1	7.5	8.2	9.2	8.4	8.8
Duration of Violent Episodes (hrs)	--	--	--	--	2.6	6.7	5.4	3.0	4.4	22.2
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	69.6	65.5	62.1	56.3	43.3	57.2	56.0	71.4	65.2	60.6
Victims (subjected to violence)	77.3	76.8	67.6	66.2	63.5	68.6	63.5	72.2	67.4	69.4
(%V) Any involvement in violence	86.0	84.8	77.9	77.5	69.2	80.2	75.2	85.0	78.0	79.5
Killers (committing fatal violence)	17.4	6.7	13.1	13.2	9.6	16.0	11.2	12.8	10.6	12.3
Killed (victims of lethal violence)	7.7	3.7	4.1	6.6	5.8	8.2	5.9	5.3	3.5	5.8
(%K) Any involvement in killing	22.7	9.5	14.5	15.9	12.5	20.1	15.2	15.8	12.1	15.6
Violents : Victims Ratio	- 1.11	- 1.17	- 1.09	- 1.18	- 1.47	- 1.20	- 1.13	- 1.01	- 1.03	- 1.15
Killers : Killed Ratio	+ 2.26	+ 1.83	+ 3.17	+ 2.00	+ 1.67	+ 1.94	+ 1.91	+ 2.43	+ 3.00	+ 2.12
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	127.7	132.2	125.9	128.8	130.6	123.8	122.6	130.2	123.6	126.5
Character V-Score: CS = (%V) + (%K)	108.7	94.2	92.4	93.4	81.7	100.3	90.4	100.8	90.1	95.1
Violence Index: VI = PS + CS	236.4	226.4	218.3	222.2	212.3	224.1	213.0	230.9	213.6	221.6

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 10: PRIME-TIME ACTION PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	69	49	31	28	28	72	74	28	54	433
Program Hours Analyzed	72.0	55.3	36.3	32.5	34.0	88.5	82.0	31.5	64.7	496.7
Leading characters analyzed	206	142	90	110	109	260	254	92	195	1458
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	97.1	95.9	96.8	100.0	92.9	94.4	94.6	92.9	90.7	94.9
Program hours containing violence	96.5	97.3	98.6	100.0	92.6	95.5	95.7	93.7	93.8	95.9
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	481	323	188	236	249	608	593	256	486	3420
(R/P) Rate per all programs (plays)	7.0	6.6	6.1	8.4	8.9	8.4	8.0	9.1	9.0	7.9
(R/H) Rate per all hours	6.7	5.8	5.2	7.3	7.3	6.9	7.2	8.1	7.5	6.9
Duration of Violent Episodes (hrs)	--	--	--	--	2.0	5.7	4.2	2.6	3.6	18.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	67.0	64.1	57.8	60.9	49.5	65.8	57.5	78.3	69.2	63.5
Victims (subjected to violence)	73.8	70.4	61.1	63.6	57.8	71.9	59.8	70.7	67.2	66.9
(%V) Any involvement in violence	85.0	80.3	74.4	77.3	65.1	82.7	72.4	87.0	77.9	78.4
Killers (committing fatal violence)	22.8	14.8	20.0	18.2	17.4	23.5	16.5	16.3	15.4	18.7
Killed (victims of lethal violence)	8.3	7.0	5.6	9.1	11.0	12.3	8.3	6.5	5.1	8.4
(%K) Any involvement in killing	27.7	19.7	22.2	21.8	22.9	29.6	22.0	19.6	17.4	23.3
Violents : Victims Ratio	- 1.10	- 1.10	- 1.06	- 1.04	- 1.17	- 1.09	- 1.04	+ 1.11	+ 1.03	- 1.05
Killers : Killed Ratio	+ 2.76	+ 2.10	+ 3.60	+ 2.00	+ 1.58	+ 1.91	+ 2.00	+ 2.50	+ 3.00	+ 2.22
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	124.4	120.8	119.3	131.4	125.3	125.1	125.1	127.4	123.8	124.5
Character V-Score: CS = (%V) + (%K)	112.6	100.0	96.7	99.1	88.1	112.3	94.5	106.5	95.4	101.6
Violence Index: VI = PS + CS	237.0	220.8	215.9	230.5	213.4	237.4	219.6	233.9	219.2	226.1

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 11: WEEKEND MORNING ACTION PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	49	76	28	18	23	39	48	14	30	325
Program Hours Analyzed	11.4	18.3	9.1	8.7	12.1	17.0	19.7	6.2	10.6	113.0
Leading characters analyzed	93	186	55	41	99	128	121	41	87	851
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	95.9	97.4	92.9	88.9	100.0	94.9	89.6	100.0	93.3	94.8
Program hours containing violence	96.4	96.8	93.2	93.1	100.0	94.1	87.3	100.0	93.7	94.4
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	279	496	209	124	169	182	238	91	147	1935
(R/P) Rate per all programs (plays)	5.7	6.5	7.5	6.9	7.3	4.7	5.0	6.5	4.9	6.0
(R/H) Rate per all hours	24.4	27.1	22.9	14.3	14.0	10.7	12.1	14.8	13.9	17.1
Duration of Violent Episodes (hrs)	--	--	--	--	0.6	1.1	1.2	0.4	0.8	4.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	75.3	66.7	69.1	43.9	36.4	39.8	52.9	56.1	56.3	55.6
Victims (subjected to violence)	84.9	81.7	78.2	73.2	69.7	61.7	71.1	75.6	67.8	73.8
(%V) Any involvement in violence	88.2	88.2	83.6	78.0	73.7	75.0	81.0	80.5	78.2	81.3
Killers (committing fatal violence)	5.4	0.5	1.8	0.0	1.0	0.8	0.0	4.9	0.0	1.3
Killed (victims of lethal violence)	6.5	1.1	1.8	0.0	0.0	0.0	0.8	2.4	0.0	1.3
(%K) Any involvement in killing	11.8	1.6	1.8	0.0	1.0	0.8	0.8	7.3	0.0	2.5
Violents : Victims Ratio	- 1.13	- 1.23	- 1.13	- 1.67	- 1.92	- 1.55	- 1.34	- 1.35	- 1.20	- 1.33
Killers : Killed Ratio	- 1.20	- 2.00	1.00	0.00	+ 0.00	+ 0.00	- 0.00	+ 2.00	0.00	1.00
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	156.2	164.6	153.6	131.2	142.7	125.6	123.7	142.5	130.9	140.9
Character V-Score: CS = (%V) + (%K)	100.0	89.8	85.5	78.0	74.7	75.8	81.8	87.8	78.2	83.8
Violence Index: VI = PS + CS	256.2	254.4	239.0	209.2	217.5	201.4	205.5	230.3	209.0	224.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 12: ALL COMIC TONE PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	86	120	43	45	46	61	94	43	68	606
Program Hours Analyzed	40.5	43.1	17.2	17.1	20.9	24.6	33.9	13.2	28.2	238.7
Leading characters analyzed	189	258	89	107	159	165	247	96	173	1483
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	66.3	79.2	76.7	62.2	65.2	73.8	69.1	90.7	70.6	72.6
Program hours containing violence	61.1	67.7	78.3	55.9	64.2	67.5	58.3	84.9	62.7	65.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	255	584	186	147	194	281	374	268	257	2546
(R/P) Rate per all programs (plays)	3.0	4.9	4.3	3.3	4.2	4.6	4.0	6.2	3.8	4.2
(R/H) Rate per all hours	6.3	13.5	10.8	8.6	9.3	11.4	11.0	20.3	9.1	10.7
Duration of Violent Episodes (hrs)	--	--	--	--	0.8	1.4	1.4	0.8	1.0	5.4
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	37.6	52.7	40.4	23.4	32.7	36.4	39.3	68.7	38.2	41.1
Victims (subjected to violence)	45.0	59.7	47.2	30.8	46.5	53.3	52.2	72.9	42.8	50.5
(%V) Any involvement in violence	54.0	65.5	56.2	38.3	56.6	62.4	61.9	83.3	54.9	59.5
Killers (committing fatal violence)	4.2	0.8	0.0	0.9	0.6	1.2	0.0	0.0	0.0	0.9
Killed (victims of lethal violence)	0.5	0.8	0.0	1.9	0.0	1.2	0.8	0.0	0.0	0.6
(%K) Any involvement in killing	4.8	1.2	0.0	1.9	0.6	2.4	0.8	0.0	0.0	1.4
Violents : Victims Ratio	- 1.20	- 1.13	- 1.17	- 1.32	- 1.42	- 1.47	- 1.33	- 1.06	- 1.12	- 1.23
Killers : Killed Ratio	+ 8.00	1.00	0.00	- 2.00	+ 0.00	1.00	- 0.00	0.00	0.00	+ 1.56
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	84.8	116.0	107.1	86.0	92.2	105.8	99.1	143.7	96.4	102.3
Character V-Score: CS = (%V) + (%K)	58.7	66.7	56.2	40.2	57.2	64.8	62.8	83.3	54.9	61.0
Violence Index: VI = PS + CS	143.5	182.7	163.2	126.2	149.4	170.7	161.9	227.0	151.3	163.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 13: PRIME-TIME COMIC TONE PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	51	41	15	20	20	19	37	11	39	253
Program Hours Analyzed	33.0	24.3	7.3	9.7	9.3	11.0	17.5	5.5	21.7	139.1
Leading characters analyzed	131	104	36	64	60	46	100	21	100	662
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	49.0	43.9	60.0	35.0	25.0	26.3	32.4	63.6	53.8	43.1
Program hours containing violence	54.5	45.4	65.5	34.5	24.3	36.4	28.6	63.6	53.8	45.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	106	48	17	18	10	35	55	22	94	405
(R/P) Rate per all programs (plays)	2.1	1.2	1.1	0.9	0.5	1.8	1.5	2.0	2.4	1.6
(R/H) Rate per all hours	3.2	2.0	2.3	1.9	1.1	3.2	3.1	4.0	4.3	2.9
Duration of Violent Episodes (hrs)	--	--	--	--	0.0	0.4	0.3	0.0	0.5	1.3
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	29.8	12.5	11.1	10.9	11.7	10.9	11.0	47.6	21.0	17.7
Victims (subjected to violence)	32.8	18.3	19.4	12.5	10.0	13.0	24.0	42.9	21.0	21.6
(%V) Any involvement in violence	42.7	22.1	27.8	20.3	15.0	17.4	28.0	57.1	32.0	28.9
Killers (committing fatal violence)	4.6	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	1.1
Killed (victims of lethal violence)	0.8	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.3
(%K) Any involvement in killing	5.3	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	1.2
Violents : Victims Ratio	- 1.10	- 1.46	- 1.75	- 1.14	+ 1.17	- 1.20	- 2.18	+ 1.11	1.00	- 1.22
Killers : Killed Ratio	+ 6.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	+ 3.50
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	59.6	50.2	67.0	40.5	28.2	36.4	41.7	75.6	67.3	52.1
Character V-Score: CS = (%V) + (%K)	48.1	22.1	27.8	21.9	15.0	17.4	28.0	57.1	32.0	30.1
Violence Index: VI = PS + CS	107.7	72.3	94.7	62.4	43.2	53.8	69.7	132.8	99.3	82.2

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 14: WEEKEND MORNING COMIC TONE PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	35	79	28	25	26	42	57	32	29	353
Program Hours Analyzed	7.5	18.9	9.9	7.4	11.7	13.6	16.4	7.7	6.5	99.6
Leading characters analyzed	58	154	53	43	99	119	147	75	73	821
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	91.4	97.5	85.7	84.0	96.2	95.2	93.0	100.0	93.1	93.8
Program hours containing violence	90.0	96.5	87.6	83.8	95.7	92.6	89.9	100.0	92.3	92.5
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	149	536	169	129	184	246	319	246	163	2141
(R/P) Rate per all programs (plays)	4.3	6.8	6.0	5.2	7.1	5.9	5.6	7.7	5.6	6.1
(R/H) Rate per all hours	19.9	28.4	17.0	17.4	15.7	18.1	19.4	31.8	25.1	21.5
Duration of Violent Episodes (hrs)	--	--	--	--	0.8	1.0	1.1	0.8	0.5	4.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	55.2	79.9	60.4	41.9	45.5	46.2	58.5	74.7	61.6	59.9
Victims (subjected to violence)	72.4	87.7	66.0	58.1	68.7	68.9	71.4	81.3	72.6	73.8
(%V) Any involvement in violence	79.3	94.8	75.5	65.1	81.8	79.8	85.0	90.7	86.3	84.3
Killers (committing fatal violence)	3.4	1.3	0.0	0.0	1.0	1.7	0.0	0.0	0.0	0.9
Killed (victims of lethal violence)	0.0	1.3	0.0	2.3	0.0	1.7	1.4	0.0	0.0	0.9
(%K) Any involvement in killing	3.4	1.9	0.0	2.3	1.0	3.4	1.4	0.0	0.0	1.6
Violents : Victims Ratio	- 1.31	- 1.10	- 1.09	- 1.39	- 1.51	- 1.49	- 1.22	- 1.09	- 1.18	- 1.23
Killers : Killed Ratio	+ 0.00	1.00	0.00	- 0.00	+ 0.00	1.00	- 0.00	0.00	0.00	1.00
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	139.7	167.9	131.9	129.2	141.8	143.2	143.0	179.0	154.5	148.9
Character V-Score: CS = (%V) + (%K)	82.8	96.8	75.5	67.4	82.8	83.2	86.4	90.7	86.3	85.9
Violence Index: VI = PS + CS	222.4	264.6	207.3	196.6	224.6	226.4	229.4	269.7	240.8	234.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 15 ALL SERIOUS PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	0	75	39	38	38	90	98	46	68	492
Program Hours Analyzed	0.0	74.2	43.3	45.1	42.5	99.0	99.0	48.2	73.9	525.1
Leading characters analyzed	0	214	114	146	147	320	320	141	234	1636
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	0.0	84.0	97.4	94.7	89.5	90.0	89.8	93.5	88.2	90.0
Program hours containing violence	0.0	88.2	97.7	93.3	90.6	91.4	92.4	93.8	91.0	91.9
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	0	399	206	268	289	611	703	351	511	3338
(R/P) Rate per all programs (plays)	0.0	5.3	5.3	7.1	7.6	6.8	7.2	7.6	7.5	6.8
(R/H) Rate per all hours	0.0	5.4	4.8	5.9	6.8	6.2	7.1	7.3	6.9	6.4
Duration of Violent Episodes (hrs)	--	--	--	--	2.3	5.6	5.1	3.4	3.2	19.5
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	0.0	50.5	50.9	52.7	41.5	53.7	51.6	63.1	60.3	53.2
Victims (subjected to violence)	0.0	56.5	55.3	59.6	55.1	63.4	60.3	66.7	62.0	60.3
(%V) Any involvement in violence	100.0	66.4	68.4	70.5	61.2	72.5	70.0	75.9	72.6	70.0
Killers (committing fatal violence)	0.0	11.2	16.7	15.1	13.6	17.5	13.1	13.5	12.0	14.1
Killed (victims of lethal violence)	0.0	6.5	7.0	8.2	8.2	9.4	7.2	6.4	4.3	7.2
(%K) Any involvement in killing	0.0	15.4	19.3	18.5	17.7	22.2	18.1	17.0	13.7	17.9
Violents : Victims Ratio	0.00	- 1.12	- 1.09	- 1.13	- 1.33	- 1.18	- 1.17	- 1.06	- 1.03	- 1.13
Killers : Killed Ratio	0.00	+ 1.71	+ 2.38	+ 1.83	+ 1.67	+ 1.87	+ 1.83	+ 2.11	+ 2.80	+ 1.95
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	0.0	105.4	117.5	120.7	118.3	115.9	118.3	123.3	117.1	116.3
Character V-Score: CS = (%V) + (%K)	100.0	81.8	87.7	89.0	78.9	94.7	88.1	92.9	86.3	88.0
Violence Index: VI = PS + CS	100.0	187.2	205.2	209.8	197.2	210.6	206.5	216.2	203.4	204.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 16 PRIME-TIME SERIOUS TONE PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	0	61	36	35	33	76	79	36	54	410
Program Hours Analyzed	0.0	70.3	41.8	43.5	39.5	91.5	89.0	43.5	68.2	487.2
Leading characters analyzed	0	174	107	138	129	281	272	114	195	1410
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	0.0	82.0	97.2	94.3	90.9	90.8	91.1	91.7	88.9	90.2
Program hours containing violence	0.0	87.9	97.6	93.1	91.1	91.8	93.3	93.1	91.2	92.1
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	0	331	197	263	265	572	617	294	458	2997
(R/P) Rate per all programs (plays)	0.0	5.4	5.5	7.5	8.0	7.5	7.8	8.2	8.5	7.3
(R/H) Rate per all hours	0.0	4.7	4.7	6.0	6.7	6.3	6.9	6.8	6.7	6.2
Duration of Violent Episodes (hrs)	--	--	--	--	2.2	5.2	4.4	3.1	2.9	17.7
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	0.0	51.7	53.3	53.6	45.0	56.9	54.4	64.9	62.6	55.5
Victims (subjected to violence)	0.0	57.5	56.1	60.1	52.7	65.1	58.8	63.2	62.1	60.1
(%V) Any involvement in violence	100.0	66.7	70.1	71.7	59.7	73.3	69.5	74.6	73.3	70.2
Killers (committing fatal violence)	0.0	13.2	16.8	15.9	15.5	19.9	15.4	14.9	14.4	16.0
Killed (victims of lethal violence)	0.0	7.5	6.5	8.7	9.3	10.7	8.5	7.0	5.1	8.2
(%K) Any involvement in killing	0.0	17.8	19.6	19.6	20.2	25.3	21.3	18.4	16.4	20.4
Violents : Victims Ratio	0.00	- 1.11	- 1.05	- 1.12	- 1.17	- 1.14	- 1.08	+ 1.03	+ 1.01	- 1.08
Killers : Killed Ratio	0.00	+ 1.77	+ 2.57	+ 1.83	+ 1.67	+ 1.87	+ 1.83	+ 2.13	+ 2.80	+ 1.97
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	0.0	102.2	117.6	121.4	120.4	118.3	120.6	121.5	119.3	117.2
Character V-Score: CS = (%V) + (%K)	100.0	84.5	89.7	91.3	79.8	98.6	90.8	93.0	89.7	90.6
Violence Index: VI = PS + CS	100.0	186.7	207.3	212.7	200.2	216.9	211.4	214.5	209.0	207.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 17 WEEKEND MORNING SERIOUS TONE PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	0	14	3	3	5	14	19	10	14	82
Program Hours Analyzed	0.0	3.9	1.5	1.6	3.0	7.5	10.0	4.7	5.8	38.0
Leading characters analyzed	0	40	7	8	18	39	48	27	39	226
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	0.0	92.9	100.0	100.0	80.0	85.7	84.2	100.0	85.7	89.0
Program hours containing violence	0.0	93.6	100.0	100.0	83.3	86.7	85.0	100.0	88.5	89.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	0	68	9	5	24	39	86	57	53	341
(R/P) Rate per all programs (plays)	0.0	4.9	3.0	1.7	4.8	2.8	4.5	5.7	3.8	4.2
(R/H) Rate per all hours	0.0	17.4	6.0	3.1	8.0	5.2	8.6	12.2	9.2	9.0
Duration of Violent Episodes (hrs)	--	--	--	--	0.1	0.4	0.7	0.3	0.3	1.8
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	0.0	45.0	14.3	37.5	16.7	30.8	35.4	55.6	48.7	38.9
Victims (subjected to violence)	0.0	52.5	42.9	50.0	72.2	51.3	68.8	81.5	61.5	61.9
(%V) Any involvement in violence	100.0	65.0	42.9	50.0	72.2	66.7	72.9	81.5	69.2	69.0
Killers (committing fatal violence)	0.0	2.5	14.3	0.0	0.0	0.0	0.0	7.4	0.0	1.8
Killed (victims of lethal violence)	0.0	2.5	14.3	0.0	0.0	0.0	0.0	3.7	0.0	1.3
(%K) Any involvement in killing	0.0	5.0	14.3	0.0	0.0	0.0	0.0	11.1	0.0	2.7
Violents : Victims Ratio	0.00	- 1.17	- 3.00	- 1.33	- 4.33	- 1.67	- 1.94	- 1.47	- 1.26	- 1.59
Killers : Killed Ratio	0.00	1.00	1.00	0.00	0.00	0.00	0.00	+ 2.00	0.00	+ 1.33
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	0.0	137.3	118.0	109.6	105.6	101.7	110.5	135.8	111.6	115.3
Character V-Score: CS = (%V) + (%K)	100.0	70.0	57.1	50.0	72.2	66.7	72.9	92.6	69.2	71.7
Violence Index: VI = PS + CS	100.0	207.3	175.1	159.6	177.8	168.4	183.4	228.4	180.8	187.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 18: ALL PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	103	132	61	70	64	146	156	69	112	913
Program Hours Analyzed	66.5	92.7	37.7	50.0	52.2	115.0	105.6	48.0	92.5	660.2
Leading characters analyzed	261	326	148	201	223	485	448	185	342	2619
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	77.7	78.8	73.8	78.6	75.0	80.8	77.6	87.0	76.8	78.5
Program hours containing violence	80.2	82.4	81.5	83.3	83.2	83.9	81.4	89.6	83.5	83.0
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	450	614	311	397	341	797	854	436	637	4837
(R/P) Rate per all programs (plays)	4.4	4.7	5.1	5.7	5.3	5.5	5.5	6.3	5.7	5.3
(R/H) Rate per all hours	6.8	6.6	8.2	7.9	6.5	6.9	8.1	9.1	6.9	7.3
Duration of Violent Episodes (hrs)	--	--	--	--	2.1	6.1	4.9	2.8	4.0	19.9
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	50.6	48.5	46.6	44.8	34.5	44.5	45.3	55.7	51.5	46.7
Victims (subjected to violence)	58.2	55.8	48.0	56.7	44.4	56.7	58.7	62.2	52.9	55.4
(%V) Any involvement in violence	67.4	62.6	58.1	64.2	52.5	65.8	65.8	71.4	62.9	63.9
Killers (committing fatal violence)	11.9	6.1	6.8	9.0	6.3	8.5	7.4	5.4	7.9	7.8
Killed (victims of lethal violence)	3.8	3.7	2.7	6.0	3.6	5.6	4.2	3.8	2.6	4.1
(%K) Any involvement in killing	14.6	8.9	8.1	11.4	7.6	12.0	10.5	7.6	8.8	10.2
Violents : Victims Ratio	- 1.15	- 1.15	- 1.03	- 1.27	- 1.29	- 1.27	- 1.30	- 1.12	- 1.03	- 1.19
Killers : Killed Ratio	+ 3.10	+ 1.67	+ 2.50	+ 1.50	+ 1.75	+ 1.52	+ 1.74	+ 1.43	+ 3.00	+ 1.89
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	99.9	101.3	100.5	105.8	98.7	105.6	104.7	117.8	101.9	103.8
Character V-Score: CS = (%V) + (%K)	82.0	71.5	66.2	75.6	60.1	77.7	76.3	78.9	71.6	74.1
Violence Index: VI = PS + CS	181.9	172.8	166.7	181.4	158.8	183.3	181.0	196.7	173.6	177.9

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 19: ALL NEW PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	80	100	42	30	35	46	70	41	80	524
Program Hours Analyzed	54.0	46.3	32.6	22.0	23.0	35.5	47.4	23.6	51.1	335.4
Leading characters analyzed	194	247	104	99	136	143	216	105	243	1487
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	86.2	83.0	90.5	80.0	68.6	80.4	77.1	92.7	73.7	81.3
Program hours containing violence	91.0	77.7	93.9	86.4	71.7	85.9	82.8	89.4	72.8	83.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	422	514	172	142	183	241	331	244	322	2571
(R/P) Rate per all programs (plays)	5.3	5.1	4.1	4.7	5.2	5.2	4.7	6.0	4.0	4.9
(R/H) Rate per all hours	7.8	11.1	5.3	6.5	8.0	6.8	7.0	10.4	6.3	7.7
Duration of Violent Episodes (hrs)	--	--	--	--	1.2	1.5	1.8	1.6	1.6	7.7
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	55.7	51.4	45.2	28.3	34.6	39.2	40.7	69.5	41.2	45.3
Victims (subjected to violence)	63.4	61.1	54.8	35.4	54.4	52.4	44.4	69.5	45.7	53.5
(%V) Any involvement in violence	72.2	68.4	66.3	46.5	61.0	60.8	60.6	81.0	58.0	64.0
Killers (committing fatal violence)	11.3	2.8	11.5	5.1	5.1	15.4	4.6	8.6	1.2	6.5
Killed (victims of lethal violence)	7.7	2.0	3.8	2.0	2.9	4.9	2.8	1.9	0.4	3.1
(%K) Any involvement in killing	16.5	3.6	12.5	6.1	7.4	16.1	6.5	9.5	1.6	8.1
Violents : Victims Ratio	- 1.14	- 1.19	- 1.21	- 1.25	- 1.57	- 1.34	- 1.09	1.00	- 1.11	- 1.18
Killers : Killed Ratio	+ 1.47	+ 1.40	+ 3.00	+ 2.50	+ 1.75	+ 3.14	+ 1.67	+ 4.50	+ 3.00	+ 2.11
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	112.4	115.5	109.2	102.4	94.9	104.5	100.6	125.3	94.4	106.4
Character V-Score: CS = (%V) + (%K)	88.7	72.1	78.8	52.5	68.4	76.9	67.1	90.5	59.7	72.1
Violence Index: VI = PS + CS	201.1	187.6	188.1	154.9	163.3	181.4	167.7	215.8	154.1	178.5

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 20: PRIME-TIME PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	74	85	33	40	45	84	90	43	87	581
Program Hours Analyzed	60.0	81.0	28.8	40.0	43.0	88.5	80.8	40.0	85.2	547.3
Leading characters analyzed	205	244	93	143	156	295	286	123	276	1821
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	71.6	69.4	63.6	70.0	64.4	70.2	68.9	79.1	72.4	70.2
Program hours containing violence	79.2	80.6	80.0	80.8	79.7	80.8	79.6	87.5	83.0	81.1
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	317	329	127	210	216	452	508	251	510	2920
(R/P) Rate per all programs (plays)	4.3	3.9	3.8	5.3	4.8	5.4	5.6	5.8	5.9	5.0
(R/H) Rate per all hours	5.3	4.1	4.4	5.3	5.0	5.1	6.3	6.3	6.0	5.3
Duration of Violent Episodes (hrs)	--	--	--	--	1.6	4.6	3.6	2.2	3.3	15.3
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	46.8	40.6	34.4	42.7	29.5	46.8	43.0	52.8	48.6	43.6
Victims (subjected to violence)	53.2	45.1	37.6	51.0	33.3	52.2	51.4	53.7	48.6	48.3
(%V) Any involvement in violence	62.9	52.9	47.3	59.4	40.4	60.0	58.7	65.0	59.1	57.0
Killers (committing fatal violence)	14.1	7.8	10.8	12.6	8.3	13.2	11.5	8.1	9.8	10.9
Killed (victims of lethal violence)	4.9	4.5	4.3	7.7	5.1	8.5	6.3	5.7	3.3	5.7
(%K) Any involvement in killing	17.6	11.1	12.9	15.4	10.3	18.3	16.1	11.4	10.9	14.1
Violents : Victims Ratio	- 1.14	- 1.11	- 1.09	- 1.20	- 1.13	- 1.12	- 1.20	- 1.02	1.00	- 1.11
Killers : Killed Ratio	+ 2.90	+ 1.73	+ 2.50	+ 1.64	+ 1.63	+ 1.56	+ 1.83	+ 1.43	+ 3.00	+ 1.92
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	90.8	85.3	80.2	91.0	84.1	91.2	92.7	103.3	96.1	90.9
Character V-Score: CS = (%V) + (%K)	80.5	63.9	60.2	74.8	50.6	78.3	74.8	76.4	69.9	71.1
Violence Index: VI = PS + CS	171.2	149.2	140.4	165.8	134.7	169.5	167.6	179.7	166.0	162.1

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 21: NEW PRIME-TIME PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	47	40	29	20	17	31	44	18	52	298
Program Hours Analyzed	46.0	30.8	26.5	16.5	13.5	29.5	39.3	16.5	42.0	260.5
Leading characters analyzed	135	106	76	74	58	100	145	49	164	907
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	80.9	60.0	89.7	75.0	47.1	77.4	68.2	83.3	65.4	71.8
Program hours containing violence	90.2	67.5	94.3	84.8	59.3	86.4	80.9	84.8	69.0	80.4
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	232	105	112	84	61	190	208	91	191	1274
(R/P) Rate per all programs (plays)	4.9	2.6	3.9	4.2	3.6	6.1	4.7	5.1	3.7	4.3
(R/H) Rate per all hours	5.0	3.4	4.2	5.1	4.5	6.4	5.3	5.5	4.5	4.9
Duration of Violent Episodes (hrs)	--	--	--	--	0.6	1.1	1.2	1.0	1.2	5.2
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	48.9	27.4	48.7	28.4	34.5	44.0	34.5	65.3	38.4	39.9
Victims (subjected to violence)	54.8	37.7	51.3	28.4	39.7	53.0	33.8	57.1	37.8	42.9
(%V) Any involvement in violence	66.7	41.5	64.5	40.5	43.1	62.0	47.6	73.5	49.4	53.6
Killers (committing fatal violence)	14.1	4.7	14.5	6.8	12.1	22.0	6.9	14.3	1.8	9.8
Killed (victims of lethal violence)	6.7	2.8	3.9	2.7	6.9	7.0	3.4	2.0	0.6	3.9
(%K) Any involvement in killing	17.0	5.7	15.8	8.1	17.2	23.0	9.0	14.3	2.4	11.5
Violents : Victims Ratio	- 1.12	- 1.38	- 1.05	1.00	- 1.15	- 1.20	+ 1.02	+ 1.14	+ 1.02	- 1.07
Killers : Killed Ratio	+ 2.11	+ 1.67	+ 3.67	+ 2.50	+ 1.75	+ 3.14	+ 2.00	+ 7.00	+ 3.00	+ 2.54
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	100.8	72.1	105.8	93.6	63.3	102.6	88.2	104.5	81.8	90.1
Character V-Score: CS = (%V) + (%K)	83.7	47.2	80.3	48.6	60.3	85.0	56.6	87.8	51.8	65.0
Violence Index: VI = PS + CS	184.5	119.2	186.1	142.2	123.6	187.6	144.8	192.2	133.7	155.2

