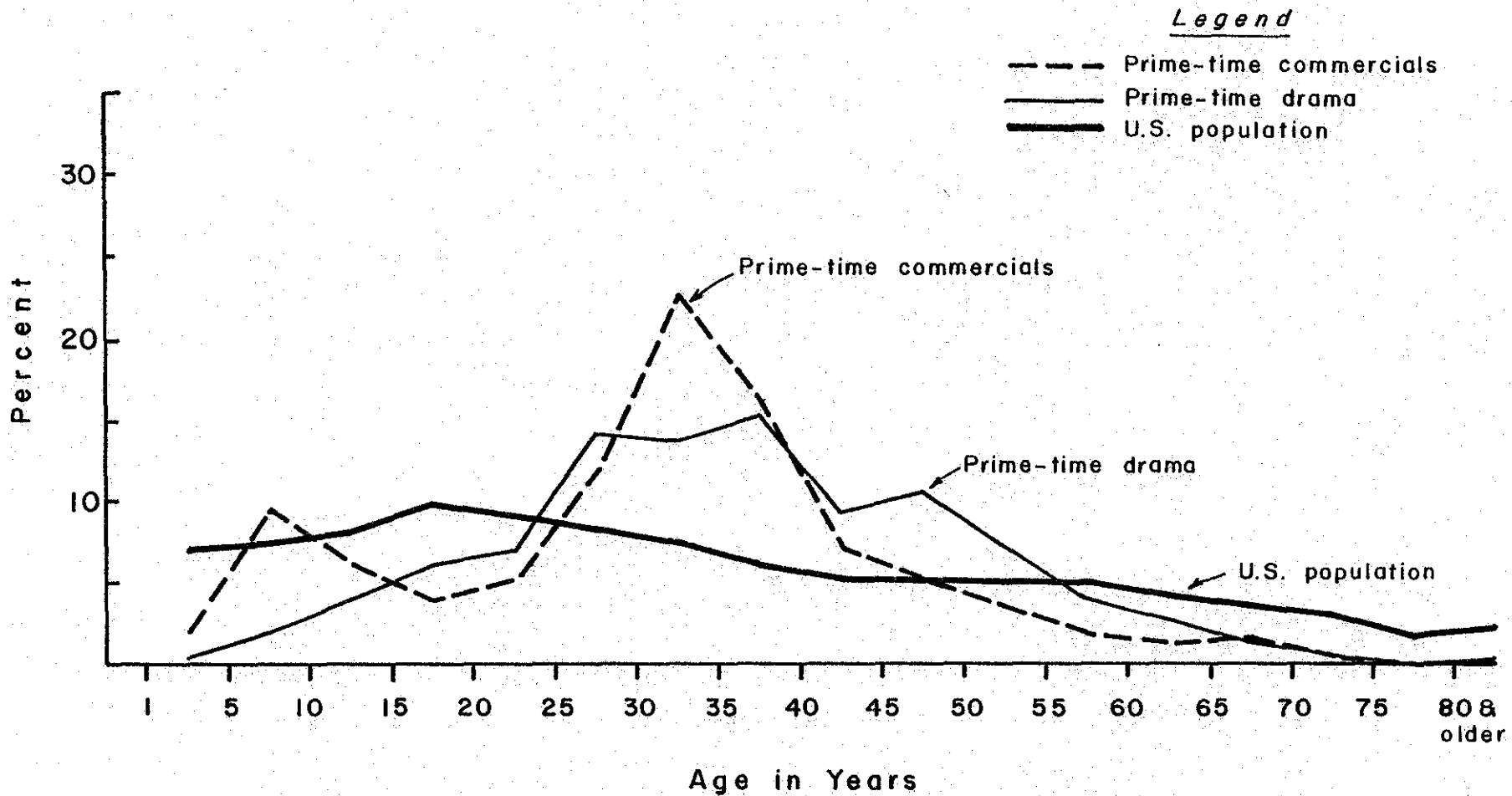
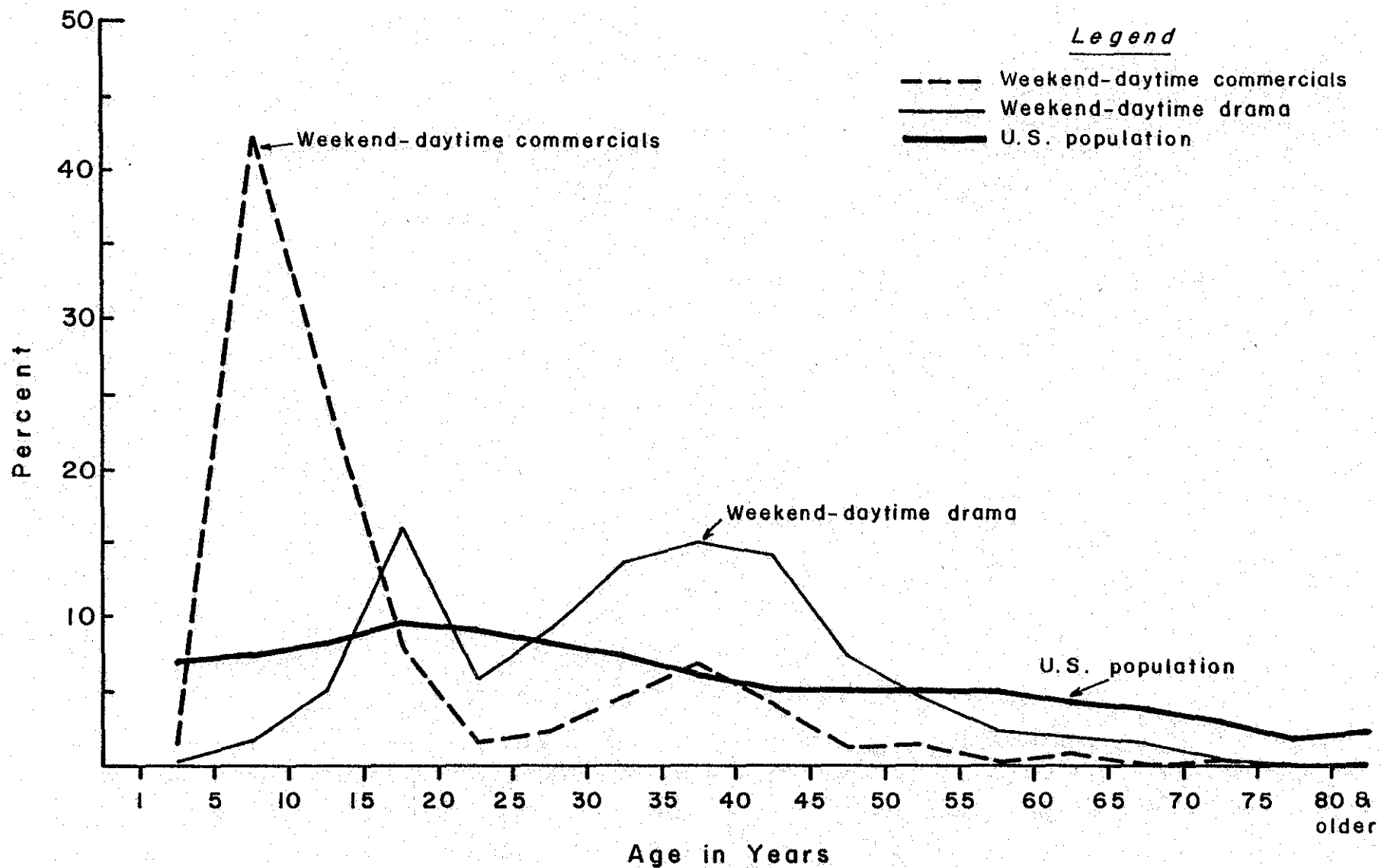


