

Appendix II

Cultivation Tables

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Appendix II  
Cultivation Tables

Table 1

Percent Estimating Fifty-fifty or One in a Hundred Chance of  
Being Involved in Some Type of Violence During Any Given Week<sup>1</sup>

	Total		Television Viewing <sup>2</sup>				CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N			
<u>Overall</u>	46	(270)	39	(114)	52	(156)	+13	.25**	593
controlling for:									
<u>Age</u>								.31#	
Under 30	53	( 70)	49	( 36)	60	( 34)	+11	.22	131
30 - 54	44	(125)	33	( 51)	55	( 74)	+22	.42**	287
55 and over	43	( 74)	43	( 27)	43	( 47)	0	.00	173
<u>Sex</u>								.25#	
Male	44	(128)	35	( 51)	52	( 77)	+17	.35**	294
Female	48	(142)	44	( 63)	51	( 79)	+ 7	.14	299
<u>Education</u>								.22#	
No College	52	(171)	44	( 58)	56	(113)	+12	.24*	332
Some College	38	( 94)	34	( 53)	44	( 41)	+10	.20	250
<u>Newspaper Reading</u>								.26#	
Less than Daily	55	( 72)	52	( 32)	58	( 40)	+ 6	.13	131
Daily	43	(198)	36	( 82)	50	(116)	+14	.27**	460

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

<sup>2</sup> "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

# First-order partial gamma

\*  $p \leq .05$  (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 2

Percent of Respondents under 30 Estimating Fifty-fifty or One in a Hundred Chance of Being Involved in Some Type of Violence During Any Given Week<sup>1</sup>

	Total		Television Viewing <sup>2</sup>				CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Heavy				
	%	N	%	N	%	N			
Overall (under 30)	53	(70)	49	(36)	60	(34)	+11	.22	131
controlling for:									
<u>Sex</u>									
Male	54	(37)	45	(19)	67	(18)	+22	.42*	69
Female	53	(33)	53	(17)	53	(16)	0	.00	62
<u>Education</u>									
No College	70	(45)	71	(20)	69	(25)	- 2	-.05	64
Some College	36	(24)	33	(15)	43	( 9)	+10	.20	66
<u>Newspaper Reading</u>									
Less than Daily	64	(29)	65	(15)	64	(14)	- 1	-.03	45
Daily	48	(41)	42	(21)	57	(20)	+15	.30	85

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

<sup>2</sup> "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)

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 3

Percent of Respondents age 30 to 54 Estimating Fifty-fifty or One in a Hundred Chance of Being Involved in Some Type of Violence During Any Given Week<sup>1</sup>

	Total		Television Viewing <sup>2</sup>				CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N			
<u>Overall</u> (30-54)	44	(125)	33	(51)	55	(74)	+22	.42**	287
controlling for:									
<u>Sex</u>									
Male	40	( 55)	26	(19)	54	(36)	+28	.55**	139
Female	47	( 70)	40	(32)	56	(38)	+16	.31*	148
<u>Education</u>									
No College	47	( 71)	32	(20)	59	(51)	+27	.51**	150
Some College	39	( 52)	33	(29)	50	(23)	+17	.34*	134
<u>Newspaper Reading</u>									
Less than Daily	51	( 29)	41	(11)	60	(18)	+19	.37	57
Daily	42	( 96)	32	(40)	54	(56)	+22	.43**	229

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

<sup>2</sup> "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 4

Percent of Respondents age 55 and over Estimating Fifty-fifty or One in a Hundred Chance of Being Involved in Some Type of Violence During Any Given Week<sup>1</sup>

	Total		Television Viewing <sup>2</sup>				CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Heavy				
	%	N	%	N	%	N			
Overall (55 and over)	43	(74)	43	(27)	43	(47)	0	.00	173
controlling for:									
<u>Sex</u>									
Male	41	(35)	41	(13)	42	(22)	+ 1	.02	85
Female	44	(39)	45	(14)	44	(25)	- 1	-.03	88
<u>Education</u>									
No College	47	(55)	45	(18)	47	(37)	+ 2	.05	118
Some College	37	(18)	41	( 9)	33	( 9)	- 8	-.16	49
<u>Newspaper Reading</u>									
Less than Daily	48	(14)	50	( 6)	47	( 8)	- 3	-.06	29
Daily	42	(60)	41	(21)	42	(39)	+ 1	.02	144

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

<sup>2</sup> "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

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 5

Percent Estimating Ten People per Hundred are  
Involved in Some Kind of Violence During Any Given Week<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
<u>Overall</u>	55	(1009)	52	(335)	53	(354)	62	(320)	+10	.12**	1827
controlling for:											
<u>Age</u>										.13#	
18 - 29	63	( 340)	60	(121)	60	(112)	71	(107)	+11	.14*	538
30 - 54	52	( 395)	47	(138)	50	(141)	62	(116)	+15	.18**	766
55 and over	52	( 274)	54	( 76)	50	(101)	54	( 97)	0	.01	523
<u>Sex</u>										.11#	
Male	48	( 438)	45	(142)	48	(178)	54	(118)	+ 9	.12*	905
Female	62	( 571)	60	(193)	59	(176)	67	(202)	+ 7	.10*	922
<u>Race</u>										.11#	
White	54	( 883)	51	(300)	52	(314)	60	(269)	+ 9	.11**	1637
Other	68	( 106)	64	( 32)	65	( 28)	73	( 46)	+ 9	.15	156
<u>Education</u>										.08#	
No College	59	( 724)	58	(233)	57	(253)	63	(238)	+ 5	.06	1221
Some College	47	( 280)	43	(102)	44	( 99)	59	( 79)	+16	.18**	596
<u>Newspaper Reading</u>										.13#	
less than ½ hour	58	( 541)	54	(209)	56	(171)	68	(161)	+14	.17**	933
½ hour or more	52	( 466)	50	(125)	51	(183)	57	(158)	+ 7	.09*	890
<u>Income</u>										.08#	
less than \$10,000	62	( 519)	62	(169)	59	(172)	65	(178)	+ 3	.05	839
\$10,000 - \$24,999	50	( 420)	47	(142)	48	(154)	57	(124)	+10	.11*	843
\$25,000 or more	43	( 53)	35	( 20)	46	( 21)	60	( 12)	+25	.30*	123

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

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

# First-order partial gamma

\*  $p \leq .05$  (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 6

Percent of Respondents age 18 to 29 Estimating Ten People  
per Hundred are Involved in Some Kind of Violence During Any Given Week<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
Overall (18-29)	63	(340)	60	(121)	60	(112)	71	(107)	+11	.14*	538
controlling for:											
<u>Sex</u>											
Male	57	(144)	49	( 45)	59	( 58)	66	( 41)	+17	.22*	253
Female	69	(196)	69	( 76)	63	( 54)	74	( 66)	+ 5	.07	285
<u>Race</u>											
White	63	(297)	60	(111)	60	( 97)	71	( 89)	+11	.13*	474
Other	70	( 35)	64	( 9)	69	( 11)	75	( 15)	+11	.17	50
<u>Education</u>											
No College	68	(200)	62	( 64)	69	( 65)	72	( 71)	+10	.15	296
Some College	58	(139)	58	( 57)	52	( 47)	70	( 35)	+12	.10	239
<u>Newspaper Reading</u>											
less than ½ hour	63	(229)	58	( 87)	63	( 72)	70	( 70)	+12	.17*	366
½ hour or more	65	(111)	67	( 34)	58	( 40)	72	( 37)	+ 5	.08	171

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

<sup>2</sup> "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)

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 7

Percent of Respondents age 30 to 54 Estimating Ten People  
per Hundred are Involved in Some Kind of Violence During Any Given Week<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (30-54)	52	(395)	47	(138)	50	(141)	62	(116)	+15	.18**	766
controlling for:											
<u>Sex</u>											
Male	47	(177)	40	(60)	46	(69)	62	(48)	+22	.24**	378
Female	56	(218)	53	(78)	54	(72)	62	(68)	+9	.12	388
<u>Race</u>											
White	50	(338)	45	(119)	49	(125)	60	(94)	+15	.18**	677
Other	66	(50)	64	(18)	60	(12)	71	(20)	+7	.11	76
<u>Education</u>											
No College	58	(304)	55	(105)	55	(109)	66	(90)	+11	.13*	527
Some College	38	(91)	31	(33)	38	(32)	52	(26)	+21	.26**	239
<u>Newspaper Reading</u>											
less than ½ hour	54	(202)	49	(82)	53	(69)	67	(51)	+18	.20**	373
½ hour or more	49	(192)	43	(55)	47	(72)	59	(65)	+16	.20**	392

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

<sup>2</sup> "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 8

Percent of Respondents age 55 and over Estimating Ten People per Hundred are Involved in Some Kind of Violence During Any Given Week<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall (55 & over)	52	(274)	54	(76)	50	(101)	54	(97)	0	.01	523
controlling for:											
<u>Sex</u>											
Male	43	(117)	48	(37)	43	(51)	37	(29)	-11	-.14	274
Female	63	(157)	60	(39)	62	(50)	66	(68)	+6	.09	249
<u>Race</u>											
White	51	(248)	53	(70)	49	(92)	52	(86)	-1	-.00	486
Other	70	(21)	62	(5)	71	(5)	73	(11)	+11	.17	30
<u>Education</u>											
No College	55	(220)	60	(64)	53	(79)	54	(77)	-6	-.08	398
Some College	42	(50)	34	(12)	40	(20)	54	(18)	+20	.25*	118
<u>Newspaper Reading</u>											
less than ½ hour	57	(110)	56	(40)	49	(30)	64	(40)	+8	.10	194
½ hour or more	50	(163)	51	(36)	51	(71)	48	(56)	-3	-.04	327

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

<sup>2</sup> "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)

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 9

Percent Estimating that Three or Nine Percent of  
All Males Who Have Jobs Work in Law Enforcement and Crime Detection<sup>1</sup>

	Total		Television Viewing <sup>2</sup>		CD		gamma	Total N	
	%	N	Light %	Heavy N	(%-Heavy- % Light)				
<u>Overall</u>	54	(326)	50	(147)	59	(179)	+ 9	.18*	601
controlling for:									
<u>Age</u>								.18#	
Under 30	57	(75)	52	(39)	63	(36)	+11	.23	132
30 - 54	51	(150)	48	(76)	55	(74)	+ 7	.13	293
55 and over	58	(101)	51	(32)	62	(69)	+11	.22	175
<u>Sex</u>								.18#	
Male	47	(139)	42	(63)	51	(76)	+ 9	.18	297
Female	62	(187)	57	(84)	66	(103)	+ 9	.18	304
<u>Education</u>								.12#	
No College	63	(212)	58	(79)	66	(133)	+ 8	.15	338
Some College	43	(108)	41	(65)	45	(43)	+ 4	.08	252
<u>Newspaper Reading</u>								.18#	
Less than Daily	69	(90)	64	(40)	72	(50)	+ 8	.18	131
Daily	50	(235)	46	(106)	55	(129)	+ 9	.18*	468

<sup>1</sup> 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).

<sup>2</sup> "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

# First-order partial gamma

\*  $p \leq .05$  (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 percent; 3 percent; 9 percent?"

Table 10

Percent of Respondents Under 30 Estimating that Three or Nine Percent of All Males Who Have Jobs Work in Law Enforcement and Crime Detection<sup>1</sup>

	Total		Television Viewing <sup>2</sup>				CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N			
<u>Overall</u> (under 30)	57	(75)	52	(39)	63	(36)	+11	.23	132
controlling for:									
<u>Sex</u>									
Male	51	(35)	48	(20)	56	(15)	+ 8	.16	69
Female	64	(40)	58	(19)	70	(21)	+12	.26	63
<u>Education</u>									
No College	70	(45)	71	(20)	69	(25)	- 2	-.05	64
Some College	45	(30)	41	(19)	52	(11)	+11	.22	67
<u>Newspaper Reading</u>									
Less than Daily	71	(32)	61	(14)	82	(18)	+21	.49	45
Daily	49	(42)	47	(24)	51	(18)	+ 4	.09	86

<sup>1</sup> 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).

<sup>2</sup> "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

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 percent; 3 percent; 9 percent?"

Table 11

Percent of Respondents age 30 to 54 Estimating that Three or Nine Percent of All Males Who Have Jobs Work in Law Enforcement and Crime Detection<sup>1</sup>

	Total		Television Viewing <sup>2</sup>				CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N			
<u>Overall (30-54)</u>	51	(150)	48	(76)	55	(74)	+ 7	.13	293
controlling for:									
<u>Sex</u>									
Male	42	( 59)	39	(29)	46	(30)	+ 7	.14	141
Female	60	( 91)	57	(47)	64	(44)	+ 7	.15	152
<u>Education</u>									
No College	60	( 92)	56	(37)	63	(55)	+ 7	.15	153
Some College	41	( 56)	41	(37)	40	(19)	- 1	-.01	137
<u>Newspaper Reading</u>									
Less than Daily	63	( 36)	67	(18)	60	(18)	- 7	-.14	57
Daily	48	(114)	45	(58)	53	(56)	+ 8	.17	235

<sup>1</sup> 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).

<sup>2</sup> "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

Data Source: STARCH

Interview Date: May 1973

Method: Telephone Interview

Question (PCTGOPS): "What percent of all males who have jobs work in law enforcement and crime detection? Less than 1 percent; 3 percent; 9 percent?"

Table 12

Percent of Respondents age 55 and over Estimating that Three or Nine  
Percent of All Males Who Have Jobs Work in Law Enforcement and Crime Detection<sup>1</sup>

	Total		Television Viewing <sup>2</sup>				CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N			
<u>Overall</u> (55 and over)	58	(101)	51	(32)	62	(69)	+11	.22	175
controlling for:									
<u>Sex</u>									
Male	52	(45)	44	(14)	57	(31)	+13	.27	86
Female	63	(56)	58	(18)	66	(38)	+8	.16	89
<u>Education</u>									
No College	62	(75)	54	(22)	66	(53)	+12	.26	121
Some College	46	(22)	43	(9)	48	(13)	+5	.11	48
<u>Newspaper Reading</u>									
Less than Daily	76	(22)	67	(8)	82	(14)	+15	.40	29
Daily	54	(79)	47	(24)	58	(55)	+11	.21	146

<sup>1</sup> 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).

<sup>2</sup> "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

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 percent; 3 percent; 9 percent?"

Table 13

Percent Estimating Five Percent of All Males Who  
Have Jobs Work in Law Enforcement and Crime Detection<sup>1</sup>

	Total		Television Viewing <sup>2</sup>				CD (% Heavy- % Light)	gamma	Total N		
	%	N	Light	Medium	Heavy						
<u>Overall</u>	51	(899)	49	(304)	49	(319)	56	(276)	+ 7	.09**	1767
controlling for:											
<u>Age</u>											
18 - 29	52	(268)	46	( 89)	51	( 90)	60	( 89)	+14	.18**	515
30 - 54	47	(351)	46	(133)	46	(128)	51	( 90)	+ 5	.06	743
55 and over	55	(280)	58	( 82)	50	(101)	58	( 97)	0	.00	509
<u>Sex</u>											
Male	48	(428)	47	(148)	47	(171)	51	(109)	+ 4	.05	889
Female	54	(471)	50	(156)	51	(148)	60	(167)	+10	.12**	878
<u>Race</u>											
White	50	(795)	48	(274)	49	(288)	55	(233)	+ 7	.08*	1589
Other	60	( 88)	55	( 26)	56	( 23)	67	( 39)	+12	.18	146
<u>Education</u>											
No College	57	(661)	58	(224)	53	(223)	60	(214)	+ 2	.01	1164
Some College	40	(235)	33	( 79)	42	( 94)	48	( 62)	+15	.20**	594
<u>Newspaper Reading</u>											
less than ½ hour	52	(467)	50	(186)	49	(144)	60	(137)	+10	.12*	898
½ hour or more	50	(431)	47	(117)	49	(175)	53	(139)	+ 6	.08	867
<u>Income</u>											
less than \$10,000	55	(442)	58	(151)	48	(136)	60	(155)	+ 2	.03	800
\$10,000 - \$24,999	49	(402)	44	(131)	52	(163)	52	(108)	+ 8	.11*	820
\$25,000 or more	38	( 48)	33	( 19)	40	( 19)	53	( 10)	+20	.23	125

<sup>1</sup> 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).

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

# First-order partial gamma

\*  $p \leq .05$  (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 percent?"

Table 14

Percent of Respondents age 18 to 29 Estimating Five Percent  
of All Males Who Have Jobs Work in Law Enforcement and Crime Detection<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall (18-29)	52	(268)	46	(89)	51	(90)	60	(89)	+14	.18**	515
controlling for:											
<u>Sex</u>											
Male	49	(120)	48	(43)	47	(44)	54	(33)	+ 6	.07	245
Female	55	(148)	45	(46)	56	(46)	65	(56)	+20	.27**	270
<u>Race</u>											
White	51	(234)	46	(81)	51	(80)	59	(73)	+13	.17**	457
Other	60	( 27)	50	( 6)	54	( 7)	70	(14)	+20	.30	45
<u>Education</u>											
No College	60	(168)	58	(56)	57	(49)	65	(63)	+ 7	.09	279
Some College	42	( 99)	34	(33)	45	(40)	54	(26)	+20	.26**	233
<u>Newspaper Reading</u>											
less than ½ hour	53	(185)	46	(65)	51	(55)	66	(65)	+20	.26**	350
½ hour or more	50	( 83)	49	(24)	52	(35)	50	(24)	+ 1	.01	165

<sup>1</sup> 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).

<sup>2</sup> "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 (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 percent?"

Table 15

Percent of Respondents age 30 to 54 Estimating Five Percent  
of All Males Who Have Jobs Work in Law Enforcement and Crime Detection<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
Overall (30-54)	47	(351)	46	(133)	46	(128)	51	(90)	+ 5	.06	743
controlling for:											
<u>Sex</u>											
Male	44	(162)	41	( 59)	44	( 66)	49	(37)	+ 8	.10	370
Female	51	(189)	51	( 74)	49	( 62)	53	(53)	+ 2	.02	373
<u>Race</u>											
White	46	(307)	45	(116)	47	(117)	50	(74)	+ 5	.06	660
Other	54	( 39)	55	( 16)	44	( 8)	60	(15)	+ 5	.06	72
<u>Education</u>											
No College	54	(269)	56	(104)	50	( 93)	56	(72)	0	-.02	502
Some College	34	( 82)	27	( 29)	40	( 35)	38	(18)	+11	.20*	240
<u>Newspaper Reading</u>											
less than 1/2 hour	49	(175)	50	( 81)	45	( 56)	54	(38)	+ 4	.01	358
1/2 hour or more	46	(175)	40	( 51)	47	( 72)	50	(52)	+10	.12	384

<sup>1</sup> 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).

<sup>2</sup> "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)

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 percent?"