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 22: WEEKEND MORNING PROGRAMS CONTINUED FROM THE PREVIOUS YEAR

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	29	47	28	30	19	62	66	26	25	332
Program Hours Analyzed	6.5	11.7	9.0	10.0	9.2	26.5	24.8	8.0	7.4	113.0
Leading characters analyzed	56	82	55	58	67	190	162	62	66	798
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	93.1	95.7	85.7	90.0	100.0	95.2	89.4	100.0	92.0	93.1
Program hours containing violence	89.7	95.0	86.2	93.0	100.0	94.3	87.2	100.0	89.8	92.4
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	133	285	184	187	125	345	346	185	127	1917
(R/P) Rate per all programs (plays)	4.6	6.1	6.6	6.2	6.6	5.6	5.2	7.1	5.1	5.8
(R/H) Rate per all hours	20.5	24.4	20.5	18.7	13.6	13.0	14.0	23.1	17.2	17.0
Duration of Violent Episodes (hrs)	--	--	--	--	0.5	1.5	1.4	0.6	0.6	4.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	64.3	72.0	67.3	50.0	46.3	41.1	49.4	61.3	63.6	53.9
Victims (subjected to violence)	76.8	87.8	65.5	70.7	70.1	63.7	71.6	79.0	71.2	71.7
(%V) Any involvement in violence	83.9	91.5	76.4	75.9	80.6	74.7	78.4	83.9	78.8	79.6
Killers (committing fatal violence)	3.6	1.2	0.0	0.0	1.5	1.1	0.0	0.0	0.0	0.8
Killed (victims of lethal violence)	0.0	1.2	0.0	1.7	0.0	1.1	0.6	0.0	0.0	0.6
(%K) Any involvement in killing	3.6	2.4	0.0	1.7	1.5	2.1	0.6	0.0	0.0	1.4
Violents : Victims Ratio	- 1.19	- 1.22	+ 1.03	- 1.41	- 1.52	- 1.55	- 1.45	- 1.29	- 1.12	- 1.33
Killers : Killed Ratio	+ 0.00	1.00	0.00	- 0.00	+ 0.00	1.00	- 0.00	0.00	0.00	+ 1.20
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	143.2	156.7	139.9	139.9	140.4	132.3	127.8	160.5	136.6	138.6
Character V-Score: CS = (%V) + (%K)	87.5	93.9	76.4	77.6	82.1	76.8	79.0	83.9	78.8	81.0
Violence Index: VI = PS + CS	230.7	250.6	216.3	217.5	222.5	209.2	206.8	244.4	215.3	219.5

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 23: NEW WEEKEND MORNING PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	33	60	13	10	18	15	26	23	28	226
Program Hours Analyzed	8.0	15.5	6.1	5.5	9.5	6.0	8.2	7.1	9.1	74.9
Leading characters analyzed	59	141	28	25	78	43	71	56	79	580
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	93.9	98.3	92.3	90.0	88.9	86.7	92.3	100.0	89.3	93.8
Program hours containing violence	95.8	97.8	91.8	90.9	89.5	83.3	91.8	100.0	90.0	93.0
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	190	409	60	58	122	51	123	153	131	1297
(R/P) Rate per all programs (plays)	5.8	6.8	4.6	5.8	6.8	3.4	4.7	6.7	4.7	5.7
(R/H) Rate per all hours	23.8	26.4	9.9	10.5	12.8	8.5	15.1	21.7	14.3	17.3
Duration of Violent Episodes (hrs)	--	--	--	--	0.5	0.3	0.6	0.6	0.5	2.5
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	71.2	69.5	35.7	28.0	34.6	27.9	53.5	73.2	46.8	53.8
Victims (subjected to violence)	83.1	78.7	64.3	56.0	65.4	51.2	66.2	80.4	62.0	70.0
(%V) Any involvement in violence	84.7	88.7	71.4	64.0	74.4	58.1	87.3	87.5	75.9	80.2
Killers (committing fatal violence)	5.1	1.4	3.6	0.0	0.0	0.0	0.0	3.6	0.0	1.4
Killed (victims of lethal violence)	10.2	1.4	3.6	0.0	0.0	0.0	1.4	1.8	0.0	1.9
(%K) Any involvement in killing	15.3	2.1	3.6	0.0	0.0	0.0	1.4	5.4	0.0	2.9
Violents : Victims Ratio	- 1.17	- 1.13	- 1.80	- 2.00	- 1.89	- 1.83	- 1.24	- 1.10	- 1.32	- 1.30
Killers : Killed Ratio	- 2.00	1.00	1.00	0.00	0.00	0.00	- 0.00	+ 2.00	0.00	- 1.38
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	153.0	164.7	121.3	122.7	128.1	110.5	131.9	156.6	127.3	139.9
Character V-Score: CS = (%V) + (%K)	100.0	90.8	75.0	64.0	74.4	58.1	88.7	92.9	75.9	83.1
Violence Index: VI = PS + CS	253.0	255.5	196.3	186.7	202.5	168.6	220.6	249.5	203.2	223.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 24: ALL ABC PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	57	80	31	33	36	64	77	32	59	469
Program Hours Analyzed	39.5	43.7	22.4	24.0	26.3	51.0	50.5	21.2	42.1	320.7
Leading characters analyzed	149	203	88	104	126	200	225	97	197	1389
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	89.5	75.0	71.0	75.8	63.9	82.8	79.2	93.8	74.6	78.7
Program hours containing violence	92.4	69.1	83.3	84.7	70.6	86.3	82.5	92.9	78.0	81.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	306	341	113	205	161	360	426	189	253	2354
(R/P) Rate per all programs (plays)	5.4	4.3	3.6	6.2	4.5	5.6	5.5	5.9	4.3	5.0
(R/H) Rate per all hours	7.7	7.8	5.0	8.5	6.1	7.1	8.4	8.9	6.0	7.3
Duration of Violent Episodes (hrs)	--	--	--	--	0.7	2.9	2.3	1.4	1.7	9.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	59.7	43.8	34.1	34.6	34.1	45.0	47.1	61.9	41.1	44.9
Victims (subjected to violence)	65.8	50.2	40.9	44.2	40.5	62.5	59.1	64.9	45.2	53.5
(%V) Any involvement in violence	75.8	58.1	46.6	54.8	49.2	64.5	71.1	76.3	55.8	62.2
Killers (committing fatal violence)	13.4	3.4	5.7	11.5	2.4	13.0	4.4	4.1	2.0	6.6
Killed (victims of lethal violence)	5.4	2.0	2.3	8.7	1.6	6.0	3.6	3.1	1.5	3.7
(%K) Any involvement in killing	18.1	4.9	6.8	14.4	4.0	15.5	7.6	7.2	2.5	8.9
Violents : Victims Ratio	- 1.10	- 1.15	- 1.20	- 1.28	- 1.19	- 1.39	- 1.25	- 1.05	- 1.10	- 1.19
Killers : Killed Ratio	+ 2.50	+ 1.75	+ 2.50	+ 1.33	+ 1.50	+ 2.17	+ 1.25	+ 1.33	+ 1.33	+ 1.78
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	115.7	99.1	88.3	105.3	85.1	108.2	107.2	123.4	95.2	103.4
Character V-Score: CS = (%V) + (%K)	94.0	63.1	53.4	69.2	53.2	80.0	78.7	83.5	58.4	71.1
Violence Index: VI = PS + CS	209.7	162.2	141.7	174.5	138.2	188.2	185.8	206.9	153.5	174.5

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 25: ABC PRIME-TIME PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	40	42	22	21	23	38	41	19	43	289
Program Hours Analyzed	35.0	35.0	18.3	18.5	19.5	40.0	40.0	17.0	36.8	260.0
Leading characters analyzed	115	123	66	82	80	127	136	60	149	938
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	85.0	54.8	63.6	66.7	47.8	78.9	73.2	89.5	67.4	69.9
Program hours containing violence	91.4	62.1	82.2	82.9	62.8	86.2	82.5	91.2	75.5	79.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	210	128	71	105	76	241	289	110	167	1397
(R/P) Rate per all programs (plays)	5.3	3.0	3.2	5.0	3.3	6.3	7.0	5.8	3.9	4.8
(R/H) Rate per all hours	6.0	3.7	3.9	5.7	3.9	6.0	7.2	6.5	4.5	5.4
Duration of Violent Episodes (hrs)	--	--	--	--	0.3	2.4	1.9	1.1	1.3	7.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	60.0	32.5	30.3	36.6	27.5	53.5	49.3	63.3	36.9	43.6
Victims (subjected to violence)	62.6	37.4	37.9	41.5	25.0	67.7	54.4	61.7	36.9	47.9
(%V) Any involvement in violence	73.9	43.1	43.9	53.7	33.8	69.3	66.2	75.0	48.3	56.8
Killers (committing fatal violence)	16.5	5.7	6.1	14.6	2.5	19.7	7.4	3.3	2.7	9.1
Killed (victims of lethal violence)	6.1	3.3	1.5	11.0	2.5	8.7	5.1	3.3	2.0	4.9
(%K) Any involvement in killing	21.7	8.1	7.6	18.3	5.0	22.8	11.8	6.7	3.4	12.0
Violents : Victims Ratio	- 1.04	- 1.15	- 1.25	- 1.13	+ 1.10	- 1.26	- 1.10	+ 1.03	1.00	- 1.10
Killers : Killed Ratio	+ 2.71	+ 1.75	+ 4.00	+ 1.33	1.00	+ 2.27	+ 1.43	1.00	+ 1.33	+ 1.85
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	107.5	68.2	77.9	88.0	62.2	103.7	101.7	114.0	84.3	90.3
Character V-Score: CS = (%V) + (%K)	95.7	51.2	51.5	72.0	38.8	92.1	77.9	81.7	51.7	68.9
Violence Index: VI = PS + CS	203.2	119.4	129.4	160.0	101.0	195.8	179.7	195.7	136.0	159.2

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 26: ABC PROGRAMS AIRED 8-9 P.M. EST

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	24	27	9	10	12	19	20	8	21	150
Program Hours Analyzed	18.5	19.3	8.0	9.0	12.5	18.0	15.0	5.0	14.5	119.8
Leading characters analyzed	67	82	29	39	45	63	60	22	61	468
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	79.2	44.4	55.6	70.0	58.3	73.7	60.0	87.5	66.7	64.7
Program hours containing violence	86.5	55.8	75.0	83.3	72.0	80.6	73.3	90.0	75.9	75.4
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	139	64	32	49	59	100	76	35	65	619
(R/P) Rate per all programs (plays)	5.8	2.4	3.6	4.9	4.9	5.3	3.8	4.4	3.1	4.1
(R/H) Rate per all hours	7.5	3.3	4.0	5.4	4.7	5.6	5.1	7.0	4.5	5.2
Duration of Violent Episodes (hrs)	--	--	--	--	0.2	1.2	0.7	0.2	0.3	2.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	58.2	31.7	31.0	41.0	26.7	47.6	33.3	68.2	29.5	39.5
Victims (subjected to violence)	65.7	34.1	37.9	46.2	26.7	63.5	38.3	72.7	36.1	45.7
(%V) Any involvement in violence	70.1	40.2	41.4	56.4	35.6	63.5	51.7	86.4	44.3	52.8
Killers (committing fatal violence)	17.9	6.1	0.0	10.3	2.2	20.6	0.0	0.0	0.0	7.5
Killed (victims of lethal violence)	6.0	2.4	3.4	7.7	4.4	6.3	0.0	0.0	0.0	3.4
(%K) Any involvement in killing	23.9	8.5	3.4	12.8	6.7	22.2	0.0	0.0	0.0	9.8
Violents : Victims Ratio	- 1.13	- 1.08	- 1.22	- 1.13	1.00	- 1.33	- 1.15	- 1.07	- 1.22	- 1.16
Killers : Killed Ratio	+ 3.00	+ 2.50	- 0.00	+ 1.33	- 2.00	+ 3.25	0.00	0.00	0.00	+ 2.19
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	105.8	55.8	70.7	90.7	77.6	95.3	77.7	110.3	81.8	83.3
Character V-Score: CS = (%V) + (%K)	94.0	48.8	44.8	69.2	42.2	85.7	51.7	86.4	44.3	62.6
Violence Index: VI = PS + CS	199.8	104.6	115.5	159.9	119.8	181.0	129.4	196.6	126.1	145.9

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 27: ABC PROGRAMS AIRED 9-11 P.M. EST

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	16	15	13	11	11	19	21	11	22	139
Program Hours Analyzed	16.5	15.8	10.3	9.5	7.0	22.0	25.0	12.0	22.3	140.3
Leading characters analyzed	48	41	37	43	35	64	76	38	88	470
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	93.8	73.3	69.2	63.6	36.4	84.2	85.7	90.9	68.2	75.5
Program hours containing violence	97.0	69.8	87.8	82.5	46.4	90.9	88.0	91.7	75.3	83.3
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	71	64	39	56	17	141	213	75	102	778
(R/P) Rate per all programs (plays)	4.4	4.3	3.0	5.1	1.5	7.4	10.1	6.8	4.6	5.6
(R/H) Rate per all hours	4.3	4.1	3.8	5.9	2.4	6.4	8.5	6.3	4.6	5.5
Duration of Violent Episodes (hrs)	--	--	--	--	0.1	1.2	1.2	0.9	1.0	4.5
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	62.5	34.1	29.7	32.6	28.6	59.4	61.8	60.5	42.0	47.7
Victims (subjected to violence)	58.3	43.9	37.8	37.2	22.9	71.9	67.1	55.3	37.5	50.0
(%V) Any involvement in violence	79.2	48.8	45.9	51.2	31.4	75.0	77.6	68.4	51.1	60.9
Killers (committing fatal violence)	14.6	4.9	10.8	18.6	2.9	18.8	13.2	5.3	4.5	10.6
Killed (victims of lethal violence)	6.2	4.9	0.0	14.0	0.0	10.9	9.2	5.3	3.4	6.4
(%K) Any involvement in killing	18.7	7.3	10.8	23.3	2.9	23.4	21.1	10.5	5.7	14.3
Violents : Victims Ratio	+ 1.07	- 1.29	- 1.27	- 1.14	+ 1.25	- 1.21	- 1.09	+ 1.10	+ 1.12	- 1.05
Killers : Killed Ratio	+ 2.33	1.00	+ 0.00	+ 1.33	+ 0.00	+ 1.71	+ 1.43	1.00	+ 1.33	+ 1.67
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	111.2	90.0	82.8	85.6	44.3	111.9	123.0	117.0	86.6	97.8
Character V-Score: CS = (%V) + (%K)	97.9	56.1	56.8	74.4	34.3	98.4	98.7	78.9	56.8	75.1
Violence Index: VI = PS + CS	209.1	146.1	139.6	160.0	78.6	210.3	221.7	196.0	143.4	172.9

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 28: ABC WEEKEND MORNING PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	17	38	9	12	13	26	36	13	16	180
Program Hours Analyzed	4.5	8.7	4.2	5.5	6.8	11.0	10.5	4.2	5.4	60.7
Leading characters analyzed	34	80	22	22	46	73	89	37	48	451
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	100.0	97.4	88.9	91.7	92.3	88.5	86.1	100.0	93.8	92.8
Program hours containing violence	100.0	97.1	88.0	90.9	92.7	86.4	82.5	100.0	95.3	91.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	96	213	42	100	85	119	137	79	86	957
(R/P) Rate per all programs (plays)	5.6	5.6	4.7	8.3	6.5	4.6	3.8	6.1	5.4	5.3
(R/H) Rate per all hours	21.3	24.6	10.1	18.2	12.4	10.8	13.0	19.0	16.0	15.8
Duration of Violent Episodes (hrs)	--	--	--	--	0.4	0.5	0.4	0.3	0.4	2.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	58.8	61.2	45.5	27.3	45.7	30.1	43.8	59.5	54.2	47.7
Victims (subjected to violence)	76.5	70.0	50.0	54.5	67.4	53.4	66.3	70.3	70.8	65.2
(%V) Any involvement in violence	82.4	81.3	54.5	59.1	76.1	56.2	78.7	78.4	79.2	73.4
Killers (committing fatal violence)	2.9	0.0	4.5	0.0	2.2	1.4	0.0	5.4	0.0	1.3
Killed (victims of lethal violence)	2.9	0.0	4.5	0.0	0.0	1.4	1.1	2.7	0.0	1.1
(%K) Any involvement in killing	5.9	0.0	4.5	0.0	2.2	2.7	1.1	8.1	0.0	2.2
Violents : Victims Ratio	- 1.30	- 1.14	- 1.10	- 2.00	- 1.48	- 1.77	- 1.51	- 1.18	- 1.31	- 1.37
Killers : Killed Ratio	1.00	0.00	1.00	0.00	+ 0.00	1.00	- 0.00	+ 2.00	0.00	+ 1.20
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	154.0	157.7	118.4	144.7	130.3	119.3	119.8	150.1	136.5	134.9
Character V-Score: CS = (%V) + (%K)	88.2	81.3	59.1	59.1	78.3	58.9	79.8	86.5	79.2	75.6
Violence Index: VI = PS + CS	242.2	239.0	177.5	203.8	208.5	178.2	199.6	236.6	215.7	210.6

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 29: ABC CARTOON PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	17	38	6	9	12	24	34	9	13	162
Program Hours Analyzed	4.5	8.7	2.7	4.0	6.3	10.0	9.5	2.8	4.1	52.6
Leading characters analyzed	34	80	12	12	43	69	83	23	38	394
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	100.0	97.4	100.0	100.0	91.7	87.5	85.3	100.0	92.3	93.2
Program hours containing violence	100.0	97.1	100.0	100.0	92.1	85.0	80.7	100.0	93.9	91.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	96	213	35	82	82	116	132	61	76	893
(R/P) Rate per all programs (plays)	5.6	5.6	5.8	9.1	6.8	4.8	3.9	6.8	5.8	5.5
(R/H) Rate per all hours	21.3	24.6	13.1	20.5	12.9	11.6	13.9	21.5	18.5	17.0
Duration of Violent Episodes (hrs)	--	--	--	--	0.4	0.4	0.4	0.2	0.4	1.7
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	58.8	61.2	58.3	16.7	44.2	31.9	44.6	65.2	55.3	48.7
Victims (subjected to violence)	76.5	70.0	66.7	66.7	67.4	52.2	68.7	73.9	76.3	67.5
(%V) Any involvement in violence	82.4	81.3	66.7	75.0	74.4	55.1	79.5	82.6	76.3	74.6
Killers (committing fatal violence)	2.9	0.0	8.3	0.0	2.3	1.4	0.0	0.0	0.0	1.0
Killed (victims of lethal violence)	2.9	0.0	8.3	0.0	0.0	1.4	1.2	0.0	0.0	1.0
(%K) Any involvement in killing	5.9	0.0	8.3	0.0	2.3	2.9	1.2	0.0	0.0	1.8
Violents : Victims Ratio	- 1.30	- 1.14	- 1.14	- 4.00	- 1.53	- 1.64	- 1.54	- 1.13	- 1.38	- 1.39
Killers : Killed Ratio	1.00	0.00	1.00	0.00	+ 0.00	1.00	- 0.00	0.00	0.00	1.00
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	154.0	157.7	137.9	159.2	131.2	120.4	120.8	156.6	140.9	138.2
Character V-Score: CS = (%V) + (%K)	88.2	81.3	75.0	75.0	76.7	58.0	80.7	82.6	76.3	76.4
Violence Index: VI = PS + CS	242.2	239.0	212.9	234.2	208.0	178.3	201.6	239.2	217.2	214.6

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 30: ABC ACTION PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	41	47	14	14	20	35	45	14	27	257
Program Hours Analyzed	30.8	23.5	12.9	13.5	17.8	35.0	35.2	11.5	19.4	199.6
Leading characters analyzed	110	124	42	49	72	115	140	49	94	795
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	100.0	97.9	92.9	100.0	90.0	94.3	88.9	100.0	92.6	94.9
Program hours containing violence	100.0	98.9	96.1	100.0	86.0	97.1	90.0	100.0	94.8	95.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	269	277	97	133	147	271	330	134	175	1833
(R/P) Rate per all programs (plays)	6.6	5.9	6.9	9.5	7.3	7.7	7.3	9.6	6.5	7.1
(R/H) Rate per all hours	8.7	11.8	7.5	9.9	8.2	7.7	9.4	11.7	9.0	9.2
Duration of Violent Episodes (hrs)	--	--	--	--	0.6	2.6	2.0	1.3	1.5	8.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	70.0	62.9	59.5	53.1	50.0	65.2	60.7	81.6	62.8	63.0
Victims (subjected to violence)	78.2	72.6	69.0	57.1	56.9	79.1	62.9	83.7	67.0	70.1
(%V) Any involvement in violence	86.4	81.5	73.8	75.5	68.1	81.7	77.9	93.9	78.7	80.0
Killers (committing fatal violence)	17.3	5.6	11.9	22.4	4.2	21.7	7.1	8.2	4.3	11.1
Killed (victims of lethal violence)	6.4	3.2	2.4	14.3	2.8	9.6	4.3	6.1	3.2	5.5
(%K) Any involvement in killing	23.6	8.1	11.9	26.5	6.9	25.2	10.7	14.3	5.3	14.5
Violents : Victims Ratio	- 1.12	- 1.15	- 1.16	- 1.08	- 1.14	- 1.21	- 1.04	- 1.02	- 1.07	- 1.11
Killers : Killed Ratio	+ 2.71	+ 1.75	+ 5.00	+ 1.57	+ 1.50	+ 2.27	+ 1.67	+ 1.33	+ 1.33	+ 2.00
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	130.6	133.2	121.7	138.7	121.2	125.3	122.3	142.4	123.6	127.6
Character V-Score: CS = (%V) + (%K)	110.0	89.5	85.7	102.0	75.0	107.0	88.6	108.2	84.0	94.5
Violence Index: VI = PS + CS	240.6	222.7	207.4	240.7	196.2	232.2	210.9	250.6	207.7	222.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 31: ALL CBS PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	67	85	37	41	29	66	80	41	80	526
Program Hours Analyzed	39.5	48.0	24.5	24.5	23.1	50.0	50.2	24.0	54.2	337.9
Leading characters analyzed	152	198	81	108	107	229	232	101	224	1432
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	71.6	77.6	78.4	70.7	75.9	74.2	67.5	82.9	70.0	73.6
Program hours containing violence	75.3	79.9	86.8	72.7	82.7	80.0	72.1	83.3	75.2	77.9
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	248	384	209	167	181	358	320	199	403	2469
(R/P) Rate per all programs (plays)	3.7	4.5	5.6	4.1	6.2	5.4	4.0	4.9	5.0	4.7
(R/H) Rate per all hours	6.3	8.0	8.5	6.8	7.8	7.2	6.4	8.3	7.4	7.3
Duration of Violent Episodes (hrs)	--	--	--	--	1.2	2.3	1.9	1.0	1.7	8.0
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	40.1	51.0	54.3	34.3	33.6	41.5	39.2	50.5	48.7	43.6
Victims (subjected to violence)	49.3	56.6	61.7	44.4	52.3	50.2	47.8	56.4	47.3	51.0
(%V) Any involvement in violence	56.6	63.6	71.6	51.9	57.0	61.6	55.6	67.3	58.0	59.7
Killers (committing fatal violence)	7.9	4.0	14.8	5.6	9.3	8.3	6.0	5.0	5.4	6.8
Killed (victims of lethal violence)	5.3	3.0	4.9	0.9	7.5	5.2	4.3	1.0	0.9	3.6
(%K) Any involvement in killing	11.2	6.6	16.0	5.6	13.1	11.8	9.1	5.0	5.8	9.0
Violents : Victims Ratio	- 1.23	- 1.11	- 1.14	- 1.30	- 1.56	- 1.21	- 1.22	- 1.12	+ 1.03	- 1.17
Killers : Killed Ratio	+ 1.50	+ 1.33	+ 3.00	+ 6.00	+ 1.25	+ 1.58	+ 1.40	+ 5.00	+ 6.00	+ 1.88
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	91.6	102.7	106.8	92.5	104.0	99.4	88.3	109.2	95.0	97.6
Character V-Score: CS = (%V) + (%K)	67.8	70.2	87.7	57.4	70.1	73.4	64.7	72.3	63.8	68.7
Violence Index: VI = PS + CS	159.4	172.9	194.4	149.9	174.1	172.8	152.9	181.5	158.8	166.3

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 32: CBS PRIME-TIME PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	44	46	21	21	21	42	48	24	59	326
Program Hours Analyzed	34.5	36.5	19.5	18.0	19.0	38.0	37.8	18.0	47.9	269.2
Leading characters analyzed	113	122	52	71	75	144	153	61	172	963
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	59.1	63.0	76.2	57.1	66.7	61.9	50.0	70.8	64.4	62.0
Program hours containing violence	72.5	75.3	87.2	66.7	78.9	75.0	65.6	77.8	73.9	74.0
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	127	124	104	72	108	215	168	84	308	1310
(R/P) Rate per all programs (plays)	2.9	2.7	5.0	3.4	5.1	5.1	3.5	3.5	5.2	4.0
(R/H) Rate per all hours	3.7	3.4	5.3	4.0	5.7	5.7	4.5	4.7	6.4	4.9
Duration of Violent Episodes (hrs)	--	--	--	--	0.9	1.7	1.1	0.4	1.4	5.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	27.4	33.6	51.9	26.8	30.7	38.2	30.7	42.6	44.2	35.8
Victims (subjected to violence)	36.3	38.5	57.7	31.0	41.3	43.7	36.6	37.7	41.3	39.9
(%V) Any involvement in violence	45.1	45.1	67.3	36.6	45.3	50.7	42.5	54.1	51.2	47.8
Killers (committing fatal violence)	8.8	5.7	23.1	8.5	13.3	12.5	9.2	8.2	7.0	9.8
Killed (victims of lethal violence)	4.4	4.1	7.7	1.4	10.7	8.3	5.9	1.6	1.2	4.9
(%K) Any involvement in killing	10.6	9.0	25.0	8.5	18.7	18.1	13.1	8.2	7.6	12.5
Violents : Victims Ratio	- 1.32	- 1.15	- 1.11	- 1.16	- 1.35	- 1.15	- 1.19	+ 1.13	+ 1.07	- 1.11
Killers : Killed Ratio	+ 2.00	+ 1.40	+ 3.00	+ 6.00	+ 1.25	+ 1.50	+ 1.56	+ 5.00	+ 6.00	+ 2.00
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	72.2	75.2	96.8	72.0	88.3	83.5	65.9	87.2	87.7	79.7
Character V-Score: CS = (%V) + (%K)	55.8	54.1	92.3	45.1	64.0	68.7	55.6	62.3	58.7	60.2
Violence Index: VI = PS + CS	128.0	129.3	189.1	117.1	152.3	152.2	121.5	149.5	146.4	140.0

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 33: CBS PROGRAMS AIRED 8-9 P.M. EST

		67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)		N	N	N	N	N	N	N	N	N	N
	Programs (plays) analyzed	24	25	8	9	10	18	19	8	27	148
	Program Hours Analyzed	17.5	16.0	7.5	6.0	7.5	14.0	11.5	5.0	18.5	103.5
	Leading characters analyzed	64	64	17	32	30	70	62	22	78	439
PREVALENCE		%	%	%	%	%	%	%	%	%	%
(%P)	Programs containing violence	66.7	60.0	75.0	55.6	50.0	55.6	21.1	62.5	55.6	54.7
	Program hours containing violence	77.1	68.8	86.7	66.7	60.0	64.3	26.1	60.0	59.5	63.3
RATE		N	N	N	N	N	N	N	N	N	N
	Number of violent episodes	92	62	47	16	44	54	24	11	109	459
(R/P)	Rate per all programs (plays)	3.8	2.5	5.9	1.8	4.4	3.0	1.3	1.4	4.0	3.1
(R/H)	Rate per all hours	5.3	3.9	6.3	2.7	5.9	3.9	2.1	2.2	5.9	4.4
	Duration of Violent Episodes (hrs)	--	--	--	--	0.2	0.2	0.2	0.1	0.5	1.2
ROLES (% OF LEADING CHARACTERS)		%	%	%	%	%	%	%	%	%	%
	Violents (committing violence)	35.9	31.3	52.9	18.8	20.0	21.4	4.8	18.2	42.3	27.1
	Victims (subjected to violence)	46.9	40.6	58.8	21.9	40.0	27.1	16.1	27.3	37.2	33.9
(%V)	Any involvement in violence	54.7	43.8	64.7	28.1	43.3	35.7	17.7	31.8	46.2	39.9
	Killers (committing fatal violence)	15.6	3.1	29.4	0.0	6.7	4.3	0.0	0.0	1.3	5.2
	Killed (victims of lethal violence)	6.3	3.1	5.9	0.0	10.0	4.3	0.0	0.0	0.0	3.0
(%K)	Any involvement in killing	17.2	6.3	29.4	0.0	13.3	7.1	0.0	0.0	1.3	6.8
	Violents : Victims Ratio	- 1.30	- 1.30	- 1.11	- 1.17	- 2.00	- 1.27	- 3.33	- 1.50	+ 1.14	- 1.25
	Killers : Killed Ratio	+ 2.50	1.00	+ 5.00	0.00	- 1.50	1.00	0.00	0.00	+ 0.00	+ 1.77
INDICATORS OF VIOLENCE											
	Program Score: PS=(%P)+2(R/P)+2(R/H)	84.8	72.7	99.3	64.4	70.5	69.3	27.8	69.6	75.4	69.8
	Character V-Score: CS = (%V) + (%K)	71.9	50.0	94.1	28.1	56.7	42.9	17.7	31.8	47.4	46.7
	Violence Index: VI = PS + CS	156.7	122.7	193.4	92.6	127.2	112.1	45.5	101.5	122.8	116.5

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 34: CBS PROGRAMS AIRED 9-11 P.M. EST

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	20	21	13	12	11	24	29	16	32	178
Program Hours Analyzed	17.0	20.5	12.0	12.0	11.5	24.0	26.3	13.0	29.4	165.7
Leading characters analyzed	49	58	35	39	45	74	91	39	94	524
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	50.0	66.7	76.9	58.3	81.8	66.7	69.0	75.0	71.9	68.0
Program hours containing violence	67.6	80.5	87.5	66.7	91.3	81.3	82.9	84.6	83.0	80.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	35	62	57	56	64	161	144	73	199	851
(R/P) Rate per all programs (plays)	1.8	3.0	4.4	4.7	5.8	6.7	5.0	4.6	6.2	4.8
(R/H) Rate per all hours	2.1	3.0	4.8	4.7	5.6	6.7	5.5	5.6	6.8	5.1
Duration of Violent Episodes (hrs)	--	--	--	--	0.7	1.5	0.9	0.4	1.0	4.4
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	16.3	36.2	51.4	33.3	37.8	54.1	48.4	56.4	45.7	43.1
Victims (subjected to violence)	22.4	36.2	57.1	38.5	42.2	59.5	50.5	43.6	44.7	44.8
(%V) Any involvement in violence	32.7	46.6	68.6	43.6	46.7	64.9	59.3	66.7	55.3	54.4
Killers (committing fatal violence)	0.0	8.6	20.0	15.4	17.8	20.3	15.4	12.8	11.7	13.5
Killed (victims of lethal violence)	2.0	5.2	8.6	2.6	11.1	12.2	9.9	2.6	2.1	6.5
(%K) Any involvement in killing	2.0	12.1	22.9	15.4	22.2	28.4	22.0	12.8	12.8	17.2
Violents : Victims Ratio	- 1.38	1.00	- 1.11	- 1.15	- 1.12	- 1.10	- 1.05	+ 1.29	+ 1.02	- 1.04
Killers : Killed Ratio	- 0.00	+ 1.67	+ 2.33	+ 6.00	+ 1.60	+ 1.67	+ 1.56	+ 5.00	+ 5.50	+ 2.09
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	57.6	78.6	95.2	77.0	104.6	93.5	89.9	95.4	97.8	87.8
Character V-Score: CS = (%V) + (%K)	34.7	58.6	91.4	59.0	68.9	93.2	81.3	79.5	68.1	71.6
Violence Index: VI = PS + CS	92.3	137.2	186.6	136.0	173.5	186.7	171.2	174.8	165.9	159.4