Table 16

Percent of Respondents age 55 and over Estimating Five Percent  
of all Males Who Have Jobs Work in Law Enforcement and Crime Detection<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall (55 & over)	55	(280)	58	(82)	50	(101)	58	(97)	0	.00	509
controlling for:											
<u>Sex</u>											
Male	53	(146)	58	(46)	51	(61)	52	(39)	- 6	-.07	274
Female	57	(134)	59	(36)	49	(40)	62	(58)	+ 3	.08	235
<u>Race</u>											
White	54	(254)	58	(77)	50	(91)	56	(86)	- 2	-.01	472
Other	76	(22)	67	(4)	80	(8)	77	(10)	+10	.12	29
<u>Education</u>											
No College	58	(224)	63	(64)	54	(81)	60	(79)	- 3	-.02	383
Some College	45	(54)	45	(17)	39	(19)	53	(18)	+ 8	.10	121
<u>Newspaper Reading</u>											
less than ½ hour	56	(107)	58	(40)	53	(33)	58	(34)	0	-.01	190
½ hour or more	54	(173)	58	(42)	49	(68)	58	(63)	0	.03	318

<sup>1</sup> 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).

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

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 percent?"

Table 17

Percent Estimating Twenty-Five  
Percent of All Crimes are Violent Crimes<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total	
	%	N	%	N	%	N	%	N			%	N
<u>Overall</u>	43	(775)	40	(257)	40	(270)	48	(248)	+ 8	.09**	1821	
controlling for:												
<u>Age</u>										.11#		
18 - 29	49	(254)	50	( 98)	48	( 86)	48	( 70)	- 2	-.03	523	
30 - 54	39	(296)	35	(102)	36	(103)	50	( 91)	+15	.17**	756	
55 and over	42	(225)	38	( 57)	40	( 81)	47	( 87)	+ 9	.12*	542	
<u>Sex</u>										.09#		
Male	38	(340)	36	(114)	37	(138)	41	( 88)	+ 5	.06	899	
Female	47	(435)	44	(143)	44	(132)	53	(160)	+ 9	.12*	922	
<u>Race</u>										.08#		
White	41	(672)	39	(228)	39	(239)	46	(205)	+ 7	.08*	1632	
Other	59	( 92)	55	( 27)	57	( 25)	64	( 40)	+ 9	.14	155	
<u>Education</u>										.08#		
No College	47	(568)	46	(182)	43	(188)	52	(198)	+ 6	.08*	1210	
Some College	34	(205)	32	( 75)	35	( 81)	37	( 49)	+ 5	.08	601	
<u>Newspaper Reading</u>										.11#		
less than ½ hour	46	(428)	45	(172)	44	(138)	49	(118)	+ 4	.06	936	
½ hour and more	39	(346)	34	( 84)	37	(132)	47	(130)	+13	.18**	882	
<u>Income</u>										.09#		
less than \$10,000	48	(410)	46	(128)	47	(138)	52	(144)	+ 6	.07	848	
\$10,000 - \$24,999	39	(325)	37	(110)	36	(116)	46	( 99)	+ 9	.11*	827	
\$25,000 and more	24	( 30)	26	( 15)	25	( 12)	16	( 3)	-10	-.14	124	

<sup>1</sup> 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).

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

# First-order partial gamma

\*  $p \leq .05$  (tau)

\*\*  $p \leq .01$  (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 18

Percent of Respondents age 18 to 29 Estimating  
Twenty-Five Percent of All Crimes are Violent Crimes<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (18-29)</u>	49	(254)	50	(98)	48	(86)	48	(70)	- 2	-.03	523
controlling for:											
<u>Sex</u>											
Male	43	(106)	40	(36)	44	(43)	45	(27)	+ 5	.07	248
Female	54	(148)	58	(62)	52	(43)	50	(43)	- 8	-.12	275
<u>Race</u>											
White	48	(222)	50	(90)	48	(78)	45	(54)	- 5	-.07	463
Other	59	( 27)	54	( 7)	46	( 6)	70	(14)	+16	.26	46
<u>Education</u>											
No College	55	(157)	57	(58)	54	(48)	53	(51)	- 4	-.06	286
Some College	41	( 95)	42	(40)	41	(37)	38	(18)	- 4	-.06	234
<u>Newspaper Reading</u>											
less than ½ hour	50	(182)	53	(78)	50	(58)	47	(46)	- 6	-.08	361
½ hour and more	45	( 72)	42	(20)	43	(28)	50	(24)	+ 8	.11	161

<sup>1</sup> 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).

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

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 19

Percent of Respondents age 30 to 54 Estimating  
Twenty-Five Percent of All Crimes are Violent Crimes<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total	
	%	N	Light	Medium	Heavy	%	N	%			N	%
<u>Overall</u> (30-54)	39	(296)	35	(102)	36	(103)	50	(91)	+15	.17**	756	
controlling for:												
<u>Sex</u>												
Male	37	(135)	34	(47)	36	(54)	44	(34)	+10	.12	366	
Female	41	(161)	37	(55)	37	(49)	53	(57)	+16	.20**	390	
<u>Race</u>												
White	37	(250)	33	(86)	35	(88)	49	(76)	+16	.18**	669	
Other	58	(43)	59	(16)	59	(13)	56	(14)	-3	-.05	74	
<u>Education</u>												
No College	44	(229)	41	(77)	38	(75)	56	(77)	+15	.17**	519	
Some College	28	(67)	25	(25)	32	(28)	30	(14)	+5	.11	236	
<u>Newspaper Reading</u>												
less than ½ hour	40	(146)	37	(59)	39	(52)	47	(35)	+10	.12	365	
½ hour and more	38	(149)	33	(42)	34	(51)	51	(56)	+18	.23**	390	

<sup>1</sup> 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).

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

\*\* p ≤ .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 20

Percent of Respondents age 55 and over Estimating  
Twenty-Five Percent of All Crimes are Violent Crimes<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
Overall (55 & over)	42	(225)	38	(57)	40	(81)	47	(87)	+ 9	.12*	542
controlling for:											
<u>Sex</u>											
Male	35	( 99)	36	(31)	34	(41)	34	(27)	- 2	-.03	285
Female	49	(126)	39	(26)	48	(40)	56	(60)	+17	.22*	257
<u>Race</u>											
White	40	(200)	37	(52)	38	(73)	45	(75)	+ 8	.11	500
Other	63	( 22)	44	( 4)	67	( 6)	71	(12)	+27	.34	35
<u>Education</u>											
No College	45	(182)	43	(47)	43	(65)	48	(70)	+ 5	.07	405
Some College	33	( 43)	24	(10)	30	(16)	46	(17)	+22	.30*	131
<u>Newspaper Reading</u>											
less than ½ hour	48	(100)	44	(35)	44	(28)	55	(37)	+11	.14	210
½ hour and more	38	(125)	31	(22)	38	(53)	42	(50)	+11	.15*	331

<sup>1</sup> 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).

<sup>2</sup> "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)

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 21

Percent Saying They Would Be Afraid  
to Walk in Their Neighborhood Alone at Night

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	45	(683)	42	(157)	44	(306)	49	(220)	+ 7	.10**	1516
controlling for:											
<u>Age</u>										.07#	
18 - 29	40	(148)	39	( 30)	40	( 61)	42	( 57)	+ 3	.05	365
30 - 54	41	(282)	41	( 85)	40	(130)	46	( 67)	+ 5	.05	682
55 and over	54	(250)	46	( 40)	55	(115)	58	( 95)	+12	.14*	462
<u>Sex</u>										.02#	
Male	23	(160)	22	( 44)	22	( 70)	28	( 46)	+ 6	.09	686
Female	63	(523)	62	(113)	64	(236)	62	(174)	0	-.02	830
<u>Race</u>										.07#	
White	43	(571)	40	(138)	43	(260)	46	(173)	+ 6	.07	1328
Other	60	(112)	53	( 19)	56	( 46)	67	( 47)	+14	.20*	188
<u>Education</u>										.08#	
No College	47	(492)	44	( 96)	45	(216)	50	(180)	+ 6	.07	1056
Some College	41	(187)	38	( 61)	42	( 88)	48	( 38)	+10	.11	452
<u>Newspaper Reading</u>										.10#	
Everyday	46	(433)	42	( 92)	44	(207)	51	(134)	+ 9	.12*	948
Sometimes	44	(250)	41	( 65)	44	( 99)	46	( 86)	+ 5	.07	568
<u>Income</u>										.06#	
less than \$10,000	52	(264)	50	( 48)	50	(102)	54	(114)	+ 4	.06	508
\$10,000 - \$19,999	39	(340)	36	( 94)	39	(167)	41	( 79)	+ 5	.06	881
\$20,000 and more	69	( 29)	67	( 6)	78	( 18)	50	( 5)	-17	-.23	42

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or No?"

Table 22

Percent of Respondents age 18 to 29 Saying They Would  
Be Afraid to Walk in Their Neighborhood Alone at Night

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (18-29)</u>	40	(148)	39	(30)	40	(61)	42	(57)	+ 3	.05	365
controlling for:											
<u>Sex</u>											
Male	18	( 31)	14	( 6)	14	(11)	27	(14)	+13	.28*	172
Female	61	(117)	73	(24)	64	(50)	52	(43)	-21	-.27*	193
<u>Race</u>											
White	37	(115)	37	(26)	39	(52)	35	(37)	- 2	-.04	310
Other	60	( 33)	57	( 4)	45	( 9)	71	(20)	+14	.35	55
<u>Education</u>											
No College	41	( 92)	40	(15)	42	(38)	42	(39)	+ 2	.02	223
Some College	40	( 55)	38	(15)	38	(23)	44	(17)	+ 6	.07	139
<u>Newspaper Reading</u>											
Everyday	39	( 58)	28	( 8)	41	(29)	44	(21)	+16	.18	148
Sometimes	42	( 90)	46	(22)	39	(32)	42	(36)	- 4	-.03	217
<u>Income</u>											
less than \$10,000	43	( 53)	62	(13)	35	(17)	43	(23)	-19	-.13	123
\$10,000 - \$19,999	37	( 79)	28	(14)	41	(37)	40	(28)	+12	.15	212
\$20,000 and more	67	( 2)	--	--	67	( 2)	--	--	--	--	3

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or No?"

Table 23

Percent of Respondents age 30 to 54 Saying They Would Be Afraid to Walk in Their Neighborhood Alone at Night

	Total		Television Viewing <sup>1</sup>				CD (% Heavy- % Light)	gamma	Total N		
	%	N	Light %	N	Medium %	N				Heavy %	N
Overall (30-54)	41	(282)	41	(85)	40	(130)	46	(67)	+ 5	.05	682
controlling for:											
<u>Sex</u>											
Male	18	( 58)	19	(19)	17	( 27)	21	(12)	+ 2	.03	313
Female	61	(224)	62	(66)	60	(103)	60	(55)	- 2	-.02	369
<u>Race</u>											
White	39	(237)	40	(77)	38	(108)	42	(52)	+ 2	.01	602
Other	56	( 45)	47	( 8)	56	( 22)	62	(15)	+15	.18	80
<u>Education</u>											
No College	42	(195)	43	(49)	40	( 91)	46	(55)	+ 3	.03	460
Some College	39	( 86)	38	(36)	39	( 38)	44	(12)	+ 6	.07	220
<u>Newspaper Reading</u>											
Everyday	41	(182)	42	(52)	38	( 87)	47	(43)	+ 5	.05	444
Sometimes	42	(100)	39	(33)	43	( 43)	44	(24)	+ 5	.06	238
<u>Income</u>											
less than \$10,000	50	( 77)	44	(15)	51	( 37)	53	(25)	+ 9	.10	154
\$10,000 - \$19,999	37	(185)	39	(64)	35	( 84)	41	(37)	+ 2	.00	495
\$20,000 and more	77	( 10)	75	( 3)	83	( 5)	67	( 2)	- 8	-.10	13

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or No?"

Table 24

Percent of Respondents age 55 and over Saying They  
Would Be Afraid to Walk in Their Neighborhood Alone at Night

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (55 & over)	54	(250)	46	(40)	55	(115)	58	(95)	+12	.14*	462
controlling for:											
<u>Sex</u>											
Male	35	( 68)	35	(17)	34	( 32)	35	(19)	0	-.00	196
Female	68	(182)	58	(23)	72	( 83)	69	(76)	+11	.09	266
<u>Race</u>											
White	53	(218)	44	(34)	54	(100)	57	(84)	+13	.14*	411
Other	63	( 32)	54	( 6)	65	( 15)	65	(11)	+11	.11	51
<u>Education</u>											
No College	55	(204)	48	(32)	56	( 87)	57	(85)	+ 9	.09	370
Some College	49	( 44)	36	( 8)	51	( 27)	64	( 9)	+28	.32*	89
<u>Newspaper Reading</u>											
Everyday	54	(192)	49	(31)	54	( 91)	58	(70)	+ 9	.10	354
Sometimes	54	( 58)	36	( 9)	60	( 24)	58	(25)	+22	.23	108
<u>Income</u>											
less than \$10,000	58	(134)	50	(20)	58	( 48)	61	(66)	+11	.13	231
\$10,000 - \$19,999	44	( 74)	36	(14)	46	( 46)	44	(14)	+ 8	.10	170
\$20,000 and more	71	( 17)	75	( 3)	85	( 11)	43	( 3)	-32	-.51	24

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or No?"

Table 25

Percent Saying that "Fear of Crime" was a Somewhat or Very Serious Problem for You Personally<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	40	(1555)	35	(516)	42	(697)	47	(343)	+12	.16**	3880
controlling for:											
<u>Age</u>										.16#	
18 - 29	32	( 372)	29	(134)	34	(156)	38	( 82)	+ 9	.13**	1147
30 - 54	42	( 679)	35	(233)	44	(311)	51	(135)	+16	.21**	1625
55 and over	46	( 505)	42	(149)	46	(230)	49	(126)	+ 7	.09*	1108
<u>Sex</u>										.15#	
Male	30	( 545)	24	(166)	33	(259)	39	(120)	+15	.23**	1792
Female	48	(1011)	45	(350)	50	(438)	52	(223)	+ 7	.09**	2088
<u>Race</u>										.16#	
White	37	(1216)	32	(412)	39	(551)	44	(253)	+12	.16**	3273
Other	57	( 335)	55	(104)	57	(143)	60	( 88)	+ 5	.06	589
<u>Education</u>										.11#	
No College	44	(1119)	41	(337)	43	(491)	48	(290)	+ 7	.08**	2563
Some College	33	( 427)	27	(177)	39	(199)	43	( 52)	+16	.25**	1295
<u>Newspaper Reading</u>										.18#	
None	39	( 190)	34	( 81)	42	( 74)	45	( 35)	+11	.16*	489
one hour	39	(1080)	34	(364)	41	(488)	48	(228)	+14	.18**	2739
2 hours or more	41	( 127)	27	( 23)	49	( 67)	42	( 37)	+15	.18*	309
<u>Income</u>										.13#	
less than \$10,000	46	( 724)	43	(222)	46	(310)	50	(192)	+ 7	.08*	1568
\$10,000 - \$24,999	37	( 693)	30	(233)	41	(332)	40	(128)	+10	.17**	1883
\$25,000 and more	32	( 97)	31	( 51)	27	( 33)	68	( 14)	+37	.12	304

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

<sup>2</sup> "About how much time did you spend yesterday watching TV?"

Light: 1 hour or less  
Medium: 2 - 3 hours  
Heavy: 4 hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (SCRIME): "Would you tell me whether "fear of crime" is a very serious problem, a somewhat serious problem, or hardly a problem at all for you personally."

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 26

Percent of Respondents age 18 to 29 Saying That  
"Fear of Crime" was a Somewhat or Very Serious Problem for You Personally<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total	
	%	N	%	N	%	N	%	N			%	N
Overall (18-29)	32	(372)	29	(134)	34	(156)	38	(82)	+ 9	.13**	1147	
controlling for:												
<u>Sex</u>												
Male	20	(106)	15	( 34)	22	( 52)	24	(20)	+ 9	.21**	543	
Female	44	(266)	42	(101)	45	(104)	47	(62)	+ 5	.07	604	
<u>Race</u>												
White	29	(263)	27	(109)	30	(107)	33	(47)	+ 5	.09	914	
Other	47	(106)	43	( 26)	48	( 46)	50	(34)	+ 7	.09	224	
<u>Education</u>												
No College	33	(199)	37	( 62)	30	( 79)	35	(59)	- 2	-.03	597	
Some College	31	(170)	23	( 71)	39	( 77)	50	(23)	+27	.37**	545	
<u>Newspaper Reading</u>												
None	34	( 81)	33	( 40)	38	( 33)	25	( 8)	- 8	-.01	238	
one hour	30	(220)	26	( 73)	27	( 80)	46	(67)	+20	.24**	730	
2 hours or more	32	( 20)	24	( 7)	46	( 12)	18	( 2)	- 6	.06	64	
<u>Income</u>												
less than \$10,000	39	(187)	35	( 65)	43	( 76)	41	(46)	+ 6	.10	476	
\$10,000 - \$24,999	28	(153)	25	( 58)	30	( 63)	32	(32)	+ 7	.11	542	
\$25,000 and more	32	( 28)	30	( 12)	26	( 12)	100	( 4)	+70	.20	89	

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

<sup>2</sup> "About how much time did you spend yesterday watching TV?"  
Light: 1 hour or less  
Medium: 2 - 3 hours  
Heavy: 4 hours or more

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

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (SCRIME): "Would you tell me whether "fear of crime" is a very serious problem, a somewhat serious problem, or hardly a problem at all for you personally."

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 27

Percent of Respondents age 30 to 54 Saying That  
"Fear of Crime" was a Somewhat or Very Serious Problem for You Personally<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall (30-54)	42	(679)	35	(233)	44	(311)	51	(135)	+16	.21**	1625
controlling for:											
<u>Sex</u>											
Male	32	(247)	22	(67)	38	(126)	46	(55)	+24	.35**	766
Female	50	(432)	47	(166)	51	(185)	56	(80)	+9	.10*	859
<u>Race</u>											
White	38	(527)	31	(177)	42	(251)	46	(98)	+15	.23**	1379
Other	63	(152)	67	(56)	56	(59)	70	(37)	+3	-.01	241
<u>Education</u>											
No College	46	(498)	40	(154)	48	(226)	53	(118)	+13	.16**	1080
Some College	33	(176)	29	(79)	36	(80)	41	(17)	+12	.17*	534
<u>Newspaper Reading</u>											
None	41	(67)	34	(28)	41	(20)	57	(19)	+23	.27*	164
one hour	42	(525)	36	(189)	46	(249)	56	(88)	+20	.24**	1235
2 hours or more	38	(44)	13	(4)	57	(30)	28	(10)	+15	.12	118
<u>Income</u>											
less than \$10,000	53	(204)	61	(69)	43	(79)	62	(55)	+1	-.02	387
\$10,000 - \$24,999	39	(405)	28	(124)	48	(210)	43	(71)	+15	.27**	1043
\$25,000 and more	34	(53)	36	(34)	22	(12)	78	(7)	+42	-.02	158

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

<sup>2</sup> "About how much time did you spend yesterday watching TV?"  
Light: 1 hour or less  
Medium: 2 - 3 hours  
Heavy: 4 hours or more

\*  $p \leq .05$  (tau)

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

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (SCRIME): "Would you tell me whether "fear of crime" is a very serious problem, a somewhat serious problem, or hardly a problem at all for you personally."