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 35: CBS WEEKEND MORNING PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	23	39	16	20	8	24	32	17	21	200
Program Hours Analyzed	5.0	11.5	5.0	6.5	4.1	12.0	12.4	6.0	6.3	68.8
Leading characters analyzed	39	76	29	37	32	85	79	40	52	469
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	95.7	94.9	81.3	85.0	100.0	95.8	93.8	100.0	85.7	92.5
Program hours containing violence	95.0	94.2	85.2	89.2	100.0	95.8	92.0	100.0	85.4	93.1
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	121	260	105	95	73	143	152	115	95	1159
(R/P) Rate per all programs (plays)	5.3	6.7	6.6	4.8	9.1	6.0	4.8	6.8	4.5	5.8
(R/H) Rate per all hours	24.2	22.6	21.1	14.6	17.7	11.9	12.2	19.2	15.2	16.9
Duration of Violent Episodes (hrs)	--	--	--	--	0.3	0.5	0.7	0.5	0.3	2.4
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	76.9	78.9	58.6	48.6	40.6	47.1	55.7	62.5	63.5	59.7
Victims (subjected to violence)	87.2	85.5	69.0	70.3	78.1	61.2	69.6	85.0	67.3	73.8
(%V) Any involvement in violence	89.7	93.4	79.3	81.1	84.4	80.0	81.0	87.5	80.8	84.2
Killers (committing fatal violence)	5.1	1.3	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.9
Killed (victims of lethal violence)	7.7	1.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0	1.1
(%K) Any involvement in killing	12.8	2.6	0.0	0.0	0.0	1.2	1.3	0.0	0.0	1.9
Violents : Victims Ratio	- 1.13	- 1.08	- 1.18	- 1.44	- 1.92	- 1.30	- 1.25	- 1.36	- 1.06	- 1.24
Killers : Killed Ratio	- 1.50	1.00	0.00	0.00	0.00	+ 0.00	- 0.00	0.00	0.00	- 1.25
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	154.6	153.4	136.7	123.7	153.7	131.6	127.7	151.9	125.1	137.8
Character V-Score: CS = (%V) + (%K)	102.6	96.1	79.3	81.1	84.4	81.2	82.3	87.5	80.8	86.1
Violence Index: VI = PS + CS	257.1	249.5	216.0	204.8	238.1	212.8	210.0	239.4	205.9	223.9

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 36: CBS CARTOON PROGRAMS

		67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)		N	N	N	N	N	N	N	N	N	N
	Programs (plays) analyzed	23	37	14	19	8	20	23	12	20	176
	Program Hours Analyzed	5.0	10.5	4.0	5.5	4.1	9.0	6.9	3.0	6.1	54.1
	Leading characters analyzed	39	70	26	35	32	69	53	26	51	401
PREVALENCE		%	%	%	%	%	%	%	%	%	%
(%P)	Programs containing violence	95.7	94.6	85.7	84.2	100.0	95.0	100.0	100.0	95.0	94.3
	Program hours containing violence	95.0	93.7	94.1	87.3	100.0	94.4	100.0	100.0	95.9	95.2
RATE		N	N	N	N	N	N	N	N	N	N
	Number of violent episodes	121	252	92	94	73	128	138	89	131	1118
(R/P)	Rate per all programs (plays)	5.3	6.8	6.6	4.9	9.1	6.4	6.0	7.4	6.5	6.4
(R/H)	Rate per all hours	24.2	24.0	23.2	17.1	17.7	14.2	19.9	29.7	21.5	20.7
	Duration of Violent Episodes (hrs)	--	--	--	--	0.3	0.5	0.7	0.4	0.4	2.3
ROLES (% OF LEADING CHARACTERS)		%	%	%	%	%	%	%	%	%	%
	Violents (committing violence)	76.9	77.1	61.5	48.6	40.6	43.5	64.2	76.9	76.5	63.1
	Victims (subjected to violence)	87.2	84.3	73.1	71.4	78.1	66.7	77.4	84.6	78.4	77.6
(%V)	Any involvement in violence	89.7	92.9	84.6	82.9	84.4	81.2	86.8	88.5	92.2	87.3
	Killers (committing fatal violence)	5.1	1.4	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.0
	Killed (victims of lethal violence)	7.7	1.4	0.0	0.0	0.0	0.0	1.9	0.0	0.0	1.2
(%K)	Any involvement in killing	12.8	2.9	0.0	0.0	0.0	1.4	1.9	0.0	0.0	2.2
	Violents : Victims Ratio	- 1.13	- 1.09	- 1.19	- 1.47	- 1.92	- 1.53	- 1.21	- 1.10	- 1.03	- 1.23
	Killers : Killed Ratio	- 1.50	1.00	0.00	0.00	0.00	+ 0.00	- 0.00	0.00	0.00	- 1.25
INDICATORS OF VIOLENCE											
	Program Score: PS=(%P)+2(R/P)+2(R/H)	154.6	156.2	145.2	128.3	153.7	136.2	151.8	174.2	151.1	148.3
	Character V-Score: CS = (%V) + (%K)	102.6	95.7	84.6	82.9	84.4	82.6	88.7	88.5	92.2	89.5
	Violence Index: VI = PS + CS	257.1	251.9	229.9	211.1	238.1	218.9	240.5	262.6	243.2	237.9

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 37: CBS ACTION PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	36	36	21	16	12	34	38	13	27	233
Program Hours Analyzed	19.0	20.2	15.3	12.2	12.5	31.0	28.0	11.5	25.3	175.0
Leading characters analyzed	75	96	45	43	55	128	105	40	88	675
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	94.4	97.2	90.5	87.5	100.0	97.1	97.4	92.3	96.3	95.3
Program hours containing violence	96.1	98.3	96.0	95.1	100.0	96.8	98.2	91.3	99.3	97.2
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	206	253	166	115	134	274	220	86	240	1694
(R/P) Rate per all programs (plays)	5.7	7.0	7.9	7.2	11.2	8.1	5.8	6.6	8.9	7.3
(R/H) Rate per all hours	10.8	12.5	10.8	9.4	10.7	8.8	7.9	7.5	9.5	9.7
Duration of Violent Episodes (hrs)	--	--	--	--	1.0	2.1	1.5	0.5	1.4	6.4
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	66.7	72.9	71.1	62.8	40.0	58.6	59.0	60.0	72.7	63.1
Victims (subjected to violence)	80.0	82.3	80.0	79.1	69.1	69.5	69.5	55.0	72.7	73.3
(%V) Any involvement in violence	85.3	89.6	86.7	86.0	69.1	82.8	79.0	72.5	83.0	82.2
Killers (committing fatal violence)	16.0	8.3	22.2	14.0	18.2	14.8	13.3	12.5	13.6	14.2
Killed (victims of lethal violence)	9.3	5.2	8.9	2.3	14.5	9.4	9.5	2.5	2.3	7.4
(%K) Any involvement in killing	21.3	12.5	24.4	14.0	25.5	21.1	20.0	12.5	14.8	18.5
Violents : Victims Ratio	- 1.20	- 1.13	- 1.13	- 1.26	- 1.73	- 1.19	- 1.18	+ 1.09	1.00	- 1.16
Killers : Killed Ratio	+ 1.71	+ 1.60	+ 2.50	+ 6.00	+ 1.25	+ 1.58	+ 1.40	+ 5.00	+ 6.00	+ 1.92
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	127.6	136.4	127.9	120.7	143.8	130.9	124.7	120.5	133.1	129.2
Character V-Score: CS = (%V) + (%K)	106.7	102.1	111.1	100.0	94.5	103.9	99.0	85.0	97.7	100.7
Violence Index: VI = PS + CS	234.2	238.5	239.0	220.7	238.3	234.8	223.7	205.5	230.8	229.9

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 38: ALL NBC PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	59	67	35	26	34	62	69	37	53	442
Program Hours Analyzed	41.5	47.3	23.4	23.5	25.7	49.5	52.3	26.4	47.4	337.0
Leading characters analyzed	154	172	83	88	126	199	207	92	164	1285
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	84.7	91.0	91.4	96.2	79.4	85.5	87.0	91.9	84.9	87.6
Program hours containing violence	87.3	92.6	91.5	95.7	86.4	86.9	90.4	92.4	86.3	89.5
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	318	403	161	167	182	320	439	292	303	2585
(R/P) Rate per all programs (plays)	5.4	6.0	4.6	6.4	5.4	5.2	6.4	7.9	5.7	5.8
(R/H) Rate per all hours	7.7	8.5	6.9	7.1	7.1	6.5	8.4	11.1	6.4	7.7
Duration of Violent Episodes (hrs)	--	--	--	--	1.3	2.4	2.6	2.1	2.1	10.5
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	58.4	55.2	50.6	51.1	35.7	43.7	45.4	70.7	52.4	50.5
Victims (subjected to violence)	66.2	69.2	50.6	62.5	52.4	55.3	55.6	73.9	59.1	60.2
(%V) Any involvement in violence	76.0	75.0	67.5	70.5	61.1	68.3	66.2	81.5	70.7	70.4
Killers (committing fatal violence)	13.6	7.0	6.0	5.7	6.3	9.0	9.2	10.9	8.5	8.7
Killed (victims of lethal violence)	5.8	4.1	2.4	4.5	1.6	5.0	3.4	5.4	3.0	4.0
(%K) Any involvement in killing	16.9	8.7	7.2	9.1	6.3	11.6	11.1	13.0	9.8	10.7
Violents : Victims Ratio	- 1.13	- 1.25	1.00	- 1.22	- 1.47	- 1.26	- 1.22	- 1.05	- 1.13	- 1.19
Killers : Killed Ratio	+ 2.33	+ 1.71	+ 2.50	+ 1.25	+ 4.00	+ 1.80	+ 2.71	+ 2.00	+ 2.80	+ 2.20
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	110.9	120.1	114.4	123.2	104.3	108.7	116.5	129.8	109.1	114.6
Character V-Score: CS = (%V) + (%K)	92.9	83.7	74.7	79.5	67.5	79.9	77.3	94.6	80.5	81.1
Violence Index: VI = PS + CS	203.7	203.9	189.1	202.8	171.7	188.6	193.8	224.4	189.6	195.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 39: NBC PRIME-TIME PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	37	37	19	18	18	35	45	18	37	264
Program Hours Analyzed	36.5	40.3	17.5	20.0	18.0	40.0	42.3	21.5	42.5	278.6
Leading characters analyzed	112	105	51	64	59	124	142	51	119	827
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	83.8	83.8	89.5	94.4	66.7	77.1	84.4	83.3	81.1	82.6
Program hours containing violence	87.7	91.3	91.4	95.0	83.3	85.0	90.6	90.7	85.9	88.7
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	212	182	64	117	93	186	259	148	226	1487
(R/P) Rate per all programs (plays)	5.7	4.9	3.4	6.5	5.2	5.3	5.8	8.2	6.1	5.6
(R/H) Rate per all hours	5.8	4.5	3.7	5.8	5.2	4.6	6.1	6.9	5.3	5.3
Duration of Violent Episodes (hrs)	--	--	--	--	1.0	1.7	1.8	1.6	1.8	7.8
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	55.4	44.8	43.1	51.6	35.6	47.6	41.5	64.7	55.5	48.6
Victims (subjected to violence)	62.5	54.3	37.3	59.4	40.7	46.8	46.5	66.7	58.8	52.7
(%V) Any involvement in violence	74.1	61.9	56.9	70.3	45.8	62.9	57.7	74.5	70.6	64.2
Killers (committing fatal violence)	17.0	9.5	9.8	7.8	13.6	14.5	13.4	19.6	11.8	13.1
Killed (victims of lethal violence)	6.2	4.8	3.9	4.7	3.4	7.3	4.9	9.8	4.2	5.4
(%K) Any involvement in killing	19.6	11.4	11.8	10.9	13.6	17.7	16.2	23.5	13.4	15.5
Violents : Victims Ratio	- 1.13	- 1.21	+ 1.16	- 1.15	- 1.14	+ 1.02	- 1.12	- 1.03	- 1.06	- 1.08
Killers : Killed Ratio	+ 2.71	+ 2.00	+ 2.50	+ 1.67	+ 4.00	+ 2.00	+ 2.71	+ 2.00	+ 2.80	+ 2.40
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	106.9	102.7	103.5	119.1	87.3	97.1	108.2	113.5	103.9	104.5
Character V-Score: CS = (%V) + (%K)	93.7	73.3	68.6	81.3	59.3	80.6	73.9	98.0	84.0	79.7
Violence Index: VI = PS + CS	200.6	176.0	172.2	200.4	146.7	177.7	182.1	211.6	188.0	184.2

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 40: NBC PROGRAMS AIRED 8-9 P.M. EST

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	26	21	11	8	10	17	22	9	17	141
Program Hours Analyzed	21.0	18.0	9.5	8.5	9.0	18.0	13.8	10.0	18.5	126.3
Leading characters analyzed	74	60	32	27	35	49	62	25	47	411
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	84.6	81.0	90.9	100.0	60.0	58.8	72.7	66.7	82.4	77.3
Program hours containing violence	90.5	88.9	94.7	100.0	77.8	72.2	74.7	80.0	89.2	85.0
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	132	82	31	57	44	39	64	48	99	596
(R/P) Rate per all programs (plays)	5.1	3.9	2.8	7.1	4.4	2.3	2.9	5.3	5.8	4.2
(R/H) Rate per all hours	6.3	4.6	3.3	6.7	4.9	2.2	4.6	4.8	5.4	4.7
Duration of Violent Episodes (hrs)	--	--	--	--	0.5	0.3	0.3	0.4	1.1	2.6
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	51.4	43.3	34.4	55.6	40.0	26.5	25.8	40.0	48.9	40.4
Victims (subjected to violence)	59.5	48.3	28.1	55.6	37.1	24.5	27.4	32.0	66.0	43.3
(%V) Any involvement in violence	73.0	56.7	50.0	66.7	45.7	38.8	41.9	48.0	76.6	56.2
Killers (committing fatal violence)	16.2	6.7	6.3	0.0	11.4	8.2	3.2	4.0	6.4	7.8
Killed (victims of lethal violence)	6.8	1.7	0.0	0.0	0.0	6.1	0.0	0.0	2.1	2.4
(%K) Any involvement in killing	20.3	6.7	6.3	0.0	11.4	12.2	3.2	4.0	6.4	9.0
Violents : Victims Ratio	- 1.16	- 1.12	+ 1.22	1.00	+ 1.08	+ 1.08	- 1.06	+ 1.25	- 1.35	- 1.07
Killers : Killed Ratio	+ 2.40	+ 4.00	+ 0.00	0.00	+ 0.00	+ 1.33	+ 0.00	+ 0.00	+ 3.00	+ 3.20
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	107.3	97.9	103.1	127.7	78.6	67.7	87.8	86.9	104.7	95.2
Character V-Score: CS = (%V) + (%K)	93.2	63.3	56.3	66.7	57.1	51.0	45.2	52.0	83.0	65.2
Violence Index: VI = PS + CS	200.6	161.2	159.3	194.3	135.7	118.8	133.0	138.9	187.7	160.4

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 41: NBC PROGRAMS AIRED 9-11 P.M. EST

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	11	16	8	10	8	18	23	9	20	123
Program Hours Analyzed	15.5	22.3	8.0	11.5	9.0	22.0	28.5	11.5	24.0	152.3
Leading characters analyzed	38	45	19	37	24	75	80	26	72	416
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	81.8	87.5	87.5	90.0	75.0	94.4	95.7	100.0	80.0	88.6
Program hours containing violence	83.9	93.3	87.5	91.3	88.9	95.5	98.2	100.0	83.3	91.8
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	80	100	33	60	49	147	195	100	127	891
(R/P) Rate per all programs (plays)	7.3	6.3	4.1	6.0	6.1	8.2	8.5	11.1	6.3	7.2
(R/H) Rate per all hours	5.2	4.5	4.1	5.2	5.4	6.7	6.8	8.7	5.3	5.9
Duration of Violent Episodes (hrs)	--	--	--	--	0.5	1.5	1.5	1.2	0.6	5.3
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	63.2	46.7	57.9	48.6	29.2	61.3	53.7	88.5	59.7	56.7
Victims (subjected to violence)	68.4	62.2	52.6	62.2	45.8	61.3	61.2	100.0	54.2	62.0
(%V) Any involvement in violence	76.3	68.9	68.4	73.0	45.8	78.7	70.0	100.0	66.7	72.1
Killers (committing fatal violence)	18.4	13.3	15.8	13.5	16.7	18.7	21.2	34.6	15.3	18.3
Killed (victims of lethal violence)	5.3	8.9	10.5	8.1	8.3	8.0	8.7	19.2	5.6	8.4
(%K) Any involvement in killing	18.4	17.8	21.1	18.9	16.7	21.3	26.2	42.3	18.1	21.9
Violents : Victims Ratio	- 1.08	- 1.33	+ 1.10	- 1.28	- 1.57	1.00	- 1.14	- 1.13	+ 1.10	- 1.09
Killers : Killed Ratio	+ 3.50	+ 1.50	+ 1.50	+ 1.67	+ 2.00	+ 2.33	+ 2.43	+ 1.80	+ 2.75	+ 2.17
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	106.7	109.0	104.0	112.4	98.1	124.1	126.3	139.6	103.3	114.8
Character V-Score: CS = (%V) + (%K)	94.7	86.7	89.5	91.9	62.5	100.0	96.2	142.3	84.7	94.0
Violence Index: VI = PS + CS	201.4	195.7	193.5	204.3	160.6	224.1	222.5	281.9	188.0	208.8

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 42: NBC WEEKEND MORNING PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	22	30	16	8	16	27	24	19	16	178
Program Hours Analyzed	5.0	7.0	5.9	3.5	7.7	9.5	10.0	4.9	4.9	58.4
Leading characters analyzed	42	67	32	24	67	75	65	41	45	458
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	86.4	100.0	93.8	100.0	93.8	96.3	91.7	100.0	93.8	94.9
Program hours containing violence	85.0	100.0	91.5	100.0	93.5	94.7	90.0	100.0	89.8	93.6
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	106	221	97	50	89	134	180	144	77	1098
(R/P) Rate per all programs (plays)	4.8	7.4	6.1	6.3	5.6	5.0	7.5	7.6	4.8	6.2
(R/H) Rate per all hours	21.2	31.6	16.4	14.3	11.5	14.1	18.0	29.4	15.7	18.8
Duration of Violent Episodes (hrs)	--	--	--	--	0.4	0.7	0.8	0.4	0.4	2.7
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	66.7	71.6	62.5	50.0	35.8	37.3	53.8	78.0	44.4	53.9
Victims (subjected to violence)	76.2	92.5	71.9	70.8	62.7	69.3	75.4	82.9	60.0	73.8
(%V) Any involvement in violence	81.0	95.5	84.4	70.8	74.6	77.3	84.6	90.2	71.1	81.7
Killers (committing fatal violence)	4.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Killed (victims of lethal violence)	4.8	3.0	0.0	4.2	0.0	1.3	0.0	0.0	0.0	1.3
(%K) Any involvement in killing	9.5	4.5	0.0	4.2	0.0	1.3	0.0	0.0	0.0	2.0
Violents : Victims Ratio	- 1.14	- 1.29	- 1.15	- 1.42	- 1.75	- 1.86	- 1.40	- 1.06	- 1.35	- 1.37
Killers : Killed Ratio	1.00	1.00	0.00	- 0.00	0.00	- 0.00	0.00	0.00	0.00	- 1.50
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	138.4	177.9	138.8	141.1	127.9	134.4	142.7	173.9	134.8	144.9
Character V-Score: CS = (%V) + (%K)	90.5	100.0	84.4	75.0	74.6	78.7	84.6	90.2	71.1	83.6
Violence Index: VI = PS + CS	228.9	277.9	223.1	216.1	202.5	213.1	227.3	264.2	205.9	228.5

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 43: NBC CARTOON PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	17	28	13	9	12	20	20	13	15	147
Program Hours Analyzed	4.4	6.2	4.4	4.0	5.2	6.0	6.3	1.9	4.1	42.5
Leading characters analyzed	36	59	26	28	54	53	46	28	42	372
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	88.2	100.0	100.0	100.0	100.0	95.0	100.0	100.0	93.3	97.3
Program hours containing violence	84.9	100.0	100.0	100.0	100.0	91.7	100.0	100.0	87.7	96.1
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	96	201	89	55	75	118	155	113	76	978
(R/P) Rate per all programs (plays)	5.6	7.2	6.8	6.1	6.3	5.9	7.8	8.7	5.1	6.7
(R/H) Rate per all hours	21.7	32.6	20.2	13.8	14.3	19.7	24.5	59.5	18.7	23.0
Duration of Violent Episodes (hrs)	--	--	--	--	0.3	0.5	0.6	0.3	0.4	2.1
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	72.2	76.3	76.9	50.0	37.0	43.4	54.3	89.3	47.6	58.6
Victims (subjected to violence)	77.8	91.5	76.9	67.9	66.7	81.1	87.0	89.3	66.7	78.8
(%V) Any involvement in violence	83.3	94.9	92.3	71.4	74.1	84.9	93.5	96.4	78.6	85.5
Killers (committing fatal violence)	5.6	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Killed (victims of lethal violence)	5.6	3.4	0.0	3.6	0.0	1.9	0.0	0.0	0.0	1.6
(%K) Any involvement in killing	11.1	5.1	0.0	3.6	0.0	1.9	0.0	0.0	0.0	2.4
Violents : Victims Ratio	- 1.08	- 1.20	1.00	- 1.36	- 1.80	- 1.87	- 1.60	1.00	- 1.40	- 1.34
Killers : Killed Ratio	1.00	1.00	0.00	- 0.00	0.00	- 0.00	0.00	0.00	0.00	- 1.50
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	143.0	179.5	154.1	139.7	141.2	146.1	164.4	236.3	140.8	156.6
Character V-Score: CS = (%V) + (%K)	94.4	100.0	92.3	75.0	74.1	86.8	93.5	96.4	78.6	87.9
Violence Index: VI = PS + CS	237.4	279.5	246.5	214.7	215.2	232.9	257.9	332.8	219.4	244.5

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 44: NBC ACTION PROGRAMS

	67-68	69-70	1971	1972	1973	74-75*	75-76*	1976	1977**	TOTAL
SAMPLES (100%)	N	N	N	N	N	N	N	N	N	N
Programs (plays) analyzed	41	42	24	16	19	42	39	15	30	268
Program Hours Analyzed	33.7	29.8	17.1	15.5	15.7	39.5	38.5	14.7	30.6	235.2
Leading characters analyzed	114	108	58	59	81	145	130	44	100	839
PREVALENCE	%	%	%	%	%	%	%	%	%	%
(%P) Programs containing violence	95.1	95.2	100.0	100.0	100.0	92.9	92.3	93.3	86.7	94.4
Program hours containing violence	93.6	95.0	100.0	100.0	100.0	92.4	94.8	93.2	88.6	94.4
RATE	N	N	N	N	N	N	N	N	N	N
Number of violent episodes	285	289	134	112	137	245	281	127	218	1828
(R/P) Rate per all programs (plays)	7.0	6.9	5.6	7.0	7.2	5.8	7.2	8.5	7.3	6.8
(R/H) Rate per all hours	8.5	9.7	7.8	7.2	8.7	6.2	7.3	8.7	7.1	7.8
Duration of Violent Episodes (hrs)	--	--	--	--	1.1	2.1	1.9	1.3	1.5	7.8
ROLES (% OF LEADING CHARACTERS)	%	%	%	%	%	%	%	%	%	%
Violents (committing violence)	71.1	62.0	56.9	54.2	39.5	49.7	48.5	70.5	61.0	56.3
Victims (subjected to violence)	74.6	76.9	56.9	64.4	65.4	59.3	59.2	75.0	63.0	65.7
(%V) Any involvement in violence	86.0	84.3	74.1	72.9	70.4	76.6	69.2	86.4	73.0	76.8
Killers (committing fatal violence)	18.4	6.5	6.9	5.1	8.6	12.4	13.8	18.2	14.0	11.9
Killed (victims of lethal violence)	7.9	2.8	1.7	3.4	2.5	6.2	4.6	6.8	5.0	4.8
(%K) Any involvement in killing	22.8	8.3	8.6	8.5	8.6	15.2	16.2	20.5	16.0	14.3
Violents : Victims Ratio	- 1.05	- 1.24	1.00	- 1.19	- 1.66	- 1.19	- 1.22	- 1.06	- 1.03	- 1.17
Killers : Killed Ratio	+ 2.33	+ 2.33	+ 4.00	+ 1.50	+ 3.50	+ 2.00	+ 3.00	+ 2.67	+ 2.80	+ 2.50
INDICATORS OF VIOLENCE										
Program Score: PS=(%P)+2(R/P)+2(R/H)	126.0	128.4	126.8	128.5	131.8	116.9	121.3	127.6	115.4	123.6
Character V-Score: CS = (%V) + (%K)	108.8	92.6	82.8	81.4	79.0	91.7	85.4	106.8	89.0	91.1
Violence Index: VI = PS + CS	234.7	221.0	209.6	209.8	210.8	208.7	206.7	234.4	204.4	214.7

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 45: RISK RATIOS - CHARACTERS IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
ALL CHARACTERS																		
Total	573	100.0	252	100.0	300	100.0	359	100.0	628	100.0	664	100.0	290	100.0	585	100.0	3651	100.0
Violents	285	49.7	116	46.0	118	39.3	124	34.5	272	43.3	291	43.8	176	60.7	276	47.2	1658	45.4
Victims	333	58.1	128	50.8	149	49.7	173	48.2	350	55.7	359	54.1	188	64.8	292	49.9	1972	54.0
Involved In Violence	373	65.1	155	61.5	175	58.3	200	55.7	406	64.6	426	64.2	217	74.8	356	60.9	2308	63.2
Killers	27	4.7	22	8.7	23	7.7	21	5.8	63	10.0	43	6.5	19	6.6	30	5.1	248	6.8
Killed	17	3.0	8	3.2	14	4.7	12	3.3	34	5.4	25	3.8	9	3.1	10	1.7	129	3.5
Involved In Killing	38	6.6	25	9.9	29	9.7	27	7.5	81	12.9	61	9.2	24	8.3	34	5.8	319	8.7
Character V-Score		71.7		71.4		68.0		63.2		77.5		73.3		83.1		66.7		72.0
Violents : Victims		- 1.17		- 1.10		- 1.26		- 1.40		- 1.29		- 1.23		- 1.07		- 1.06		- 1.19
Killers : Killed		+ 1.59		+ 2.75		+ 1.64		+ 1.75		+ 1.85		+ 1.72		+ 2.11		+ 3.00		+ 1.92
MEN																		
Total	441	100.0	188	100.0	217	100.0	260	100.0	481	100.0	522	100.0	218	100.0	413	100.0	2740	100.0
Violents	244	55.3	96	51.1	104	47.9	101	38.8	233	48.4	248	47.5	141	64.7	217	52.5	1384	50.5
Victims	281	63.7	102	54.3	125	57.6	139	53.5	292	60.7	309	59.2	152	69.7	227	55.0	1627	59.4
Involved In Violence	311	70.5	123	65.4	145	66.8	157	60.4	335	69.6	358	68.6	174	79.8	274	66.3	1877	68.5
Killers	26	5.9	21	11.2	22	10.1	21	8.1	54	11.2	39	7.5	15	6.9	28	6.8	226	8.2
Killed	13	2.9	7	3.7	13	6.0	9	3.5	30	6.2	23	4.4	6	2.8	10	2.4	111	4.1
Involved In Killing	34	7.7	23	12.2	27	12.4	24	9.2	69	14.3	55	10.5	17	7.8	32	7.7	281	10.3
Character V-Score		78.2		77.7		79.3		69.6		84.0		79.1		87.6		74.1		78.8
Violents : Victims		- 1.15		- 1.06		- 1.20		- 1.38		- 1.25		- 1.25		- 1.08		- 1.05		- 1.18
Killers : Killed		+ 2.00		+ 3.00		+ 1.69		+ 2.33		+ 1.80		+ 1.70		+ 2.50		+ 2.80		+ 2.04
WOMEN																		
Total	123	100.0	57	100.0	81	100.0	97	100.0	143	100.0	129	100.0	67	100.0	168	100.0	865	100.0
Violents	35	28.5	14	24.6	13	16.0	21	21.6	38	26.6	33	25.6	30	44.8	56	33.3	240	27.7
Victims	44	35.8	20	35.1	22	27.2	32	33.0	55	38.5	39	30.2	31	46.3	63	37.5	306	35.4
Involved In Violence	54	43.9	26	45.6	28	34.6	41	42.3	68	47.6	56	43.4	38	56.7	79	47.0	390	45.1
Killers	1	0.8	0	0.0	1	1.2	0	0.0	9	6.3	4	3.1	4	6.0	2	1.2	21	2.4
Killed	4	3.3	1	1.8	1	1.2	3	3.1	4	2.8	2	1.6	3	4.5	0	0.0	18	2.1
Involved In Killing	4	3.3	1	1.8	2	2.5	3	3.1	12	8.4	6	4.7	7	10.4	2	1.2	37	4.3
Character V-Score		47.2		47.4		37.0		45.4		55.9		48.1		67.2		48.2		49.4
Violents : Victims		- 1.26		- 1.43		- 1.69		- 1.52		- 1.45		- 1.18		- 1.03		- 1.13		- 1.27
Killers : Killed		- 4.00		- 0.00		1.00		- 0.00		+ 2.25		+ 2.00		+ 1.33		+ 0.00		+ 1.17

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 46: RISK RATIOS - CHARACTERS IN PRIME-TIME PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
ALL CHARACTERS																		
Total	350	100.0	169	100.0	217	100.0	214	100.0	395	100.0	431	100.0	172	100.0	440	100.0	2388	100.0
Violents	128	36.6	69	40.8	82	37.8	66	30.8	182	46.1	173	40.1	97	56.4	197	44.8	994	41.6
Victims	150	42.9	74	43.8	94	43.3	75	35.0	207	52.4	196	45.5	94	54.7	196	44.5	1086	45.5
Involved In Violence	173	49.4	93	55.0	115	53.0	88	41.1	239	60.5	237	55.0	116	67.4	244	55.5	1305	54.6
Killers	24	6.9	21	12.4	23	10.6	20	9.3	61	15.4	43	10.0	17	9.9	30	6.8	239	10.0
Killed	14	4.0	7	4.1	13	6.0	12	5.6	32	8.1	23	5.3	8	4.7	10	2.3	119	5.0
Involved In Killing	33	9.4	24	14.2	28	12.9	26	12.1	77	19.5	59	13.7	21	12.2	34	7.7	302	12.6
Character V-Score		58.9		69.2		65.9		53.3		80.0		68.7		79.7		63.2		67.3
Violents : Victims		- 1.17		- 1.07		- 1.15		- 1.14		- 1.14		- 1.13		+ 1.03		+ 1.01		- 1.09
Killers : Killed		+ 1.71		+ 3.00		+ 1.77		+ 1.67		+ 1.91		+ 1.87		+ 2.13		+ 3.00		+ 2.01
MEN																		
Total	249	100.0	124	100.0	152	100.0	150	100.0	291	100.0	324	100.0	119	100.0	299	100.0	1708	100.0
Violents	107	43.0	59	47.6	71	46.7	57	38.0	154	52.9	151	46.6	72	60.5	151	50.5	822	48.1
Victims	122	49.0	59	47.6	79	52.0	63	42.0	172	59.1	168	51.9	71	59.7	144	48.2	878	51.4
Involved In Violence	139	55.8	74	59.7	94	61.8	72	48.0	195	67.0	199	61.4	86	72.3	180	60.2	1039	60.8
Killers	23	9.2	20	16.1	22	14.5	20	13.3	52	17.9	39	12.0	15	12.6	28	9.4	219	12.8
Killed	10	4.0	6	4.8	12	7.9	9	6.0	28	9.6	22	6.8	6	5.0	10	3.3	103	6.0
Involved In Killing	29	11.6	22	17.7	26	17.1	23	15.3	65	22.3	54	16.7	17	14.3	32	10.7	268	15.7
Character V-Score		67.5		77.4		78.9		63.3		89.3		78.1		86.6		70.9		76.5
Violents : Victims		- 1.14		1.00		- 1.11		- 1.11		- 1.12		- 1.11		+ 1.01		+ 1.05		- 1.07
Killers : Killed		+ 2.30		+ 3.33		+ 1.83		+ 2.22		+ 1.86		+ 1.77		+ 2.50		+ 2.80		+ 2.13
WOMEN																		
Total	101	100.0	44	100.0	65	100.0	64	100.0	104	100.0	107	100.0	53	100.0	140	100.0	678	100.0
Violents	21	20.8	9	20.5	11	16.9	9	14.1	28	26.9	22	20.6	25	47.2	45	32.1	170	25.1
Victims	28	27.7	14	31.8	15	23.1	12	18.8	35	33.7	28	26.2	23	43.4	51	36.4	206	30.4
Involved In Violence	34	33.7	18	40.9	21	32.3	16	25.0	44	42.3	38	35.5	30	56.6	63	45.0	264	38.9
Killers	1	1.0	0	0.0	1	1.5	0	0.0	9	8.7	4	3.7	2	3.8	2	1.4	19	2.8
Killed	4	4.0	1	2.3	1	1.5	3	4.7	4	3.8	1	0.9	2	3.8	0	0.0	16	2.4
Involved In Killing	4	4.0	1	2.3	2	3.1	3	4.7	12	11.5	5	4.7	4	7.5	2	1.4	33	4.9
Character V-Score		37.6		43.2		35.4		29.7		53.8		40.2		64.2		46.4		43.8
Violents : Victims		- 1.33		- 1.56		- 1.36		- 1.33		- 1.25		- 1.27		+ 1.09		- 1.13		- 1.21
Killers : Killed		- 4.00		- 0.00		1.00		- 0.00		+ 2.25		+ 4.00		1.00		+ 0.00		+ 1.19

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 47: RISK RATIOS - CHARACTERS IN WEEKEND MORNING PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
ALL CHARACTERS																		
Total	223	100.0	83	100.0	83	100.0	145	100.0	233	100.0	233	100.0	118	100.0	145	100.0	1263	100.0
Violents	157	70.4	47	56.6	36	43.4	58	40.0	90	38.6	118	50.6	79	66.9	79	54.5	664	52.6
Victims	183	82.1	54	65.1	55	66.3	98	67.6	143	61.4	163	70.0	94	79.7	96	66.2	886	70.2
Involved In Violence	200	89.7	62	74.7	60	72.3	112	77.2	167	71.7	189	81.1	101	85.6	112	77.2	1003	79.4
Killers	3	1.3	1	1.2	0	0.0	1	0.7	2	0.9	0	0.0	2	1.7	0	0.0	9	0.7
Killed	3	1.3	1	1.2	1	1.2	0	0.0	2	0.9	2	0.9	1	0.8	0	0.0	10	0.8
Involved In Killing	5	2.2	1	1.2	1	1.2	1	0.7	4	1.7	2	0.9	3	2.5	0	0.0	17	1.3
Character V-Score		91.9		75.9		73.5		77.9		73.4		82.0		88.1		77.2		80.8
Violents : Victims		- 1.17		- 1.15		- 1.53		- 1.69		- 1.59		- 1.38		- 1.19		- 1.22		- 1.33
Killers : Killed		1.00		1.00		- 0.00		+ 0.00		1.00		- 0.00		+ 2.00		0.00		- 1.11
MEN																		
Total	192	100.0	64	100.0	65	100.0	110	100.0	190	100.0	198	100.0	99	100.0	114	100.0	1032	100.0
Violents	137	71.4	37	57.8	33	50.8	44	40.0	79	41.6	97	49.0	69	69.7	66	57.9	562	54.5
Victims	159	82.8	43	67.2	46	70.8	76	69.1	120	63.2	141	71.2	81	81.8	83	72.8	749	72.6
Involved In Violence	172	89.6	49	76.6	51	78.5	85	77.3	140	73.7	159	80.3	88	88.9	94	82.5	838	81.2
Killers	3	1.6	1	1.6	0	0.0	1	0.9	2	1.1	0	0.0	0	0.0	0	0.0	7	0.7
Killed	3	1.6	1	1.6	1	1.5	0	0.0	2	1.1	1	0.5	0	0.0	0	0.0	8	0.8
Involved In Killing	5	2.6	1	1.6	1	1.5	1	0.9	4	2.1	1	0.5	0	0.0	0	0.0	13	1.3
Character V-Score		92.2		78.1		80.0		78.2		75.8		80.8		88.9		82.5		82.5
Violents : Victims		- 1.16		- 1.16		- 1.39		- 1.73		- 1.52		- 1.45		- 1.17		- 1.26		- 1.33
Killers : Killed		1.00		1.00		- 0.00		+ 0.00		1.00		- 0.00		0.00		0.00		- 1.14
WOMEN																		
Total	22	100.0	13	100.0	16	100.0	33	100.0	39	100.0	22	100.0	14	100.0	28	100.0	187	100.0
Violents	14	63.6	5	38.5	2	12.5	12	36.4	10	25.6	11	50.0	5	35.7	11	39.3	70	37.4
Victims	16	72.7	6	46.2	7	43.8	20	60.6	20	51.3	11	50.0	8	57.1	12	42.9	100	53.5
Involved In Violence	20	90.9	8	61.5	7	43.8	25	75.8	24	61.5	18	81.8	8	57.1	16	57.1	126	67.4
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	14.3	0	0.0	2	1.1
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	4.5	1	7.1	0	0.0	2	1.1
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	4.5	3	21.4	0	0.0	4	2.1
Character V-Score		90.9		61.5		43.8		75.8		61.5		86.4		78.6		57.1		69.5
Violents : Victims		- 1.14		- 1.20		- 3.50		- 1.67		- 2.00		1.00		- 1.60		- 1.09		- 1.43
Killers : Killed		0.00		0.00		0.00		0.00		0.00		- 0.00		+ 2.00		0.00		1.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 48:RISK RATIOS - SOCIAL AGE - CHARACTERS IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CHILD-ADOLESCENT																		
Total	46	100.0	18	100.0	30	100.0	59	100.0	80	100.0	59	100.0	17	100.0	79	100.0	388	100.0
Violents	16	34.8	6	33.3	10	33.3	14	23.7	18	22.5	18	30.5	9	52.9	33	41.8	124	32.0
Victims	22	47.8	7	38.9	12	40.0	34	57.6	38	47.5	35	59.3	9	52.9	39	49.4	196	50.5
Involved In Violence	25	54.3	10	55.6	15	50.0	42	71.2	42	52.5	40	67.8	13	76.5	49	62.0	236	60.8
Killers	0	0.0	0	0.0	1	3.3	0	0.0	1	1.2	0	0.0	0	0.0	2	2.5	4	1.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	1	1.2	0	0.0	0	0.0	0	0.0	1	0.3
Involved In Killing	0	0.0	0	0.0	1	3.3	0	0.0	1	1.2	0	0.0	0	0.0	2	2.5	4	1.0
Character V-Score		54.3		55.6		53.3		71.2		53.7		67.8		76.5		64.6		61.9
Violents : Victims		- 1.38		- 1.17		- 1.20		- 2.43		- 2.11		- 1.94		1.00		- 1.18		- 1.58
Killers : Killed		0.00		0.00		+ 0.00		0.00		1.00		0.00		0.00		+ 0.00		+ 4.00
YOUNG ADULT																		
Total	140	100.0	47	100.0	65	100.0	84	100.0	138	100.0	139	100.0	30	100.0	114	100.0	757	100.0
Violents	62	44.3	26	55.3	29	44.6	23	27.4	50	36.2	62	44.6	11	36.7	63	55.3	326	43.1
Victims	82	58.6	28	59.6	37	56.9	38	45.2	79	57.2	85	61.2	17	56.7	69	60.5	435	57.5
Involved In Violence	93	66.4	32	68.1	42	64.6	41	48.8	88	63.8	99	71.2	18	60.0	78	68.4	491	64.9
Killers	5	3.6	4	8.5	6	9.2	6	7.1	12	8.7	13	9.4	4	13.3	8	7.0	58	7.7
Killed	4	2.9	2	4.3	2	3.1	3	3.6	4	2.9	11	7.9	2	6.7	2	1.8	30	4.0
Involved In Killing	8	5.7	6	12.8	8	12.3	8	9.5	14	10.1	19	13.7	5	16.7	8	7.0	76	10.0
Character V-Score		72.1		80.9		76.9		58.3		73.9		84.9		76.7		75.4		74.9
Violents : Victims		- 1.32		- 1.08		- 1.28		- 1.65		- 1.58		- 1.37		- 1.55		- 1.10		- 1.33
Killers : Killed		+ 1.25		+ 2.00		+ 3.00		+ 2.00		+ 3.00		+ 1.18		+ 2.00		+ 4.00		+ 1.93
SETTLED ADULT																		
Total	266	100.0	141	100.0	157	100.0	178	100.0	345	100.0	396	100.0	200	100.0	345	100.0	2028	100.0
Violents	119	44.7	61	43.3	56	35.7	64	36.0	166	48.1	171	43.2	121	60.5	150	43.5	908	44.8
Victims	130	48.9	68	48.2	69	43.9	77	43.3	193	55.9	191	48.2	126	63.0	154	44.6	1008	49.7
Involved In Violence	148	55.6	85	60.3	83	52.9	90	50.6	227	65.8	234	59.1	145	72.5	194	56.2	1206	59.5
Killers	19	7.1	16	11.3	12	7.6	14	7.9	49	14.2	30	7.6	14	7.0	18	5.2	172	8.5
Killed	11	4.1	6	4.3	5	3.2	8	4.5	25	7.2	12	3.0	7	3.5	8	2.3	82	4.0
Involved In Killing	26	9.8	17	12.1	13	8.3	17	9.6	61	17.7	40	10.1	18	9.0	22	6.4	214	10.6
Character V-Score		65.4		72.3		61.1		60.1		83.5		69.2		81.5		62.6		70.0
Violents : Victims		- 1.09		- 1.11		- 1.23		- 1.20		- 1.16		- 1.12		- 1.04		- 1.03		- 1.11
Killers : Killed		+ 1.73		+ 2.67		+ 2.40		+ 1.75		+ 1.96		+ 2.50		+ 2.00		+ 2.25		+ 2.10

TABLE 48: RISK RATIOS - SOCIAL AGE - CHARACTERS IN ALL PROGRAMS CONTINUED

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
OLD																		
Total	17	100.0	12	100.0	14	100.0	8	100.0	19	100.0	17	100.0	0	0.0	12	100.0	99	100.0
Violents	7	41.2	2	16.7	4	28.6	2	25.0	6	31.6	5	29.4	0	0.0	5	41.7	31	31.3
Victims	10	58.8	2	16.7	4	28.6	2	25.0	9	47.4	4	23.5	0	0.0	5	41.7	36	36.4
Involved In Violence	11	64.7	3	25.0	6	42.9	3	37.5	11	57.9	5	29.4	0	0.0	6	50.0	45	45.5
Killers	1	5.9	0	0.0	1	7.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	2.0
Killed	1	5.9	0	0.0	2	14.3	0	0.0	2	10.5	1	5.9	0	0.0	0	0.0	6	6.1
Involved In Killing	2	11.8	0	0.0	2	14.3	0	0.0	2	10.5	1	5.9	0	0.0	0	0.0	7	7.1
Character V-Score		76.5		25.0		57.1		37.5		68.4		35.3		0.0		50.0		52.5
Violents : Victims		- 1.43		1.00		1.00		1.00		- 1.50		+ 1.25		0.00		1.00		- 1.16
Killers : Killed		1.00		0.00		- 2.00		0.00		- 0.00		- 0.00		0.00		0.00		- 3.00
CANNOT CODE SOCIAL AGE																		
Total	104	100.0	34	100.0	34	100.0	30	100.0	46	100.0	53	100.0	43	100.0	35	100.0	379	100.0
Violents	81	77.9	21	61.8	19	55.9	21	70.0	32	69.6	35	66.0	35	81.4	25	71.4	269	71.0
Victims	89	85.6	23	67.6	27	79.4	22	73.3	31	67.4	44	83.0	36	83.7	25	71.4	297	78.4
Involved In Violence	96	92.3	25	73.5	29	85.3	24	80.0	38	82.6	48	90.6	41	95.3	29	82.9	330	87.1
Killers	2	1.9	2	5.9	3	8.8	1	3.3	1	2.2	0	0.0	1	2.3	2	5.7	12	3.2
Killed	1	1.0	0	0.0	5	14.7	1	3.3	2	4.3	1	1.9	0	0.0	0	0.0	10	2.6
Involved In Killing	2	1.9	2	5.9	5	14.7	2	6.7	3	6.5	1	1.9	1	2.3	2	5.7	18	4.7
Character V-Score		94.2		79.4		100.0		86.7		89.1		92.5		97.7		88.6		91.8
Violents : Victims		- 1.10		- 1.10		- 1.42		- 1.05		+ 1.03		- 1.26		- 1.03		1.00		- 1.10
Killers : Killed		+ 2.00		+ 0.00		- 1.67		1.00		- 2.00		- 0.00		+ 0.00		+ 0.00		+ 1.20

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 49: RISK RATIOS - SOCIAL AGE - MEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CHILD-ADOLESCENT																		
Total	34	100.0	13	100.0	20	100.0	38	100.0	59	100.0	44	100.0	13	100.0	57	100.0	278	100.0
Violents	13	38.2	3	23.1	9	45.0	8	21.1	14	23.7	15	34.1	6	46.2	26	45.6	94	33.8
Victims	19	55.9	5	38.5	11	55.0	23	60.5	31	52.5	28	63.6	8	61.5	34	59.6	159	57.2
Involved In Violence	21	61.8	6	46.2	13	65.0	27	71.1	34	57.6	31	70.5	10	76.9	40	70.2	182	65.5
Killers	0	0.0	0	0.0	1	5.0	0	0.0	1	1.7	0	0.0	0	0.0	2	3.5	4	1.4
Killed	0	0.0	0	0.0	0	0.0	0	0.0	1	1.7	0	0.0	0	0.0	0	0.0	1	0.4
Involved In Killing	0	0.0	0	0.0	1	5.0	0	0.0	1	1.7	0	0.0	0	0.0	2	3.5	4	1.4
Character V-Score		61.8		46.2		70.0		71.1		59.3		70.5		76.9		73.7		66.9
Violents : Victims		- 1.46		- 1.67		- 1.22		- 2.88		- 2.21		- 1.87		- 1.33		- 1.31		- 1.69
Killers : Killed		0.00		0.00		+ 0.00		0.00		1.00		0.00		0.00		+ 0.00		+ 4.00
YOUNG ADULT																		
Total	87	100.0	31	100.0	44	100.0	53	100.0	99	100.0	102	100.0	21	100.0	75	100.0	512	100.0
Violents	46	52.9	22	71.0	23	52.3	17	32.1	42	42.4	51	50.0	10	47.6	47	62.7	258	50.4
Victims	58	66.7	22	71.0	27	61.4	24	45.3	59	59.6	65	63.7	12	57.1	50	66.7	317	61.9
Involved In Violence	64	73.6	25	80.6	31	70.5	26	49.1	67	67.7	77	75.5	13	61.9	55	73.3	358	69.9
Killers	5	5.7	4	12.9	5	11.4	6	11.3	9	9.1	11	10.8	4	19.0	6	8.0	50	9.8
Killed	2	2.3	1	3.2	2	4.5	1	1.9	4	4.0	10	9.8	2	9.5	2	2.7	24	4.7
Involved In Killing	6	6.9	5	16.1	7	15.9	6	11.3	11	11.1	16	15.7	5	23.8	6	8.0	62	12.1
Character V-Score		80.5		96.8		86.4		60.4		78.8		91.2		85.7		81.3		82.0
Violents : Victims		- 1.26		1.00		- 1.17		- 1.41		- 1.40		- 1.27		- 1.20		- 1.06		- 1.23
Killers : Killed		+ 2.50		+ 4.00		+ 2.50		+ 6.00		+ 2.25		+ 1.10		+ 2.00		+ 3.00		+ 2.08
SETTLED ADULT																		
Total	219	100.0	113	100.0	115	100.0	138	100.0	270	100.0	323	100.0	146	100.0	242	100.0	1566	100.0
Violents	110	50.2	55	48.7	51	44.3	59	42.8	143	53.0	153	47.4	95	65.1	120	49.6	786	50.2
Victims	120	54.8	58	51.3	62	53.9	74	53.6	167	61.9	178	55.1	101	69.2	118	48.8	878	56.1
Involved In Violence	135	61.6	72	63.7	72	62.6	84	60.9	192	71.1	209	64.7	115	78.8	150	62.0	1029	65.7
Killers	18	8.2	16	14.2	12	10.4	14	10.1	43	15.9	28	8.7	10	6.8	18	7.4	159	10.2
Killed	9	4.1	6	5.3	5	4.3	8	5.8	22	8.1	11	3.4	4	2.7	8	3.3	73	4.7
Involved In Killing	24	11.0	17	15.0	13	11.3	17	12.3	53	19.6	37	11.5	11	7.5	22	9.1	194	12.4
Character V-Score		72.6		78.8		73.9		73.2		90.7		76.2		86.3		71.1		78.1
Violents : Victims		- 1.09		- 1.05		- 1.22		- 1.25		- 1.17		- 1.16		- 1.06		+ 1.02		- 1.12
Killers : Killed		+ 2.00		+ 2.67		+ 2.40		+ 1.75		+ 1.95		+ 2.55		+ 2.50		+ 2.25		+ 2.18

TABLE 49: RISK RATIOS - SOCIAL AGE - MEN IN ALL PROGRAMS CONTINUED

	69-70 N	69-70 %	1971 N	1971 %	1972 N	1972 %	1973 N	1973 %	74-75* N	74-75* %	75-76* N	75-76* %	1976 N	1976 %	1977** N	1977** %	TOTAL N	TOTAL %
OLD																		
Total	13	100.0	8	100.0	10	100.0	6	100.0	14	100.0	12	100.0	0	0.0	11	100.0	74	100.0
Violents	6	46.2	2	25.0	4	40.0	1	16.7	5	35.7	5	41.7	0	0.0	5	45.5	28	37.8
Victims	8	61.5	1	12.5	3	30.0	0	0.0	6	42.9	4	33.3	0	0.0	5	45.5	27	36.5
Involved In Violence	9	69.2	2	25.0	5	50.0	1	16.7	8	57.1	5	41.7	0	0.0	6	54.5	36	48.6
Killers	1	7.7	0	0.0	1	10.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	2.7
Killed	1	7.7	0	0.0	1	10.0	0	0.0	1	7.1	1	8.3	0	0.0	0	0.0	4	5.4
Involved In Killing	2	15.4	0	0.0	1	10.0	0	0.0	1	7.1	1	8.3	0	0.0	0	0.0	5	6.8
Character V-Score		84.6		25.0		60.0		16.7		64.3		50.0		0.0		54.5		55.4
Violents : Victims		- 1.33		+ 2.00		+ 1.33		+ 0.00		- 1.20		+ 1.25		0.00		1.00		+ 1.04
Killers : Killed		1.00		0.00		1.00		0.00		- 0.00		- 0.00		0.00		0.00		- 2.00
CANNOT CODE SOCIAL AGE																		
Total	88	100.0	23	100.0	28	100.0	25	100.0	39	100.0	41	100.0	38	100.0	28	100.0	310	100.0
Violents	69	78.4	14	60.9	17	60.7	16	64.0	29	74.4	24	58.5	30	78.9	19	67.9	218	70.3
Victims	76	86.4	16	69.6	22	78.6	18	72.0	29	74.4	34	82.9	31	81.6	20	71.4	246	79.4
Involved In Violence	82	93.2	18	78.3	24	85.7	19	76.0	34	87.2	36	87.8	36	94.7	23	82.1	272	87.7
Killers	2	2.3	1	4.3	3	10.7	1	4.0	1	2.6	0	0.0	1	2.6	2	7.1	11	3.5
Killed	1	1.1	0	0.0	5	17.9	0	0.0	2	5.1	1	2.4	0	0.0	0	0.0	9	2.9
Involved In Killing	2	2.3	1	4.3	5	17.9	1	4.0	3	7.7	1	2.4	1	2.6	2	7.1	16	5.2
Character V-Score		95.5		82.6		103.6		80.0		94.9		90.2		97.4		89.3		92.9
Violents : Victims		- 1.10		- 1.14		- 1.29		- 1.13		1.00		- 1.42		- 1.03		- 1.05		- 1.13
Killers : Killed		+ 2.00		+ 0.00		- 1.67		+ 0.00		- 2.00		- 0.00		+ 0.00		+ 0.00		+ 1.22

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 50: RISK RATIOS - SOCIAL AGE - WOMEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CHILD-ADOLESCENT																		
Total	12	100.0	5	100.0	10	100.0	21	100.0	21	100.0	14	100.0	4	100.0	22	100.0	109	100.0
Violents	3	25.0	3	60.0	1	10.0	6	28.6	4	19.0	3	21.4	3	75.0	7	31.8	30	27.5
Victims	3	25.0	2	40.0	1	10.0	11	52.4	7	33.3	7	50.0	1	25.0	5	22.7	37	33.9
Involved In Violence	4	33.3	4	80.0	2	20.0	15	71.4	8	38.1	9	64.3	3	75.0	9	40.9	54	49.5
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score		33.3		80.0		20.0		71.4		38.1		64.3		75.0		40.9		49.5
Violents : Victims		1.00		+ 1.50		1.00		- 1.83		- 1.75		- 2.33		+ 3.00		+ 1.40		- 1.23
Killers : Killed		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
YOUNG ADULT																		
Total	53	100.0	15	100.0	21	100.0	31	100.0	38	100.0	35	100.0	9	100.0	39	100.0	241	100.0
Violents	16	30.2	3	20.0	6	28.6	6	19.4	8	21.1	10	28.6	1	11.1	16	41.0	66	27.4
Victims	24	45.3	5	33.3	10	47.6	14	45.2	19	50.0	18	51.4	5	55.6	19	48.7	114	47.3
Involved In Violence	29	54.7	6	40.0	11	52.4	15	48.4	20	52.6	20	57.1	5	55.6	23	59.0	129	53.5
Killers	0	0.0	0	0.0	1	4.8	0	0.0	3	7.9	2	5.7	0	0.0	2	5.1	8	3.3
Killed	2	3.8	1	6.7	0	0.0	2	6.5	0	0.0	1	2.9	0	0.0	0	0.0	6	2.5
Involved In Killing	2	3.8	1	6.7	1	4.8	2	6.5	3	7.9	3	8.6	0	0.0	2	5.1	14	5.8
Character V-Score		58.5		46.7		57.1		54.8		60.5		65.7		55.6		64.1		59.3
Violents : Victims		- 1.50		- 1.67		- 1.67		- 2.33		- 2.38		- 1.80		- 5.00		- 1.19		- 1.73
Killers : Killed		- 0.00		- 0.00		+ 0.00		- 0.00		+ 0.00		+ 2.00		0.00		+ 0.00		+ 1.33
SETTLED ADULT																		
Total	47	100.0	28	100.0	42	100.0	40	100.0	75	100.0	73	100.0	54	100.0	103	100.0	462	100.0
Violents	9	19.1	6	21.4	5	11.9	5	12.5	23	30.7	18	24.7	26	48.1	30	29.1	122	26.4
Victims	10	21.3	10	35.7	7	16.7	3	7.5	26	34.7	13	17.8	25	46.3	36	35.0	130	28.1
Involved In Violence	13	27.7	13	46.4	11	26.2	6	15.0	35	46.7	25	34.2	30	55.6	44	42.7	177	38.3
Killers	1	2.1	0	0.0	0	0.0	0	0.0	6	8.0	2	2.7	4	7.4	0	0.0	13	2.8
Killed	2	4.3	0	0.0	0	0.0	0	0.0	3	4.0	1	1.4	3	5.6	0	0.0	9	1.9
Involved In Killing	2	4.3	0	0.0	0	0.0	0	0.0	8	10.7	3	4.1	7	13.0	0	0.0	20	4.3
Character V-Score		31.9		46.4		26.2		15.0		57.3		38.4		68.5		42.7		42.6
Violents : Victims		- 1.11		- 1.67		- 1.40		+ 1.67		- 1.13		+ 1.38		+ 1.04		- 1.20		- 1.07
Killers : Killed		- 2.00		0.00		0.00		0.00		+ 2.00		+ 2.00		+ 1.33		0.00		+ 1.44

TABLE 50: RISK RATIOS - SOCIAL AGE - WOMEN IN ALL PROGRAMS CONTINUED

	69-70 N	69-70 %	1971 N	1971 %	1972 N	1972 %	1973 N	1973 %	74-75* N	74-75* %	75-76* N	75-76* %	1976 N	1976 %	1977** N	1977** %	TOTAL N	TOTAL %
OLD																		
Total	4	100.0	4	100.0	4	100.0	2	100.0	5	100.0	5	100.0	0	0.0	1	100.0	25	100.0
Violents	1	25.0	0	0.0	0	0.0	1	50.0	1	20.0	0	0.0	0	0.0	0	0.0	3	12.0
Victims	2	50.0	1	25.0	1	25.0	2	100.0	3	60.0	0	0.0	0	0.0	0	0.0	9	36.0
Involved In Violence	2	50.0	1	25.0	1	25.0	2	100.0	3	60.0	0	0.0	0	0.0	0	0.0	9	36.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	1	25.0	0	0.0	1	20.0	0	0.0	0	0.0	0	0.0	2	8.0
Involved In Killing	0	0.0	0	0.0	1	25.0	0	0.0	1	20.0	0	0.0	0	0.0	0	0.0	2	8.0
Character V-Score		50.0		25.0		50.0		100.0		80.0		0.0		0.0		0.0		44.0
Violents : Victims		- 2.00		- 0.00		- 0.00		- 2.00		- 3.00		0.00		0.00		0.00		- 3.00
Killers : Killed		0.00		0.00		- 0.00		0.00		- 0.00		0.00		0.00		0.00		- 0.00
CANNOT CODE SOCIAL AGE																		
Total	7	100.0	5	100.0	4	100.0	3	100.0	4	100.0	2	100.0	0	0.0	3	100.0	28	100.0
Violents	6	85.7	2	40.0	1	25.0	3	100.0	2	50.0	2	100.0	0	0.0	3	100.0	19	67.9
Victims	5	71.4	2	40.0	3	75.0	2	66.7	0	0.0	1	50.0	0	0.0	3	100.0	16	57.1
Involved In Violence	6	85.7	2	40.0	3	75.0	3	100.0	2	50.0	2	100.0	0	0.0	3	100.0	21	75.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	1	33.3	0	0.0	0	0.0	0	0.0	0	0.0	1	3.6
Involved In Killing	0	0.0	0	0.0	0	0.0	1	33.3	0	0.0	0	0.0	0	0.0	0	0.0	1	3.6
Character V-Score		85.7		40.0		75.0		133.3		50.0		100.0		0.0		100.0		78.6
Violents : Victims		+ 1.20		1.00		- 3.00		+ 1.50		+ 0.00		+ 2.00		0.00		1.00		+ 1.19
Killers : Killed		0.00		0.00		0.00		- 0.00		0.00		0.00		0.00		0.00		- 0.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 51: RISK RATIOS - MARITAL STATUS - ALL CHARACTERS IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UNMARRIED, UNKNOWN																		
Total	365	100.0	137	100.0	176	100.0	124	100.0	276	100.0	235	100.0	143	100.0	272	100.0	1728	100.0
Violents	191	52.3	70	51.1	78	44.3	38	30.6	109	39.5	96	40.9	85	59.4	133	48.9	800	46.3
Victims	220	60.3	73	53.3	96	54.5	61	49.2	154	55.8	134	57.0	94	65.7	141	51.8	973	56.3
Involved In Violence	251	68.8	91	66.4	111	63.1	73	58.9	174	63.0	156	66.4	108	75.5	173	63.6	1137	65.8
Killers	19	5.2	14	10.2	11	6.2	4	3.2	26	9.4	16	6.8	10	7.0	13	4.8	113	6.5
Killed	14	3.8	3	2.2	7	4.0	4	3.2	10	3.6	9	3.8	7	4.9	5	1.8	59	3.4
Involved In Killing	30	8.2	15	10.9	14	8.0	7	5.6	30	10.9	21	8.9	14	9.8	15	5.5	146	8.4
Character V-Score		77.0		77.4		71.0		64.5		73.9		75.3		85.3		69.1		74.2
Violents : Victims		- 1.15		- 1.04		- 1.23		- 1.61		- 1.41		- 1.40		- 1.11		- 1.06		- 1.22
Killers : Killed		+ 1.36		+ 4.67		+ 1.57		1.00		+ 2.60		+ 1.78		+ 1.43		+ 2.60		+ 1.92
MARRIED																		
Total	149	100.0	73	100.0	92	100.0	106	100.0	152	100.0	157	100.0	63	100.0	123	100.0	915	100.0
Violents	47	31.5	18	24.7	23	25.0	22	20.8	61	40.1	43	27.4	28	44.4	36	29.3	278	30.4
Victims	62	41.6	26	35.6	33	35.9	32	30.2	68	44.7	53	33.8	30	47.6	40	32.5	344	37.6
Involved In Violence	68	45.6	31	42.5	40	43.5	38	35.8	84	55.3	64	40.8	37	58.7	50	40.7	412	45.0
Killers	8	5.4	4	5.5	8	8.7	4	3.8	17	11.2	11	7.0	6	9.5	8	6.5	66	7.2
Killed	3	2.0	1	1.4	6	6.5	3	2.8	14	9.2	10	6.4	0	0.0	1	0.8	38	4.2
Involved In Killing	8	5.4	5	6.8	11	12.0	6	5.7	26	17.1	18	11.5	6	9.5	9	7.3	89	9.7
Character V-Score		51.0		49.3		55.4		41.5		72.4		52.2		68.3		48.0		54.8
Violents : Victims		- 1.32		- 1.44		- 1.43		- 1.45		- 1.11		- 1.23		- 1.07		- 1.11		- 1.24
Killers : Killed		+ 2.67		+ 4.00		+ 1.33		+ 1.33		+ 1.21		+ 1.10		+ 0.00		+ 8.00		+ 1.74
CANNOT CODE MARITAL STATUS																		
Total	59	100.0	42	100.0	32	100.0	129	100.0	200	100.0	272	100.0	84	100.0	190	100.0	1008	100.0
Violents	47	79.7	28	66.7	17	53.1	64	49.6	102	51.0	152	55.9	63	75.0	107	56.3	580	57.5
Victims	51	86.4	29	69.0	20	62.5	80	62.0	128	64.0	172	63.2	64	76.2	111	58.4	655	65.0
Involved In Violence	54	91.5	33	78.6	24	75.0	89	69.0	148	74.0	206	75.7	72	85.7	133	70.0	759	75.3
Killers	0	0.0	4	9.5	4	12.5	13	10.1	20	10.0	16	5.9	3	3.6	9	4.7	69	6.8
Killed	0	0.0	4	9.5	1	3.1	5	3.9	10	5.0	6	2.2	2	2.4	4	2.1	32	3.2
Involved In Killing	0	0.0	5	11.9	4	12.5	14	10.9	25	12.5	22	8.1	4	4.8	10	5.3	84	8.3
Character V-Score		91.5		90.5		87.5		79.8		86.5		83.8		90.5		75.3		83.6
Violents : Victims		- 1.09		- 1.04		- 1.18		- 1.25		- 1.25		- 1.13		- 1.02		- 1.04		- 1.13
Killers : Killed		0.00		1.00		+ 4.00		+ 2.60		+ 2.00		+ 2.67		+ 1.50		+ 2.25		+ 2.16