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 28

Percent of Respondents age 55 and over Saying That  
"Fear of Crime" was a Somewhat or Very Serious Problem for You Personally<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
Overall (55 & over)	46	(505)	42	(149)	46	(230)	49	(126)	+ 7	.09*	1108
controlling for:											
<u>Sex</u>											
Male	40	(192)	39	( 66)	38	( 82)	44	( 45)	+ 5	.05	483
Female	50	(313)	44	( 83)	53	(148)	52	( 81)	+ 8	.11*	625
<u>Race</u>											
White	43	(426)	41	(126)	43	(193)	48	(108)	+ 7	.08	980
Other	62	( 77)	49	( 23)	75	( 38)	64	( 17)	+15	.27*	124
<u>Education</u>											
No College	48	(421)	45	(122)	47	(186)	51	(114)	+ 6	.07	886
Some College	37	( 80)	31	( 27)	44	( 42)	35	( 11)	+ 4	.13	215
<u>Newspaper Reading</u>											
None	48	( 42)	38	( 13)	54	( 21)	58	( 8)	+20	.28	87
one hour	43	(335)	41	(102)	45	(159)	43	( 73)	+ 2	.04	774
2 hours or more	49	( 62)	43	( 12)	43	( 25)	62	( 25)	+19	.25*	127
<u>Income</u>											
less than \$10,000	47	(334)	42	( 88)	50	(155)	49	( 91)	+ 7	.10	706
\$10,000 - \$24,999	46	(135)	52	( 51)	40	( 58)	48	( 26)	- 4	-.09	298
\$25,000 and more	28	( 16)	16	( 5)	41	( 9)	31	( 2)	+15	.41*	57

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

<sup>2</sup> "About how much time did you spend yesterday watching TV?"

Light: 1 hour or less  
Medium: 2 - 3 hours  
Heavy: 4 hours or more

\*  $p \leq .05$  (tau)

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (SCRIME): "Would you tell me whether "fear of crime" is a very serious problem, a somewhat serious problem, or hardly a problem at all for you personally."

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 29

Percent Saying that the Danger of Being Robbed or Attacked on the Street is a Very or Somewhat Serious Problem for Most People Over 65<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	34	(1300)	30	(447)	35	(584)	37	(269)	+ 7	.10**	3859
controlling for:											
<u>Age</u>										.10#	
18 - 29	29	( 334)	30	(142)	27	(124)	32	( 68)	+ 2	-.01	1145
30 - 54	32	( 526)	27	(175)	37	(262)	34	( 90)	+ 7	.15**	1618
55 and over	40	( 440)	37	(130)	41	(199)	44	(111)	+ 7	.09*	1097
<u>Sex</u>										.07#	
Male	24	( 435)	22	(153)	26	(204)	26	( 78)	+ 4	.09*	1785
Female	42	( 865)	38	(294)	44	(381)	44	(191)	+ 6	.09**	2074
<u>Race</u>										.08#	
White	30	( 960)	26	(336)	32	(448)	30	(176)	+ 4	.09**	3256
Other	58	( 338)	58	(110)	55	(136)	62	( 92)	+ 4	.04	585
<u>Education</u>										.04#	
No College	37	( 944)	36	(290)	38	(433)	36	(221)	0	.01	2545
Some College	27	( 350)	24	(154)	29	(148)	40	( 48)	+16	.19**	1292
<u>Newspaper Reading</u>										.11#	
None	31	( 150)	29	( 68)	32	( 57)	33	( 26)	+ 4	.08	488
one hour	34	( 915)	30	(316)	35	(424)	37	(175)	+ 7	.11**	2735
2 hours or more	32	( 99)	21	( 18)	38	( 52)	33	( 29)	+12	.16*	308
<u>Income</u>										.06#	
less than \$10,000	41	( 635)	43	(222)	39	(258)	40	(155)	- 3	-.05	1558
\$10,000 - \$24,999	29	( 546)	24	(179)	34	(271)	30	( 95)	+ 6	.15**	1873
\$25,000 and more	30	( 90)	21	( 34)	38	( 47)	48	( 10)	+27	.39**	304

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

<sup>2</sup> "About how much time did you spend yesterday watching TV?"

Light: 1 hour or less

Medium: 2 - 3 hours

Heavy: 4 hours and more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (CRIME1): "How serious a problem do you think the danger of being robbed or attacked on the street is for most people over 65 -- a very serious problem, a somewhat serious problem, or hardly a problem at all?"

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 30

Percent of Respondents age 18 to 29 Saying that the Danger of Being Robbed or Attacked on the Street is a Very or Somewhat Serious Problem for Most People Over 65<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
<u>Overall</u> (18-29)	29	(334)	30	(142)	27	(124)	32	(68)	+ 2	-.01	1145
controlling for::											
<u>Sex</u>											
Male	13	( 70)	16	( 37)	11	( 26)	8	( 7)	- 8	-.24**	543
Female	44	(264)	44	(105)	43	( 98)	46	(61)	+ 2	.03	602
<u>Race</u>											
White	25	(228)	27	(112)	23	( 83)	23	(33)	- 4	-.10	914
Other	48	(106)	51	( 30)	44	( 41)	51	(35)	0	.02	221
<u>Education</u>											
No College	32	(191)	42	( 69)	30	( 79)	26	(43)	-16	-.22**	595
Some College	26	(143)	24	( 73)	22	( 45)	54	(25)	+30	.18*	545
<u>Newspaper Reading</u>											
None	21	( 49)	24	( 29)	23	( 20)	0	( 0)	-24	-.29**	238
one hour	32	(232)	33	( 93)	26	( 78)	42	(61)	+ 9	.07	730
2 hours or more	17	( 11)	19	( 5)	13	( 3)	18	( 2)	- 1	-.09	64
<u>Income</u>											
less than \$10,000	37	(177)	44	( 83)	34	( 60)	30	(33)	-14	-.21**	473
\$10,000 - \$24,999	24	(127)	21	( 48)	23	( 49)	31	(30)	+10	.15*	542
\$25,000 and more	34	( 30)	30	( 12)	30	( 14)	100	( 4)	+70	.26	89

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

<sup>2</sup> "About how much time did you spend yesterday watching TV?"

Light: 1 hour or less  
Medium: 2 - 3 hours  
Heavy: 4 hours or more

\*  $p \leq .05$  (tau)

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

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (CRIME1): "How serious a problem do you think the danger of being robbed or attacked on the street is for most people over 65 -- a very serious problem, a somewhat serious problem, or hardly a problem at all?"

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 31

Percent of Respondents age 30 to 54 Saying that the  
Danger of Being Robbed or Attacked on the Street is a  
Very or Somewhat Serious Problem for Most People Over 65<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
<u>Overall (30-54)</u>	32	(526)	27	(175)	37	(262)	34	(90)	+ 7	.15**	1618
controlling for:											
<u>Sex</u>											
Male	26	(194)	17	( 51)	32	(108)	29	(35)	+12	.28**	763
Female	39	(332)	36	(124)	42	(153)	38	(55)	+ 2	.06	855
<u>Race</u>											
White	27	(376)	22	(125)	34	(200)	24	(51)	+ 2	.12**	1372
Other	62	(151)	60	( 50)	58	( 61)	74	(39)	+14	.16	241
<u>Education</u>											
No College	35	(377)	30	(112)	40	(190)	34	(75)	+ 4	.09*	1074
Some College	27	(146)	22	( 61)	32	( 71)	36	(15)	+14	.23**	533
<u>Newspaper Reading</u>											
None	38	( 63)	28	( 22)	46	( 23)	54	(18)	+26	.38**	164
one hour	32	(388)	27	(140)	37	(202)	29	(46)	+ 2	.12*	1229
2 hours or more	33	( 40)	13	( 4)	51	( 28)	23	( 8)	+10	.05	119
<u>Income</u>											
less than \$10,000	42	(161)	48	( 54)	37	( 67)	44	(40)	- 4	-.06	387
\$10,000 - \$24,999	30	(306)	22	( 95)	38	(168)	26	(43)	+ 4	.17**	1037
\$25,000 and more	31	( 49)	20	( 19)	46	( 25)	54	( 5)	+34	.52**	158

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

<sup>2</sup> "About how much time did you spend yesterday watching TV?"  
Light: 1 hour or less  
Medium: 2 - 3 hours  
Heavy: 4 hours or more

\*  $p \leq .05$  (tau)

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

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (CRIME1): "How serious a problem do you think the danger of being robbed or attacked on the street is for most people over 65 -- a very serious problem, a somewhat serious problem, or hardly a problem at all?"

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 32

Percent of Respondents age 55 and over Saying that the Danger of Being Robbed or Attacked on the Street is a <sup>1</sup> Very or Somewhat Serious Problem for Most People Over 65

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (55 &amp; over)</u>	40	(440)	37	(130)	41	(199)	44	(111)	+ 7	.09*	1097
controlling for:											
<u>Sex</u>											
Male	36	(171)	39	( 65)	32	( 69)	37	( 37)	- 2	-.05	480
Female	44	(270)	35	( 65)	47	(130)	48	( 75)	+13	.18**	617
<u>Race</u>											
White	37	(357)	32	( 99)	38	(165)	41	( 92)	+ 9	.12*	970
Other	67	( 82)	64	( 30)	69	( 34)	67	( 17)	+ 3	.04	123
<u>Education</u>											
No College	43	(376)	41	(109)	42	(164)	47	(103)	+ 6	.07	877
Some College	29	( 61)	24	( 20)	34	( 33)	24	( 7)	0	.09	213
<u>Newspaper Reading</u>											
None	44	( 38)	49	( 17)	35	( 13)	58	( 8)	+ 9	-.02	86
one hour	38	(294)	33	( 83)	41	(144)	40	( 68)	+ 7	.11*	766
2 hours or more	39	( 49)	30	( 9)	37	( 21)	47	( 18)	+17	.22	125
<u>Income</u>											
less than \$10,000	42	(297)	40	( 84)	42	(130)	45	( 82)	+ 5	.06	698
\$10,000 - \$24,999	38	(112)	37	( 36)	39	( 54)	40	( 22)	+ 3	.04	294
\$25,000 and more	19	( 11)	11	( 3)	34	( 8)	4	( 0)	- 7	.27	57

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

<sup>2</sup> "About how much time did you spend yesterday watching TV?"  
 Light: 1 hour or less  
 Medium: 2 - 3 hours  
 Heavy: 4 hours or more

\*  $p \leq .05$  (tau)

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

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (CRIME1): "How serious a problem do you think the danger of being robbed or attacked on the street is for most people over 65 -- a very serious problem, a somewhat serious problem, or hardly a problem at all?"

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 33

Percent who are High Scorers on an Index of Interpersonal Mistrust

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total	
	%	N	%	N	%	N	%	N			%	N
<u>Overall</u>	41	(582)	34	(99)	37	(243)	51	(240)	+17	.20**	1425	
controlling for:												
<u>Age</u>										.19#		
18 - 29	46	(182)	38	(29)	39	( 64)	59	( 89)	+21	.27**	391	
30 - 54	36	(221)	26	(35)	35	(105)	48	( 81)	+22	.23**	605	
55 and over	42	(179)	44	(35)	38	( 74)	47	( 70)	+ 3	.06	424	
<u>Sex</u>										.20#		
Male	42	(271)	36	(50)	38	(121)	54	(100)	+18	.20**	640	
Female	40	(311)	32	(49)	35	(122)	49	(140)	+17	.20**	785	
<u>Race</u>										.19#		
White	38	(482)	31	(84)	34	(207)	49	(191)	+18	.20**	1269	
Other	64	(100)	63	(15)	63	( 36)	65	( 49)	+ 2	-.00	156	
<u>Education</u>										.12#		
No College	47	(461)	42	(68)	44	(191)	52	(202)	+10	.10*	992	
Some College	28	(119)	23	(30)	23	( 51)	49	( 38)	+26	.26**	430	
<u>Newspaper Reading</u>										.19#		
Everyday	37	(344)	32	(61)	32	(143)	47	(140)	+15	.18**	939	
Sometimes	49	(238)	37	(38)	47	(100)	59	(100)	+12	.22**	486	
<u>Income</u>										.16#		
less than \$10,000	49	(294)	46	(52)	48	(113)	52	(129)	+ 6	.06	599	
\$10,000 - \$24,999	35	(217)	29	(37)	28	( 93)	52	( 87)	+13	.25**	625	
\$25,000 and more	29	( 35)	19	( 7)	34	( 22)	30	( 6)	+11	.16	121	

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, March, April 1975

Method: Personal Interview

Question (MNWORLD): An index calculated from responses to three items -- HELPFUL, FAIR, TRUST.

Table 34

Percent of Respondents age 18 to 29 who are  
High Scorers on an Index of Interpersonal Mistrust

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (18-29)	46	(182)	38	(29)	39	(64)	59	(89)	+21	.27**	391
controlling for:											
<u>Sex</u>											
Male	47	( 83)	50	(17)	36	(31)	62	(35)	+12	.19*	175
Female	46	( 99)	28	(12)	42	(33)	57	(54)	+29	.33**	216
<u>Race</u>											
White	43	(148)	36	(26)	37	(57)	55	(65)	+19	.25**	344
Other	72	( 34)	75	( 3)	64	( 7)	75	(24)	0	.10	47
<u>Education</u>											
No College	54	(125)	44	(14)	51	(41)	59	(70)	+15	.16*	231
Some College	36	( 57)	33	(15)	27	(23)	61	(19)	+28	.23*	160
<u>Newspaper Reading</u>											
Everyday	43	( 85)	44	(17)	33	(29)	55	(39)	+11	.19*	198
Sometimes	50	( 97)	32	(12)	46	(35)	63	(50)	+31	.35**	193
<u>Income</u>											
less than \$10,000	52	( 93)	46	(16)	45	(26)	61	(51)	+15	.18*	177
\$10,000 - \$24,999	39	( 69)	26	( 9)	33	(29)	58	(31)	+32	.40**	175
\$25,000 and more	50	( 11)	57	( 4)	42	( 5)	67	( 2)	+10	-.10	22

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, March, April 1975

Method: Personal Interview

Question (MNWORLD): An index calculated from responses to three items -- HELPFUL,  
FAIR, TRUST.

Table 35

Percent of Respondents age 30 to 54 who are  
High Scorers on an Index of Interpersonal Mistrust

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (30-54)</u>	36	(221)	26	(35)	35	(105)	48	(81)	+22	.23**	605
controlling for:											
<u>Sex</u>											
Male	38	(102)	27	(18)	37	( 52)	52	(32)	+25	.24**	271
Female	36	(119)	25	(17)	33	( 53)	46	(49)	+21	.21**	334
<u>Race</u>											
White	33	(176)	22	(27)	31	( 84)	46	(65)	+24	.24**	533
Other	62	( 45)	62	( 8)	64	( 21)	62	(16)	0	-.05	72
<u>Education</u>											
No College	44	(180)	34	(24)	43	( 86)	51	(70)	+17	.13*	409
Some College	21	( 41)	17	(11)	19	( 19)	37	(11)	+20	.23*	196
<u>Newspaper Reading</u>											
Everyday	32	(136)	24	(23)	29	( 64)	45	(49)	+21	.23**	421
Sometimes	46	( 85)	30	(12)	49	( 41)	53	(32)	+23	.20*	184
<u>Income</u>											
Less than \$10,000	52	( 88)	45	(13)	57	( 41)	51	(34)	+ 6	.00	168
\$10,000 - \$24,999	33	(110)	25	(18)	27	( 49)	51	(43)	+26	.24**	335
\$25,000 and more	20	( 16)	10	( 3)	30	( 12)	10	( 1)	0	.14	79

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, March, April 1975

Method: Personal Interview

Question (MNWORLD): An index calculated from responses to three items -- HELPFUL,  
FAIR, TRUST.

Table 36

Percent of Respondents age 55 and over who are  
High Scorers on an Index of Interpersonal Mistrust

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (55 & over)	42	(179)	44	(35)	38	(74)	47	(70)	+ 3	.06	424
controlling for:											
<u>Sex</u>											
Male	44	( 86)	38	(15)	43	(38)	50	(33)	+12	.11	194
Female	40	( 93)	49	(20)	34	(36)	45	(37)	- 4	.02	230
<u>Race</u>											
White	41	(158)	42	(31)	36	(66)	46	(61)	+ 4	.07	387
Other	57	( 21)	57	( 4)	62	( 8)	53	( 9)	- 4	-.08	37
<u>Education</u>											
No College	45	(156)	50	(30)	41	(64)	47	(62)	- 3	-.02	349
Some College	29	( 21)	21	( 4)	24	( 9)	50	( 8)	+29	.39**	73
<u>Newspaper Reading</u>											
Everyday	39	(123)	38	(21)	35	(50)	44	(52)	+ 6	.09	316
Sometimes	52	( 56)	56	(14)	46	(24)	58	(18)	+ 2	.03	108
<u>Income</u>											
less than \$10,000	44	(113)	46	(23)	43	(46)	46	(44)	0	.01	254
\$10,000 - \$24,999	33	( 38)	44	(10)	25	(15)	42	(13)	- 2	.00	114
\$25,000 and more	40	( 8)	0	( 0)	38	( 5)	43	( 3)	+43	.31	20

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, March, April 1975

Method: Personal Interview

Question (MNWORLD): An index calculated from responses to three items -- HELPFUL,  
FAIR, TRUST.

Table 37

## Percent who are High Scorers on an Index of Interpersonal Mistrust

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	37	(552)	32	(123)	38	(259)	42	(170)	+10	.16**	1477
controlling for:											
<u>Age</u>										.14#	
18 - 29	49	(192)	36	( 30)	52	( 91)	54	( 71)	+18	.18**	391
30 - 54	34	(217)	31	( 60)	34	(109)	37	( 48)	+ 6	.13**	639
55 and over	32	(142)	31	( 33)	31	( 59)	35	( 50)	+ 4	.12*	440
<u>Sex</u>										.17#	
Male	41	(256)	33	( 60)	44	(133)	46	( 63)	+13	.16**	626
Female	35	(296)	31	( 63)	33	(126)	40	(107)	+ 9	.17**	851
<u>Race</u>										.15#	
White	33	(436)	27	( 96)	35	(218)	36	(122)	+ 9	.15**	1314
Other	71	(116)	77	( 27)	70	( 41)	70	( 48)	- 7	-.06	163
<u>Education</u>										.09#	
No College	43	(426)	42	( 89)	42	(194)	44	(143)	+ 2	.06	999
Some College	26	(123)	19	( 33)	29	( 65)	33	( 25)	+14	.23**	474
<u>Newspaper Reading</u>										.16#	
Everyday	32	(269)	26	( 58)	34	(140)	32	( 71)	+ 6	.15**	849
Sometimes	45	(283)	39	( 65)	43	(119)	54	( 99)	+15	.18**	625
<u>Income</u>										.15#	
less than \$10,000	43	(215)	46	( 55)	41	( 87)	43	( 73)	- 3	.03	502
\$10,000 - \$24,999	38	(256)	24	( 41)	41	(132)	46	( 83)	+22	.21**	674
\$25,000 and more	23	( 48)	23	( 17)	23	( 24)	26	( 7)	+ 3	.20*	208

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey  
 Interview Date: February, March, April 1978  
 Method: Personal Interview  
 Question (MNWORLD): An index calculated from responses to three items -- HELPFUL,  
 FAIR, TRUST.