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 52: RISK RATIOS - MARITAL STATUS - MEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UNMARRIED, UNKNOWN																		
Total	298	100.0	109	100.0	133	100.0	83	100.0	204	100.0	176	100.0	100	100.0	180	100.0	1283	100.0
Violents	170	57.0	59	54.1	70	52.6	26	31.3	90	44.1	82	46.6	63	63.0	99	55.0	659	51.4
Victims	192	64.4	59	54.1	79	59.4	44	53.0	121	59.3	108	61.4	69	69.0	106	58.9	778	60.6
Involved In Violence	216	72.5	73	67.0	92	69.2	49	59.0	136	66.7	125	71.0	79	79.0	126	70.0	896	69.8
Killers	19	6.4	14	12.8	10	7.5	4	4.8	22	10.8	13	7.4	7	7.0	12	6.7	101	7.9
Killed	11	3.7	2	1.8	6	4.5	2	2.4	9	4.4	9	5.1	5	5.0	5	2.8	49	3.8
Involved In Killing	27	9.1	14	12.8	12	9.0	5	6.0	26	12.7	18	10.2	9	9.0	14	7.8	125	9.7
Character V-Score		81.5		79.8		78.2		65.1		79.4		81.2		88.0		77.8		79.6
Violents : Victims		- 1.13		1.00		- 1.13		- 1.69		- 1.34		- 1.32		- 1.10		- 1.07		- 1.18
Killers : Killed		+ 1.73		+ 7.00		+ 1.67		+ 2.00		+ 2.44		+ 1.44		+ 1.40		+ 2.40		+ 2.06
MARRIED																		
Total	95	100.0	46	100.0	58	100.0	65	100.0	98	100.0	106	100.0	42	100.0	72	100.0	582	100.0
Violents	35	36.8	15	32.6	18	31.0	17	26.2	47	48.0	34	32.1	21	50.0	25	34.7	212	36.4
Victims	47	49.5	20	43.5	28	48.3	24	36.9	53	54.1	44	41.5	25	59.5	27	37.5	268	46.0
Involved In Violence	50	52.6	24	52.2	31	53.4	28	43.1	62	63.3	50	47.2	29	69.0	34	47.2	308	52.9
Killers	7	7.4	4	8.7	8	13.8	4	6.2	12	12.2	11	10.4	5	11.9	7	9.7	58	10.0
Killed	2	2.1	1	2.2	6	10.3	2	3.1	11	11.2	8	7.5	0	0.0	1	1.4	31	5.3
Involved In Killing	7	7.4	5	10.9	11	19.0	5	7.7	18	18.4	16	15.1	5	11.9	8	11.1	75	12.9
Character V-Score		60.0		63.0		72.4		50.8		81.6		62.3		81.0		58.3		65.8
Violents : Victims		- 1.34		- 1.33		- 1.56		- 1.41		- 1.13		- 1.29		- 1.19		- 1.08		- 1.26
Killers : Killed		+ 3.50		+ 4.00		+ 1.33		+ 2.00		+ 1.09		+ 1.38		+ 0.00		+ 7.00		+ 1.87
CANNOT CODE MARITAL STATUS																		
Total	48	100.0	33	100.0	26	100.0	112	100.0	179	100.0	240	100.0	76	100.0	161	100.0	875	100.0
Violents	39	81.3	22	66.7	16	61.5	58	51.8	96	53.6	132	55.0	57	75.0	93	57.8	513	58.6
Victims	42	87.5	23	69.7	18	69.2	71	63.4	118	65.9	157	65.4	58	76.3	94	58.4	581	66.4
Involved In Violence	45	93.8	26	78.8	22	84.6	80	71.4	137	76.5	183	76.2	66	86.8	114	70.8	673	76.9
Killers	0	0.0	3	9.1	4	15.4	13	11.6	20	11.2	15	6.2	3	3.9	9	5.6	67	7.7
Killed	0	0.0	4	12.1	1	3.8	5	4.5	10	5.6	6	2.5	1	1.3	4	2.5	31	3.5
Involved In Killing	0	0.0	4	12.1	4	15.4	14	12.5	25	14.0	21	8.7	3	3.9	10	6.2	81	9.3
Character V-Score		93.8		90.9		100.0		83.9		90.5		85.0		90.8		77.0		86.2
Violents : Victims		- 1.08		- 1.05		- 1.13		- 1.22		- 1.23		- 1.19		- 1.02		- 1.01		- 1.13
Killers : Killed		0.00		- 1.33		+ 4.00		+ 2.60		+ 2.00		+ 2.50		+ 3.00		+ 2.25		+ 2.16

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 53: RISK RATIOS - MARITAL STATUS - WOMEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UNMARRIED, UNKNOWN																		
Total	66	100.0	27	100.0	43	100.0	41	100.0	71	100.0	56	100.0	42	100.0	92	100.0	438	100.0
Violents	21	31.8	10	37.0	8	18.6	12	29.3	19	26.8	12	21.4	21	50.0	34	37.0	137	31.3
Victims	27	40.9	13	48.1	17	39.5	17	41.5	32	45.1	24	42.9	24	57.1	35	38.0	189	43.2
Involved In Violence	34	51.5	17	63.0	19	44.2	24	58.5	37	52.1	29	51.8	28	66.7	47	51.1	235	53.7
Killers	0	0.0	0	0.0	1	2.3	0	0.0	4	5.6	3	5.4	3	7.1	1	1.1	12	2.7
Killed	3	4.5	1	3.7	1	2.3	2	4.9	1	1.4	0	0.0	2	4.8	0	0.0	10	2.3
Involved In Killing	3	4.5	1	3.7	2	4.7	2	4.9	4	5.6	3	5.4	5	11.9	1	1.1	21	4.8
Character V-Score		56.1		66.7		48.8		63.4		57.7		57.1		78.6		52.2		58.4
Violents : Victims		- 1.29		- 1.30		- 2.13		- 1.42		- 1.68		- 2.00		- 1.14		- 1.03		- 1.38
Killers : Killed		- 0.00		- 0.00		1.00		- 0.00		+ 4.00		+ 0.00		+ 1.50		+ 0.00		+ 1.20
MARRIED																		
Total	54	100.0	27	100.0	34	100.0	41	100.0	54	100.0	51	100.0	21	100.0	51	100.0	333	100.0
Violents	12	22.2	3	11.1	5	14.7	5	12.2	14	25.9	9	17.6	7	33.3	11	21.6	66	19.8
Victims	15	27.8	6	22.2	5	14.7	8	19.5	15	27.8	9	17.6	5	23.8	13	25.5	76	22.8
Involved In Violence	18	33.3	7	25.9	9	26.5	10	24.4	22	40.7	14	27.5	8	38.1	16	31.4	104	31.2
Killers	1	1.9	0	0.0	0	0.0	0	0.0	5	9.3	0	0.0	1	4.8	1	2.0	8	2.4
Killed	1	1.9	0	0.0	0	0.0	1	2.4	3	5.6	2	3.9	0	0.0	0	0.0	7	2.1
Involved In Killing	1	1.9	0	0.0	0	0.0	1	2.4	8	14.8	2	3.9	1	4.8	1	2.0	14	4.2
Character V-Score		35.2		25.9		26.5		26.8		55.6		31.4		42.9		33.3		35.4
Violents : Victims		- 1.25		- 2.00		1.00		- 1.60		- 1.07		1.00		+ 1.40		- 1.18		- 1.15
Killers : Killed		1.00		0.00		0.00		- 0.00		+ 1.67		- 0.00		+ 0.00		+ 0.00		+ 1.14
CANNOT CODE MARITAL STATUS																		
Total	3	100.0	3	100.0	4	100.0	15	100.0	18	100.0	22	100.0	4	100.0	25	100.0	94	100.0
Violents	2	66.7	1	33.3	0	0.0	4	26.7	5	27.8	12	54.5	2	50.0	11	44.0	37	39.4
Victims	2	66.7	1	33.3	0	0.0	7	46.7	8	44.4	6	27.3	2	50.0	15	60.0	41	43.6
Involved In Violence	2	66.7	2	66.7	0	0.0	7	46.7	9	50.0	13	59.1	2	50.0	16	64.0	51	54.3
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	4.5	0	0.0	0	0.0	1	1.1
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	25.0	0	0.0	1	1.1
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	4.5	1	25.0	0	0.0	2	2.1
Character V-Score		66.7		66.7		0.0		46.7		50.0		63.6		75.0		64.0		56.4
Violents : Victims		1.00		1.00		0.00		- 1.75		- 1.60		+ 2.00		1.00		- 1.36		- 1.11
Killers : Killed		0.00		0.00		0.00		0.00		0.00		+ 0.00		- 0.00		0.00		1.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 54: RISK RATIOS - SOCIAL CLASS - ALL CHARACTERS IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UPPER CLASS																		
Total	54	100.0	22	100.0	26	100.0	22	100.0	48	100.0	45	100.0	10	100.0	23	100.0	250	100.0
Violents	16	29.6	9	40.9	11	42.3	7	31.8	19	39.6	21	46.7	5	50.0	11	47.8	99	39.6
Victims	27	50.0	12	54.5	11	42.3	9	40.9	30	62.5	28	62.2	5	50.0	13	56.5	135	54.0
Involved In Violence	29	53.7	13	59.1	15	57.7	11	50.0	33	68.7	30	66.7	6	60.0	14	60.9	151	60.4
Killers	4	7.4	0	0.0	3	11.5	2	9.1	9	18.7	5	11.1	2	20.0	2	8.7	27	10.8
Killed	4	7.4	1	4.5	3	11.5	1	4.5	4	8.3	4	8.9	0	0.0	1	4.3	18	7.2
Involved In Killing	5	9.3	1	4.5	4	15.4	3	13.6	10	20.8	9	20.0	2	20.0	3	13.0	37	14.8
Character V-Score		63.0		63.6		73.1		63.6		89.6		86.7		80.0		73.9		75.2
Violents : Victims		- 1.69		- 1.33		1.00		- 1.29		- 1.58		- 1.33		1.00		- 1.18		- 1.36
Killers : Killed		1.00		- 0.00		1.00		+ 2.00		+ 2.25		+ 1.25		+ 0.00		+ 2.00		+ 1.50
MIXED CLASS																		
Total	508	100.0	228	100.0	266	100.0	323	100.0	551	100.0	589	100.0	269	100.0	543	100.0	3277	100.0
Violents	262	51.6	105	46.1	102	38.3	110	34.1	244	44.3	257	43.6	163	60.6	250	46.0	1493	45.6
Victims	298	58.7	115	50.4	133	50.0	154	47.7	306	55.5	312	53.0	174	64.7	262	48.3	1754	53.5
Involved In Violence	335	65.9	140	61.4	153	57.5	179	55.4	358	65.0	376	63.8	201	74.7	325	59.9	2067	63.1
Killers	23	4.5	21	9.2	20	7.5	17	5.3	54	9.8	37	6.3	14	5.2	26	4.8	212	6.5
Killed	11	2.2	6	2.6	11	4.1	10	3.1	29	5.3	18	3.1	8	3.0	8	1.5	101	3.1
Involved In Killing	31	6.1	23	10.1	25	9.4	22	6.8	70	12.7	49	8.3	19	7.1	29	5.3	268	8.2
Character V-Score		72.0		71.5		66.9		62.2		77.7		72.2		81.8		65.2		71.3
Violents : Victims		- 1.14		- 1.10		- 1.30		- 1.40		- 1.25		- 1.21		- 1.07		- 1.05		- 1.17
Killers : Killed		+ 2.09		+ 3.50		+ 1.82		+ 1.70		+ 1.86		+ 2.06		+ 1.75		+ 3.25		+ 2.10
LOWER CLASS																		
Total	11	100.0	2	100.0	8	100.0	14	100.0	29	100.0	30	100.0	11	100.0	19	100.0	124	100.0
Violents	7	63.6	2	100.0	5	62.5	7	50.0	9	31.0	13	43.3	8	72.7	15	78.9	66	53.2
Victims	8	72.7	1	50.0	5	62.5	10	71.4	14	48.3	19	63.3	9	81.8	17	89.5	83	66.9
Involved In Violence	9	81.8	2	100.0	7	87.5	10	71.4	15	51.7	20	66.7	10	90.9	17	89.5	90	72.6
Killers	0	0.0	1	50.0	0	0.0	2	14.3	0	0.0	1	3.3	3	27.3	2	10.5	9	7.3
Killed	2	18.2	1	50.0	0	0.0	1	7.1	1	3.4	3	10.0	1	9.1	1	5.3	10	8.1
Involved In Killing	2	18.2	1	50.0	0	0.0	2	14.3	1	3.4	3	10.0	3	27.3	2	10.5	14	11.3
Character V-Score		100.0		150.0		87.5		85.7		55.2		76.7		118.2		100.0		83.9
Violents : Victims		- 1.14		+ 2.00		1.00		- 1.43		- 1.56		- 1.46		- 1.13		- 1.13		- 1.26
Killers : Killed		- 0.00		1.00		0.00		+ 2.00		- 0.00		- 3.00		+ 3.00		+ 2.00		- 1.11

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 55: RISK RATIOS - SOCIAL CLASS - MEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UPPER CLASS																		
Total	38	100.0	16	100.0	20	100.0	15	100.0	29	100.0	33	100.0	7	100.0	13	100.0	171	100.0
Violents	14	36.8	9	56.3	10	50.0	6	40.0	14	48.3	17	51.5	4	57.1	9	69.2	83	48.5
Victims	21	55.3	9	56.3	10	50.0	8	53.3	23	79.3	23	69.7	3	42.9	9	69.2	106	62.0
Involved In Violence	23	60.5	10	62.5	13	65.0	10	66.7	23	79.3	24	72.7	4	57.1	10	76.9	117	68.4
Killers	3	7.9	0	0.0	3	15.0	2	13.3	7	24.1	4	12.1	1	14.3	2	15.4	22	12.9
Killed	2	5.3	0	0.0	3	15.0	1	6.7	3	10.3	4	12.1	0	0.0	1	7.7	14	8.2
Involved In Killing	3	7.9	0	0.0	4	20.0	3	20.0	7	24.1	8	24.2	1	14.3	3	23.1	29	17.0
Character V-Score		68.4		62.5		85.0		86.7		103.4		97.0		71.4		100.0		85.4
Violents : Victims		- 1.50		1.00		1.00		- 1.33		- 1.64		- 1.35		+ 1.33		1.00		- 1.28
Killers : Killed		+ 1.50		0.00		1.00		+ 2.00		+ 2.33		1.00		+ 0.00		+ 2.00		+ 1.57
MIXED CLASS																		
Total	394	100.0	170	100.0	193	100.0	231	100.0	432	100.0	463	100.0	201	100.0	385	100.0	2469	100.0
Violents	223	56.6	85	50.0	90	46.6	88	38.1	212	49.1	219	47.3	129	64.2	196	50.9	1242	50.3
Victims	253	64.2	92	54.1	113	58.5	121	52.4	258	59.7	269	58.1	140	69.7	204	53.0	1450	58.7
Involved In Violence	280	71.1	111	65.3	128	66.3	137	59.3	300	69.4	317	68.5	160	79.6	250	64.9	1683	68.2
Killers	23	5.8	20	11.8	19	9.8	17	7.4	47	10.9	34	7.3	11	5.5	25	6.5	196	7.9
Killed	10	2.5	6	3.5	10	5.2	7	3.0	26	6.0	16	3.5	5	2.5	8	2.1	88	3.6
Involved In Killing	30	7.6	22	12.9	23	11.9	19	8.2	61	14.1	44	9.5	13	6.5	28	7.3	240	9.7
Character V-Score		78.7		78.2		78.2		67.5		83.6		78.0		86.1		72.2		77.9
Violents : Victims		- 1.13		- 1.08		- 1.26		- 1.38		- 1.22		- 1.23		- 1.09		- 1.04		- 1.17
Killers : Killed		+ 2.30		+ 3.33		+ 1.90		+ 2.43		+ 1.81		+ 2.13		+ 2.20		+ 3.13		+ 2.23
LOWER CLASS																		
Total	9	100.0	2	100.0	4	100.0	14	100.0	20	100.0	26	100.0	10	100.0	15	100.0	100	100.0
Violents	7	77.8	2	100.0	4	100.0	7	50.0	7	35.0	12	46.2	8	80.0	12	80.0	59	59.0
Victims	7	77.8	1	50.0	2	50.0	10	71.4	11	55.0	17	65.4	9	90.0	14	93.3	71	71.0
Involved In Violence	8	88.9	2	100.0	4	100.0	10	71.4	12	60.0	17	65.4	10	100.0	14	93.3	77	77.0
Killers	0	0.0	1	50.0	0	0.0	2	14.3	0	0.0	1	3.8	3	30.0	1	6.7	8	8.0
Killed	1	11.1	1	50.0	0	0.0	1	7.1	1	5.0	3	11.5	1	10.0	1	6.7	9	9.0
Involved In Killing	1	11.1	1	50.0	0	0.0	2	14.3	1	5.0	3	11.5	3	30.0	1	6.7	12	12.0
Character V-Score		100.0		150.0		100.0		85.7		65.0		76.9		130.0		100.0		89.0
Violents : Victims		1.00		+ 2.00		+ 2.00		- 1.43		- 1.57		- 1.42		- 1.13		- 1.17		- 1.20
Killers : Killed		- 0.00		1.00		0.00		+ 2.00		- 0.00		- 3.00		+ 3.00		1.00		- 1.13

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 56: RISK RATIOS - SOCIAL CLASS - WOMEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
UPPER CLASS																		
Total	16	100.0	6	100.0	6	100.0	7	100.0	19	100.0	12	100.0	3	100.0	10	100.0	79	100.0
Violents	2	12.5	0	0.0	1	16.7	1	14.3	5	26.3	4	33.3	1	33.3	2	20.0	16	20.3
Victims	6	37.5	3	50.0	1	16.7	1	14.3	7	36.8	5	41.7	2	66.7	4	40.0	29	36.7
Involved In Violence	6	37.5	3	50.0	2	33.3	1	14.3	10	52.6	6	50.0	2	66.7	4	40.0	34	43.0
Killers	1	6.3	0	0.0	0	0.0	0	0.0	2	10.5	1	8.3	1	33.3	0	0.0	5	6.3
Killed	2	12.5	1	16.7	0	0.0	0	0.0	1	5.3	0	0.0	0	0.0	0	0.0	4	5.1
Involved In Killing	2	12.5	1	16.7	0	0.0	0	0.0	3	15.8	1	8.3	1	33.3	0	0.0	8	10.1
Character V-Score		50.0		66.7		33.3		14.3		68.4		58.3		100.0		40.0		53.2
Violents : Victims		- 3.00		- 0.00		1.00		1.00		- 1.40		- 1.25		- 2.00		- 2.00		- 1.81
Killers : Killed		- 2.00		- 0.00		0.00		0.00		+ 2.00		+ 0.00		+ 0.00		0.00		+ 1.25
MIXED CLASS																		
Total	105	100.0	51	100.0	71	100.0	90	100.0	115	100.0	113	100.0	63	100.0	154	100.0	762	100.0
Violents	33	31.4	14	27.5	11	15.5	20	22.2	31	27.0	28	24.8	29	46.0	51	33.1	217	28.5
Victims	37	35.2	17	33.3	18	25.4	31	34.4	45	39.1	32	28.3	29	46.0	56	36.4	265	34.8
Involved In Violence	47	44.8	23	45.1	23	32.4	40	44.4	55	47.8	47	41.6	36	57.1	72	46.8	343	45.0
Killers	0	0.0	0	0.0	1	1.4	0	0.0	7	6.1	3	2.7	3	4.8	1	0.6	15	2.0
Killed	1	1.0	0	0.0	1	1.4	3	3.3	3	2.6	2	1.8	3	4.8	0	0.0	13	1.7
Involved In Killing	1	1.0	0	0.0	2	2.8	3	3.3	9	7.8	5	4.4	6	9.5	1	0.6	27	3.5
Character V-Score		45.7		45.1		35.2		47.8		55.7		46.0		66.7		47.4		48.6
Violents : Victims		- 1.12		- 1.21		- 1.64		- 1.55		- 1.45		- 1.14		1.00		- 1.10		- 1.22
Killers : Killed		- 0.00		0.00		1.00		- 0.00		+ 2.33		+ 1.50		1.00		+ 0.00		+ 1.15
LOWER CLASS																		
Total	2	100.0	0	0.0	4	100.0	0	0.0	9	100.0	4	100.0	1	100.0	4	100.0	24	100.0
Violents	0	0.0	0	0.0	1	25.0	0	0.0	2	22.2	1	25.0	0	0.0	3	75.0	7	29.2
Victims	1	50.0	0	0.0	3	75.0	0	0.0	3	33.3	2	50.0	0	0.0	3	75.0	12	50.0
Involved In Violence	1	50.0	0	0.0	3	75.0	0	0.0	3	33.3	3	75.0	0	0.0	3	75.0	13	54.2
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	25.0	1	4.2
Killed	1	50.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	4.2
Involved In Killing	1	50.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	25.0	2	8.3
Character V-Score		100.0		0.0		75.0		0.0		33.3		75.0		0.0		100.0		62.5
Violents : Victims		- 0.00		0.00		- 3.00		0.00		- 1.50		- 2.00		0.00		1.00		- 1.71
Killers : Killed		- 0.00		0.00		0.00		0.00		0.00		0.00		0.00		+ 0.00		1.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 57: RISK RATIOS - RACE - ALL CHARACTERS IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
WHITE RACE																		
Total	428	100.0	207	100.0	244	100.0	295	100.0	506	100.0	494	100.0	210	100.0	463	100.0	2847	100.0
Violents	188	43.9	86	41.5	91	37.3	95	32.2	210	41.5	208	42.1	120	57.1	220	47.5	1218	42.8
Victims	219	51.2	93	44.9	114	46.7	133	45.1	274	54.2	250	50.6	124	59.0	229	49.5	1436	50.4
Involved In Violence	252	58.9	118	57.0	134	54.9	157	53.2	322	63.6	302	61.1	146	69.5	279	60.3	1710	60.1
Killers	23	5.4	19	9.2	18	7.4	16	5.4	59	11.7	41	8.3	17	8.1	27	5.8	220	7.7
Killed	16	3.7	7	3.4	8	3.3	11	3.7	32	6.3	22	4.5	5	2.4	10	2.2	111	3.9
Involved In Killing	34	7.9	22	10.6	21	8.6	22	7.5	75	14.8	57	11.5	20	9.5	31	6.7	282	9.9
Character V-Score		66.8		67.6		63.5		60.7		78.5		72.7		79.0		67.0		70.0
Violents : Victims		- 1.16		- 1.08		- 1.25		- 1.40		- 1.30		- 1.20		- 1.03		- 1.04		- 1.18
Killers : Killed		+ 1.44		+ 2.71		+ 2.25		+ 1.45		+ 1.84		+ 1.86		+ 3.40		+ 2.70		+ 1.98
OTHER RACE																		
Total	65	100.0	11	100.0	30	100.0	35	100.0	60	100.0	62	100.0	18	100.0	62	100.0	343	100.0
Violents	33	50.8	5	45.5	13	43.3	11	31.4	23	38.3	17	27.4	7	38.9	21	33.9	130	37.9
Victims	46	70.8	6	54.5	15	50.0	21	60.0	28	46.7	26	41.9	11	61.1	19	30.6	172	50.1
Involved In Violence	46	70.8	6	54.5	20	66.7	22	62.9	30	50.0	27	43.5	12	66.7	28	45.2	191	55.7
Killers	2	3.1	2	18.2	5	16.7	3	8.6	3	5.0	2	3.2	2	11.1	3	4.8	22	6.4
Killed	0	0.0	1	9.1	6	20.0	0	0.0	0	0.0	2	3.2	3	16.7	0	0.0	12	3.5
Involved In Killing	2	3.1	2	18.2	8	26.7	3	8.6	3	5.0	3	4.8	3	16.7	3	4.8	27	7.9
Character V-Score		73.8		72.7		93.3		71.4		55.0		48.4		83.3		50.0		63.6
Violents : Victims		- 1.39		- 1.20		- 1.15		- 1.91		- 1.22		- 1.53		- 1.57		+ 1.11		- 1.32
Killers : Killed		+ 0.00		+ 2.00		- 1.20		+ 0.00		+ 0.00		1.00		- 1.50		+ 0.00		+ 1.83
CANNOT CODE RACE																		
Total	80	100.0	34	100.0	26	100.0	29	100.0	62	100.0	108	100.0	62	100.0	60	100.0	461	100.0
Violents	64	80.0	25	73.5	14	53.8	18	62.1	39	62.9	66	61.1	49	79.0	35	58.3	310	67.2
Victims	68	85.0	29	85.3	20	76.9	19	65.5	48	77.4	83	76.9	53	85.5	44	73.3	364	79.0
Involved In Violence	75	93.7	31	91.2	21	80.8	21	72.4	54	87.1	97	89.8	59	95.2	49	81.7	407	88.3
Killers	2	2.5	1	2.9	0	0.0	2	6.9	1	1.6	0	0.0	0	0.0	0	0.0	6	1.3
Killed	1	1.2	0	0.0	0	0.0	1	3.4	2	3.2	1	0.9	1	1.6	0	0.0	6	1.3
Involved In Killing	2	2.5	1	2.9	0	0.0	2	6.9	3	4.8	1	0.9	1	1.6	0	0.0	10	2.2
Character V-Score		96.2		94.1		80.8		79.3		91.9		90.7		96.8		81.7		90.5
Violents : Victims		- 1.06		- 1.16		- 1.43		- 1.06		- 1.23		- 1.26		- 1.08		- 1.26		- 1.17
Killers : Killed		+ 2.00		+ 0.00		0.00		+ 2.00		- 2.00		- 0.00		- 0.00		0.00		1.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 58: RISK RATIOS - RACE - MEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
WHITE RACE																		
Total	320	100.0	153	100.0	168	100.0	202	100.0	382	100.0	385	100.0	147	100.0	322	100.0	2079	100.0
Violents	160	50.0	72	47.1	79	47.0	75	37.1	174	45.5	176	45.7	91	61.9	172	53.4	999	48.1
Victims	183	57.2	73	47.7	95	56.5	103	51.0	224	58.6	214	55.6	95	64.6	176	54.7	1163	55.9
Involved In Violence	207	64.7	92	60.1	109	64.9	118	58.4	259	67.8	250	64.9	110	74.8	212	65.8	1357	65.3
Killers	22	6.9	19	12.4	17	10.1	16	7.9	50	13.1	37	9.6	13	8.8	25	7.8	199	9.6
Killed	12	3.7	6	3.9	7	4.2	8	4.0	28	7.3	20	5.2	3	2.0	10	3.1	94	4.5
Involved In Killing	30	9.4	21	13.7	19	11.3	19	9.4	63	16.5	51	13.2	14	9.5	29	9.0	246	11.8
Character V-Score		74.1		73.9		76.2		67.8		84.3		78.2		84.4		74.8		77.1
Violents : Victims		- 1.14		- 1.01		- 1.20		- 1.37		- 1.29		- 1.22		- 1.04		- 1.02		- 1.16
Killers : Killed		+ 1.83		+ 3.17		+ 2.43		+ 2.00		+ 1.79		+ 1.85		+ 4.33		+ 2.50		+ 2.12
OTHER RACE																		
Total	52	100.0	10	100.0	28	100.0	32	100.0	43	100.0	45	100.0	17	100.0	41	100.0	268	100.0
Violents	28	53.8	5	50.0	13	46.4	10	31.3	21	48.8	17	37.8	7	41.2	16	39.0	117	43.7
Victims	38	73.1	6	60.0	14	50.0	19	59.4	23	53.5	24	53.3	11	64.7	14	34.1	149	55.6
Involved In Violence	38	73.1	6	60.0	19	67.9	20	62.5	25	58.1	25	55.6	12	70.6	21	51.2	166	61.9
Killers	2	3.8	2	20.0	5	17.9	3	9.4	3	7.0	2	4.4	2	11.8	3	7.3	22	8.2
Killed	0	0.0	1	10.0	6	21.4	0	0.0	0	0.0	2	4.4	3	17.6	0	0.0	12	4.5
Involved In Killing	2	3.8	2	20.0	8	28.6	3	9.4	3	7.0	3	6.7	3	17.6	3	7.3	27	10.1
Character V-Score		76.9		80.0		96.4		71.9		65.1		62.2		88.2		58.5		72.0
Violents : Victims		- 1.36		- 1.20		- 1.08		- 1.90		- 1.10		- 1.41		- 1.57		+ 1.14		- 1.27
Killers : Killed		+ 0.00		+ 2.00		- 1.20		+ 0.00		+ 0.00		1.00		- 1.50		+ 0.00		+ 1.83
CANNOT CODE RACE																		
Total	69	100.0	25	100.0	21	100.0	26	100.0	56	100.0	92	100.0	54	100.0	50	100.0	393	100.0
Violents	56	81.2	19	76.0	12	57.1	16	61.5	38	67.9	55	59.8	43	79.6	29	58.0	268	68.2
Victims	60	87.0	23	92.0	16	76.2	17	65.4	45	80.4	71	77.2	46	85.2	37	74.0	315	80.2
Involved In Violence	66	95.7	25	100.0	17	81.0	19	73.1	51	91.1	83	90.2	52	96.3	41	82.0	354	90.1
Killers	2	2.9	0	0.0	0	0.0	2	7.7	1	1.8	0	0.0	0	0.0	0	0.0	5	1.3
Killed	1	1.4	0	0.0	0	0.0	1	3.8	2	3.6	1	1.1	0	0.0	0	0.0	5	1.3
Involved In Killing	2	2.9	0	0.0	0	0.0	2	7.7	3	5.4	1	1.1	0	0.0	0	0.0	8	2.0
Character V-Score		98.6		100.0		81.0		80.8		96.4		91.3		96.3		82.0		92.1
Violents : Victims		- 1.07		- 1.21		- 1.33		- 1.06		- 1.18		- 1.29		- 1.07		- 1.28		- 1.18
Killers : Killed		+ 2.00		0.00		0.00		+ 2.00		- 2.00		- 0.00		0.00		0.00		1.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 59: RISK RATIOS - RACE - WOMEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
WHITE RACE																		
Total	108	100.0	54	100.0	76	100.0	93	100.0	124	100.0	109	100.0	63	100.0	141	100.0	768	100.0
Violents	28	25.9	14	25.9	12	15.8	20	21.5	36	29.0	32	29.4	29	46.0	48	34.0	219	28.5
Victims	36	33.3	20	37.0	19	25.0	30	32.3	50	40.3	36	33.0	29	46.0	53	37.6	273	35.5
Involved In Violence	45	41.7	26	48.1	25	32.9	39	41.9	63	50.8	52	47.7	36	57.1	67	47.5	353	46.0
Killers	1	0.9	0	0.0	1	1.3	0	0.0	9	7.3	4	3.7	4	6.3	2	1.4	21	2.7
Killed	4	3.7	1	1.9	1	1.3	3	3.2	4	3.2	2	1.8	2	3.2	0	0.0	17	2.2
Involved In Killing	4	3.7	1	1.9	2	2.6	3	3.2	12	9.7	6	5.5	6	9.5	2	1.4	36	4.7
Character V-Score		45.4		50.0		35.5		45.2		60.5		53.2		66.7		48.9		50.7
Violents : Victims		- 1.29		- 1.43		- 1.58		- 1.50		- 1.39		- 1.13		1.00		- 1.10		- 1.25
Killers : Killed		- 4.00		- 0.00		1.00		- 0.00		+ 2.25		+ 2.00		+ 2.00		+ 0.00		+ 1.24
OTHER RACE																		
Total	10	100.0	1	100.0	2	100.0	3	100.0	17	100.0	17	100.0	1	100.0	21	100.0	72	100.0
Violents	3	30.0	0	0.0	0	0.0	1	33.3	2	11.8	0	0.0	0	0.0	5	23.8	11	15.3
Victims	5	50.0	0	0.0	1	50.0	2	66.7	5	29.4	2	11.8	0	0.0	5	23.8	20	27.8
Involved In Violence	5	50.0	0	0.0	1	50.0	2	66.7	5	29.4	2	11.8	0	0.0	7	33.3	22	30.6
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score		50.0		0.0		50.0		66.7		29.4		11.8		0.0		33.3		30.6
Violents : Victims		- 1.67		0.00		- 0.00		- 2.00		- 2.50		- 0.00		0.00		1.00		- 1.82
Killers : Killed		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
CANNOT CODE RACE																		
Total	5	100.0	2	100.0	3	100.0	1	100.0	2	100.0	3	100.0	3	100.0	6	100.0	25	100.0
Violents	4	80.0	0	0.0	1	33.3	0	0.0	0	0.0	1	33.3	1	33.3	3	50.0	10	40.0
Victims	3	60.0	0	0.0	2	66.7	0	0.0	0	0.0	1	33.3	2	66.7	5	83.3	13	52.0
Involved In Violence	4	80.0	0	0.0	2	66.7	0	0.0	0	0.0	2	66.7	2	66.7	5	83.3	15	60.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	33.3	0	0.0	1	4.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	33.3	0	0.0	1	4.0
Character V-Score		80.0		0.0		66.7		0.0		0.0		66.7		100.0		83.3		64.0
Violents : Victims		+ 1.33		0.00		- 2.00		0.00		0.00		1.00		- 2.00		- 1.67		- 1.30
Killers : Killed		0.00		0.00		0.00		0.00		0.00		0.00		- 0.00		0.00		- 0.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 60: RISK RATIOS - TYPE - ALL CHARACTERS IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
'GOOD' (HEROES)																		
Total	323	100.0	126	100.0	179	100.0	223	100.0	375	100.0	360	100.0	172	100.0	371	100.0	2129	100.0
Violents	136	42.1	50	39.7	64	35.8	67	30.0	137	36.5	136	37.8	91	52.9	147	39.6	828	38.9
Victims	168	52.0	61	48.4	85	47.5	102	45.7	189	50.4	172	47.8	96	55.8	171	46.1	1044	49.0
Involved In Violence	192	59.4	75	59.5	101	56.4	117	52.5	222	59.2	212	58.9	116	67.4	202	54.4	1237	58.1
Killers	9	2.8	7	5.6	4	2.2	9	4.0	27	7.2	10	2.8	6	3.5	7	1.9	79	3.7
Killed	2	0.6	1	0.8	4	2.2	5	2.2	7	1.9	2	0.6	2	1.2	1	0.3	24	1.1
Involved In Killing	10	3.1	8	6.3	8	4.5	11	4.9	32	8.5	12	3.3	8	4.7	8	2.2	97	4.6
Character V-Score		62.5		65.9		60.9		57.4		67.7		62.2		72.1		56.6		62.7
Violents : Victims		- 1.24		- 1.22		- 1.33		- 1.52		- 1.38		- 1.26		- 1.05		- 1.16		- 1.26
Killers : Killed		+ 4.50		+ 7.00		1.00		+ 1.80		+ 3.86		+ 5.00		+ 3.00		+ 7.00		+ 3.29
MIXED TYPE																		
Total	163	100.0	79	100.0	78	100.0	67	100.0	168	100.0	222	100.0	75	100.0	151	100.0	1003	100.0
Violents	72	44.2	33	41.8	22	28.2	14	20.9	78	46.4	86	38.7	51	68.0	76	50.3	432	43.1
Victims	94	57.7	36	45.6	28	35.9	25	37.3	96	57.1	119	53.6	59	78.7	68	45.0	525	52.3
Involved In Violence	103	63.2	44	55.7	34	43.6	29	43.3	111	66.1	137	61.7	63	84.0	93	61.6	614	61.2
Killers	8	4.9	6	7.6	6	7.7	0	0.0	10	6.0	8	3.6	6	8.0	10	6.6	54	5.4
Killed	6	3.7	3	3.8	5	6.4	1	1.5	11	6.5	11	5.0	2	2.7	2	1.3	41	4.1
Involved In Killing	12	7.4	8	10.1	7	9.0	1	1.5	18	10.7	16	7.2	7	9.3	11	7.3	80	8.0
Character V-Score		70.6		65.8		52.6		44.8		76.8		68.9		93.3		68.9		69.2
Violents : Victims		- 1.31		- 1.09		- 1.27		- 1.79		- 1.23		- 1.38		- 1.16		+ 1.12		- 1.22
Killers : Killed		+ 1.33		+ 2.00		+ 1.20		- 0.00		- 1.10		- 1.38		+ 3.00		+ 5.00		+ 1.32
'BAD' (VILLAINS)																		
Total	87	100.0	47	100.0	43	100.0	68	100.0	84	100.0	82	100.0	43	100.0	63	100.0	517	100.0
Violents	77	88.5	33	70.2	32	74.4	43	63.2	56	66.7	69	84.1	34	79.1	53	84.1	397	76.8
Victims	71	81.6	31	66.0	36	83.7	46	67.6	65	77.4	68	82.9	33	76.7	53	84.1	403	77.9
Involved In Violence	78	89.7	36	76.6	40	93.0	54	79.4	72	85.7	77	93.9	38	88.4	61	96.8	456	88.2
Killers	10	11.5	9	19.1	13	30.2	12	17.6	26	31.0	25	30.5	7	16.3	13	20.6	115	22.2
Killed	9	10.3	4	8.5	5	11.6	6	8.8	16	19.0	12	14.6	5	11.6	7	11.1	64	12.4
Involved In Killing	16	18.4	9	19.1	14	32.6	15	22.1	31	36.9	33	40.2	9	20.9	15	23.8	142	27.5
Character V-Score		108.0		95.7		125.6		101.5		122.6		134.1		109.3		120.6		115.7
Violents : Victims		+ 1.08		+ 1.06		- 1.13		- 1.07		- 1.16		+ 1.01		+ 1.03		1.00		- 1.02
Killers : Killed		+ 1.11		+ 2.25		+ 2.60		+ 2.00		+ 1.63		+ 2.08		+ 1.40		+ 1.86		+ 1.80