Table 38

Percent of Respondents age 18 to 29 who are  
High Scorers on an Index of Interpersonal Mistrust

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total	
	%	N	Light		Medium		Heavy				%	N
<u>Overall (18-29)</u>	49	(192)	36	(30)	52	(91)	54	(71)	+18	.18**	391	
controlling for:												
<u>Sex</u>												
Male	49	(80)	32	(13)	54	(42)	56	(25)	+24	.21*	162	
Female	49	(112)	39	(17)	50	(49)	53	(46)	+14	.15*	229	
<u>Race</u>												
White	45	(151)	32	(25)	50	(79)	48	(47)	+16	.15*	334	
Other	72	(41)	83	(5)	75	(12)	69	(24)	-14	-.16	57	
<u>Education</u>												
No College	56	(139)	54	(21)	56	(59)	56	(59)	+2	.05	250	
Some College	38	(53)	20	(9)	46	(32)	44	(12)	+24	.26**	141	
<u>Newspaper Reading</u>												
Everyday	47	(67)	23	(7)	54	(38)	54	(22)	+31	.25**	143	
Sometimes	50	(125)	43	(23)	51	(53)	54	(49)	+11	.13	248	
<u>Income</u>												
less than \$10,000	52	(77)	49	(17)	58	(34)	48	(26)	-1	.03	148	
\$10,000 - \$24,999	47	(95)	20	(8)	50	(48)	60	(39)	+40	.29**	202	
\$25,000 and more	41	(9)	50	(2)	40	(4)	38	(3)	-12	.05	22	

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

Method: Personal Interview

Question (MNWORLD): An index calculated from responses to three items -- HELPFUL,  
 FAIR, TRUST.

Table 39

Percent of Respondents age 30 to 54 who are  
High Scorers on an Index of Interpersonal Mistrust

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light %	Light N	Medium %	Medium N	Heavy %	Heavy N			
<u>Overall (30-54)</u>	34	(217)	31	(60)	34	(109)	37	(48)	+ 6	.13**	639
controlling for:											
<u>Sex</u>											
Male	38	(113)	34	(34)	40	(60)	40	(19)	+ 6	.15*	296
Female	30	(104)	28	(26)	29	(49)	35	(29)	+ 7	.14*	343
<u>Race</u>											
White	30	(166)	27	(47)	31	(88)	30	(31)	+ 3	.11*	563
Other	67	(51)	68	(13)	66	(21)	68	(17)	0	.05	76
<u>Education</u>											
No College	40	(162)	42	(42)	39	(82)	40	(38)	- 2	.01	404
Some College	23	(53)	18	(17)	25	(27)	26	(9)	+ 8	.23**	233
<u>Newspaper Reading</u>											
Everyday	28	(102)	26	(29)	30	(57)	22	(16)	- 4	.10	371
Sometimes	43	(115)	38	(31)	40	(52)	55	(32)	+17	.19**	268
<u>Income</u>											
less than \$10,000	43	(53)	46	(15)	39	(23)	48	(15)	+ 2	.09	123
\$10,000 - \$24,999	36	(122)	30	(29)	40	(65)	36	(28)	+ 6	.07	335
\$25,000 and more	21	(31)	21	(12)	20	(16)	21	(3)	0	.20	149

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

Method: Personal Interview

Question (MNWORLD): An index calculated from responses to three items -- HELPFUL,  
FAIR, TRUST.

Table 40

Percent of Respondents age 55 and over who are  
High Scorers on an Index of Interpersonal Mistrust

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall (55 & over)	32	(142)	31	(33)	31	(59)	35	(50)	+ 4	.12*	440
controlling for:											
<u>Sex</u>											
Male	38	( 63)	31	(13)	39	(31)	41	(19)	+10	.09	167
Female	29	( 79)	31	(20)	25	(28)	32	(31)	+ 1	.15*	273
<u>Race</u>											
White	29	(118)	25	(24)	28	(51)	32	(43)	+ 7	.16**	410
Other	80	( 24)	90	( 9)	73	( 8)	78	( 7)	-12	-.26	30
<u>Education</u>											
No College	36	(124)	37	(26)	37	(53)	36	(45)	- 1	.05	340
Some College	17	( 17)	19	( 7)	12	( 6)	27	( 4)	+ 8	.12	99
<u>Newspaper Reading</u>											
Everyday	30	( 99)	29	(22)	31	(45)	30	(32)	+ 1	.12	331
Sometimes	41	( 43)	37	(11)	33	(14)	53	(18)	+16	.16	106
<u>Income</u>											
less than \$10,000	37	( 84)	46	(23)	32	(30)	36	(31)	-10	-.02	228
\$10,000 - \$24,999	29	( 39)	11	( 4)	31	(19)	43	(16)	+32	.38**	135
\$25,000 and more	22	( 8)	20	( 3)	24	( 4)	20	( 1)	0	.10	37

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

Method: Personal Interview

Question (MNWORLD): An index calculated from responses to three items -- HELPFUL,  
FAIR, TRUST.

Table 41

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

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	39	(542)	33	(93)	37	(239)	47	(210)	+14	.18**	1377
controlling for:											
<u>Age</u>										.18#	
18 - 29	43	(163)	34	(25)	39	( 62)	53	( 76)	+19	.26**	377
30 - 54	36	(211)	28	(37)	35	(104)	43	( 70)	+15	.20**	588
55 and over	41	(168)	42	(31)	38	( 73)	45	( 64)	+ 3	.06	408
<u>Sex</u>										.20#	
Male	45	(278)	38	(52)	42	(130)	54	( 96)	+16	.20**	622
Female	35	(264)	28	(41)	32	(109)	42	(114)	+14	.19**	755
<u>Race</u>										.19#	
White	38	(465)	31	(80)	36	(212)	46	(173)	+15	.20**	1233
Other	54	( 77)	65	(13)	52	( 27)	51	( 37)	-14	-.11	144
<u>Education</u>										.12#	
No College	44	(418)	39	(61)	42	(179)	48	(178)	+ 9	.11*	956
Some College	29	(122)	25	(31)	27	( 59)	42	( 32)	+17	.20*	418
<u>Newspaper Reading</u>										.15#	
Everyday	35	(322)	32	(59)	34	(148)	40	(115)	+ 8	.11*	913
Sometimes	47	(220)	35	(34)	45	( 91)	58	( 95)	+23	.28**	464
<u>Income</u>										.16#	
less than \$10,000	45	(258)	44	(46)	44	(103)	46	(109)	+ 2	.03	575
\$10,000 - \$24,999	35	(214)	27	(34)	32	(101)	48	( 79)	+21	.29**	610
\$25,000 and more	31	( 37)	28	(10)	33	( 21)	30	( 6)	+ 2	.05	120

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, March, April 1975

Method: Personal Interview

Question (HELPFUL): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 42

Percent of Respondents age 18 to 29 Agreeing that Most of the Time People are Mostly Just Looking Out for Themselves

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light	Medium	Heavy	%	N	%			
<u>Overall (18-29)</u>	43	(163)	34	(25)	39	(62)	53	(76)	+19	.26**	377
controlling for:											
<u>Sex</u>											
Male	47	( 80)	44	(14)	43	(35)	56	(31)	+12	.18	169
Female	40	( 83)	26	(11)	35	(27)	51	(45)	+25	.34**	208
<u>Race</u>											
White	41	(138)	32	(23)	38	(56)	52	(59)	+20	.26**	333
Other	57	( 25)	67	( 2)	60	( 6)	55	(17)	-12	-.14	44
<u>Education</u>											
No College	48	(106)	36	(11)	47	(36)	52	(59)	+16	.17	222
Some College	37	( 57)	33	(14)	32	(26)	57	(17)	+24	.26*	155
<u>Newspaper Reading</u>											
Everyday	39	( 75)	40	(15)	36	(31)	43	(29)	+ 3	.06	191
Sometimes	47	( 88)	28	(10)	42	(31)	62	(47)	+34	.43**	186
<u>Income</u>											
less than \$10,000	48	( 83)	42	(14)	46	(26)	53	(43)	+11	.15	171
\$10,000 - \$24,999	38	( 63)	24	( 8)	34	(29)	52	(26)	+28	.36**	168
\$25,000 and more	41	( 9)	43	( 3)	33	( 4)	67	( 2)	+24	.13	22

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, March, April 1975

Method: Personal Interview

Question (HELPFUL): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 43

Percent of Respondents age 30 to 54 Agreeing that Most of  
the Time People are Mostly Just Looking Out for Themselves

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (30-54)	36	(211)	28	(37)	35	(104)	43	(70)	+15	.20**	588
controlling for:											
<u>Sex</u>											
Male	43	(113)	34	(23)	42	(59)	52	(31)	+18	.22*	265
Female	30	(98)	22	(14)	29	(45)	38	(39)	+16	.23**	323
<u>Race</u>											
White	34	(176)	24	(29)	34	(89)	42	(58)	+18	.24**	521
Other	52	(35)	67	(8)	50	(15)	48	(12)	-19	-.18	67
<u>Education</u>											
No College	41	(163)	32	(22)	41	(80)	46	(61)	+14	.16*	396
Some College	25	(48)	24	(15)	24	(24)	31	(9)	+7	.08	192
<u>Newspaper Reading</u>											
Everyday	32	(133)	27	(25)	32	(69)	38	(39)	+11	.14	413
Sometimes	45	(78)	31	(12)	45	(35)	53	(31)	+22	.27*	175
<u>Income</u>											
less than \$10,000	45	(72)	46	(12)	47	(33)	42	(27)	-4	-.07	160
\$10,000 - \$24,999	34	(112)	24	(17)	32	(56)	48	(39)	+24	.31**	330
\$25,000 and more	27	(21)	24	(7)	33	(13)	10	(1)	-14	-.04	78

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, March, April 1975

Method: Personal Interview

Question (HELPFUL): "Would you say that most of the time people try to be helpful, or  
that they are mostly just looking out for themselves?"

Table 44

Percent of Respondents age 55 and over Agreeing that  
Most of the Time People are Mostly Just Looking Out for Themselves

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total	
	%	N	%	N	%	N	%	N			%	N
<u>Overall</u> (55 & over)	41	(168)	42	(31)	38	(73)	45	(64)	+ 3	.06	408	
controlling for:												
<u>Sex</u>												
Male	45	( 85)	40	(15)	41	(36)	53	(34)	+13	.18	188	
Female	38	( 83)	43	(16)	36	(37)	38	(30)	- 5	-.04	220	
<u>Race</u>												
White	40	(151)	41	(28)	37	(67)	44	(56)	+ 3	.07	375	
Other	52	( 17)	60	( 3)	50	( 6)	50	( 8)	-10	-.08	33	
<u>Education</u>												
No College	44	(149)	50	(28)	41	(63)	46	(58)	- 4	-.01	336	
Some College	24	( 17)	12	( 2)	24	( 9)	38	( 6)	+26	.41*	70	
<u>Newspaper Reading</u>												
Everyday	37	(114)	36	(19)	34	(48)	41	(47)	+ 5	.09	306	
Sometimes	53	( 54)	54	(12)	49	(25)	59	(17)	+ 5	.06	102	
<u>Income</u>												
less than \$10,000	42	(103)	44	(20)	42	(44)	42	(39)	- 2	-.02	244	
\$10,000 - \$24,999	35	( 39)	41	( 9)	27	(16)	47	(14)	+ 6	.12	111	
\$25,000 and more	35	( 7)	0	( 0)	31	( 4)	43	( 3)	+43	.26	20	

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1975 General Social Survey

Interview Date: February, March, April 1975

Method: Personal Interview

Question (HELPFUL): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 45

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

	Total		Television Viewing <sup>1</sup>				CD (% Heavy- % Light)	gamma	Total N		
	%	N	%	N	%	N				%	N
<u>Overall</u>	37	(535)	33	(125)	38	(253)	40	(157)	+ 7	.09*	1441
controlling for:											
<u>Age</u>										.06#	
18 - 29	47	(186)	38	( 32)	49	( 86)	52	( 68)	+14	.15*	392
30 - 54	34	(209)	32	( 60)	35	(109)	33	( 40)	+ 1	.03	623
55 and over	33	(139)	32	( 33)	32	( 58)	35	( 48)	+ 3	.05	420
<u>Sex</u>										.12#	
Male	45	(272)	39	( 68)	47	(140)	47	( 64)	+ 8	.12*	607
Female	32	(263)	28	( 57)	30	(113)	36	( 93)	+ 8	.12*	834
<u>Race</u>										.09#	
White	34	(436)	30	(102)	35	(215)	37	(119)	+ 7	.10*	1285
Other	64	( 99)	72	( 23)	67	( 38)	57	( 38)	-15	-.22	156
<u>Education</u>										.06#	
No College	40	(386)	40	( 81)	38	(170)	43	(135)	+ 3	.06	969
Some College	31	(146)	25	( 43)	37	( 83)	27	( 20)	+ 2	.11	468
<u>Newspaper Reading</u>										.09#	
Everyday	33	(270)	27	( 59)	36	(145)	31	( 66)	+ 4	.05	826
Sometimes	43	(265)	40	( 66)	40	(108)	51	( 91)	+11	.14*	613
<u>Income</u>										.11#	
less than \$10,000	41	(201)	44	( 50)	37	( 79)	44	( 72)	0	.03	489
\$10,000 - \$24,999	38	(254)	29	( 50)	41	(131)	42	( 73)	+13	.15**	663
\$25,000 and more	27	( 55)	24	( 17)	30	( 31)	27	( 7)	+ 3	.09	203

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

Method: Personal Interview

Question (HELPFUL): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 46

Percent of Respondents age 18 to 29 Agreeing that Most of  
the Time People are Mostly Just Looking Out for Themselves

	1								CD (% Heavy- % Light)	gamma	Total N
	Total		Television Viewing								
	%	N	Light		Medium		Heavy				
		%	N	%	N	%	N				
Overall (18-29)	47	(186)	38	(32)	49	(86)	52	(68)	+14	.15*	392
controlling for:											
<u>Sex</u>											
Male	53	( 86)	46	(19)	54	(41)	58	(26)	+12	.14	162
Female	44	(100)	30	(13)	46	(45)	48	(42)	+18	.20*	230
<u>Race</u>											
White	46	(153)	35	(28)	47	(75)	52	(50)	+17	.19*	335
Other	58	( 33)	67	( 4)	69	(11)	51	(18)	-16	-.30	57
<u>Education</u>											
No College	51	(127)	46	(18)	48	(51)	55	(58)	+ 9	.13	250
Some College	42	( 59)	30	(14)	51	(35)	37	(10)	+ 7	.15	142
<u>Newspaper Reading</u>											
Everyday	48	( 69)	25	( 8)	58	(41)	49	(20)	+24	.24*	144
Sometimes	47	(117)	45	(24)	43	(45)	53	(48)	+ 8	.12	248
<u>Income</u>											
less than \$10,000	49	( 74)	42	(15)	53	(32)	50	(27)	+ 8	.08	150
\$10,000 - \$24,999	48	( 96)	32	(13)	47	(46)	57	(37)	+25	.28**	202
\$25,000 and more	41	( 9)	50	( 2)	40	( 4)	38	( 3)	-12	-.14	22

1 "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

Method: Personal Interview

Question (HELPFUL): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 47

Percent of Respondents age 30 to 54 Agreeing that Most of  
the Time People are Mostly Just Looking Out for Themselves

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (30-54)</u>	34	(209)	32	(60)	35	(109)	33	(40)	+ 1	.03	623
controlling for:											
<u>Sex</u>											
Male	41	(119)	35	(33)	44	( 65)	45	(21)	+10	.15	289
Female	27	( 90)	29	(27)	26	( 44)	26	(19)	- 3	-.05	334
<u>Race</u>											
White	30	(163)	28	(48)	31	( 88)	28	(27)	0	.01	551
Other	64	( 46)	71	(12)	66	( 21)	56	(13)	-15	-.19	72
<u>Education</u>											
No College	38	(149)	42	(41)	37	( 76)	37	(32)	- 5	-.06	390
Some College	25	( 58)	20	(18)	31	( 33)	21	( 7)	+ 1	.11	231
<u>Newspaper Reading</u>											
Everyday	28	(101)	27	(29)	32	( 59)	19	(13)	- 8	-.07	362
Sometimes	41	(108)	39	(31)	39	( 50)	51	(27)	+12	.13	261
<u>Income</u>											
less than \$10,000	40	( 47)	45	(14)	37	( 22)	41	(11)	- 4	-.06	118
\$10,000 - \$24,999	37	(121)	34	(32)	41	( 65)	32	(24)	- 2	-.00	330
\$25,000 and more	22	( 32)	20	(11)	22	( 17)	31	( 4)	+11	.11	145

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

Method: Personal Interview

Question (HELPFUL): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 48

Percent of Respondents age 55 and over Agreeing that  
Most of the Time People are Mostly Just Looking Out for Themselves

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (55 & over)	33	(139)	32	(33)	32	(58)	35	(48)	+ 3	.05	420
controlling for:											
<u>Sex</u>											
Male	43	( 67)	41	(16)	47	(34)	40	(17)	- 1	-.02	155
Female	27	( 72)	27	(17)	22	(24)	33	(31)	+ 6	.13	265
<u>Race</u>											
White	30	(119)	28	(26)	30	(52)	32	(41)	+ 4	.06	393
Other	74	( 20)	78	( 7)	67	( 6)	78	( 7)	0	.00	27
<u>Education</u>											
No College	34	(109)	33	(22)	32	(43)	36	(44)	+ 3	.06	324
Some College	30	( 29)	31	(11)	33	(15)	21	( 3)	-10	-.09	95
<u>Newspaper Reading</u>											
Everyday	31	( 99)	30	(22)	32	(45)	31	(32)	+ 1	.01	316
Sometimes	39	( 40)	38	(11)	32	(13)	48	(16)	+10	.15	102
<u>Income</u>											
less than \$10,000	36	( 79)	44	(21)	28	(25)	41	(33)	- 3	.02	219
\$10,000 - \$24,999	29	( 37)	15	( 5)	33	(20)	34	(12)	+19	.29*	129
\$25,000 and more	39	( 14)	29	( 4)	59	(10)	0	( 0)	-29	.01	36

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

Method: Personal Interview

Question (HELPFUL): "Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?"