TABLE 60: RISK RATIOS - TYPE - ALL CHARACTERS IN ALL PROGRAMS CONTINUED

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CANNOT CODE TYPE																		
Total	0	0.0	0	0.0	0	0.0	1	100.0	1	100.0	0	0.0	0	0.0	0	0.0	2	100.0
Violents	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	1	50.0
Victims	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Violence	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	1	50.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score		0.0		0.0		0.0		0.0		100.0		0.0		0.0		0.0		50.0
Violents : Victims		0.00		0.00		0.00		0.00		+ 0.00		0.00		0.00		0.00		+ 0.00
Killers : Killed		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 61: RISK RATIOS - TYPE - MEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
'GOOD' (HEROES)																		
Total	240	100.0	91	100.0	125	100.0	160	100.0	280	100.0	282	100.0	131	100.0	244	100.0	1553	100.0
Violents	115	47.9	41	45.1	56	44.8	55	34.4	120	42.9	118	41.8	74	56.5	109	44.7	688	44.3
Victims	139	57.9	47	51.6	68	54.4	77	48.1	157	56.1	153	54.3	81	61.8	126	51.6	848	54.6
Involved In Violence	156	65.0	58	63.7	81	64.8	88	55.0	183	65.4	181	64.2	98	74.8	145	59.4	990	63.7
Killers	9	3.7	7	7.7	4	3.2	9	5.6	26	9.3	10	3.5	3	2.3	7	2.9	75	4.8
Killed	1	0.4	0	0.0	3	2.4	3	1.9	6	2.1	2	0.7	2	1.5	1	0.4	18	1.2
Involved In Killing	9	3.7	7	7.7	7	5.6	9	5.6	30	10.7	12	4.3	5	3.8	8	3.3	87	5.6
Character V-Score		68.7		71.4		70.4		60.6		76.1		68.4		78.6		62.7		69.3
Violents : Victims		- 1.21		- 1.15		- 1.21		- 1.40		- 1.31		- 1.30		- 1.09		- 1.16		- 1.23
Killers : Killed		+ 9.00		+ 0.00		+ 1.33		+ 3.00		+ 4.33		+ 5.00		+ 1.50		+ 7.00		+ 4.17
MIXED TYPE																		
Total	121	100.0	57	100.0	53	100.0	47	100.0	130	100.0	169	100.0	52	100.0	115	100.0	744	100.0
Violents	59	48.8	27	47.4	18	34.0	9	19.1	65	50.0	70	41.4	38	73.1	63	54.8	349	46.9
Victims	77	63.6	29	50.9	23	43.4	21	44.7	79	60.8	95	56.2	43	82.7	56	48.7	423	56.9
Involved In Violence	84	69.4	35	61.4	27	50.9	22	46.8	91	70.0	109	64.5	45	86.5	77	67.0	490	65.9
Killers	7	5.8	5	8.8	6	11.3	0	0.0	8	6.2	5	3.0	5	9.6	10	8.7	46	6.2
Killed	3	2.5	3	5.3	5	9.4	1	2.1	10	7.7	10	5.9	1	1.9	2	1.7	35	4.7
Involved In Killing	9	7.4	7	12.3	7	13.2	1	2.1	15	11.5	12	7.1	5	9.6	11	9.6	67	9.0
Character V-Score		76.9		73.7		64.2		48.9		81.5		71.6		96.2		76.5		74.9
Violents : Victims		- 1.31		- 1.07		- 1.28		- 2.33		- 1.22		- 1.36		- 1.13		+ 1.13		- 1.21
Killers : Killed		+ 2.33		+ 1.67		+ 1.20		- 0.00		- 1.25		- 2.00		+ 5.00		+ 5.00		+ 1.31
'BAD' (VILLAINS)																		
Total	80	100.0	40	100.0	39	100.0	53	100.0	70	100.0	71	100.0	35	100.0	54	100.0	442	100.0
Violents	70	87.5	28	70.0	30	76.9	37	69.8	47	67.1	60	84.5	29	82.9	45	83.3	346	78.3
Victims	65	81.2	26	65.0	34	87.2	41	77.4	56	80.0	61	85.9	28	80.0	45	83.3	356	80.5
Involved In Violence	71	88.7	30	75.0	37	94.9	47	88.7	60	85.7	68	95.8	31	88.6	52	96.3	396	89.6
Killers	10	12.5	9	22.5	12	30.8	12	22.6	20	28.6	24	33.8	7	20.0	11	20.4	105	23.8
Killed	9	11.2	4	10.0	5	12.8	5	9.4	14	20.0	11	15.5	3	8.6	7	13.0	58	13.1
Involved In Killing	16	20.0	9	22.5	13	33.3	14	26.4	24	34.3	31	43.7	7	20.0	13	24.1	127	28.7
Character V-Score		108.7		97.5		128.2		115.1		120.0		139.4		108.6		120.4		118.3
Violents : Victims		+ 1.08		+ 1.08		- 1.13		- 1.11		- 1.19		- 1.02		+ 1.04		1.00		- 1.03
Killers : Killed		+ 1.11		+ 2.25		+ 2.40		+ 2.40		+ 1.43		+ 2.18		+ 2.33		+ 1.57		+ 1.81

TABLE 61: RISK RATIOS - TYPE - MEN IN ALL PROGRAMS CONTINUED

	69-70 N	%	1971 N	%	1972 N	%	1973 N	%	74-75* N	%	75-76* N	%	1976 N	%	1977** N	%	TOTAL N	%
CANNOT CODE TYPE																		
Total	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	1	100.0
Violents	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	1	100.0
Victims	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Violence	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	1	100.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score		0.0		0.0		0.0		0.0		100.0		0.0		0.0		0.0		100.0
Violents : Victims		0.00		0.00		0.00		0.00		+ 0.00		0.00		0.00		0.00		+ 0.00
Killers : Killed		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 62: RISK RATIOS - TYPE - WOMEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
'GOOD' (HEROES)																		
Total	79	100.0	31	100.0	54	100.0	62	100.0	92	100.0	74	100.0	41	100.0	124	100.0	557	100.0
Violents	20	25.3	6	19.4	8	14.8	11	17.7	16	17.4	16	21.6	17	41.5	36	29.0	130	23.3
Victims	26	32.9	11	35.5	17	31.5	24	38.7	29	31.5	16	21.6	15	36.6	44	35.5	182	32.7
Involved In Violence	33	41.8	14	45.2	20	37.0	28	45.2	36	39.1	28	37.8	18	43.9	55	44.4	232	41.7
Killers	0	0.0	0	0.0	0	0.0	0	0.0	1	1.1	0	0.0	3	7.3	0	0.0	4	0.7
Killed	1	1.3	1	3.2	1	1.9	2	3.2	1	1.1	0	0.0	0	0.0	0	0.0	6	1.1
Involved In Killing	1	1.3	1	3.2	1	1.9	2	3.2	2	2.2	0	0.0	3	7.3	0	0.0	10	1.8
Character V-Score		43.0		48.4		38.9		48.4		41.3		37.8		51.2		44.4		43.4
Violents : Victims		- 1.30		- 1.83		- 2.13		- 2.18		- 1.81		1.00		+ 1.13		- 1.22		- 1.40
Killers : Killed		- 0.00		- 0.00		- 0.00		- 0.00		1.00		0.00		+ 0.00		0.00		- 1.50
MIXED TYPE																		
Total	38	100.0	21	100.0	24	100.0	20	100.0	37	100.0	45	100.0	19	100.0	35	100.0	239	100.0
Violents	9	23.7	5	23.8	3	12.5	5	25.0	13	35.1	9	20.0	9	47.4	12	34.3	65	27.2
Victims	13	34.2	6	28.6	4	16.7	4	20.0	17	45.9	17	37.8	12	63.2	11	31.4	84	35.1
Involved In Violence	15	39.5	8	38.1	6	25.0	7	35.0	20	54.1	20	44.4	14	73.7	15	42.9	105	43.9
Killers	1	2.6	0	0.0	0	0.0	0	0.0	2	5.4	3	6.7	1	5.3	0	0.0	7	2.9
Killed	3	7.9	0	0.0	0	0.0	0	0.0	1	2.7	1	2.2	1	5.3	0	0.0	6	2.5
Involved In Killing	3	7.9	0	0.0	0	0.0	0	0.0	3	8.1	4	8.9	2	10.5	0	0.0	12	5.0
Character V-Score		47.4		38.1		25.0		35.0		62.2		53.3		84.2		42.9		49.0
Violents : Victims		- 1.44		- 1.20		- 1.33		+ 1.25		- 1.31		- 1.89		- 1.33		+ 1.09		- 1.29
Killers : Killed		- 3.00		0.00		0.00		0.00		+ 2.00		+ 3.00		1.00		0.00		+ 1.17
'BAD' (VILLAINS)																		
Total	6	100.0	5	100.0	3	100.0	14	100.0	14	100.0	10	100.0	7	100.0	9	100.0	68	100.0
Violents	6	100.0	3	60.0	2	66.7	5	35.7	9	64.3	8	80.0	4	57.1	8	88.9	45	66.2
Victims	5	83.3	3	60.0	1	33.3	4	28.6	9	64.3	6	60.0	4	57.1	8	88.9	40	58.8
Involved In Violence	6	100.0	4	80.0	2	66.7	6	42.9	12	85.7	8	80.0	6	85.7	9	100.0	53	77.9
Killers	0	0.0	0	0.0	1	33.3	0	0.0	6	42.9	1	10.0	0	0.0	2	22.2	10	14.7
Killed	0	0.0	0	0.0	0	0.0	1	7.1	2	14.3	1	10.0	2	28.6	0	0.0	6	8.8
Involved In Killing	0	0.0	0	0.0	1	33.3	1	7.1	7	50.0	2	20.0	2	28.6	2	22.2	15	22.1
Character V-Score		100.0		80.0		100.0		50.0		135.7		100.0		114.3		122.2		100.0
Violents : Victims		+ 1.20		1.00		+ 2.00		+ 1.25		1.00		+ 1.33		1.00		1.00		+ 1.13
Killers : Killed		0.00		0.00		+ 0.00		- 0.00		+ 3.00		1.00		- 0.00		+ 0.00		+ 1.67

TABLE 62: RISK RATIOS - TYPE - WOMEN IN ALL PROGRAMS CONTINUED

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
CANNOT CODE TYPE																		
Total	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0
Violents	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Victims	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Violence	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Killed	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Involved In Killing	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Character V-Score		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0
Violents : Victims		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Killers : Killed		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 63: RISK RATIOS - NATIONALITY - ALL CHARACTERS IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
U.S. NATIONALITY																		
Total	391	100.0	185	100.0	243	100.0	296	100.0	531	100.0	529	100.0	209	100.0	464	100.0	2848	100.0
Violents	158	40.4	75	40.5	94	38.7	88	29.7	221	41.6	222	42.0	114	54.5	206	44.4	1178	41.4
Victims	186	47.6	81	43.8	114	46.9	129	43.6	291	54.8	265	50.1	118	56.5	209	45.0	1393	48.9
Involved In Violence	215	55.0	103	55.7	133	54.7	148	50.0	333	62.7	315	59.5	141	67.5	262	56.5	1650	57.9
Killers	18	4.6	17	9.2	18	7.4	19	6.4	58	10.9	43	8.1	17	8.1	27	5.8	217	7.6
Killed	10	2.6	4	2.2	9	3.7	10	3.4	30	5.6	24	4.5	5	2.4	10	2.2	102	3.6
Involved In Killing	26	6.6	19	10.3	22	9.1	24	8.1	73	13.7	60	11.3	20	9.6	31	6.7	275	9.7
Character V-Score		61.6		65.9		63.8		58.1		76.5		70.9		77.0		63.1		67.6
Violents : Victims		- 1.18		- 1.08		- 1.21		- 1.47		- 1.32		- 1.19		- 1.04		- 1.01		- 1.18
Killers : Killed		+ 1.80		+ 4.25		+ 2.00		+ 1.90		+ 1.93		+ 1.79		+ 3.40		+ 2.70		+ 2.13
OTHER NATIONALITY																		
Total	92	100.0	22	100.0	36	100.0	13	100.0	37	100.0	33	100.0	11	100.0	20	100.0	264	100.0
Violents	56	60.9	11	50.0	13	36.1	7	53.8	18	48.6	11	33.3	6	54.5	9	45.0	131	49.6
Victims	72	78.3	14	63.6	19	52.8	12	92.3	17	45.9	19	57.6	10	90.9	9	45.0	172	65.2
Involved In Violence	75	81.5	15	68.2	24	66.7	12	92.3	24	64.9	22	66.7	10	90.9	12	60.0	194	73.5
Killers	7	7.6	2	9.1	5	13.9	0	0.0	3	8.1	0	0.0	2	18.2	2	10.0	21	8.0
Killed	5	5.4	2	9.1	5	13.9	0	0.0	1	2.7	0	0.0	3	27.3	0	0.0	16	6.1
Involved In Killing	9	9.8	3	13.6	7	19.4	0	0.0	4	10.8	0	0.0	3	27.3	2	10.0	28	10.6
Character V-Score		91.3		81.8		86.1		92.3		75.7		66.7		118.2		70.0		84.1
Violents : Victims		- 1.29		- 1.27		- 1.46		- 1.71		+ 1.06		- 1.73		- 1.67		1.00		- 1.31
Killers : Killed		+ 1.40		1.00		1.00		0.00		+ 3.00		0.00		- 1.50		+ 0.00		+ 1.31
CANNOT CODE NATIONALITY																		
Total	90	100.0	45	100.0	21	100.0	50	100.0	60	100.0	102	100.0	70	100.0	101	100.0	539	100.0
Violents	71	78.9	30	66.7	11	52.4	29	58.0	33	55.0	58	56.9	56	80.0	61	60.4	349	64.7
Victims	75	83.3	33	73.3	16	76.2	32	64.0	42	70.0	75	73.5	60	85.7	74	73.3	407	75.5
Involved In Violence	83	92.2	37	82.2	18	85.7	40	80.0	49	81.7	89	87.3	66	94.3	82	81.2	464	86.1
Killers	2	2.2	3	6.7	0	0.0	2	4.0	2	3.3	0	0.0	0	0.0	1	1.0	10	1.9
Killed	2	2.2	2	4.4	0	0.0	2	4.0	3	5.0	1	1.0	1	1.4	0	0.0	11	2.0
Involved In Killing	3	3.3	3	6.7	0	0.0	3	6.0	4	6.7	1	1.0	1	1.4	1	1.0	16	3.0
Character V-Score		95.6		88.9		85.7		86.0		88.3		88.2		95.7		82.2		89.1
Violents : Victims		- 1.06		- 1.10		- 1.45		- 1.10		- 1.27		- 1.29		- 1.07		- 1.21		- 1.17
Killers : Killed		1.00		+ 1.50		0.00		1.00		- 1.50		- 0.00		- 0.00		+ 0.00		- 1.10

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 64: RISK RATIOS - NATIONALITY - MEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
U.S. NATIONALITY																		
Total	293	100.0	136	100.0	173	100.0	210	100.0	406	100.0	413	100.0	148	100.0	319	100.0	2098	100.0
Violents	135	46.1	62	45.6	84	48.6	74	35.2	188	46.3	195	47.2	86	58.1	159	49.8	983	46.9
Victims	155	52.9	65	47.8	95	54.9	103	49.0	239	58.9	229	55.4	91	61.5	160	50.2	1137	54.2
Involved In Violence	177	60.4	81	59.6	109	63.0	116	55.2	272	67.0	267	64.6	107	72.3	197	61.8	1326	63.2
Killers	18	6.1	17	12.5	17	9.8	19	9.0	50	12.3	39	9.4	13	8.8	26	8.2	199	9.5
Killed	7	2.4	3	2.2	8	4.6	8	3.8	26	6.4	22	5.3	3	2.0	10	3.1	87	4.1
Involved In Killing	23	7.8	18	13.2	20	11.6	22	10.5	62	15.3	54	13.1	14	9.5	30	9.4	243	11.6
Character V-Score		68.3		72.8		74.6		65.7		82.3		77.7		81.8		71.2		74.8
Violents : Victims		- 1.15		- 1.05		- 1.13		- 1.39		- 1.27		- 1.17		- 1.06		- 1.01		- 1.16
Killers : Killed		+ 2.57		+ 5.67		+ 2.13		+ 2.38		+ 1.92		+ 1.77		+ 4.33		+ 2.60		+ 2.29
OTHER NATIONALITY																		
Total	72	100.0	19	100.0	28	100.0	9	100.0	28	100.0	24	100.0	9	100.0	14	100.0	203	100.0
Violents	48	66.7	10	52.6	12	42.9	6	66.7	15	53.6	8	33.3	6	66.7	9	64.3	114	56.2
Victims	60	83.3	12	63.2	18	64.3	9	100.0	15	53.6	16	66.7	9	100.0	8	57.1	147	72.4
Involved In Violence	62	86.1	13	68.4	22	78.6	9	100.0	20	71.4	18	75.0	9	100.0	11	78.6	164	80.8
Killers	6	8.3	2	10.5	5	17.9	0	0.0	2	7.1	0	0.0	2	22.2	2	14.3	19	9.4
Killed	4	5.6	2	10.5	5	17.9	0	0.0	1	3.6	0	0.0	3	33.3	0	0.0	15	7.4
Involved In Killing	8	11.1	3	15.8	7	25.0	0	0.0	3	10.7	0	0.0	3	33.3	2	14.3	26	12.8
Character V-Score		97.2		84.2		103.6		100.0		82.1		75.0		133.3		92.9		93.6
Violents : Victims		- 1.25		- 1.20		- 1.50		- 1.50		1.00		- 2.00		- 1.50		+ 1.13		- 1.29
Killers : Killed		+ 1.50		1.00		1.00		0.00		+ 2.00		0.00		- 1.50		+ 0.00		+ 1.27
CANNOT CODE NATIONALITY																		
Total	76	100.0	33	100.0	16	100.0	41	100.0	47	100.0	85	100.0	61	100.0	80	100.0	439	100.0
Violents	61	80.3	24	72.7	8	50.0	21	51.2	30	63.8	45	52.9	49	80.3	49	61.2	287	65.4
Victims	66	86.8	25	75.8	12	75.0	27	65.9	38	80.9	64	75.3	52	85.2	59	73.7	343	78.1
Involved In Violence	72	94.7	29	87.9	14	87.5	32	78.0	43	91.5	73	85.9	58	95.1	66	82.5	387	88.2
Killers	2	2.6	2	6.1	0	0.0	2	4.9	2	4.3	0	0.0	0	0.0	0	0.0	8	1.8
Killed	2	2.6	2	6.1	0	0.0	1	2.4	3	6.4	1	1.2	0	0.0	0	0.0	9	2.1
Involved In Killing	3	3.9	2	6.1	0	0.0	2	4.9	4	8.5	1	1.2	0	0.0	0	0.0	12	2.7
Character V-Score		98.7		93.9		87.5		82.9		100.0		87.1		95.1		82.5		90.9
Violents : Victims		- 1.08		- 1.04		- 1.50		- 1.29		- 1.27		- 1.42		- 1.06		- 1.20		- 1.20
Killers : Killed		1.00		1.00		0.00		+ 2.00		- 1.50		- 0.00		0.00		0.00		- 1.13

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

TABLE 65: RISK RATIOS - NATIONALITY - WOMEN IN ALL PROGRAMS

	69-70		1971		1972		1973		74-75*		75-76*		1976		1977**		TOTAL	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
U.S. NATIONALITY																		
Total	95	100.0	48	100.0	70	100.0	86	100.0	124	100.0	111	100.0	61	100.0	145	100.0	740	100.0
Violents	21	22.1	12	25.0	10	14.3	14	16.3	33	26.6	24	21.6	28	45.9	47	32.4	189	25.5
Victims	28	29.5	15	31.2	19	27.1	26	30.2	52	41.9	32	28.8	27	44.3	49	33.8	248	33.5
Involved In Violence	35	36.8	21	43.7	24	34.3	32	37.2	61	49.2	44	39.6	34	55.7	65	44.8	316	42.7
Killers	0	0.0	0	0.0	1	1.4	0	0.0	8	6.5	4	3.6	4	6.6	1	0.7	18	2.4
Killed	3	3.2	1	2.1	1	1.4	2	2.3	4	3.2	2	1.8	2	3.3	0	0.0	15	2.0
Involved In Killing	3	3.2	1	2.1	2	2.9	2	2.3	11	8.9	6	5.4	6	9.8	1	0.7	32	4.3
Character V-Score		40.0		45.8		37.1		39.5		58.1		45.0		65.6		45.5		47.0
Violents : Victims		- 1.33		- 1.25		- 1.90		- 1.86		- 1.58		- 1.33		+ 1.04		- 1.04		- 1.31
Killers : Killed		- 0.00		- 0.00		1.00		- 0.00		+ 2.00		+ 2.00		+ 2.00		+ 0.00		+ 1.20
OTHER NATIONALITY																		
Total	20	100.0	3	100.0	8	100.0	4	100.0	9	100.0	9	100.0	2	100.0	6	100.0	61	100.0
Violents	8	40.0	1	33.3	1	12.5	1	25.0	3	33.3	3	33.3	0	0.0	0	0.0	17	27.9
Victims	12	60.0	2	66.7	1	12.5	3	75.0	2	22.2	3	33.3	1	50.0	1	16.7	25	41.0
Involved In Violence	13	65.0	2	66.7	2	25.0	3	75.0	4	44.4	4	44.4	1	50.0	1	16.7	30	49.2
Killers	1	5.0	0	0.0	0	0.0	0	0.0	1	11.1	0	0.0	0	0.0	0	0.0	2	3.3
Killed	1	5.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	1.6
Involved In Killing	1	5.0	0	0.0	0	0.0	0	0.0	1	11.1	0	0.0	0	0.0	0	0.0	2	3.3
Character V-Score		70.0		66.7		25.0		75.0		55.6		44.4		50.0		16.7		52.5
Violents : Victims		- 1.50		- 2.00		1.00		- 3.00		+ 1.50		1.00		- 0.00		- 0.00		- 1.47
Killers : Killed		1.00		0.00		0.00		0.00		+ 0.00		0.00		0.00		0.00		+ 2.00
CANNOT CODE NATIONALITY																		
Total	8	100.0	6	100.0	3	100.0	7	100.0	10	100.0	9	100.0	4	100.0	17	100.0	64	100.0
Violents	6	75.0	1	16.7	2	66.7	6	85.7	2	20.0	6	66.7	2	50.0	9	52.9	34	53.1
Victims	4	50.0	3	50.0	2	66.7	3	42.9	1	10.0	4	44.4	3	75.0	13	76.5	33	51.6
Involved In Violence	6	75.0	3	50.0	2	66.7	6	85.7	3	30.0	8	88.9	3	75.0	13	76.5	44	68.8
Killers	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	5.9	1	1.6
Killed	0	0.0	0	0.0	0	0.0	1	14.3	0	0.0	0	0.0	1	25.0	0	0.0	2	3.1
Involved In Killing	0	0.0	0	0.0	0	0.0	1	14.3	0	0.0	0	0.0	1	25.0	1	5.9	3	4.7
Character V-Score		75.0		50.0		66.7		100.0		30.0		88.9		100.0		82.4		73.4
Violents : Victims		+ 1.50		- 3.00		1.00		+ 2.00		+ 2.00		+ 1.50		- 1.50		- 1.44		+ 1.03
Killers : Killed		0.00		0.00		0.00		- 0.00		0.00		0.00		- 0.00		+ 0.00		- 2.00

* These figures are based upon two samples -- one from the Fall and one from the Spring.
** The Fall 1977 sample consists of two weeks of prime-time and one weekend morning network dramatic programs.

Table 66

Percent Estimating that Five Percent of All the Men in the Country Who Have Jobs Work in Law Enforcement and Crime Detection[1]

	Television Viewing[2]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	56	68	66	+10	.12**	630
controlling for:						
Grade in School						
Sixth	60	65	59	- 1	-.05	69
Seventh	63	68	70	+ 7	.09	266
Eighth	55	67	65	+10	.14*	234
Ninth	41	73	50	+ 9	.36**	69
Sex						
Male	54	65	66	+12	.15**	306
Female	59	71	66	+ 7	.06	332
IQ						
Low	51	72	67	+16	.15*	205
Medium	70	64	62	- 8	-.09	197
High	54	66	71	+17	.23**	195
Parents' Education						
Neither went to college	69	67	69	0	.02	231
Father or both went to college	53	68	64	+11	.16**	348
SES[3]						
Low	65	68	64	- 1	-.04	146
Medium	66	72	58	- 8	-.13	153
High	42	65	79	+37	.45**	162
Newspaper Reading						
Almost Never	48	74	59	+11	.08	109
Once in a While	63	66	68	+ 5	.06	309
Almost every Day	51	68	67	+16	.21**	219

1 Sixteen percent of all prime-time TV characters (1969-76) were so employed; in real life, one percent (Statistical Abstracts of the United States, 1976).

2 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?" Light: 2 hours per day or less; Medium: 2 to 6 hours per day; Heavy: 6 hours per day or more

3 Measured by the Duncan scale of occupational status for the father.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School
Questionnaire Date: December 1975; May 1976
Method: Self-Administered Questionnaire
Question (PCTCOPS): "Think about all the men in the country who have jobs. How many of them have jobs in law enforcement and crime detection -- like policemen, sheriffs, detectives, etc.? Do you think about 1% or 5% of the men have a job like that?"

Table 67

Percent Estimating Five Percent of All Employed Men in the U.S. Have Jobs in Law Enforcement and Crime Detection[1]

	Television Viewing[2]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	42	47	+ 5	.10	119
controlling for:					
Age					
9-11	46	71	+25	.48**	43
12-14	40	37	- 3	-.07	81
Sex					
Male	39	42	+ 3	.06	57
Female	44	52	+ 8	.15	67
SES[3]					
Low	33	33	0	0	64
High	61	62	+ 1	.02	50
Newspaper Reading					
Less than Daily	53	54	+ 1	.02	67
Daily	32	35	+ 3	.06	55

1 Sixteen percent of all prime-time TV characters (1969-1976) were so employed; in real life, one percent (Statistical Abstracts of the United States, 1976).

2 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: less than 2 hours daily
Medium: two or more hours daily

3 Measured by the Duncan scale of occupational status for the father

** $p \leq .01$ (tau)

Data Source: Bank Street School
Questionnaire Date: May 1976
Method: Self-Administered Questionnaire
Question (PCTCOPS): "Think about all the men in the country who have jobs. How many of them have jobs in law enforcement and crime detection -- like policemen, sheriffs, detectives, etc.? 1%, 5%"

Table 68

Percent Estimating that Three or Nine Percent of All Males Who Have Jobs Work in Law Enforcement and Crime Detection[1]

	Television Viewing[2]		CD (% Heavy- % Light)	gamma	N
	Light	Heavy			
Overall	50	59	+ 9	.18**	601
controlling for:					
Age					
Under 30	52	63	+11	.23*	132
30 and Older	49	58	+ 9	.18**	468
Sex					
Male	42	51	+ 9	.18**	297
Female	57	66	+ 9	.18**	304
Education					
No College	59	66	+ 7	.15*	338
Some College	41	45	+ 4	.08	252
Newspaper Reading					
Less than Daily	65	73	+ 8	.18	131
Daily	46	55	+ 9	.18**	468
TV News Programs per day					
0 or 1	47	50	+ 3	.06	314
2 or more	54	64	+10	.20**	285
Daytime Serials Usually Watched					
0	50	46	- 4	-.07	417
1 or more	49	72	+23	.46**	183

1 Sixteen percent of all prime-time TV characters (1969-76) were so employed; in real life, one percent (Statistical Abstracts of the United States, 1976).

2 "How many hours a day do you usually watch TV? Please include morning, afternoon and evening."
Light: 2 hours or less
Heavy: 4 hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: STARCH
Interview Date: May 1973
Method: Telephone Interview
Question (PCTCOPS): "What percent of all males who have jobs work in law enforcement and crime detection? Less than 1%; 3%; 9%?"

Table 69

Percent Estimating Five Percent of All Males Who Have Jobs Work in Law Enforcement and Crime Detection[1]

	Television Viewing[2]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	49	49	56	+ 7	.09**	1767
controlling for:						
Age						
Under 30	46	51	61	+15	.18**	515
30 and older	50	40	54	+ 4	.05*	1255
Sex						
Male	47	47	51	+ 4	.05	891
Female	51	51	60	+ 9	.12**	879
Education						
Some High School	70	49	62	- 8	-.10*	533
High School Grad	50	56	58	+ 8	.10**	633
Some College	33	42	48	+15	.20**	595
Newspaper Reading						
Less than 15 minutes "yesterday"	51	48	63	+12	.13**	542
15-44 minutes "yesterday"	47	48	54	+ 7	.08*	697
45 minutes or more "yesterday"	48	51	53	+ 5	.07	529

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1 Sixteen percent of all prime-time TV characters (1969-76) were so employed; in real life, one percent (Statistical Abstracts of the United States, 1976).

2 "How much time did you spend yesterday watching television?"
Light: less than one hour
Medium: 1-3 hours
Heavy: three hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: ORC Caravan
Interview Date: May 1974
Method: Personal Interview
Question (PCTCOPS): "About what percent of all males who have jobs work in law enforcement and crime detection -- like policemen, sheriffs, detectives, etc.? Would you say it is 1 or 5%?"

Table 70

Percent Estimating that Five Percent of All Males Who Have Jobs Work in Law Enforcement and Crime Detection[1]

	Television Viewing[2]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	17	28	+11	.31**	539
controlling for:					
Age					
19 or younger	16	28	+12	.34**	214
20 or older	17	27	+10	.28**	322
Sex					
Male	17	22	+ 5	.14	299
Female	17	38	+21	.51**	240
Parents' Education					
Neither attended college	12	25	+13	.43**	129
One or both attended college	17	28	+11	.31**	400
Newspaper Reading					
Once in a While	21	33	+12	.31**	205
Almost every Day	14	25	+11	.37**	334

1 Sixteen percent of all prime-time TV characters (1969-76) were so employed; in real life, one percent (Statistical Abstracts of the United States, 1976).

2 "How many hours do you usually spend watching TV -- including morning, afternoon and evening?" Light: less than 1 hour
Medium: 2 hours or more

** $p \leq .01$ (tau)

Data Source: PENN Students (Quota)
Interview Date: April 1976
Method: Personal/Telephone Interview
Question (PCTCOPS): "About what percent of all males who have jobs work in law enforcement and crime detection -- like policemen, sheriffs, detectives, etc.? Would you say it is 1 or 5%?"

Table 71

Percentage Estimates (open-ended) of All U.S. Males Who Have Jobs Working in Law Enforcement and Crime Detection[1]

	Television Viewing[2]				Mean Heavy %-Mean		
	Light		Heavy				
	mean	sdv	mean	sdv	Light %	t	N
Overall	13.4	13.1	21.8	19.5	+8.4	4.81**	384
controlling for:							
Age							
Under 30	12.1	14.4	21.0	18.2	+8.9	2.72**	103
30-54	13.0	13.1	22.3	19.2	+9.3	3.38**	149
55 and older	16.0	12.3	22.1	20.8	+6.1	1.95*	113
Education							
No College	17.6	15.1	26.6	21.6	+9.0	3.40**	196
Some College	10.0	10.2	14.6	13.1	+4.6	2.49**	185
Newspaper Reading							
Less than Daily	14.1	13.8	24.0	19.0	+9.9	2.61**	80
Daily	13.3	13.0	21.1	19.7	+7.8	3.92**	303
TV News Viewing							
Less than Daily	10.9	11.8	19.6	17.3	+8.7	2.39*	116
Daily	15.4	13.8	22.2	19.9	+6.8	3.28**	265

[1] Sixteen percent of all prime-time TV characters (1969-1976) were so employed; in real life, one percent (Statistical Abstracts of the United States, 1976).

[2] "How Many hours do you usually spend watching TV on an average day?"
Light: 2 hours or less
Heavy: more than 2 hours

* $p \leq .05$

** $p \leq .01$

Data Source: PHILLY Adults
Interview Date: April 1977
Method: Telephone Interview
Question (PCTCOPS): "About what percent of all males who have jobs work in law enforcement and crime detection -- like policemen, sheriffs, detectives, etc.?"

Table 72

Percent Estimating that Eighteen or Twenty-eight Percent of All Crimes Are Violent Crimes[1]

	Television Viewing[2]		CD (% Heavy- % Light)	gamma	N
	Light	Heavy			
Overall	76	84	+ 8	.26**	594
controlling for:					
Age					
Under 30	73	90	+17	.52**	131
30 and older	77	83	+ 6	.18**	461
Sex					
Male	71	81	+10	.27**	294
Female	81	88	+ 7	.25**	300
Education					
No College	78	91	+13	.46**	344
Some College	73	72	- 1	-.03	250
Newspaper Reading					
Less than Daily	75	93	+18	.62**	131
Daily	76	82	+ 6	.17**	461
TV News Programs per day					
0 or 1	76	78	+ 2	.05	309
2 or more	74	88	+14	.43**	283
Daytime Serials Usually Watched					
0	76	77	+ 1	.03	412
1 or more	74	92	+18	.61**	181

1 Seventy-seven percent of all major TV characters (1969-76) who commit crimes also commit violence; in real life, nine percent of all crimes are violent crimes (Statistical Abstracts of the United States, 1976).

2 "How many hours a day do you usually watch TV? Please include morning, afternoon and evening."
Light: 2 hours or less
Heavy: 4 hours or more

** $p \leq .01$ (tau)

Data Source: STARCH
Interview Date: May 1973
Method: Telephone Interview
Question (PCTCRIMV): "What percent of all crimes are violent crimes like murder, rape, robbery and aggravated assault? Is it 8%, 18% or 28%?"

Table 73

Percent Estimating Twenty-Five Percent of All Crimes are Violent Crimes[1]

	Television Viewing[2]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	41	40	48	+ 7	.09**	1821
controlling for:						
Age						
Under 30	50	48	48	- 2	-.03	523
30 and older	36	38	48	+12	.15**	1302
Sex						
Male	36	37	41	+ 5	.06	902
Female	45	44	53	+ 8	.12**	923
Education						
Some High School	54	46	51	- 3	-.02	566
High School Grad	40	41	53	+13	.16**	646
Some College	32	35	37	+ 5	.08	603
Newspaper Reading						
Less than 15 minutes "yesterday"	47	46	48	+ 1	.02	572
15-44 minutes "yesterday"	37	42	51	+14	.17**	718
45 minutes or more "yesterday"	34	33	45	+11	.16**	532

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1 Seventy-seven percent of all major TV characters (1969-1976) who commit crimes also commit violence; in real life, nine percent of all crimes are violent crimes (Statistical Abstracts of the United States, 1976).

2 "How much time did you spend yesterday watching television?"
Light: less than one hour
Medium: 1-3 hours
Heavy: three hours or more

** $p \leq .01$ (tau)

Data Source: ORC Caravan
Interview Date: May 1974
Method: Personal Interview
Question (PCTCRIMV): "What percent of all crimes are violent crimes like murder, rape, robbery, and aggravated assault? Would you say it is 15 or 25 percent?"

Table 74

Percentage Estimates (open-ended) of
All Crimes which Are Violent[1]

	Television Viewing[2]				Mean Heavy % - Mean Light %	t	N
	Light		Heavy				
	mean	sdv	mean	sdv v			
Overall	30.7	26.3	36.0	24.4	+5.3	2.02*	387
controlling for:							
Age							
Under 30	36.0	30.2	41.0	26.4	+5.0	.84	103
30-54	31.2	24.8	35.6	23.4	+4.4	1.12	149
55 and older	23.9	23.2	33.9	24.0	+10.0	2.27*	116
Education							
No College	36.2	28.4	38.5	26.2	+2.3	.58	198
Some College	26.7	24.0	32.3	21.1	+5.6	1.60	186
Newspaper Reading							
Less than Daily	33.3	27.1	37.7	21.8	+4.4	.80	80
Daily	30.2	26.2	35.5	25.3	+5.3	1.79	306
TV News Viewing							
Less than Daily	29.9	28.0	38.7	22.2	+8.8	1.48	116
Daily	31.3	25.3	35.7	24.8	+4.	1.41	268

[1] Seventy-seven percent of all major TV characters (1969-1976) who commit crimes also commit violence; in real life, nine percent of all crimes are violent crimes (Statistical Abstracts of the United States, 1976).

[2] "How many hours do you usually spend watching TV on an average day?"
Light: 2 hours or less
Heavy: more than 2 hours

* $p \leq .05$

Data Source: PHILLY Adults
Interview Date: April 1977
Method: Telephone Interview
Question (PCTCRIMV): "What percent of all crimes are violent crimes--like murder, rape, robbery, and aggravated assault?"

Table 75

Percent Estimating that Ten People per Hundred Are Involved in Some Kind of Violence Each Week[1]

	Television Viewing[2]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	65	72	73	+ 8	.11**	634
controlling for:						
Grade in School						
Sixth	60	71	85	+25	.40**	69
Seventh	67	70	72	+ 5	.07	269
Eighth	76	75	70	- 6	-.08	235
Ninth	36	68	50	+14	.37**	69
Sex						
Male	62	66	72	+10	.13*	307
Female	69	77	74	+ 5	.05	335
IQ						
Low	74	85	73	- 1	-.08	209
Medium	74	67	74	0	.06	197
High	54	66	79	+25	.29**	195
Parents' Education						
Neither went to college	58	78	74	+16	.14	232
Father or both went to college	67	69	69	+ 2	.03	351
SES[3]						
Low	48	71	70	+22	.20*	147
Medium	66	76	69	+ 3	.02	153
High	60	69	60	0	.08	163
Newspaper Reading						
Almost Never	73	71	76	+ 3	.06	110
Once in a While	66	78	67	+ 1	-.01	310
Almost every Day	60	64	82	+22	.27**	221

1 Thirty percent of all prime-time characters (1969-1976) were involved in violence; in real life, .32 violent crimes occur per hundred people (1970 U.S. census).

2 "Altogether, about how many hours a day do you usually spend watching TV -- including morning afternoon and evening?"
Light: 2 hours per day or less
Medium: 2 to 6 hours per day
Heavy: 6 hours per day or more

3 Measured by the Duncan scale of occupational status for the father.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School
Questionnaire Date: December 1975; May 1976
Method: Self-Administered Questionnaire
Question (CHCSVIOL): "Think about the number of people who are involved in some kind of violence each week. Do you think that 1 person out of every 100 is involved in some kind of violence in any given week, or is it closer to 10 people out of every 100?"

Table 76

Percent Estimating Ten People Out of Every Hundred Are Involved in Some Kind of Violence Each Week[1]

	Television Viewing[2]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	54	59	+ 5	.09	119
controlling for:					
Age					
9-11	63	67	+ 4	.09	45
12-14	49	55	+ 6	.13	79
Sex					
Male	46	46	0	0	55
Female	60	69	+ 9	.19	69
SES[3]					
Low	54	48	- 6	-.12	63
High	50	71	+21	.42*	49
Newspaper Reading					
Less than Daily	60	56	- 4	-.07	70
Daily	47	63	+16	.32*	52

1 Thirty percent of all prime-time characters (1969-76) were involved in violence; in real life, .32 violent crimes occur per hundred people (1970 U.S. census).

2 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: less than 2 hours daily
Medium: two or more hours daily

3 Measured by the Duncan scale of occupational status for the father

* $p \leq .05$ (tau)

Data Source: Bank Street School
Questionnaire Date: May 1976
Method: Self-Administered Questionnaire
Question (CHCSVIOL): "Think about the number of people who are involved in some kind of violence each week. Do you think that 1 person out of every 100 is involved in some kind of violence in any given week, or is it closer to 10 people out of every 100?"

Table 77

Percent Estimating Fifty-fifty or One in a Hundred Chance of[1] Being Involved in Some Type of Violence During Any Given Week

	Television Viewing[2]		CD (% Heavy- % Light)	gamma	N
	Light	Heavy			
Overall	39	52	+13	.25**	593
controlling for:					
Age					
Under 30	49	60	+11	.22*	131
30 and Older	36	50	+14	.27**	460
Sex					
Male	35	52	+17	.35**	294
Female	44	51	+ 7	.14*	299
Education					
No College	44	56	+12	.24**	332
Some College	34	44	+10	.20**	250
Newspaper Reading					
Less than Daily	52	58	+ 6	.13	131
Daily	36	50	+14	.27**	460
TV News Programs per day					
0 or 1	40	50	+10	.20**	312
2 or more	39	53	+14	.28**	279
Daytime Serials Usually Watched					
0	38	51	+13	.26**	413
1 or more	44	52	+ 8	.16	179

[1] Thirty percent of all prime-time characters (1969-1976) were involved in violence; in real life, .32 violent crimes occur per hundred people (1970 U.S. census)

[2] "How many hours a day do you usually watch TV? Please include morning, afternoon and evening."
Light: 2 hours or less
Heavy: 4 hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: STARCH
Interview Date: May 1973
Method: Telephone Interview
Question (CHCSVIOL): "During any given week, what are your chances of being involved in some type of violence? About 50-50 chance, about 1 in 10 chance, about 1 in 100 chance?"

Table 78

Percent Estimating Ten People Per Hundred are Involved in Some Kind of Violence During Any Given Week[1]

	Television Viewing[2]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	52	53	62	+10	.12**	1827
controlling for:						
Age						
Under 30	60	61	71	+11	.14**	538
30 and older	49	50	58	+ 9	.11**	1291
Sex						
Male	45	48	54	+ 9	.12**	907
Female	60	59	67	+ 7	.10**	922
Education						
Some High School	70	58	63	- 7	-.09*	571
High School Grad	50	57	62	+12	.16**	652
Some College	43	44	59	+16	.18**	596
Newspaper Reading						
Less than 15 minutes "yesterday"	55	59	67	+12	.16**	566
15-44 minutes "yesterday"	49	52	67	+18	.21**	726
45 minutes or more "yesterday"	54	50	53	- 1	-.00	533

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1 Thirty percent of all prime-time characters (1969-1976) were involved in violence; in real life, .32 violent crimes occur per hundred people (1970 U.S. Census).

2 "How much time did you spend yesterday watching television?"
Light: less than one hour
Medium: 1-3 hours
Heavy: three hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: ORC Caravan
Interview Date: May 1974
Method: Personal Interview
Question (CHCSVIOL): "During any given week, about how many people out of 100 are involved in some kind of violence? Would you say about 1 person in 100 or about 10 people in 100?"

Table 79

Percent Estimating Ten People Per Hundred Are Involved in Some Kind of Violence During Any Given Week[1]

	Television Viewing[2]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	42	54	+12	.24**	540
controlling for					
Age					
19 or younger	42	55	+13	.27**	215
20 or older	42	54	+12	.22**	322
Sex					
Male	36	48	+12	.24**	299
Female	47	63	+16	.31**	241
Parents' Education					
Neither attended college	48	52	+ 4	.08	129
One or both attended college	41	55	+14	.28**	401
Newspaper Reading					
Once in a While	42	54	+12	.24**	205
Almost every day	42	54	+12	.24**	335

1 Thirty percent of all prime-time characters (1969-1976) were involved in violence; in real life, .32 violent crimes occur per hundred people (1970 U.S. census).

2 "How many hours do you usually spend watching TV -- including morning, afternoon and evening?" Light: less than 1 hour; Medium: 2 hours or more

** $p \leq .01$ (tau)

Data Source: PENN Students (Quota)
Interview Date: April 1976
Method: Personal/Telephone Interview
Question (CHCSVIOL): "During any given week, about how many people out of 100 are involved in some kind of violence? Would you say about 1 person in 100 or about 10 people in 100?"

Table 80

Percentage Estimates (open-ended) of Involvement in Violence During Any Given Week Among Persons Like Respondent[1]

	Television Viewing[2]				Mean Heavy %- Mean Light %	t	N
	Light		Heavy				
	mean	sdv	mean	sdv			
Overall	10.2	14.8	14.2	20.2	+4.0	2.15*	371
controlling for:							
Age							
Under 30	9.0	11.7	12.4	15.4	+3.4	1.22	101
30-54	8.9	13.0	16.1	23.4	+7.2	2.26*	148
55 and older	11.9	15.7	13.6	19.3	+1.7	.49	108
Education							
No College	11.7	15.9	15.5	22.0	+3.8	1.38	191
Some College	8.6	13.3	12.2	16.9	+3.6	1.48	177
Newspaper Reading							
Less than Daily	8.3	12.8	9.1	11.9	+0.8	.28	77
Daily	10.6	15.2	16.0	22.1	+5.4	2.37*	293
TV News Viewing							
Less than Daily	7.6	12.1	9.0	14.4	+1.4	.48	111
Daily	12.1	16.4	15.2	21.0	+3.1	1.34	257

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1 Thirty percent of all prime-time characters (1969-76) were involved in violence; in real life, .32 violent crimes occur per hundred people (1970 U.S. Census).

2 "How many hours do you usually spend watching TV on an average day?"
Light: 2 hours or less
Heavy: more than 2 hours

* $p \leq .05$

Data Source: PHILLY Adults
Interview Date: April 1977
Method: Telephone Interview
Question (SELFVIOL): "For each of these groups of people, please estimate the percentage who are involved in some level of violence during any given week in the United States: People like yourself?"

Table 81

Percent Estimating that Most Killing Takes Place Between Strangers[1]

	Television Viewing[2]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	52	63	68	+16	.20**	627
controlling for:						
Grade in School						
Sixth	40	70	82	+42	.48**	68
Seventh	53	67	70	+17	.21**	266
Eighth	51	58	59	+ 8	.10	232
Ninth	57	60	50	- 7	-.02	68
Sex						
Male	47	59	66	+19	.22**	305
Female	57	66	70	+13	.15**	329
IQ						
Low	54	62	67	+13	.16*	206
Medium	52	68	72	+20	.22**	196
High	49	61	61	+12	.18*	192
Parents' Education						
Neither went to college	49	65	62	+13	.10	229
Father or both went to college	54	61	72	+18	.22**	347
SES[3]						
Low	60	61	70	+10	.15	146
Medium	53	66	73	+20	.26**	151
High	54	59	71	+17	.16	161
Newspaper Reading						
Almost never	68	63	76	+ 8	.13	107
Once in a while	44	66	59	+15	.15**	305
Almost every day	55	58	80	+25	.29**	221

1 Sixty-two percent of violent opponents in prime-time (1969-1976) were strangers; in real life, sixty-four percent of homicides occur between family members and friends (National Commission on the Causes and Prevention of Violence, 1969).

2 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: 2 hours per day or less
Medium: 2 to 6 hours per day
Heavy: 6 hours per day or more

3 Measured by the Duncan scale of occupational status for the father.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School
Questionnaire Date: December 1975; May 1976
Method: Self-Administered Questionnaire
Question (RELKILLR): "Does most killing take place between people who know each other well or between strangers?"

Table 82

Percent Estimating that
Most Killing Takes Place Between Strangers[1]

	Television Viewing[2]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	48	70	+22	.42**	120
controlling for:					
Age					
9-11	63	71	+ 8	.18	44
12-14	40	69	+29	.54**	82
Sex					
Male	54	70	+16	.35*	58
Female	44	69	+25	.47**	68
SES[3]					
Low	44	67	+23	.44**	60
High	58	66	+ 8	.16	54
Newspaper Reading					
Less than Daily	53	71	+18	.37**	71
Daily	42	67	+25	.47**	53

1 Sixty-two percent of violent opponents in prime-time (1969-76) were strangers; in real life, sixty-four percent of homicides occur between family members and friends (National Commission on the Causes and Prevention of Violence, 1969).

2 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: less than 2 hours daily
Medium: two or more hours daily

3 Measured by the Duncan scale of occupational status for the father

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Bank Street School
Questionnaire Date: May 1976
Method: Self-Administered Questionnaire
Question (RELKILLR): "Does most killing take place between people who know each other well or between strangers?"

Table 83

Percent Estimating that Most Fatal Violence Occurs Between Strangers[1]

	Television Viewing[2]		CD (% Heavy- % Light)	gamma	N
	Light	Heavy			
Overall	39	42	+ 3	.06	591
controlling for:					
Age					
Under 30	32	46	+14	.28**	128
30 and Older	41	41	0	.00	461
Sex					
Male	37	41	+ 4	.09	290
Female	41	42	+ 1	.03	301
Education					
No College	44	46	+ 2	.05	330
Some College	34	32	- 2	-.04	250
Newspaper Reading					
Less than Daily	32	43	+11	.22*	130
Daily	41	41	0	.01	459
TV News Programs per day					
0 or 1	34	38	+ 4	.08	311
2 or more	48	44	- 4	-.08	278
Daytime Serials Usually Watched					
0	37	41	+ 4	.09	409
1 or more	53	42	-11	-.21*	181

1 Sixty-two percent of violent opponents in prime-time (1969-76) were strangers; in real life, sixty-four percent of homicides occur between family members and friends (National Commission on the Causes and Prevention of Violence, 1969).

2 "How many hours a day do you usually watch TV? Please include morning, afternoon and evening."
Light: 2 hours or less
Heavy: 4 hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: STARCH
Interview Date: May 1973
Method: Telephone Interview
Question (RELKILLR): "Does most fatal violence occur - between strangers; or between relatives or acquaintances?"

Table 84

Percent Agreeing: "It's Almost Always All Right to Hit Someone if You Are Mad at the Person for a Good Reason"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	31	35	41	+10	.13**	625
controlling for:						
Grade in School						
Sixth	20	37	44	+24	.28*	68
Seventh	35	32	41	+ 6	.09	266
Eighth	35	39	40	+ 5	.06	230
Ninth	17	28	33	+16	.28	68
Sex						
Male	37	44	39	+ 2	.04	304
Female	24	26	42	+18	.27**	328
IQ						
Low	42	38	50	+ 8	.14*	205
Medium	33	35	35	+ 2	.02	195
High	24	30	17	- 7	-.01	194
Parent's Education						
Neither went to college	29	40	47	+18	.20**	228
Father or both went to college	33	29	36	+ 3	.03	349
SES[2]						
Low	24	42	46	+22	.22**	144
Medium	31	29	30	- 1	-.01	151
High	25	28	20	- 5	-.00	159
Newspaper Reading						
Almost never	46	47	46	0	.01	109
Once in a while	34	32	47	+13	.18**	306
Almost every day	19	32	26	+ 7	.11	216

1 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: 2 hours per day or less
Medium: 2 to 6 hours per day
Heavy: 6 hours per day or more

2 Measured by the Duncan scale of occupational status for the father.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School
Questionnaire Date: December 1975; May 1976
Method: Self-Administered Questionnaire
Question (OKHIT): "How often is it all right to hit someone if you are mad at the person for a good reason -- is it almost always all right or almost never all right?

Table 85

Percent Agreeing: "It's Almost Always All Right to Hit Someone if You Are Mad at Them"

	Television Viewing[1]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	10	24	+14	.49**	116
controlling for:					
Age					
9-11	18	35	+17	.42*	43
12-14	5	19	+14	.63**	80
Sex					
Male	14	42	+28	.62**	56
Female	6	10	+ 4	.28	67
SES[2]					
Low	5	21	+16	.67**	60
High	22	24	+ 2	.05	51
Newspaper Reading					
Less than daily	13	19	+ 6	.24	68
Almost every day	7	33	+26	.75**	53

1 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: less than 2 hours daily
Medium: two or more hours daily

2 Measured by the Duncan scale of occupational status for the father

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Bank Street School
Questionnaire Date: May 1976
Method: Self-Administered Questionnaire
Question (OKHIT): "How often is it all right to hit someone if you are mad at them -- almost always all right, almost never all right?"

Table 86

Percent Who Would be Afraid to Walk Alone in the City at Night

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	72	76	81	+ 9	.14**	623
controlling for:						
Grade in School						
Sixth	90	71	74	-16	-.15	69
Seventh	74	77	83	+ 9	.18*	261
Eighth	68	76	80	+12	.19*	233
Ninth	71	72	83	+12	.10	67
Sex						
Male	60	61	69	+ 9	.11*	299
Female	87	90	89	+ 2	.02	331
IQ						
Low	78	72	76	- 2	.01	208
Medium	70	80	90	+20	.37**	193
High	74	74	83	+ 9	.11	188
Parent's Education						
Neither Went to College	65	76	81	+16	.23**	228
Father or both went to College	73	75	82	+ 9	.14*	345
SES[2]						
Low	81	77	68	-13	-.22*	147
Medium	78	76	89	+11	.25*	150
High	70	73	87	+17	.18	158
Newspaper Reading						
Almost Never	68	88	62	- 6	-.15	109
Once in a While	71	78	86	+15	.28**	305
Almost every Day	76	67	82	+ 6	.07	215

[1] "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: 2 hours per day or less
Medium: 2 to 6 hours per day
Heavy: 6 hours per day or more

[2] Measured by the Duncan scale of occupational status for the father.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School
Questionnaire Date: December 1975; May 1976
Method: Self-Administered Questionnaire
Question (FEARWALK): "Would you be afraid to walk alone in the city at night? I would be afraid; I would not be afraid"

Table 87

Percent Who Say It is Not Safe
"To Go Out Walking Around Here Alone at Night"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	41	39	44	+ 3	.03	2335
controlling for:						
Sex						
Male	24	22	25	+ 1	.01	965
Female	50	52	58	+ 8	.09*	1370
Age						
Under 30	32	35	33	+ 1	.02	660
30-54	28	33	40	+12	.16**	903
55 and older	57	53	62	+ 5	.04	759
Race						
White	38	36	40	+ 2	.03	2047
Non-White	72	64	63	- 9	-.12	255
Education						
No College	54	47	50	- 4	-.04	1194
Some College	31	31	31	0	.01	1133
Newspaper Reading						
Less than Daily	47	51	46	- 1	-.00	654
Daily	38	35	42	+ 4	.03	1678
Network TV News Viewing						
Rarely or Never	36	35	42	+ 6	.05	538
Sometimes	38	36	36	- 2	-.03	537
Frequently	44	42	47	+ 3	.04	1260

[1] "How often do you watch evening entertainment programs about police and crime?"
Light: Rarely or never
Medium: Sometimes
Heavy: Frequently

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Center for Political Studies 1976
American National Election Study
Interview Date: November 1976-January 1977
Method: Personal Interview
Question (V3910): "Would you say it is safe to go out walking around here alone at night? Yes, No"

Table 88

Percent Who Would be Afraid to Walk
Alone at Night Within a Mile of Home

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	43	44	49	+ 6	.08*	1516
controlling for:						
Age						
Under 31	43	41	43	0	-.00	405
31-54	39	37	45	+ 6	.06	642
55 or older	51	55	58	+ 7	.11	462
Sex						
Male	22	21	28	+ 6	.10	686
Female	65	61	62	- 3	-.06	830
Education						
No High School	50	47	53	+ 3	.04	530
High School Grad	42	44	46	+ 4	.07	737
Some College	38	32	45	+ 7	.03	244
Newspaper Reading						
Less than Daily	44	39	47	+ 3	.02	568
Daily	43	46	51	+ 8	.13*	948
(Subjective) Social Class						
Low - Working	39	44	50	+11	.16**	801
Middle - Upper	47	43	48	+ 1	.01	704
Family Income						
$7,999 or less	53	45	60	+ 7	.11	394
$8,000 - $14,999	40	45	35	- 5	-.04	401
$15,000 or more	38	36	42	+ 4	.03	594

[1] "On the average day, about how many hours do you personally watch television?" Light: 2 hours or less
Medium: 3 hours
Heavy: 4 hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: NORC 1977 General Social Survey
Interview Date: February, March 1977
Method: Personal Interview
Question (FEAR): "Is there any area right around here -- that is, within a mile -- where you would be afraid to walk alone at night? Yes; No"

Table 89

Percent Who Bought a Dog for Purposes of Protection

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	10	12	16	+ 6	.18**	2367
controlling for:						
Sex						
Male	6	12	16	+10	.31**	974
Female	12	12	17	+ 5	.11*	1394
Age						
Under 30	12	15	16	+ 4	.11	665
30-54	11	12	18	+ 7	.20**	916
55 and older	8	8	14	+ 6	.18*	772
Race						
White	10	12	15	+ 5	.15**	2078
Non-White	7	8	22	+15	.44**	256
Education						
No College	9	12	16	+ 7	.24**	1217
Some College	11	12	17	+ 6	.13*	1143
Newspaper Reading						
Less than Daily	10	6	18	+ 8	.25**	663
Daily	10	14	15	+ 5	.16**	1701
Network TV News Viewing						
Rarely or Never	8	10	15	+ 7	.21*	539
Sometimes	12	11	19	+ 7	.16*	560
Frequently	10	13	16	+ 6	.16**	1269
Family Income						
$7,999 or less	5	10	19	+14	.45**	726
$8,000 - 14,999	12	13	12	0	-.00	689
$15,000 or more	11	12	18	+ 7	.17*	799

[1] "How often do you watch evening entertainment programs about police and crime?"
Light: Rarely or never
Medium: Sometimes
Heavy: Frequently

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Center for Political Studies 1976
American National Election Study
Interview Date: November 1976 - January 1977
Method: Personal Interview
Question (V3914): "Please tell me if you've done any of the following things to protect yourself against crime: Bought a dog for purposes of protection?"