Table 49

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

	Total		Television Viewing <sup>1</sup>				CD (% Heavy- % Light)	gamma	Total N
	%	N	Light	Medium	Heavy				
<u>Overall</u>	33	(452)	27 (74)	30 (194)	41 (184)		+14	.20**	1365
controlling for:									
<u>Age</u>								.20#	
18 - 29	38	(142)	31 (24)	31 (48)	49 (70)		+18	.27**	378
30 - 54	31	(179)	21 (26)	31 (90)	38 (63)		+17	.24**	584
55 and over	33	(131)	34 (24)	30 (56)	36 (51)		+ 2	.05	400
<u>Sex</u>								.20#	
Male	36	(221)	30 (38)	33 (99)	47 (84)		+17	.24**	610
Female	31	(231)	25 (36)	28 (95)	36 (100)		+11	.18**	755
<u>Race</u>								.18#	
White	30	(364)	24 (62)	28 (162)	37 (140)		+13	.18**	1218
Other	60	( 88)	60 (12)	57 (32)	62 (44)		+ 2	.06	147
<u>Education</u>								.14#	
No College	37	(350)	32 (48)	36 (149)	41 (153)		+ 9	.12*	947
Some College	24	(101)	21 (25)	21 (45)	40 (31)		+19	.25**	416
<u>Newspaper Reading</u>								.19#	
Everyday	30	(275)	26 (45)	28 (124)	37 (106)		+11	.17**	903
Sometimes	38	(177)	30 (29)	35 (70)	48 (78)		+18	.25**	462
<u>Income</u>								.16#	
less than \$10,000	40	(231)	38 (39)	37 (85)	45 (107)		+ 7	.11	571
\$10,000 - \$24,999	28	(169)	23 (28)	25 (80)	37 (61)		+14	.22**	601
\$25,000 and more	22	( 26)	14 (5)	25 (16)	25 (5)		+11	.22	119

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, 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 50

Percent of Respondents age 18 to 29 Agreeing that  
Most People Would Try to Take Advantage of You if They Got a Chance

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (18-29)</u>	38	(142)	31	(24)	31	(48)	49	(70)	+18	.27**	378
controlling for:											
<u>Sex</u>											
Male	39	(66)	44	(15)	28	(23)	51	(28)	+7	.16	170
Female	36	(76)	21	(9)	33	(25)	47	(42)	+26	.36**	208
<u>Race</u>											
White	33	(111)	29	(21)	28	(41)	44	(49)	+15	.23**	332
Other	67	(31)	75	(3)	70	(7)	66	(21)	-9	-.13	46
<u>Education</u>											
No College	44	(98)	34	(11)	41	(31)	49	(56)	+15	.19	223
Some College	28	(44)	29	(13)	21	(17)	48	(14)	+19	.19	155
<u>Newspaper Reading</u>											
Everyday	36	(70)	38	(15)	32	(27)	41	(28)	+3	.06	193
Sometimes	39	(72)	24	(9)	29	(21)	56	(42)	+32	.47**	185
<u>Income</u>											
less than \$10,000	44	(77)	40	(14)	34	(19)	54	(44)	+14	.25*	173
\$10,000 - \$24,999	30	(51)	20	(7)	28	(23)	41	(21)	+21	.31*	168
\$25,000 and more	36	(8)	43	(3)	25	(3)	67	(2)	+24	.07	22

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, 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 51

Percent of Respondents age 30 to 54 Agreeing that  
Most People Would Try to Take Advantage of You if They Got a Chance

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall (30-54)	31	(179)	21	(26)	31	(90)	38	(63)	+17	.24**	584
controlling for:											
<u>Sex</u>											
Male	33	( 84)	21	(13)	33	(45)	44	(26)	+23	.30**	258
Female	29	( 95)	20	(13)	29	(45)	35	(37)	+15	.21*	326
<u>Race</u>											
White	27	(137)	16	(19)	27	(70)	34	(48)	+18	.27**	516
Other	62	( 42)	70	( 7)	61	(20)	60	(15)	-10	-.09	68
<u>Education</u>											
No College	36	(141)	25	(17)	37	(71)	40	(53)	+15	.16*	395
Some College	20	( 38)	16	( 9)	19	(19)	32	(10)	+16	.26*	189
<u>Newspaper Reading</u>											
Everyday	28	(113)	18	(16)	25	(54)	40	(43)	+22	.32**	409
Sometimes	38	( 66)	26	(10)	46	(36)	34	(20)	+ 8	.05	175
<u>Income</u>											
less than \$10,000	46	( 73)	38	(10)	50	(34)	44	(29)	+ 6	.01	160
\$10,000 - \$24,999	28	( 90)	21	(14)	25	(44)	39	(32)	+28	.27**	325
\$25,000 and more	16	( 12)	7	( 2)	25	(10)	0	( 0)	- 7	.16	77

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, 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 52

Percent of Respondents age 55 and over Agreeing that  
Most People Would Try to Take Advantage of You if They Got a Chance

	Total		Television Viewing <sup>1</sup>						CD		Total N
	%	N	Light		Medium		Heavy		(% Heavy- % Light)	gamma	
<u>Overall</u> (55 & over)	33	(131)	34	(24)	30	(56)	36	(51)	+ 2	.05	400
controlling for:											
<u>Sex</u>											
Male	39	( 71)	30	(10)	36	(31)	47	(30)	+17	.22*	182
Female	28	( 60)	38	(14)	24	(25)	27	(21)	-11	-.11	218
<u>Race</u>											
White	32	(116)	34	(22)	29	(51)	33	(43)	- 1	.01	367
Other	46	( 15)	33	( 2)	38	( 5)	57	( 8)	+24	.33	33
<u>Education</u>											
No College	34	(111)	39	(20)	32	(47)	35	(44)	- 4	-.02	327
Some College	27	( 19)	17	( 3)	24	( 9)	44	( 7)	+27	.39*	71
<u>Newspaper Reading</u>											
Everyday	31	( 92)	29	(14)	32	(43)	31	(35)	+ 2	.02	298
Sometimes	38	( 39)	48	(10)	26	(13)	53	(16)	+ 5	.14	102
<u>Income</u>											
less than \$10,000	34	( 81)	35	(15)	31	(32)	37	(34)	+ 2	.06	238
\$10,000 - \$24,999	26	( 28)	35	( 7)	22	(13)	27	( 8)	- 8	-.09	108
\$25,000 and more	30	( 6)	0	( 0)	25	( 3)	43	( 3)	+43	.47	20

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less

Medium: two to three hours

Heavy: four hours or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1975 General Social Survey

Interview Date: February, 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 53

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

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	32	(453)	25	(95)	31	(207)	38	(151)	+13	.18**	1435
controlling for:											
<u>Age</u>											
18 - 29	42	(160)	27	(22)	42	( 71)	52	( 67)	+25	.16#	379
30 - 54	30	(183)	26	(48)	29	( 89)	37	( 46)	+11	.30**	616
55 and over	25	(110)	23	(25)	25	( 47)	27	( 38)	+ 4	.15*	433
<u>Sex</u>											
Male	34	(206)	26	(47)	35	(101)	42	( 58)	+16	.19#	608
Female	30	(247)	24	(48)	29	(106)	36	( 93)	+12	.22**	827
<u>Race</u>											
White	27	(349)	21	(71)	29	(173)	32	(105)	+11	.17#	1274
Other	65	(104)	69	(24)	59	( 34)	68	( 46)	- 1	.17**	161
<u>Education</u>											
No College	37	(357)	32	(67)	36	(161)	40	(129)	+ 8	.12#	970
Some College	20	( 94)	16	(27)	21	( 46)	28	( 21)	+12	.10*	461
<u>Newspaper Reading</u>											
Everyday	26	(214)	21	(47)	28	(109)	27	( 58)	+ 6	.16#	829
Sometimes	40	(239)	31	(48)	37	( 98)	52	( 93)	+21	.09	603
<u>Income</u>											
less than \$10,000	37	(182)	38	(44)	35	( 74)	38	( 64)	0	.27**	494
\$10,000 - \$24,999	31	(202)	18	(30)	33	(100)	41	( 72)	+23	-.00	651
\$25,000 and more	19	( 39)	17	(13)	17	( 18)	30	( 8)	+13	.32**	206

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

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 54

Percent of Respondents age 18 to 29 Agreeing that  
Most People Would Try to Take Advantage of You if They Got a Chance

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall (18-29)	42	(160)	27	(22)	42	(71)	52	(67)	+25	.30**	379
controlling for:											
<u>Sex</u>											
Male	40	(62)	23	(9)	43	(31)	50	(22)	+27	.33**	155
Female	44	(98)	31	(13)	41	(40)	53	(45)	+22	.27**	224
<u>Race</u>											
White	37	(120)	25	(19)	39	(60)	44	(41)	+19	.23**	322
Other	70	(40)	50	(3)	69	(11)	74	(26)	+24	.26	57
<u>Education</u>											
No College	49	(119)	37	(14)	48	(50)	54	(55)	+17	.19*	244
Some College	30	(41)	19	(8)	32	(21)	44	(12)	+25	.36**	135
<u>Newspaper Reading</u>											
Everyday	39	(54)	17	(5)	46	(32)	45	(17)	+28	.32*	137
Sometimes	44	(106)	33	(17)	39	(39)	55	(50)	+22	.29**	242
<u>Income</u>											
Less than \$10,000	47	(68)	38	(13)	49	(29)	50	(26)	+12	.13	145
\$10,000 - \$24,999	38	(73)	13	(5)	37	(34)	53	(34)	+40	.49**	194
\$25,000 and more	44	(10)	40	(2)	40	(4)	50	(4)	+10	.14	23

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

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 55

Percent of Respondents age 30 to 54 Agreeing that  
Most People Would Try to Take Advantage of You if They Got a Chance

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall (30-54)	30	(183)	26	(48)	29	(89)	37	(46)	+11	.15*	616
controlling for:											
<u>Sex</u>											
Male	34	( 97)	29	(29)	33	(47)	45	(21)	+16	.18*	287
Female	26	( 86)	22	(19)	26	(42)	32	(25)	+10	.16	329
<u>Race</u>											
White	26	(142)	21	(36)	27	(73)	33	(33)	+12	.17*	542
Other	55	( 41)	63	(12)	52	(16)	54	(13)	- 9	-.10	74
<u>Education</u>											
No College	36	(137)	33	(32)	34	(67)	41	(38)	+ 8	.10	386
Some College	19	( 44)	17	(15)	21	(22)	22	( 7)	+ 5	.12	228
<u>Newspaper Reading</u>											
Everyday	24	( 87)	23	(26)	24	(44)	25	(17)	+ 2	.03	362
Sometimes	38	( 96)	30	(22)	36	(45)	52	(29)	+22	.27**	254
<u>Income</u>											
Less than \$10,000	40	( 48)	48	(15)	33	(19)	45	(14)	- 3	-.04	120
\$10,000 - \$24,999	31	(101)	23	(21)	34	(53)	36	(27)	+13	.19*	325
\$25,000 and more	16	( 24)	16	( 9)	16	(12)	21	( 3)	+ 5	.04	146

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

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 56

Percent of Respondents age 55 and over Agreeing that  
Most People Would Try to Take Advantage of You if They Got a Chance

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
<u>Overall (55 &amp; over)</u>	25	(110)	23	(25)	25	(47)	27	(38)	+ 4	.06	433
controlling for:											
<u>Sex</u>											
Male	28	( 47)	21	( 9)	30	(23)	33	(15)	+12	.17	165
Female	24	( 63)	25	(16)	22	(24)	24	(23)	- 1	.00	268
<u>Race</u>											
White	22	( 87)	16	(16)	23	(40)	24	(31)	+ 8	.12	403
Other	77	( 23)	90	( 9)	64	( 7)	78	( 7)	-12	-.24	30
<u>Education</u>											
No College	30	(101)	29	(21)	32	(44)	29	(36)	0	-.02	335
Some College	9	( 9)	11	( 4)	6	( 3)	13	( 2)	+ 2	-.05	97
<u>Newspaper Reading</u>											
Everyday	22	( 73)	21	(16)	23	(33)	22	(24)	+ 1	.02	326
Sometimes	36	( 37)	30	( 9)	34	(14)	42	(14)	+12	.17	104
<u>Income</u>											
less than \$10,000	29	( 66)	33	(16)	29	(26)	28	(24)	- 5	-.06	226
\$10,000 - \$24,999	22	( 28)	11	( 4)	22	(13)	31	(11)	+20	.35*	130
\$25,000 and more	14	( 5)	13	( 2)	12	( 2)	20	( 1)	+ 7	.08	37

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

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 57

Percent Agreeing that You Can't Be Too Careful in Dealing with People

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
<b>Overall</b>	59	(827)	53	(156)	55	(361)	67	(310)	+14	.19**	1408
controlling for:											
<u>Age</u>										.20#	
18 - 29	62	(237)	52	( 40)	54	( 87)	75	(110)	+23	.34**	385
30 - 54	54	(324)	46	( 62)	53	(159)	62	(103)	+16	.19**	601
55 and over	63	(263)	66	( 52)	59	(115)	66	( 96)	0	.04	418
<u>Sex</u>										.19#	
Male	54	(340)	51	( 73)	49	(153)	63	(114)	+12	.16**	635
Female	63	(487)	56	( 83)	60	(208)	70	(196)	+14	.20**	773
<u>Race</u>										.19#	
White	56	(699)	50	(135)	52	(313)	65	(251)	+15	.20**	1250
Other	81	(128)	84	( 21)	83	( 48)	79	( 59)	- 5	-.13	158
<u>Education</u>										.09#	
No College	66	(644)	64	(107)	64	(277)	68	(260)	+ 4	.05	982
Some College	43	(180)	38	( 47)	37	( 83)	67	( 50)	+29	.28**	423
<u>Newspaper Reading</u>										.21#	
Everyday	55	(514)	47	( 91)	51	(230)	66	(193)	+19	.25**	936
Sometimes	66	(313)	66	( 65)	64	(131)	70	(117)	+ 4	.08	472
<u>Income</u>										.14#	
less than \$10,000	68	(396)	65	( 72)	68	(159)	69	(165)	+ 4	.06	582
\$10,000 - \$24,999	52	(322)	48	( 62)	47	(151)	64	(109)	+16	.21**	621
\$25,000 and more	41	( 51)	30	( 11)	45	( 30)	48	( 10)	+18	.24	125

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

# First-order partial gamma

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, 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 58

Percent of Respondents age 18 to 29 Agreeing that  
You Can't Be Too Careful in Dealing with People

	Total		Television Viewing <sup>1</sup>				CD (% Heavy- % Light)	gamma	Total N		
	%	N	%	N	%	N				%	N
<u>Overall (18-29)</u>	62	(237)	52	(40)	54	(87)	75	(110)	+23	.34**	385
controlling for:											
<u>Sex</u>											
Male	58	(100)	56	(19)	48	(41)	73	(40)	+17	.26*	174
Female	65	(137)	49	(21)	60	(46)	76	(70)	+27	.38**	211
<u>Race</u>											
White	59	(202)	50	(37)	53	(79)	74	(86)	+24	.32**	341
Other	80	(35)	100	(3)	73	(8)	80	(24)	-20	-.02	44
<u>Education</u>											
No College	70	(160)	59	(19)	70	(56)	73	(85)	+14	.15	229
Some College	49	(77)	47	(21)	38	(31)	83	(25)	+26	.33**	156
<u>Newspaper Reading</u>											
Everyday	60	(117)	54	(21)	47	(41)	80	(55)	+26	.40**	195
Sometimes	63	(120)	50	(19)	62	(46)	70	(55)	+20	.26*	190
<u>Income</u>											
less than \$10,000	65	(111)	62	(21)	57	(33)	72	(57)	+10	.20	171
\$10,000 - \$24,999	57	(99)	37	(13)	51	(43)	77	(43)	+40	.49**	175
\$25,000 and more	59	(13)	71	(5)	50	(6)	67	(2)	-4	-.19	22

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, 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 59

Percent of Respondents age 30 to 54 Agreeing that  
You Can't Be Too Careful in Dealing with People

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (30-54)	54	(324)	46	(62)	53	(159)	62	(103)	+16	.19**	601
controlling for:											
<u>Sex</u>											
Male	48	(130)	44	(31)	47	(64)	57	(35)	+13	.16	269
Female	58	(194)	48	(31)	59	(95)	64	(68)	+16	.18*	332
<u>Race</u>											
White	50	(265)	42	(50)	49	(131)	60	(84)	+28	.21**	527
Other	80	(59)	80	(12)	85	(28)	73	(19)	-7	-.18	74
<u>Education</u>											
No College	62	(255)	59	(44)	63	(123)	64	(88)	+5	.06	408
Some College	36	(69)	30	(18)	35	(36)	52	(15)	+22	.23*	193
<u>Newspaper Reading</u>											
Everyday	50	(210)	37	(36)	51	(112)	58	(62)	+21	.25**	423
Sometimes	64	(114)	70	(26)	58	(47)	68	(41)	-2	.02	178
<u>Income</u>											
less than \$10,000	70	(115)	61	(17)	77	(54)	67	(44)	+6	-.01	164
\$10,000 - \$24,999	50	(168)	51	(36)	46	(81)	61	(51)	+10	.13	333
\$25,000 and more	32	(26)	20	(6)	42	(17)	30	(3)	+10	.29	81

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975 General Social Survey

Interview Date: February, 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 60

Percent of Respondents age 55 and over Agreeing  
that You Can't Be Too Careful in Dealing with People

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (55 & over)	63	(263)	66	(52)	59	(115)	66	(96)	0	.04	418
controlling for:											
<u>Sex</u>											
Male	57	(110)	59	(23)	54	( 48)	60	(38)	+ 1	.03	192
Female	68	(153)	72	(29)	63	( 67)	71	(57)	- 1	.04	226
<u>Race</u>											
White	61	(229)	64	(46)	57	(103)	64	(80)	0	.02	378
Other	85	( 34)	86	( 6)	86	( 12)	84	(16)	- 2	-.05	40
<u>Education</u>											
No College	66	(227)	74	(43)	63	( 98)	67	(86)	- 7	-.05	342
Some College	46	( 34)	40	( 8)	42	( 16)	62	(10)	+22	.25	74
<u>Newspaper Reading</u>											
Everyday	59	(185)	58	(32)	54	( 77)	65	(76)	+ 7	.13	315
Sometimes	76	( 78)	83	(20)	74	( 38)	71	(20)	-12	-.19	103
<u>Income</u>											
less than \$10,000	69	(170)	69	(34)	69	( 72)	69	(64)	0	-.00	247
\$10,000 - \$24,999	48	( 54)	59	(13)	44	( 27)	48	(14)	-11	-.10	112
\$25,000 and more	54	( 12)	0	( 0)	50	( 7)	62	( 5)	+62	.25	22

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

Data Source: NORC 1975 General Social Survey

Interview Date: February, 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 61