Table 90

Percent Who Put New Locks on Windows or Doors for Purposes of Protection

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	28	31	32	+ 4	.07*	2374
controlling for:						
Sex						
Male	24	29	30	+ 6	.11*	976
Female	30	33	33	+ 3	.06	1398
Age						
Under 30	30	34	31	+ 1	.02	665
30-54	25	24	31	+ 6	.08	920
55 and older	29	39	35	+ 6	.12*	775
Race						
White	27	30	29	+ 2	.04	2082
Non-White	41	40	54	+13	.18*	259
Education						
No College	24	28	29	+ 5	.08*	1220
Some College	30	34	36	+ 6	.09*	1146
Newspaper Reading						
Less than Daily	22	30	28	+ 6	.10	666
Daily	30	32	34	+ 4	.07	1706
Network TV News Viewing						
Rarely or Never	29	29	26	- 3	-.04	542
Sometimes	27	33	33	+ 6	.09	560
Frequently	27	32	33	+ 6	.10*	1273
Family Income						
$7,999 or less	29	34	34	+ 5	.08	728
$8,000 - 14,999	25	32	31	+ 6	.10	690
$15,000 or more	29	29	32	+ 3	.04	799

1 "How often do you watch evening entertainment programs about police and crime?"
Light: Rarely or Never
Medium: Sometimes
Heavy: Frequently

* $p \leq .05$ (tau)

Data Source: Center for Political Studies 1976
American National Election Study
Interview Date: November 1976 - January 1977
Method: Personal Interview
Question (V3915): "Please tell me if you've done any of the following things to protect yourself against crime: Put new locks on windows or doors for purposes of protection?"

Table 92

Percent Who Avoided Areas of Town or City for Purposes of Protection

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	53	55	54	+ 1	.03	2379
controlling for:						
Sex						
Male	48	49	48	0	.00	981
Female	56	59	60	+ 4	.06	1398
Age						
Under 30	55	56	55	0	.00	669
30-54	53	51	54	+ 1	.01	921
55 and older	51	59	55	+ 4	.07	774
Race						
White	52	55	53	+ 1	.02	2088
Non-White	61	56	58	- 3	-.03	256
Education						
No College	46	49	52	+ 6	.08*	1219
Some College	58	61	58	0	.02	1152
Newspaper Reading						
Less than Daily	49	53	52	+ 3	.05	668
Daily	54	56	56	+ 2	.02	1708
Network TV News Viewing						
Rarely or Never	51	50	51	0	-.00	540
Sometimes	48	51	52	+ 4	.05	562
Frequently	56	58	57	+ 1	.01	1278
Family Income						
$7,999 or less	49	58	52	+ 3	.05	729
$8,000 - 14,999	57	50	54	- 3	-.04	691
$15,000 or more	53	56	59	+ 6	.07	801

[1] "How often do you watch evening entertainment programs about police and crime?"
Light: Rarely or never
Medium: Sometimes
Heavy: Frequently

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Center for Political Studies 1976
American National Election Study
Interview Date: November 1976 - January 1977
Method: Personal Interview
Question (V3918): "Please tell me if you've done any of the following things to protect yourself against crime: Stayed away from certain areas in a town or city for purposes of protection?"

Table 91

Percent Who Kept a Gun for Purposes of Protection

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Method	Heavy			
Overall	19	21	29	+10	.18**	2374
controlling for:						
Sex						
Male	24	26	35	+11	.16**	981
Female	15	17	24	+ 9	.17**	1394
Age						
Under 30	20	20	30	+10	.19**	669
30-54	18	22	23	+ 5	.09	920
55 and older	19	20	35	+16	.25**	772
Race						
White	18	21	28	+10	.19**	2082
Non-White	28	24	35	+ 7	.12	258
Education						
No College	20	22	28	+ 8	.15**	1220
Some College	18	19	29	+11	.18**	1147
Newspaper Reading						
Less than Daily	23	22	30	+ 7	.12*	666
Daily	17	20	28	+11	.20**	1705
Network TV News Viewing						
Rarely or Never	14	21	23	+ 9	.21**	542
Sometimes	18	15	23	+ 5	.10	559
Frequently	21	23	33	+12	.18**	1274
Family Income						
$7,999 or less	18	24	32	+14	.24**	731
$8,000 - 14,999	19	21	28	+ 9	.16*	689
$15,000 or more	18	18	27	+ 9	.15*	801

[1] "How often do you watch evening entertainment programs about police and crime?"
Light: Rarely or never
Medium: Sometimes
Heavy: Frequently

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Center for Political Studies 1976
American National Election Study
Interview Date: November 1976 - January 1977
Method: Personal Interview
Question (V3917): "Please tell me if you've done any of the following things to protect yourself against crime: Kept a gun for purposes of protection?"

Table 93

Percent Agreeing: "Most People Would Try to Take Advantage of You if They Got the Chance"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	37	38	35	- 2	-.03	629
controlling for:						
Grade in School						
Sixth	30	33	26	- 4	-.11	68
Seventh	36	31	36	0	.02	269
Eighth	42	43	37	- 5	-.05	232
Ninth	33	50	50	+17	.27*	68
Sex						
Male	41	41	32	- 9	-.11*	306
Female	33	35	38	+ 5	.06	331
IQ						
Low	36	30	36	0	.03	208
Medium	44	42	37	- 7	-.09	196
High	38	40	38	0	.01	192
Parent's Education						
Neither went to college	53	35	32	-21	-.22**	230
Father or both went to college	32	41	39	+ 7	.10*	349
SES[2]						
Low	30	39	32	+ 2	-.04	145
Medium	38	33	30	- 8	-.09	154
High	38	46	53	+15	.18*	162
Newspaper Reading						
Almost never	50	32	39	-11	-.11	107
Once in a while	34	37	36	+ 2	.03	310
Almost every Day	37	42	30	- 7	-.06	219

[1] "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?" Light: 2 hours per day or less; Medium: 2 to 6 hours per day; Heavy: 6 hours per day or more

[2] Measured by the Duncan scale of occupational status for the father.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School
Questionnaire Date: December 1975, May 1976
Method: Self-Administered Questionnaire
Question (ADVANTGE): "Do you think that most people would try to take advantage of you if they got the chance, or would they try to be fair?"

Table 94

Percent Agreeing: "Most People Would Try To Take Advantage of You if They Got the Chance"

	Television Viewing[1]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	46	71	+25	.48**	116
controlling for:					
Age					
9-11	58	82	+24	.54**	45
12-14	38	66	+28	.52**	77
Sex					
Male	44	70	+26	.50**	58
Female	47	71	+24	.48**	64
SES[2]					
Low	45	75	+30	.57**	61
High	53	66	+13	.26	49
Newspaper Reading					
Less than daily	58	73	+15	.33*	71
Almost every day	30	67	+37	.65**	49

1 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: less than 2 hours daily
Medium: two or more hours daily

2 Measured by the Duncan scale of occupational status for the father

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Bank Street School
Questionnaire Date: May 1976
Method: Self-Administered Questionnaire
Question (ADVANTGE): "Do you think that most people would try to take advantage of you if they got the chance, or would they try to be fair?"

Table 95

Percent Agreeing: "Most People Would Try to Take Advantage of You if They Got a Chance"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	26	31	38	+12	.22**	1468
controlling for:						
Age						
Under 30	28	32	46	+18	.28**	404
30-54	23	31	37	+14	.24**	626
55 and Older	27	32	34	+ 7	.13*	408
Sex						
Male	27	37	44	+17	.28**	661
Female	24	27	34	+10	.18**	814
Education						
No College	31	34	38	+ 7	.13**	1028
Some College	18	25	38	+20	.36**	444
Newspaper Reading						
Less than Daily	28	41	43	+15	.24**	271
Daily	25	29	37	+12	.20**	1202
Church Attendance						
Yearly or Less	32	34	38	+ 6	.10**	711
Monthly or More	20	29	38	+18	.32**	761

[1] "On the average day, about how many hours do you personally watch television?" Light: 2 hours or less; Medium: 3 hours; Heavy: 4 hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: NORC 1975 General Social Survey
Interview Date: March, April 1975
Method: Personal Interview
Question (FAIR): "Do you think most people would try to take advantage of you if they got a chance, or would they try to be fair?"

Table 96

Percent Agreeing: "Most People Would Try to Take Advantage of You if They Got a Chance"

	Television Viewing[1]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	29	33	+ 4	.10	208
controlling for:					
University Class					
Freshman	38	35	- 3	-.07	123
Senior	7	32	+25	.74**	85
Sex					
Male	36	27	- 9	-.20	80
Female	26	39	+13	.30	128
Father's Education					
High School or Less	31	30	- 1	-.04	67
College Graduate	38	34	- 4	-.09	72
Graduate or Professsional School	17	32	+15	.41	73
Newspaper Reading					
25 minutes a day or less	28	32	+ 4	.11	82
30 minutes a day or more	30	33	+ 3	.09	126

[1] "On the average day, about how much time to you spend watching TV - about how many hours?" Light: 20 minutes per day or less
Medium: 30 minutes per day or more

** $p \leq .01$ (tau)

Data Source: PENN522
Interview Date: October 1976
Method: Personal/Telephone Interview
Question (ADVANTGE): "Do you think that most people would try to take advantage of you if they got a chance, or would they try to be fair?"

Table 97

Percent Agreeing: "Most People Would Try to Take Advantage of You if They Got a Chance"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	34	33	47	+13	.16**	2272
controlling for:						
Sex						
Male	36	35	48	+12	.17**	944
Female	34	32	46	+12	.15**	1329
Age						
Under 30	43	42	54	+11	.15**	640
30-54	31	29	41	+10	.12*	882
55 and older	32	31	47	+15	.17**	740
Race						
White	32	29	44	+12	.15**	2000
Non-White	66	69	64	- 2	-.04	243
Education						
No College	40	40	51	+11	.15**	1158
Some College	31	26	42	+11	.10*	1107
Newspaper Reading						
Less than Daily	45	42	52	+ 7	.10	636
Daily	30	30	44	+14	.18**	1633
Network TV News Viewing						
Rarely or Never	42	38	54	+12	.09	513
Sometimes	29	33	48	+19	.26**	524
Frequently	32	31	45	+13	.17**	1236

[1] "How often do you watch evening intertainment programs about police and crime?"
Light: Rarely or never
Medium: Sometimes
Heavy: Frequently

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Center for Political Studies 1976
American National Election Study
Interview Date: January 1977
Method: Personal Interview
Question (V3747): "Do you think most people would try to take advantage of you if they got a chance, or would they try to be fair?"

Table 98

Percent Agreeing: "Generally Speaking You Can't Be Too Careful in Dealing with People"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	52	63	69	+17	.21**	629
controlling for:						
Grade in School						
Sixth	56	70	67	+11	.07	67
Seventh	50	61	71	+21	.25**	267
Eighth	60	65	69	+ 9	.12	234
Ninth	39	54	67	+28	.31*	68
Sex						
Male	49	62	72	+23	.29**	305
Female	57	64	68	+11	.14*	331
IQ						
Low	55	66	69	+14	.16*	207
Medium	64	70	70	+ 6	.05	196
High	50	55	71	+21	.20**	192
Parent's Education						
Neither went to college	68	69	64	- 4	-.06	229
Father or both went to college	45	58	73	+28	.33**	348
SES[2]						
Low	57	61	69	+12	.17*	146
Medium	61	65	57	- 4	-.08	152
High	45	58	73	+28	.31**	160
Newspaper Reading						
Almost never	68	61	76	+ 8	.13	109
Once in a While	54	66	74	+20	.25**	310
Almost every Day	44	60	57	+13	.16*	216

1 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: 2 hours per day or less
Medium: 2 to 6 hours per day
Heavy: 6 hours per day or more

2 Measured by the Duncan scale of occupational status for the father.

* p ≤ .05 (tau)

** p ≤ .01 (tau)

Data Source: New Jersey School
Questionnaire Date: December 1975; May 1976
Method: Self-Administered Questionnaire
Question (CAREFUL): "Generally speaking, would you say most people can be trusted, or that you can't be too careful in dealing with people?"

Table 99

Percent Agreeing: "Generally Speaking, You Can't Be Too Careful in Dealing with People"

	Television Viewing[1]		CD (% Heavy- % Light)	gamma	N
	Light	Medium			
Overall	46	76	+30	.58**	118
controlling for:					
Age					
9-11	50	89	+39	.78**	45
12-14	44	70	+26	.51**	78
Sex					
Male	55	62	+ 7	.13	58
Female	38	90	+52	.87**	65
SES[2]					
Low	41	75	+34	.63**	63
High	53	79	+26	.55**	48
Newspaper Reading					
Less than daily	47	77	+30	.58**	72
Almost every day	47	75	+28	.55**	49

1 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: less than 2 hours daily
Medium: two or more hours daily

2 Measured by the Duncan scale of occupational status for the father

** $p \leq .01$ (tau)

Data Source: Bank Street School
Questionnaire Date: May 1976
Method: Self-Administered Questionnaire
Question (CAREFUL): "Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?"

Table 100

Percent Agreeing: "Generally Speaking You Can't Be Too Careful in Dealing with People"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	48	61	65	+17	.26**	1470
controlling for:						
Age						
Under 30	47	61	72	+25	.38**	404
30-54	46	54	61	+15	.22**	629
55 and over	53	73	64	+11	.20**	408
Sex						
Male	45	57	60	+15	.24**	665
Female	52	65	68	+16	.25**	813
Education						
No College	58	69	65	+ 7	.11**	1025
Some College	33	44	63	+30	.39**	449
Newspaper Reading						
Less than Daily	63	65	60	- 3	-.04	269
Daily	46	60	66	+20	.31**	1206
Church Attendance						
Yearly or less	50	61	63	+13	.21**	711
Monthly or more	47	62	67	+20	.31**	763

[1] "On the average day, about how many hours do you personally watch television?" Light: 2 hours or less; Medium: 3 hours; Heavy: 4 hours or more

** $p \leq .01$ (tau)

Data Source: NORC 1975 General Social Survey
Interview Date: March, April 1975
Method: Personal Interview
Question (TRUST): "Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?"

Table 101

Percent Agreeing: "Generally Speaking You Can't Be Too Careful in Dealing with People"

	Television Viewing[1]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	45	47	+ 2	.04	208
controlling for:					
University Class					
Freshman	42	59	+17	.34*	123
Senior	52	35	-17	-.33	85
Sex					
Male	50	46	- 4	-.08	80
Female	43	47	+ 4	.08	128
Father's Education					
High School or Less	44	56	+12	.23	61
College Graduate	44	42	- 2	-.04	72
Graduate or Professional School	46	43	- 3	-.05	74
Newspaper Reading					
25 minutes a day or less	39	52	+13	.25	82
30 minutes a day or more	50	44	- 6	-.11	126

[1] "On the average day, about how much time do you spend watching TV - about how many hours?" Light: 20 minutes per day or less
Medium: 30 minutes per day or more

* $p \leq .05$ (tau)

Data Source: PENN522
Interview Date: October 1976
Method: Personal/Telephone Interview
Question (CAREFUL): "Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?"

Table 102

Percent Agreeing: "You Can't be Too Careful in Dealing with People"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	43	45	56	+13	.15**	2328
controlling for:						
Sex						
Male	40	39	54	+14	.18**	956
Female	46	49	58	+12	.15**	1372
Age						
Under 30	43	47	56	+13	.17**	654
30-54	41	38	50	+ 9	.11*	904
55 and older	47	53	65	+18	.21**	758
Race						
White	41	41	52	+11	.13**	2045
Non-White	74	73	80	+ 6	.11	251
Education						
No College	59	58	62	+ 3	.03	1192
Some College	31	31	48	+17	.18**	1129
Newspaper Reading						
Less than Daily	55	61	59	+ 4	.05	645
Daily	39	39	55	+16	.18**	1680
Network TV News Viewing						
Rarely or Never	49	50	53	+ 4	.05	521
Sometimes	47	42	51	+ 4	.05	540
Frequently	39	44	59	+20	.25**	1267

1 "How often do you watch evening entertainment programs about police and crime?"
Light: Rarely or never
Medium: Sometimes
Heavy: Frequently

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Center for Political Studies 1976
American National Election Study
Interview Date: January 1977
Method: Personal Interview
Question (V3745): "Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?"

Table 103

Percent Agreeing: "Most of the Time People are Mostly Just Looking Out for Themselves"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	52	48	46	- 6	-.07*	626
controlling for:						
Grade in School						
Sixth	50	36	33	-17	-.16	69
Seventh	51	45	47	- 4	-.03	268
Eighth	51	52	47	- 4	-.05	231
Ninth	57	55	67	+10	.04	66
Sex						
Male	54	53	46	- 8	-.09	307
Female	49	43	45	- 4	-.03	327
IQ						
Low	34	37	44	+10	.14*	209
Medium	62	50	50	-12	-.09	195
High	59	56	38	-21	-.19**	189
Parent's Education						
Neither went to college	43	50	48	+ 5	.03	231
Father or both went to college	53	48	45	- 8	-.10*	344
SES[2]						
Low	38	57	55	+17	.13	145
Medium	53	48	35	-18	-.23**	155
High	64	51	53	- 9	-.20*	156
Newspaper Reading						
Almost never	33	33	52	+19	.25*	109
Once in a While	56	51	48	- 8	-.09	308
Almost every Day	54	51	36	-18	-.20**	216

[1] "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: 2 hours per day or less
Medium: 2 to 6 hours per day
Heavy: 6 hours per day or more

[2] Measured by the Duncan scale of occupational status for the father.

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: New Jersey School
Questionnaire Date: December 1975; May 1976
Method: Self-Administered Questionnaire
Question (HELPYOU): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 104

Percent Agreeing: "Most of the Time People Are Mostly Just Looking Out for Themselves"

	Television Viewing[1]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	68	75	+ 7	.16	117
controlling for:					
Age					
9-11	71	83	+12	.35	45
12-14	66	70	+ 4	.10	77
Sex					
Male	66	70	+ 4	.11	59
Female	70	79	+ 9	.23	63
SES[2]					
Low	65	75	+10	.24	61
High	78	76	- 2	-.05	49
Newspaper Reading					
Less than Daily	76	77	+ 1	.03	73
Daily	57	69	+12	.25	47

1 "Altogether, about how many hours a day do you usually spend watching TV -- including morning, afternoon and evening?"
Light: less than 2 hours daily
Medium: two or more hours daily

2 Measured by the Duncan scale of occupational status for the father

Data Source: Bank Street School
Questionnaire Date: May 1976
Method: Self-Administered Questionnaire
Question (HELPYOU): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 105

Percent Agreeing: "Most of the Time People are Mostly Just Looking Out for Themselves"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	32	37	44	+12	.18**	1474
controlling for:						
Age						
Under 30	34	40	49	+15	.24**	401
30-54	30	33	41	+11	.17**	629
55 and over	34	40	42	+ 8	.12**	412
Sex						
Male	38	39	50	+12	.17**	665
Female	26	35	39	+13	.22**	814
Education						
No College	38	40	44	+ 6	.09**	1030
Some College	23	32	40	+17	.29**	446
Newspaper Reading						
Less than Daily	38	45	52	+14	.22**	271
Daily	31	36	41	+10	.16**	1208
Church Attendance						
Yearly or less	36	37	46	+10	.15**	711
Monthly or more	29	37	41	+12	.20**	765

[1] "On the average day, about how many hours do you personally watch television?" Light: 2 hours or less
Medium: 3 hours
Heavy: 4 hours or more

** $p \leq .01$ (tau)

Data Source: NORC 1975 General Social Survey
Interview Date: March 1975
Method: Personal Interview
Question (HELPYOU): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 106

Percent Agreeing: "Most of the Time People are Mostly Just Looking Out for Themselves"

	Television Viewing[1]		CD (% Medium- % Light)	gamma	N
	Light	Medium			
Overall	44	60	+16	.32**	208
controlling for:					
University Class					
Freshman	41	65	+24	.47**	123
Senior	52	56	+ 4	.08	85
Sex					
Male	50	65	+15	.31	80
Female	42	55	+13	.26	128
Father's Education					
High School or less	40	78	+38	.68**	62
College Graduate	52	53	+ 1	.02	71
Graduate or Professional School	41	54	+13	.27	74
Newspaper Reading					
25 minutes a day or less	41	58	+17	.33	82
30 minutes a day or more	46	61	+15	.29*	126

[1] "On the average day, about how much time do you spend watching TV - about how many hours?" Light: 20 minutes per day or less
Medium: 30 minutes per day or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: PENN522
Interview Date: October 1976
Method: Personal/Telephone Interview
Question (HELPYOU): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 107

Percent Agreeing: "Most of the Time People are Mostly Just Looking Out for Themselves"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	44	43	52	+ 8	.09**	2285
controlling for:						
Sex						
Male	47	44	54	+ 7	.08	934
Female	43	42	51	+ 8	.09*	1351
Age						
Under 30	52	51	53	+ 1	.01	645
30-54	40	39	50	+10	.12**	891
55 and older	44	42	53	+ 9	.08	737
Race						
White	43	40	49	+ 6	.06*	1997
Non-White	61	66	68	+ 7	.09	253
Education						
No College	55	52	56	+ 1	.01	1173
Some College	37	34	45	+ 8	.08	1107
Newspaper Reading						
Less than Daily	54	57	58	+ 4	.05	635
Daily	41	38	49	+ 8	.09*	1647
Network TV News Viewing						
Rarely or Never	51	51	47	- 4	-.04	520
Sometimes	41	45	55	+14	.18**	533
Frequently	42	39	52	+10	.12**	1232

[1] "How often do you watch evening intertainment programs about police and crime?
Light: Rarely or never
Medium: Sometimes
Heavy: Frequently

* p ≤ .05 (tau)

** p ≤ .01 (tau)

Data Source: Center for Political Studies 1976
American National Election Study
Interview Date: January 1977
Method: Personal Interview
Question (V3746): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 108

Percent Agreeing: "In Spite of What Some People Say, The Lot of The Average Man is Getting Worse, Not Better"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	51	61	62	+11	.18**	1461
controlling for:						
Age						
Under 30	55	56	65	+10	.15*	394
30-54	49	60	59	+10	.18**	622
55 or older	51	64	62	+11	.17*	438
Sex						
Male	51	58	59	+ 8	.13*	669
Female	51	63	64	+13	.20**	792
Education						
No High School	66	70	72	+ 6	.12	498
High School Grad	51	59	55	+ 4	.07	719
Some College	34	46	43	+ 9	.20	242
Newspaper Reading						
Less than Daily	58	68	67	+ 9	.15*	544
Daily	47	57	59	+12	.19**	917
Church Attendance						
Yearly Basis	55	60	58	+ 3	.06	706
Monthly or More	48	62	67	+19	.30**	748
(Subjective) Social Class						
Lower - Working	60	62	67	+ 7	.11*	770
Middle - Upper	43	59	56	+13	.22**	681
Family Income						
$7,999 or less	65	72	69	+ 4	.07	375
$8,000 - $14,999	54	64	64	+10	.17*	388
$15,000 or more	42	55	50	+ 8	.17**	581
Residence						
Rural	58	67	64	+ 6	.12	493
Suburban	46	58	59	+13	.21**	572
Urban	51	57	64	+13	.19**	396
Race						
White	49	61	60	+11	.18**	1289
Non-White	72	62	75	+ 3	.05	172
Robbed in Past Year						
Yes	71	50	67	- 4	-.12	29
No	51	61	62	+11	.18**	1429
Home Broken Into in Past Year						
Yes	37	75	64	+27	.44**	94
No	52	60	62	+10	.15**	1366

[1] "On the average day, about how many hours do you personally watch television?"
Light: 2 hours or less
Medium: 3 hours
Heavy: 4 hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: NORC 1977 General Social Survey
Interview Date: February, March 1977
Method: Personal Interview
Question (ANOMIA5): "In spite of what some people say, the lot of the average man is getting worse, not better. Agree, Disagree?"

Table 109

Percent Agreeing: "It's Hardly Fair to Bring a Child Into the World with the Way Things Look for the Future"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	34	41	46	+12	.18**	1479
controlling for:						
Age						
Under 30	34	40	43	+ 9	.14	401
30-54	33	37	44	+11	.18**	628
55 and Older	38	45	50	+12	.19**	444
Sex						
Male	34	33	39	+ 5	.05	674
Female	34	47	50	+16	.25**	805
Education						
No High School	60	55	58	- 2	-.03	509
High School Grad	30	37	38	+ 8	.13*	724
Some College	12	20	24	+12	.31*	241
Newspaper Reading						
Less Than Daily	41	44	47	+ 6	.09	557
Daily	30	39	45	+15	.23**	922
Church Attendance						
Yearly Basis	37	48	45	+ 8	.14**	707
Monthly or more	32	34	46	+14	.20**	765
(Subjective) Social Class						
Lower - Working	43	45	47	+ 4	.07	790
Middle - Upper	26	34	44	+18	.28**	679
Family Income						
$7,999 or less	52	48	53	+ 1	.01	382
$8,000 - $14,999	40	44	49	+ 9	.13	393
$15,000 or more	23	33	35	+12	.23**	583
Residence						
Rural	41	50	49	+ 8	.13*	498
Suburban	27	35	45	+18	.27**	575
Urban	36	39	44	+ 8	.11	406
Race						
White	33	40	45	+12	.18**	1294
Non-White	42	49	52	+10	.16	185
Robbed in Past Year						
Yes	62	67	22	-40	-.49*	28
No	34	40	47	+13	.20**	1448
Home Broken Into in Past Year						
Yes	40	50	50	+10	.17	96
No	34	40	46	+12	.18**	1382

[1] "On the average day, about how many hours do you personally watch television?"
Light: 2 hours or less
Medium: 3 hours
Heavy: 4 hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: NORC 1977 General Social Survey
Interview Date: February, March 1977
Method: Personal Interview
Question (ANOMIA6): "It's hardly fair to bring a child into the world with the way things look for the future. Agree, Disagree?"

Table 110

Percent Agreeing: "Most Public Officials Are Not Really Interested in the Problems of the Average Man"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	59	69	72	+13	.22**	1461
controlling for:						
Age						
Under 30	57	70	72	+15	.25**	398
30-54	57	68	71	+14	.23**	626
55 or older	65	69	74	+ 9	.15*	428
Sex						
Male	59	72	75	+16	.29**	675
Female	59	66	71	+12	.18**	794
Education						
No High School	77	72	80	+ 3	.05	503
High School Grad	58	68	67	+ 9	.15**	717
Some College	39	62	59	+20	.37**	244
Newspaper Reading						
Less than Daily	65	77	71	+ 6	.13*	550
Daily	56	64	73	+17	.27**	919
Church Attendance						
Yearly Basis	58	73	74	+16	.28**	709
Monthly or More	60	65	70	+10	.16**	753
(Subjective) Social Class						
Lower - Working	68	73	77	+ 9	.17**	784
Middle - Upper	51	62	66	+15	.24**	675
Family Income						
$7,999 or less	72	71	79	+ 7	.14	373
$8,000 - $14,999	64	71	70	+ 6	.12	389
$15,000 or more	49	65	65	+16	.28**	584
Residence						
Rural	65	72	76	+11	.20**	495
Suburban	54	67	71	+17	.28**	574
Urban	60	68	69	+ 9	.16*	400
Race						
White	57	68	72	+15	.25**	1291
Non-White	77	75	73	- 4	-.08	178
Robbed in Past Year						
Yes	46	50	67	+21	.29	28
No	59	69	72	+13	.22**	1438
Home Broken Into in Past Year						
Yes	57	88	74	+17	.36*	94
No	59	68	72	+13	.21**	1374

[1] "On the average day, about how many hours do you personally watch television?"
Light: 2 hours or less
Medium: 3 hours
Heavy: 4 or more hours

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: NORC 1977 General Social Survey
Interview Date: February, March 1977
Method: Personal Interview
Question (ANOMIA7): "Most public officials are not really interested in the problems of the average man. Agree, Disagree?"

Table 111

Percent Expecting the United States to
Fight in Another War Within the Next Ten Years

	Television Viewing[1]		CD (% Heavy- % Light)	gamma	N
	Light	Heavy			
Overall	70	76	+ 6	.14**	1088
controlling for:					
Sex					
Men	69	74	+ 5	.12*	498
Women	72	77	+ 5	.13*	590
Race					
White	70	75	+ 5	.12**	959
Non-White	68	79	+11	.26*	129
Age					
Under 30	74	86	+12	.38**	307
30 and over	69	70	+ 1	.04	755
Education					
No College	74	74	0	.00	765
Some College	64	81	+17	.41**	321

[1] "On the average day, about how many hours do you personally watch television?" Light: 2 hours or less
Heavy: 4 hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: NORC 1975 General Social Survey
Interview Data: MARCH 1975
Method: Personal Interview
Question (USWAR): "Do you expect the United States to fight in another war within the next ten years? Yes; No"

Table 112

Percent Agreeing It Would Be Best for the Future of the United States to Stay Out of World Affairs

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	32	33	47	+15	.23**	1420
controlling for:						
Sex						
Men	29	30	45	+16	.24**	649
Women	35	36	49	+14	.21**	779
Race						
White	30	31	46	+16	.23**	1268
Non-White	44	54	55	+11	.17*	156
Age						
Under 30	34	26	47	+13	.20**	391
30-54	26	32	41	+15	.24**	607
55 and older	39	41	54	+15	.23**	394
Education						
No College	37	39	51	+14	.21**	985
Some College	23	21	30	+ 7	.07	440
Newspaper Reading						
Less than daily	46	43	49	+ 3	.05	256
Daily	29	31	47	+18	.26**	1169

1 "On the average day, about how many hours do you personally watch television?" Light: 2 hours or less
Medium: 3 hours
Heavy: 4 hours or more

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: NORC 1975 General Social Survey
Interview Date: March 1975
Method: Personal Interview
Question (USINTL): "Do you think it will be best for the future of this country if we take an active part in world affairs, or if we stay out of world affairs?"

Table 113

Percent Agreeing: "This Country Would be Better Off if We Just Stayed Home and Did Not Concern Ourselves with Problems in Other Parts of the World"

	Television Viewing[1]			CD (% Heavy- % Light)	gamma	N
	Light	Medium	Heavy			
Overall	27	26	34	+ 7	.10**	2216
controlling for:						
Sex						
Male	22	26	29	+ 7	.11*	937
Female	30	25	38	+ 8	.10*	1279
Age						
Under 30	25	23	30	+ 5	.08	642
30-54	21	21	31	+10	.17**	870
55 and older	35	35	42	+ 7	.09	692
Race						
White	25	23	32	+ 7	.10**	1959
Non-White	56	49	49	- 7	-.09	226
Education						
No College	45	36	40	- 5	-.06	1096
Some College	14	15	24	+10	.17**	1113
Newspaper Reading						
Less than Daily	35	40	41	+ 6	.08	594
Daily	24	21	31	+ 7	.09*	1621
Network TV News Viewing						
Rarely or Never	29	31	39	+10	.14*	508
Sometimes	29	23	29	0	-.01	506
Frequently	25	25	35	+10	.14**	1202

[1] "How often do you watch evening entertainment programs about police and crime?"
Light: Rarely or never
Medium: Sometimes
Heavy: Frequently

* $p \leq .05$ (tau)

** $p \leq .01$ (tau)

Data Source: Center for Political Studies 1976
American National Election Study
Interview Date: January 1977
Method: Personal Interview
Question (V3926): "This country would be better off if we just stayed home and did not concern ourselves with problems in other parts of the world. Agree, Disagree?"