## Percent Agreeing that You Can't Be Too Careful in Dealing with People

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	59	(864)	51	(195)	60	(407)	66	(262)	+15	.19**	1459
controlling for:											
<u>Age</u>										.17#	
18 - 29	64	(248)	53	(43)	68	(119)	66	(86)	+13	.14	386
30 - 54	54	(342)	47	(92)	56	(175)	61	(75)	+14	.17**	628
55 and over	61	(269)	55	(59)	59	(111)	70	(99)	+15	.20**	438
<u>Sex</u>										.18#	
Male	54	(334)	47	(87)	55	(164)	61	(83)	+14	.17**	619
Female	63	(530)	54	(108)	64	(243)	69	(179)	+15	.19**	840
<u>Race</u>										.17#	
White	56	(723)	48	(166)	58	(354)	62	(203)	+14	.17**	1292
Other	84	(141)	81	(29)	84	(53)	87	(59)	+6	.14	167
<u>Education</u>										.10#	
No College	67	(660)	64	(134)	67	(307)	69	(219)	+5	.07	986
Some College	43	(200)	34	(59)	45	(100)	54	(41)	+20	.24**	468
<u>Newspaper Reading</u>										.19#	
Everyday	56	(463)	45	(98)	58	(230)	62	(135)	+17	.20**	833
Sometimes	64	(399)	58	(97)	64	(176)	71	(126)	+13	.17**	623
<u>Income</u>										.15#	
Less than \$10,000	68	(340)	64	(77)	70	(148)	70	(115)	+6	.07	498
\$10,000 - \$24,999	57	(380)	48	(82)	58	(183)	64	(115)	+16	.19**	664
\$25,000 and more	38	(77)	31	(23)	41	(43)	44	(11)	+13	.19	203

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

# First-order partial gamma

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

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 62

Percent of Respondents age 18 to 29 Agreeing that  
You Can't Be Too Careful in Dealing with People

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total	
	%	N	Light		Medium		Heavy				%	N
<u>Overall (18-29)</u>	64	(248)	53	(43)	68	(119)	66	(86)	+13	.14	386	
controlling for:												
<u>Sex</u>												
Male	60	(96)	44	(17)	64	(49)	67	(30)	+23	.27*	161	
Female	68	(152)	62	(26)	71	(70)	66	(56)	+4	.01	225	
<u>Race</u>												
White	61	(200)	51	(38)	66	(105)	60	(57)	+9	.10	328	
Other	83	(48)	83	(5)	82	(14)	83	(29)	0	.00	58	
<u>Education</u>												
No College	70	(171)	65	(24)	73	(77)	69	(70)	+4	-.00	244	
Some College	54	(77)	43	(19)	60	(42)	57	(16)	+14	.20	142	
<u>Newspaper Reading</u>												
Everyday	64	(90)	54	(15)	70	(50)	61	(25)	+7	.05	140	
Sometimes	64	(158)	53	(28)	66	(69)	68	(61)	+15	.19*	246	
<u>Income</u>												
less than \$10,000	71	(104)	61	(22)	80	(48)	67	(34)	+6	.03	147	
\$10,000 - \$24,999	60	(119)	43	(16)	63	(60)	65	(43)	+22	.23*	198	
\$25,000 and more	52	(11)	67	(2)	50	(5)	50	(4)	-17	-.13	21	

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

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 63

Percent of Respondents age 30 to 54 Agreeing that  
You Can't Be Too Careful in Dealing with People

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (30-54)	54	(342)	47	(92)	56	(175)	61	(75)	+14	.17**	628
controlling for:											
<u>Sex</u>											
Male	50	(144)	46	(47)	50	(73)	53	(24)	+7	.08	291
Female	59	(198)	48	(45)	61	(102)	65	(51)	+17	.22**	337
<u>Race</u>											
White	51	(280)	45	(78)	53	(148)	54	(54)	+9	.13*	553
Other	83	(62)	74	(14)	84	(27)	88	(21)	+14	.28	75
<u>Education</u>											
No College	64	(255)	64	(65)	64	(132)	64	(58)	0	.01	399
Some College	37	(85)	29	(26)	41	(43)	50	(16)	+21	.28**	227
<u>Newspaper Reading</u>											
Everyday	49	(177)	40	(45)	53	(96)	53	(36)	+13	.18*	362
Sometimes	62	(165)	57	(47)	61	(79)	71	(39)	+14	.16	266
<u>Income</u>											
less than \$10,000	67	(80)	61	(20)	67	(39)	72	(21)	+11	.16	120
\$10,000 - \$24,999	56	(187)	54	(52)	57	(91)	59	(44)	+5	.06	331
\$25,000 and more	35	(51)	27	(15)	42	(32)	33	(4)	+6	.21	144

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

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 64

Percent of Respondents age 55 and over Agreeing  
that You Can't Be Too Careful in Dealing with People

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (55 & over)	61	(269)	55	(59)	59	(111)	70	(99)	+15	.20**	438
controlling for:											
<u>Sex</u>											
Male	57	( 94)	54	(23)	54	( 42)	63	(29)	+ 9	.12	166
Female	64	(175)	56	(36)	62	( 69)	73	(70)	+17	.23**	272
<u>Race</u>											
White	59	(238)	51	(49)	57	( 99)	68	(90)	+17	.22**	404
Other	91	( 31)	91	(10)	86	( 12)	100	( 9)	+ 9	.32	34
<u>Education</u>											
No College	68	(230)	63	(45)	68	( 96)	71	(89)	+ 8	.11	338
Some College	38	( 37)	37	(13)	32	( 15)	56	( 9)	+19	.14	98
<u>Newspaper Reading</u>											
Everyday	59	(193)	50	(38)	58	( 83)	67	(72)	+17	.22**	327
Sometimes	68	( 74)	68	(21)	63	( 27)	76	(26)	+ 8	.14	108
<u>Income</u>											
less than \$10,000	67	(153)	68	(34)	64	( 60)	70	(59)	+ 2	.05	228
\$10,000 - \$24,999	55	( 73)	40	(14)	53	( 32)	71	(27)	+31	.38**	133
\$25,000 and more	40	( 15)	38	( 6)	35	( 6)	60	( 3)	+22	.15	38

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

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

Data Source: NORC 1978 General Social Survey

Interview Date: February, March, April 1978

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 65

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

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
<u>Overall</u>	41	(1406)	38	(498)	42	(612)	47	(297)	+ 9	.12**	3398
controlling for:											
<u>Age</u>											
18 - 29	46	( 467)	43	(181)	45	(177)	55	(109)	+12	.14#	1017
30 - 54	40	( 574)	33	(197)	43	(271)	49	(107)	+16	.21**	1446
55 and over	39	( 364)	39	(119)	40	(164)	38	( 81)	- 1	-.02	935
<u>Sex</u>											
Male	42	( 684)	40	(259)	42	(297)	47	(128)	+ 7	.08*	1621
Female	41	( 722)	35	(239)	43	(315)	47	(169)	+12	.16**	1777
<u>Race</u>											
White	39	(1128)	36	(418)	40	(492)	43	(219)	+ 7	.10**	2873
Other	53	( 270)	45	( 75)	56	(120)	60	( 74)	+15	.20**	507
<u>Education</u>											
No College	46	(1012)	42	(303)	47	(459)	48	(251)	+ 6	.09**	2215
Some College	33	( 383)	33	(193)	32	(147)	39	( 43)	+ 6	.04	1162
<u>Newspaper Reading</u>											
None	50	( 212)	51	(103)	49	( 75)	53	( 34)	+ 2	.00	420
one hour	39	( 937)	33	(318)	41	(433)	46	(186)	+13	.17**	2417
2 hours or more	42	( 119)	35	( 28)	44	( 54)	47	( 37)	+12	.15	281
<u>Income</u>											
less than \$10,000	48	( 649)	45	(196)	52	(294)	47	(159)	+ 2	.04	1345
\$10,000 - \$24,999	41	( 688)	37	(262)	42	(295)	49	(131)	+12	.14**	1686
\$25,000 and more	15	( 40)	19	( 26)	12	( 13)	5	( 1)	-14	-.33*	268

1

"About how much time did you spend yesterday watching TV?"

Light: 1 hour or less

Medium: 2 - 3 hours

Heavy: 4 hours or more

#

First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (LIFWORSE): "In spite of what some people say, the lot of the average man is getting worse, not better. Agree or Disagree?"

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 66

Percent of Respondents age 18 to 29 Agreeing: "In Spite of What Some People Say, The Lot of the Average Man is Getting Worse, Not Better"

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (18-29)</u>	46	(467)	43	(181)	45	(177)	55	(109)	+12	.13**	1017
controlling for:											
<u>Sex</u>											
Male	49	(241)	53	(110)	42	(86)	56	(46)	+3	-.05	494
Female	43	(226)	33	(71)	49	(91)	54	(64)	+21	.29**	523
<u>Race</u>											
White	43	(351)	42	(154)	43	(131)	48	(66)	+6	.06	812
Other	59	(115)	48	(27)	58	(46)	69	(41)	+21	.28**	196
<u>Education</u>											
No College	49	(257)	43	(64)	47	(105)	59	(88)	+16	.20**	524
Some College	42	(205)	42	(115)	42	(71)	40	(18)	-2	-.01	489
<u>Newspaper Reading</u>											
None	51	(108)	50	(55)	46	(36)	68	(17)	+18	.08	212
one hour	44	(288)	40	(102)	44	(113)	52	(73)	+12	.15**	650
2 hours or more	45	(28)	24	(7)	76	(18)	33	(4)	+9	.32*	62
<u>Income</u>											
less than \$10,000	55	(235)	46	(79)	61	(93)	61	(63)	+15	.23**	426
\$10,000 - \$24,999	47	(226)	46	(96)	47	(84)	51	(47)	+5	.05	480
\$25,000 and more	5	(3)	12	(3)	0	(0)	0	(0)	-12	-1.00**	75

<sup>1</sup> "About how much time did you spend yesterday watching TV?"  
 Light: 1 hour or less  
 Medium: 2 - 3 hours  
 Heavy: 4 hours or more

\*  $p \leq .05$  (tau)

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

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (LIFWORSE): "In spite of what some people say, the lot of the average man is getting worse, not better. Agree or Disagree?"

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 67

Percent of Respondents age 30 to 54 Agreeing: "In Spite of What Some People Say, The Lot of the Average Man is Getting Worse, Not Better"

	Total		Television Viewing <sup>1</sup>				CD (% Heavy- % Light)	gamma	Total N		
	%	N	%	N	%	N				%	N
<u>Overall</u> (30-54)	40	(574)	33	(197)	43	(271)	49	(107)	+16	.21**	1446
controlling for:											
<u>Sex</u>											
Male	40	(283)	31	( 88)	45	(142)	51	( 52)	+20	.28**	704
Female	39	(292)	35	(109)	40	(128)	47	( 54)	+12	.15**	743
<u>Race</u>											
White	38	(475)	31	(164)	42	(228)	48	( 84)	+17	.23**	1235
Other	46	( 95)	41	( 29)	46	( 43)	54	( 23)	+13	.15	207
<u>Education</u>											
No College	46	(437)	38	(133)	52	(218)	48	( 87)	+10	.16**	954
Some College	28	(133)	27	( 65)	24	( 48)	54	( 20)	+27	.12	481
<u>Newspaper Reading</u>											
None	52	( 73)	49	( 33)	58	( 27)	48	( 14)	- 1	.03	141
one hour	37	(409)	29	(141)	42	(208)	50	( 60)	+21	.28**	1100
2 hours or more	48	( 55)	58	( 15)	40	( 21)	54	( 20)	- 4	.00	114
<u>Income</u>											
less than \$10,000	47	(158)	41	( 36)	52	( 84)	45	( 38)	+ 4	.06	334
\$10,000 - \$24,999	40	(374)	33	(137)	42	(171)	53	( 66)	+20	.23**	945
\$25,000 and more	22	( 31)	24	( 20)	21	( 10)	0	( 0)	-24	-.21	140

<sup>1</sup> "About how much time did you spend yesterday watching TV?"  
 Light: 1 hour or less  
 Medium: 2 - 3 hours  
 Heavy: 4 hours or more

\*\* p ≤ .01 (tau)

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (LIFWORSE): "In spite of what some people say, the lot of the average man is getting worse, not better. Agree or Disagree?"

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 68

Percent of Respondents age 55 or over Agreeing: "In Spite of What Some People Say, The Lot of the Average Man is Getting Worse, Not Better"

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			N
<u>Overall</u> (55 & over)	39	(364)	39	(119)	40	(164)	38	(81)	- 1	-.02	935
controlling for:											
<u>Sex</u>											
Male	38	(159)	40	( 61)	37	( 69)	35	(30)	- 5	-.07	424
Female	40	(205)	38	( 59)	42	( 95)	40	(51)	+ 2	.02	511
<u>Race</u>											
White	37	(302)	38	(100)	36	(133)	36	(69)	- 2	-.03	826
Other	58	( 60)	48	( 20)	72	( 31)	49	(10)	+ 1	.13	104
<u>Education</u>											
No College	43	(318)	47	(107)	42	(136)	41	(76)	- 6	-.08	738
Some College	23	( 45)	16	( 13)	32	( 27)	17	( 5)	+ 1	.16	192
<u>Newspaper Reading</u>											
None	47	( 32)	59	( 15)	42	( 13)	31	( 3)	-28	-.34*	67
one hour	36	(241)	34	( 76)	38	(112)	36	(53)	+ 2	.02	667
2 hours or more	34	( 36)	25	( 7)	32	( 15)	44	(13)	+19	.26	105
<u>Income</u>											
less than \$10,000	44	(256)	46	( 81)	46	(117)	38	(58)	- 8	-.09	585
\$10,000 - \$24,999	33	( 87)	32	( 28)	33	( 40)	37	(18)	+ 5	.06	262
\$25,000 and more	11	( 6)	9	( 2)	12	( 2)	14	( 1)	+ 5	.15	54

<sup>1</sup> "About how much time did you spend yesterday watching TV?"  
 Light: 1 hour or less  
 Medium: 2 - 3 hours  
 Heavy: 4 hours or more

\*  $p \leq .05$  (tau)

Data Source: HARRIS

Interview Date: May, June 1974

Method: Personal Interview

Question (LIFWORSE): "In spite of what some people say, the lot of the average man is getting worse, not better. Agree or Disagree?"

(In the HARRIS survey, all counts are rounded to the nearest whole number as a result of weighting. The mechanics of rounding sometimes lead to variation in the number of respondents reported in each table. However, the extent of this rounding error is quite small.)

Table 69

Percent Agreeing that the Lot of the  
Average Man is Getting Worse, Not Better

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	56	(822)	54	(196)	54	(364)	62	(262)	+ 8	.11**	1461
controlling for:											
<u>Age</u>										.11#	
18 - 29	60	(213)	62	( 48)	56	( 82)	64	( 83)	+ 2	.04	355
30 - 54	53	(351)	50	( 99)	52	(166)	61	( 86)	+11	.13*	661
55 and over	58	(252)	55	( 46)	56	(114)	62	( 92)	+ 7	.10	438
<u>Sex</u>										.11#	
Male	54	(362)	53	(101)	53	(169)	59	( 92)	+ 6	.04	669
Female	58	(460)	55	( 95)	55	(195)	64	(170)	+11	.13*	792
<u>Race</u>										.09#	
White	54	(700)	52	(177)	52	(309)	60	(214)	+ 8	.09*	1289
Other	71	(122)	66	( 19)	70	( 55)	75	( 48)	+ 9	.14	172
<u>Education</u>										.04#	
No College	62	(624)	64	(134)	59	(271)	64	(219)	0	.01	1015
Some College	44	(194)	40	( 62)	44	( 90)	54	( 42)	+14	.16*	441
<u>Newspaper Reading</u>										.12#	
Everyday	52	(481)	47	(100)	51	(234)	59	(147)	+12	.14**	917
Sometimes	63	(341)	62	( 96)	60	(130)	66	(115)	+ 4	.06	544
<u>Income</u>										.10#	
less than \$10,000	67	(323)	71	( 65)	63	(123)	68	(135)	- 3	.00	484
\$10,000 - \$19,999	50	(426)	44	(112)	50	(212)	55	(102)	+11	.13**	860
\$20,000 and more	65	( 26)	89	( 8)	50	( 11)	78	( 7)	-11	-.14	40

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less

Medium: two to three hours

Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or Disagree?"

Table 70

Percent of Respondents age 18 to 29 Agreeing that  
the Lot of the Average Man is Getting Worse, Not Better

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			N
Overall (18-29)	60	(213)	62	(48)	56	(82)	64	(83)	+ 2	.04	355
controlling for:											
<u>Sex</u>											
Male	56	( 96)	60	(27)	52	(39)	60	(30)	0	.01	170
Female	63	(117)	64	(21)	60	(43)	66	(53)	+ 2	.07	185
<u>Race</u>											
White	59	(179)	61	(43)	54	(71)	63	(65)	+ 2	.05	305
Other	68	( 34)	71	( 5)	69	(11)	67	(18)	- 4	-.07	50
<u>Education</u>											
No College	67	(145)	79	(30)	64	(56)	65	(59)	-14	-.15	216
Some College	48	( 66)	45	(18)	43	(25)	60	(23)	+15	.19	136
<u>Newspaper Reading</u>											
Everyday	58	( 84)	55	(16)	55	(38)	62	(30)	+ 7	.10	146
Sometimes	62	(129)	65	(32)	56	(44)	65	(53)	0	.02	209
<u>Income</u>											
less than \$10,000	68	( 81)	71	(15)	67	(31)	67	(35)	- 4	-.04	119
\$10,000 - \$19,999	55	(116)	54	(28)	50	(45)	62	(43)	+ 8	.12	211
\$20,000 and more	50	( 1)	--	--	50	( 1)	--	--	--	--	2

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or Disagree?"

Table 71

Percent of Respondents age 30 to 54 Agreeing that  
the Lot of the Average Man is Getting Worse, Not Better

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (30-54)</u>	53	(351)	50	(99)	52	(166)	61	(86)	+11	.13*	661
controlling for:											
<u>Sex</u>											
Male	52	(158)	48	(47)	51	( 79)	59	(32)	+11	.12	306
Female	54	(193)	51	(52)	53	( 87)	61	(54)	+10	.12	355
<u>Race</u>											
White	52	(303)	50	(93)	51	(142)	57	(68)	+ 7	.08	587
Other	65	( 48)	50	( 6)	62	( 24)	78	(18)	+28	.37*	74
<u>Education</u>											
No College	58	(258)	59	(63)	55	(122)	63	(73)	+ 4	.05	444
Some College	42	( 91)	39	(36)	44	( 42)	50	(13)	+11	.13	215
<u>Newspaper Reading</u>											
Everyday	49	(211)	42	(50)	50	(111)	56	(50)	+14	.18*	429
Sometimes	60	(140)	61	(49)	56	( 55)	68	(36)	+ 7	.06	232
<u>Income</u>											
less than \$10,000	69	(104)	75	(24)	61	( 44)	77	(36)	+ 2	.07	151
\$10,000 - \$19,999	48	(228)	43	(68)	50	(115)	52	(45)	+ 9	.12	477
\$20,000 and more	62	( 8)	75	( 3)	50	( 3)	67	( 2)	- 8	-.15	13

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hour or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or Disagree?"

Table 72

Percent of Respondents age 55 and over Agreeing that  
The Lot of the Average Man is Getting Worse, Not Better

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total	
	%	N	Light		Medium		Heavy				%	N
<u>Overall</u> (55 & over)	58	(252)	55	(46)	56	(114)	62	(92)	+ 7	.10	438	
controlling for:												
<u>Sex</u>												
Male	55	(103)	52	(24)	55	( 50)	57	(29)	+ 5	.06	188	
Female	60	(149)	58	(22)	56	( 64)	64	(63)	+ 6	.12	250	
<u>Race</u>												
White	55	(214)	52	(39)	52	( 94)	60	(81)	+ 8	.11	392	
Other	83	( 38)	78	( 7)	83	( 20)	85	(11)	+ 7	.13	46	
<u>Education</u>												
No College	62	(218)	64	(41)	60	( 91)	63	(86)	- 1	.01	352	
Some College	40	( 34)	25	( 5)	43	( 23)	46	( 6)	+21	.28	86	
<u>Newspaper Reading</u>												
Everyday	54	(184)	52	(32)	51	( 85)	60	(67)	+ 8	.11	340	
Sometimes	69	( 68)	61	(14)	76	( 29)	68	(25)	+ 7	.05	98	
<u>Income</u>												
less than \$10,000	64	(138)	68	(26)	62	( 48)	65	(64)	- 3	-.00	214	
\$10,000 - \$19,999	47	( 79)	36	(14)	52	( 51)	47	(14)	+11	.15	168	
\$20,000 and more	65	( 15)	100	( 4)	46	( 6)	83	( 5)	-17	-.04	23	

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or Disagree?"

Table 73

Percent Agreeing that It's not Fair to Bring a Child  
Into the World with the Way Things Look for the Future

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	39	(576)	35	(128)	37	(249)	46	(199)	+11	.15**	1479
controlling for:											
<u>Age</u>										.14#	
18 - 29	38	(138)	37	( 29)	35	( 54)	42	( 55)	+ 5	.08	363
30 - 54	36	(242)	32	( 66)	35	(111)	45	( 65)	+13	.15**	666
55 and over	44	(194)	38	( 32)	41	( 83)	50	( 79)	+12	.17*	444
<u>Sex</u>										.14#	
Male	35	(237)	34	( 65)	34	(110)	38	( 62)	+ 4	.06	674
Female	42	(339)	36	( 63)	39	(139)	50	(137)	+14	.19**	805
<u>Race</u>										.14#	
White	38	(489)	34	(113)	36	(213)	45	(163)	+11	.15**	1294
Other	47	( 87)	46	( 15)	43	( 36)	52	( 36)	+ 6	.11	185
<u>Education</u>										.04#	
No College	46	(478)	49	(102)	44	(208)	48	(168)	- 1	.00	1029
Some College	22	( 96)	16	( 26)	20	( 40)	38	( 30)	+22	.31**	443
<u>Newspaper Reading</u>										.16#	
Everyday	36	(333)	30	( 65)	34	(154)	45	(114)	+15	.20**	922
Sometimes	44	(243)	41	( 63)	43	( 95)	47	( 85)	+ 6	.08	557
<u>Income</u>										.15#	
less than \$10,000	48	(239)	53	( 48)	45	( 89)	50	(102)	- 3	.01	493
\$10,000 - \$19,999	33	(286)	27	( 69)	33	(137)	42	( 80)	+15	.20**	865
\$20,000 and more	38	( 14)	50	( 4)	30	( 6)	44	( 4)	- 6	-.05	37

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or Disagree?"

Table 74

Percent of Respondents age 18 to 29 Agreeing that It's not Fair to  
Bring a Child into the World with the Way Things Look for the Future

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (18-29)</u>	38	(138)	37	(29)	35	(54)	42	(55)	+ 5	.08	363
controlling for:											
<u>Sex</u>											
Male	33	( 57)	36	(16)	33	(25)	31	(16)	- 5	-.06	171
Female	42	( 81)	39	(13)	37	(29)	48	(39)	+ 9	.15	192
<u>Race</u>											
White	35	(107)	35	(25)	33	(44)	36	(38)	+ 1	.03	308
Other	56	( 31)	57	( 4)	50	(10)	61	(17)	+ 4	.13	55
<u>Education</u>											
No College	45	( 99)	53	(20)	48	(44)	38	(35)	-15	-.20*	221
Some College	27	( 37)	22	( 9)	15	( 9)	49	(19)	+25	.38**	139
<u>Newspaper Reading</u>											
Everyday	35	( 51)	34	(10)	30	(21)	42	(20)	+ 8	.13	147
Sometimes	40	( 87)	39	(19)	40	(33)	42	(35)	+ 3	.04	216
<u>Income</u>											
less than \$10,000	38	( 47)	48	(10)	35	(17)	38	(20)	-10	-.07	123
\$10,000 - \$19,999	36	( 77)	31	(16)	33	(30)	45	(31)	+14	.20*	211
\$20,000 and more	--	--	--	--	--	--	--	--	--	--	2

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or Disagree?"

Table 75

Percent of Respondents age 30 to 54 Agreeing that It's not Fair to  
Bring a Child into the World with the Way Things Look for the Future

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (30-54)</u>	36	(242)	32	(66)	35	(111)	45	(65)	+13	.15**	666
controlling for:											
<u>Sex</u>											
Male	36	(111)	29	(29)	38	( 58)	43	(24)	+14	.18*	309
Female	37	(131)	35	(37)	32	( 53)	47	(41)	+12	.14	357
<u>Race</u>											
White	35	(206)	32	(61)	33	( 92)	44	(53)	+12	.14*	588
Other	46	( 36)	33	( 5)	49	( 19)	50	(12)	+17	.17	78
<u>Education</u>											
No College	45	(201)	47	(51)	40	( 90)	51	(60)	+ 4	.05	450
Some College	19	( 41)	16	(15)	23	( 21)	19	( 5)	+ 3	.15	215
<u>Newspaper Reading</u>											
Everyday	33	(145)	28	(35)	32	( 71)	43	(39)	+15	.19*	434
Sometimes	42	( 97)	39	(31)	41	( 40)	48	(26)	+ 9	.11	232
<u>Income</u>											
less than \$10,000	50	( 75)	64	(21)	42	( 30)	52	(24)	-12	-.10	150
\$10,000 - \$19,999	32	(154)	25	(41)	33	( 77)	40	(36)	+15	.21**	485
\$20,000 and more	36	( 4)	33	( 1)	20	( 1)	67	( 2)	+34	.40	11

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less

Medium: two to three hours

Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or Disagree?"

Table 76

Percent of Respondents age 55 and over Agreeing that It's not Fair  
to Bring a Child into the World with the Way Things Look for the Future

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total	
	%	N	Light		Medium		Heavy				%	N
<u>Overall (55 &amp; over)</u>	44	(194)	38	(32)	41	(83)	50	(79)	+12	.17*	444	
controlling for:												
<u>Sex</u>												
Male	36	( 68)	41	(19)	30	(27)	42	(22)	+ 1	.02	189	
Female	49	(126)	34	(13)	50	(56)	55	(57)	+21	.21*	255	
<u>Race</u>												
White	44	(175)	36	(27)	42	(76)	51	(72)	+15	.18*	394	
Other	38	( 19)	50	( 5)	29	( 7)	44	( 7)	- 6	-.01	50	
<u>Education</u>												
No College	50	(177)	49	(31)	48	(73)	52	(73)	+ 3	.04	355	
Some College	20	( 17)	5	( 1)	20	(10)	43	( 6)	+38	.63**	86	
<u>Newspaper Reading</u>												
Everyday	40	(137)	33	(20)	38	(62)	48	(55)	+15	.20*	339	
Sometimes	54	( 57)	52	(12)	52	(21)	57	(24)	+ 5	.07	105	
<u>Income</u>												
less than \$10,000	53	(117)	46	(17)	53	(42)	56	(58)	+10	.11	220	
\$10,000 - \$19,999	32	( 54)	28	(11)	31	(30)	42	(13)	+14	.17	166	
\$20,000 and more	41	( 9)	75	( 3)	33	( 4)	33	( 2)	-42	-.40	22	

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 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 or Disagree?"

Table 77

Percent Saying that Most Public Officials are not  
Interested in the Problems of the Average Man

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	65	(953)	60	(221)	63	(421)	72	(311)	+12	.17**	1469
controlling for:											
<u>Age</u>										.16#	
18 - 29	66	(235)	62	(48)	63	(95)	71	(92)	+9	.14	359
30 - 54	62	(413)	58	(117)	60	(191)	72	(105)	+14	.18**	665
55 and over	69	(301)	64	(53)	67	(134)	74	(114)	+10	.15*	438
<u>Sex</u>										.17#	
Male	65	(440)	58	(112)	65	(208)	75	(120)	+17	.23**	675
Female	65	(513)	63	(109)	61	(213)	70	(191)	+7	.13*	794
<u>Race</u>										.18#	
White	63	(820)	59	(198)	61	(361)	72	(261)	+13	.18**	1291
Other	75	(133)	74	(23)	77	(60)	72	(50)	-2	-.06	178
<u>Education</u>										.09#	
No College	71	(723)	71	(149)	68	(313)	75	(261)	+4	.07	1020
Some College	51	(227)	45	(72)	52	(107)	62	(48)	+17	.19**	442
<u>Newspaper Reading</u>										.19#	
Everyday	62	(571)	54	(116)	60	(272)	73	(183)	+19	.24**	919
Sometimes	70	(382)	68	(105)	69	(149)	71	(128)	+3	.04	550
<u>Income</u>										.16#	
less than \$10,000	73	(350)	74	(67)	68	(128)	78	(155)	+4	.12	478
\$10,000 - \$19,999	59	(314)	52	(134)	60	(254)	67	(126)	+15	.18**	868
\$20,000 and more	78	(31)	100	(9)	71	(15)	70	(7)	-30	-.50	40

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 1977

Method: Personal Interview

Question (ANOMIA7): "Most public officials are not really interested in the problems of the average man. Agree or Disagree?"

Table 78

Percent of Respondents age 18 to 29 Saying that Most  
Public Officials are not Interested in the Problems of the Average Man

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total	
	%	N	%	N	%	N	%	N			%	N
<u>Overall (18-29)</u>	66	(235)	62	(48)	63	(95)	71	(92)	+ 9	.14	359	
controlling for:												
<u>Sex</u>												
Male	67	(115)	58	(26)	65	(50)	78	(39)	+20	.28*	172	
Female	64	(120)	67	(22)	61	(45)	66	(53)	- 1	.03	187	
<u>Race</u>												
White	63	(191)	59	(42)	61	(80)	68	(69)	+ 9	.12	304	
Other	80	( 44)	86	( 6)	75	(15)	82	(23)	- 4	.06	55	
<u>Education</u>												
No College	71	(157)	71	(27)	70	(64)	72	(66)	+ 1	.03	220	
Some College	56	( 76)	52	(21)	52	(30)	66	(25)	+14	.16	136	
<u>Newspaper Reading</u>												
Everyday	62	( 90)	52	(15)	57	(40)	74	(35)	+22	.31*	146	
Sometimes	68	(145)	67	(33)	68	(55)	69	(57)	+ 2	.02	213	
<u>Income</u>												
less than \$10,000	72	( 86)	76	(16)	63	(29)	77	(41)	+ 1	.13	120	
\$10,000 - \$19,999	60	(126)	52	(27)	61	(55)	66	(44)	+14	.17	209	
\$20,000 and more	67	( 2)	--	--	67	( 2)	--	--	--	--	3	

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 1977

Method: Personal Interview

Question (ANOMIA7): "Most public officials are not really interested in the problems of the average man. Agree or Disagree?"

Table 79.

Percent of Respondents age 30 to 54 Saying that Most  
Public Officials are not Interested in the Problems of the Average Man

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall (30-54)</u>	62	(413)	58	(117)	60	(191)	72	(105)	+14	.18**	665
controlling for:											
<u>Sex</u>											
Male	62	(190)	55	( 55)	63	( 97)	69	( 38)	+14	.18*	309
Female	63	(223)	60	( 62)	58	( 94)	74	( 67)	+14	.18*	356
<u>Race</u>											
White	61	(361)	58	(110)	58	(165)	71	( 86)	+13	.14*	592
Other	71	( 52)	50	( 7)	74	( 26)	79	( 19)	+29	.36*	73
<u>Education</u>											
No College	69	(310)	70	( 76)	64	(143)	76	( 91)	+ 6	.10	450
Some College	48	(103)	44	( 41)	51	( 48)	54	( 14)	+10	.14	214
<u>Newspaper Reading</u>											
Everyday	58	(251)	51	( 62)	56	(125)	70	( 64)	+19	.23**	435
Sometimes	70	(162)	68	( 55)	70	( 66)	76	( 41)	+ 8	.11	230
<u>Income</u>											
less than \$10,000	69	(101)	70	( 23)	63	( 43)	76	( 35)	+ 6	.12	147
\$10,000 - \$19,999	60	(290)	53	( 86)	60	(140)	71	( 64)	+18	.21**	485
\$20,000 and more	69	( 9)	100	( 4)	50	( 3)	67	( 2)	-33	-.52	13

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 1977

Method: Personal Interview

Question (ANOMIA7): "Most public officials are not really interested in the problems of the average man. Agree or Disagree?"

Table 80

Percent of Respondents age 55 and over Saying that Most  
Public Officials are not Interested in the Problems of the Average Man

	Total		Television Viewing <sup>1</sup>						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (55 & over)	69	(301)	64	(53)	67	(134)	74	(114)	+10	.15*	438
controlling for											
<u>Sex</u>											
Male	70	(132)	61	(28)	68	(61)	80	(43)	+19	.27*	189
Female	68	(169)	68	(25)	66	(73)	70	(71)	+2	.06	249
<u>Race</u>											
White	68	(265)	60	(44)	65	(115)	76	(106)	+16	.25**	390
Other	75	(36)	100	(9)	83	(19)	50	(8)	-50	-.78**	48
<u>Education</u>											
No College	74	(255)	74	(46)	72	(105)	75	(104)	+1	.03	347
Some College	51	(45)	33	(7)	55	(29)	64	(9)	+31	.36*	88
<u>Newspaper Reading</u>											
Everyday	68	(228)	61	(37)	66	(107)	74	(84)	+13	.19*	336
Sometimes	72	(73)	73	(16)	71	(27)	71	(30)	-2	-.01	102
<u>Income</u>											
Less than \$10,000	77	(163)	76	(28)	76	(56)	79	(79)	+3	.08	211
\$10,000 - \$19,999	56	(96)	49	(19)	60	(59)	56	(18)	+7	.10	170
\$20,000 and more	82	(18)	100	(4)	82	(9)	71	(5)	-29	-.55	22

<sup>1</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1977 General Social Survey

Interview Date: February, March, April 1977

Method: Personal Interview

Question (ANOMIA7): "Most public officials are not really interested in the problems of the average man. Agree or Disagree?"

Table 12

Percent who are High Scorers on an Index of Sexism<sup>1</sup>

	Total		Television Viewing <sup>2</sup>						CD (% Heavy- % Light)	gamma	Total N	
	%	N	Light	Medium	Heavy	%	N	%				N
Overall	41	(1838)	37 (403)	41 (846)	45 (589)					+ 8	.09**	4470
controlling for:												
<u>Age</u>												
18 - 29	25	( 293)	21 ( 52)	24 (119)	29 (122)					+ 8	.09#	
30 - 54	37	( 726)	34 (183)	38 (366)	40 (177)					+ 6	.15**	1163
55 and over	60	( 809)	58 (163)	60 (359)	62 (287)					+ 4	.09**	1945
											.05	1343
<u>Sex</u>												
Male	40	( 792)	36 (191)	42 (391)	43 (210)					+ 7	.09#	
Female	42	(1046)	39 (212)	41 (455)	45 (379)					+ 6	.10**	1965
											.09**	2505
<u>Race</u>												
White	40	(1587)	35 (342)	40 (744)	45 (501)					+10	.13#	
Other	48	( 251)	62 ( 61)	50 (102)	40 ( 88)					-22	.14**	3950
											-.27**	520
<u>Education</u>												
No College	49	(1515)	52 (311)	49 (684)	48 (520)					- 4	-.02#	
Some College	23	( 314)	19 ( 89)	24 (159)	28 ( 66)					+ 9	-.04	3068
											.16**	1386
<u>Newspaper Reading</u>												
Everyday	41	(1137)	34 (219)	41 (547)	47 (371)					+13	.11#	
Sometimes	41	( 700)	42 (184)	41 (299)	40 (217)					- 2	.17**	2772
											-.02	1695
<u>Income</u>												
less than \$10,000	51	( 832)	52 (171)	52 (347)	50 (314)					- 2	.04#	
\$10,000 - \$24,999	36	( 715)	31 (157)	37 (362)	38 (196)					+ 7	-.03	1626
\$25,000 and more	24	( 132)	21 ( 39)	24 ( 69)	32 ( 24)					+11	.08*	1995
											.16*	544

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975, 1977 and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977 and 1978

Method: Personal Interview

Question (MCP3YEAR): An index calculated from responses to four sexism-related items including FEHOME and FEWORK.

Table 82

Percent of Respondents age 18 to 29 who are High Scorers on an Index of Sexism

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
Overall (18-29)	25	(293)	21	(52)	24	(119)	29	(122)	+ 8	.15**	1163
controlling for:											
<u>Sex</u>											
Male	27	(136)	18	(23)	26	(61)	34	(52)	+16	.25**	511
Female	24	(157)	23	(29)	22	(58)	26	(70)	+ 3	.08	652
<u>Race</u>											
White	24	(238)	18	(42)	23	(104)	29	(92)	+11	.18**	1003
Other	34	(55)	56	(10)	31	(15)	32	(30)	-24	-.18	160
<u>Education</u>											
No College	32	(229)	35	(39)	31	(86)	33	(104)	- 2	-.00	709
Some College	14	(63)	10	(13)	15	(33)	18	(17)	+ 8	.21*	451
<u>Newspaper Reading</u>											
Everyday	23	(112)	18	(19)	22	(50)	27	(43)	+ 9	.16*	495
Sometimes	27	(181)	23	(33)	26	(69)	31	(79)	+ 8	.13*	668
<u>Income</u>											
less than \$10,000	27	(123)	26	(27)	26	(44)	27	(52)	- 1	-.01	433
\$10,000 - \$24,999	24	(134)	14	(17)	22	(59)	32	(58)	+18	.29**	565
\$25,000 and more	23	(18)	17	(4)	26	(10)	25	(4)	+ 8	.15	77

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977 and 1978

Method: Personal Interview

Question (MCP3YEAR): An index calculated from responses to four sexism-related items including FEHOME and FEWORK.

Table 83

Percent of Respondents age 30 to 54 who are High Scorers on an Index of Sexism

	Total		Television Viewing				CD (% Heavy- % Light)	gamma	Total N		
	%	N	Light %	Light N	Medium %	Medium N				Heavy %	Heavy N
<u>Overall (30-54)</u>	37	(726)	34	(183)	38	(366)	40	(177)	+ 6	.09**	1945
controlling for:											
<u>Sex</u>											
Male	38	(332)	35	( 97)	39	(174)	37	( 61)	+ 2	.04	886
Female	37	(394)	32	( 86)	38	(192)	42	(116)	+10	.13**	1059
<u>Race</u>											
White	36	(616)	31	(155)	37	(316)	40	(145)	+ 9	.12**	1712
Other	47	(110)	55	( 28)	48	( 50)	42	( 32)	-13	-.16	233
<u>Education</u>											
No College	47	(596)	50	(143)	47	(298)	45	(155)	- 5	-.06	1273
Some College	19	(128)	15	( 40)	21	( 66)	23	( 22)	+ 8	.17*	668
<u>Newspaper Reading</u>											
Everyday	34	(432)	28	( 96)	36	(232)	38	(104)	+10	.14**	1254
Sometimes	42	(294)	42	( 87)	42	(134)	43	( 73)	+ 1	.00	691
<u>Income</u>											
less than \$10,000	51	(226)	49	( 46)	55	(115)	46	( 65)	- 3	-.06	446
\$10,000 - \$24,999	37	(385)	34	(101)	37	(192)	38	( 92)	+ 4	.05	1053
\$25,000 and more	20	( 70)	18	( 23)	20	( 39)	23	( 8)	+ 5	.09	356

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters : 58.8 percent of married male characters were also working). In real life; 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (MCP3YEAR): An index calculated from responses to four sexism-related items including FEHOME and FEWORK.

Table 84

Percent of Respondents age 55 and over who are High Scorers on an Index of Sexism

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			N
<u>Overall</u> (55 & over)	60	(809)	58	(163)	60	(359)	62	(287)	+ 4	.05	1343
controlling for:											
<u>Sex</u>											
Male	57	(319)	51	( 68)	60	(155)	56	( 96)	+ 5	.06	562
Female	63	(490)	64	( 95)	60	(204)	65	(191)	+ 1	.03	781
<u>Race</u>											
White	60	(725)	56	(141)	59	(322)	63	(262)	+ 7	.09*	1218
Other	67	( 84)	79	( 22)	74	( 37)	53	( 25)	-26	-.39**	125
<u>Education</u>											
No College	64	(684)	63	(128)	65	(298)	62	(258)	- 1	-.03	1075
Some College	46	(120)	42	( 33)	44	( 60)	57	( 27)	+15	.15	261
<u>Newspaper Reading</u>											
Everyday	58	(590)	52	(102)	58	(265)	63	(223)	+11	.14**	1013
Sometimes	67	(218)	73	( 61)	69	( 94)	59	( 63)	-14	-.20*	327
<u>Income</u>											
less than \$10,000	67	(481)	69	( 98)	65	(187)	67	(196)	- 2	-.02	722
\$10,000 - \$24,999	52	(192)	46	( 37)	56	(110)	48	( 45)	+ 2	.01	370
\$25,000 and more	40	( 44)	35	( 12)	37	( 20)	52	( 12)	+17	.19	111

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"

Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (MCP3YEAR): An index calculated from responses to four sexism-related items including FEHOME and FEWORK

Table 85

Percent Agreeing Women Should Take Care of Running  
Their Homes and Leave Running the Country up to Men

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u>	35	(1551)	31	(329)	35	(717)	39	(505)	+ 8	.11**	4402
controlling for:											
<u>Age</u>										.10#	
18 - 29	21	( 241)	18	( 44)	21	(104)	23	( 93)	+ 5	.09	1147
30 - 54	32	( 618)	28	(153)	32	(305)	37	(160)	+ 9	.12**	1914
55 and over	52	( 685)	47	(129)	52	(307)	54	(249)	+ 7	.09*	1323
<u>Sex</u>										.11#	
Male	35	( 671)	30	(156)	36	(338)	37	(177)	+ 7	.10**	1931
Female	36	( 880)	32	(173)	35	(379)	40	(328)	+ 8	.11**	2471
<u>Race</u>										.14#	
White	34	(1339)	29	(282)	34	(628)	40	(429)	+11	.14**	3889
Other	41	( 212)	50	( 47)	44	( 89)	35	( 76)	-15	-.20**	513
<u>Education</u>										-.01#	
No College	43	(1308)	45	(265)	43	(592)	42	(451)	- 3	-.03	3019
Some College	17	( 235)	13	( 62)	18	(122)	22	( 51)	+ 9	.19**	1367
<u>Newspaper Reading</u>										.13#	
Everyday	34	( 931)	26	(168)	34	(447)	41	(316)	+15	.19**	2731
Sometimes	37	( 619)	37	(161)	38	(270)	36	(188)	- 1	-.03	1668
<u>Income</u>										.05#	
less than \$10,000	45	( 727)	44	(142)	47	(308)	45	(277)	+ 1	-.00	1605
\$10,000 - \$24,999	30	( 582)	25	(125)	31	(296)	32	(161)	+ 7	.09**	1964
\$25,000 and more	20	( 108)	17	( 32)	20	( 56)	27	( 20)	+10	.15*	538

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (FEHOME): "Do you agree or disagree with this statement: 'Women should take care of running their homes and leave running the country up to men.'"

Table 86

Percent of Respondents age 18 to 29 Agreeing Women Should Take  
Care of Running Their Homes and Leave Running the Country up to Men

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total N
	%	N	%	N	%	N	%	N			
Overall (18-29)	21	(241)	18	(44)	21	(104)	23	(93)	+ 5	.09	1147
controlling for:											
<u>Sex</u>											
Male	23	(114)	15	(18)	25	( 58)	26	(38)	+11	.18*	504
Female	20	(127)	21	(26)	18	( 46)	21	(55)	0	.03	643
<u>Race</u>											
White	20	(196)	15	(34)	20	( 91)	22	(71)	+ 7	.14*	988
Other	28	( 45)	56	(10)	27	( 13)	24	(22)	-22	-.31*	159
<u>Education</u>											
No College	28	(194)	33	(37)	28	( 77)	26	(80)	- 7	-.11	697
Some College	10	( 45)	5	( 7)	12	( 26)	13	(12)	+ 8	.28*	447
<u>Newspaper Reading</u>											
Everyday	20	( 98)	18	(19)	20	( 45)	22	(34)	+ 4	.07	490
Sometimes	22	(143)	18	(25)	22	( 59)	23	(59)	+ 5	.10	657
<u>Income</u>											
less than \$10,000	24	(106)	23	(22)	26	( 43)	22	(41)	- 1	-.04	451
\$10,000 - \$24,999	19	(107)	14	(16)	19	( 49)	23	(42)	+ 9	.18*	557
\$25,000 and more	18	( 14)	9	( 2)	19	( 7)	29	( 5)	+20	.41*	76

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (FEHOME): "Do you agree or disagree with this statement: Women should take care of running their homes and leave running the country up to men."

Table 87

Percent of Respondents age 30 to 54 Agreeing Women Should Take  
Care of Running Their Homes and Leave Running the Country up to Men

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
<u>Overall</u> (30-54)	32	(618)	28	(153)	32	(305)	37	(160)	+ 9	.12**	1914
controlling for:											
<u>Sex</u>											
Male	32	(282)	30	( 81)	33	(146)	35	( 55)	+ 5	.06	869
Female	32	(336)	26	( 72)	32	(159)	38	(105)	+12	.16**	1045
<u>Race</u>											
White	31	(527)	27	(135)	31	(262)	36	(130)	+ 9	.12**	1685
Other	40	( 91)	37	( 18)	41	( 43)	40	( 30)	+ 3	.02	229
<u>Education</u>											
No College	42	(520)	43	(120)	41	(257)	42	(143)	- 1	-.00	1251
Some College	15	( 97)	13	( 33)	15	( 47)	18	( 17)	+ 5	.13	659
<u>Newspaper Reading</u>											
Everyday	28	(345)	21	( 71)	29	(185)	34	( 89)	+13	.19**	1235
Sometimes	40	(273)	40	( 82)	39	(120)	42	( 71)	+ 2	.02	679
<u>Income</u>											
less than \$10,000	45	(195)	41	( 38)	47	( 96)	43	( 61)	+ 2	.01	437
\$10,000 - \$24,999	31	(326)	28	( 84)	31	(159)	35	( 83)	+ 7	.09*	1040
\$25,000 and more	17	( 59)	16	( 20)	17	( 33)	18	( 6)	+ 2	.05	352

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (FEHOME): "Do you agree or disagree with this statement: Women should take care of running their homes and leave running the country up to men."

Table 88

Percent of Respondents age 55 and over Agreeing Women Should Take  
Care of Running Their Homes and Leave Running the Country up to Men

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total	
	%	N	%	N	%	N	%	N			%	N
<u>Overall</u> (55 & over)	52	(685)	47	(129)	52	(307)	54	(249)	+ 7	.09*	1323	
controlling for:												
<u>Sex</u>												
Male	49	(271)	43	( 55)	52	(133)	49	( 83)	+ 6	.07	553	
Female	54	(414)	51	( 74)	52	(174)	57	(166)	+ 6	.09	770	
<u>Race</u>												
White	51	(611)	45	(111)	51	(274)	55	(226)	+10	.12**	1200	
Other	60	( 74)	69	( 18)	66	( 33)	49	( 23)	-20	-.29*	123	
<u>Education</u>												
No College	56	(589)	55	(107)	56	(257)	55	(225)	0	-.01	1060	
Some College	36	( 92)	27	( 21)	37	( 40)	49	( 22)	+22	.27**	256	
<u>Newspaper Reading</u>												
Everyday	49	(486)	40	( 77)	48	(217)	55	(192)	+15	.18**	997	
Sometimes	61	(198)	64	( 52)	66	( 90)	53	( 56)	-11	-.16*	323	
<u>Income</u>												
less than \$10,000	60	(425)	60	( 82)	59	(169)	60	(174)	0	.00	714	
\$10,000 - \$24,999	41	(146)	31	( 24)	45	( 87)	39	( 35)	+ 8	.09	360	
\$25,000 and more	32	( 35)	29	( 10)	30	( 16)	39	( 9)	+10	.12	110	

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (FEHOME): "Do you agree or disagree with this statement: Women should take care of running their homes and leave running the country up to men."

Table 89

Percent Disapproving of a Married Woman Earning Money in  
Business or Industry if She Has a Husband Capable of Supporting Her

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
	%	N	%	N	%	N	%	N			
Overall	30	(1323)	27	(296)	27	(562)	35	(465)	+ 8	.12**	4462
controlling for:											
<u>Age</u>											
18 - 29	18	( 209)	15	( 37)	16	( 79)	22	( 93)	+ 7	.11#	1162
30 - 54	26	( 495)	24	(135)	23	(221)	31	(139)	+ 7	.10**	1944
55 and over	46	( 612)	43	(120)	44	(261)	50	(231)	+ 7	.10**	1337
<u>Sex</u>											
Male	30	( 595)	28	(149)	28	(270)	36	(176)	+ 8	.12**	1967
Female	29	( 728)	27	(147)	26	(292)	34	(289)	+ 7	.13**	2495
<u>Race</u>											
White	29	(1150)	26	(259)	26	(491)	36	(400)	+10	.15**	3943
Other	33	( 173)	38	( 37)	35	( 71)	30	( 65)	- 8	-.13*	519
<u>Education</u>											
No College	36	(1117)	39	(233)	34	(464)	39	(420)	0	.03#	3062
Some College	14	( 201)	13	( 61)	14	( 97)	18	( 43)	+ 5	.12*	1385
<u>Newspaper Reading</u>											
Everyday	29	( 800)	24	(153)	27	(357)	37	(290)	+13	.14#	2761
Sometimes	31	( 522)	33	(143)	28	(205)	32	(174)	- 1	.00	1698
<u>Income</u>											
less than \$10,000	39	( 630)	39	(130)	37	(247)	40	(253)	+ 1	.08#	1625
\$10,000 - \$24,999	25	( 495)	23	(116)	23	(222)	30	(157)	+ 7	.11**	1996
\$25,000 and more	17	( 90)	13	( 24)	16	( 46)	27	( 20)	+14	.25**	542

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

# First-order partial gamma

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (FEWORK): "Do you approve or disapprove of a married woman earning money in business or industry if she has a husband capable of supporting her?"

Table 90

Percent of Respondents age 18 to 29 Disapproving of a Married Woman Earning Money in Business or Industry if She Has a Husband Capable of Supporting Her

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total	
	%	N	%	N	%	N	%	N			%	N
<u>Overall</u> (18-29)	18	(209)	15	(37)	16	(79)	22	(93)	+ 7	.17**	1162	
controlling for:												
<u>Sex</u>												
Male	20	(105)	16	(20)	19	(46)	26	(39)	+10	.19*	514	
Female	16	(104)	14	(17)	12	(33)	20	(54)	+ 6	.20*	648	
<u>Race</u>												
White	17	(169)	14	(33)	14	(66)	22	(70)	+ 8	.18**	1001	
Other	25	( 40)	24	( 4)	27	(13)	24	(23)	0	-.04	161	
<u>Education</u>												
No College	24	(171)	24	(27)	22	(62)	26	(82)	+ 2	.06	709	
Some College	8	( 38)	7	(10)	8	(17)	11	(11)	+ 4	.13	450	
<u>Newspaper Reading</u>												
Everyday	16	( 81)	14	(15)	14	(32)	21	(34)	+ 7	.18*	495	
Sometimes	19	(128)	16	(22)	17	(47)	23	(59)	+ 7	.16*	667	
<u>Income</u>												
less than \$10,000	20	( 91)	20	(19)	18	(31)	22	(41)	+ 2	.05	456	
\$10,000 - \$24,999	16	( 91)	11	(13)	14	(38)	22	(40)	+11	.25**	564	
\$25,000 and more	17	( 13)	13	( 3)	10	( 4)	35	( 6)	+22	.38*	78	

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (FEWORK): "Do you approve or disapprove of a married woman earning money in business or industry if she has a husband capable of supporting her?"

Table 91

Percent of Respondents age 30 to 54 Disapproving of a Married Woman Earning Money in Business or Industry if She Has a Husband Capable of Supporting Her

	Total		Television Viewing						CD (% Heavy- % Light)	gamma	Total N
	%	N	Light		Medium		Heavy				
			%	N	%	N	%	N			
<u>Overall</u> (30-54)	26	(495)	24	(135)	23	(221)	31	(139)	+ 7	.10**	1944
controlling for:											
<u>Sex</u>											
Male	26	(228)	28	( 77)	23	(103)	29	( 48)	+ 1	-.01	888
Female	25	(267)	21	( 58)	24	(118)	32	( 91)	+11	.18**	1056
<u>Race</u>											
White	25	(425)	24	(117)	22	(189)	32	(119)	+ 8	.12**	1710
Other	30	( 70)	35	( 18)	30	( 32)	26	( 20)	- 9	-.12	234
<u>Education</u>											
No College	32	(407)	36	(104)	28	(180)	35	(123)	- 1	-.00	1275
Some College	13	( 87)	12	( 31)	13	( 40)	17	( 16)	+ 5	.11	666
<u>Newspaper Reading</u>											
Everyday	23	(290)	19	( 65)	22	(141)	31	( 84)	+12	.19**	1247
Sometimes	29	(205)	34	( 70)	26	( 80)	31	( 55)	- 3	-.04	697
<u>Income</u>											
less than \$10,000	34	(151)	33	( 31)	34	( 71)	34	( 49)	+ 1	.01	446
\$10,000 - \$24,999	25	(266)	27	( 80)	22	(111)	31	( 75)	+ 4	.05	1055
\$25,000 and more	14	( 49)	10	( 13)	16	( 29)	21	( 7)	+11	.26*	353

<sup>1</sup> Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

<sup>2</sup> "On the average day, about how many hours do you personally watch television?"  
 Light: one hour or less  
 Medium: two to three hours  
 Heavy: four hours or more

\*  $p \leq .05$  (tau)

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

Data Source: NORC 1976, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (FEWORK): "Do you approve or disapprove of a married woman earning money in business or industry if she has a husband capable of supporting her?"

Table 92

Percent of Respondents age 55 and over Disapproving of a Married Woman  
Earning Money in Business or Industry if She Has a Husband Capable of Supporting Her

	Total		Television Viewing				CD (% Heavy- % Light)	gamma	Total N		
	%	N	%	N	%	N				%	N
<u>Overall</u> (55 & over)	46	(612)	43	(120)	44	(261)	50	(231)	+ 7	.10**	1337
controlling for:											
<u>Sex</u>											
Male	46	(259)	38	( 49)	46	(121)	53	( 89)	+15	.19**	559
Female	45	(353)	47	( 71)	42	(140)	49	(142)	+ 2	.05	778
<u>Race</u>											
White	45	(550)	42	(106)	43	(235)	51	(209)	+ 9	.12**	1215
Other	51	( 62)	54	( 14)	52	( 26)	48	( 22)	- 6	-.08	122
<u>Education</u>											
No College	50	(535)	51	(101)	48	(221)	52	(213)	+ 1	.03	1067
Some College	28	( 74)	23	( 18)	29	( 40)	35	( 16)	+12	.17	263
<u>Newspaper Reading</u>											
Everyday	42	(426)	36	( 71)	40	(184)	49	(171)	+13	.17**	1009
Sometimes	57	(185)	59	( 49)	57	( 77)	55	( 59)	- 4	-.05	325
<u>Income</u>											
less than \$10,000	54	(386)	57	( 80)	50	(144)	55	(162)	- 2	.01	720
\$10,000 - \$24,999	37	(136)	27	( 22)	37	( 73)	45	( 41)	+18	.22**	370
\$25,000 and more	25	( 28)	24	( 8)	24	( 13)	32	( 7)	+ 8	.11	111

1 Among all major and minor characters coded between 1969 and 1977, only 19.4 percent of female characters portrayed as married were also employed; 80.6 percent of married female characters were not employed (comparable figures for male characters: 58.8 percent of married male characters were also working). In real life, 42.1 percent of the women in the U.S. population who were married and living with their husbands were also in the civilian labor force; 52.9 percent were not in the labor force (U.S. Dept. of Labor, Bureau of Labor Statistics, Report No. 545, Spring 1976).

2 "On the average day, about how many hours do you personally watch television?"  
Light: one hour or less  
Medium: two to three hours  
Heavy: four hours or more

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

Data Source: NORC 1975, 1977, and 1978 General Social Surveys

Interview Date: February, March, April 1975, 1977, and 1978

Method: Personal Interview

Question (FEWORK): "Do you approve or disapprove of a married woman earning money in business or industry if she has a husband capable of supporting her?"