APPENDIX I: Figures

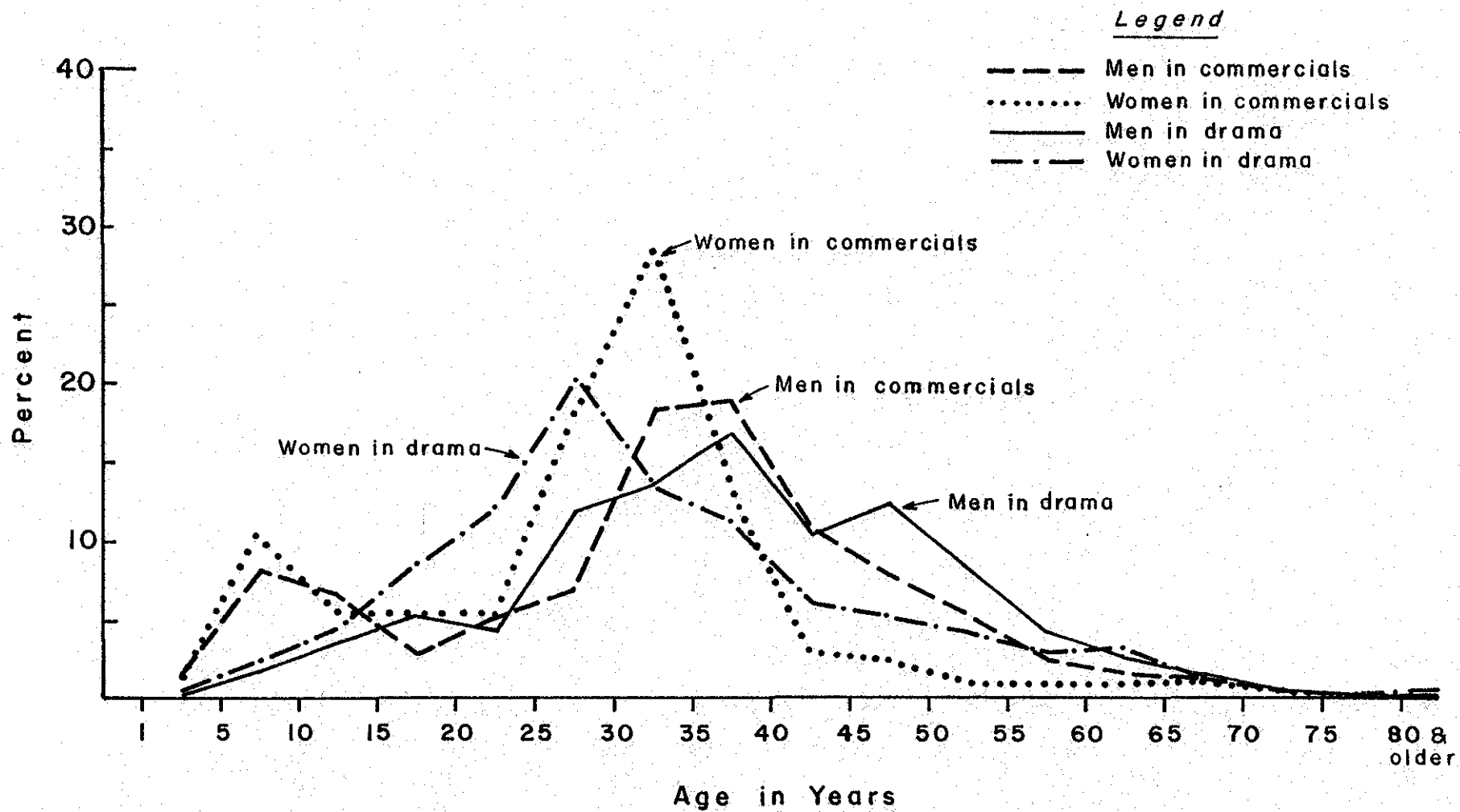
| <u>Figure</u> | <u>Title</u>  |
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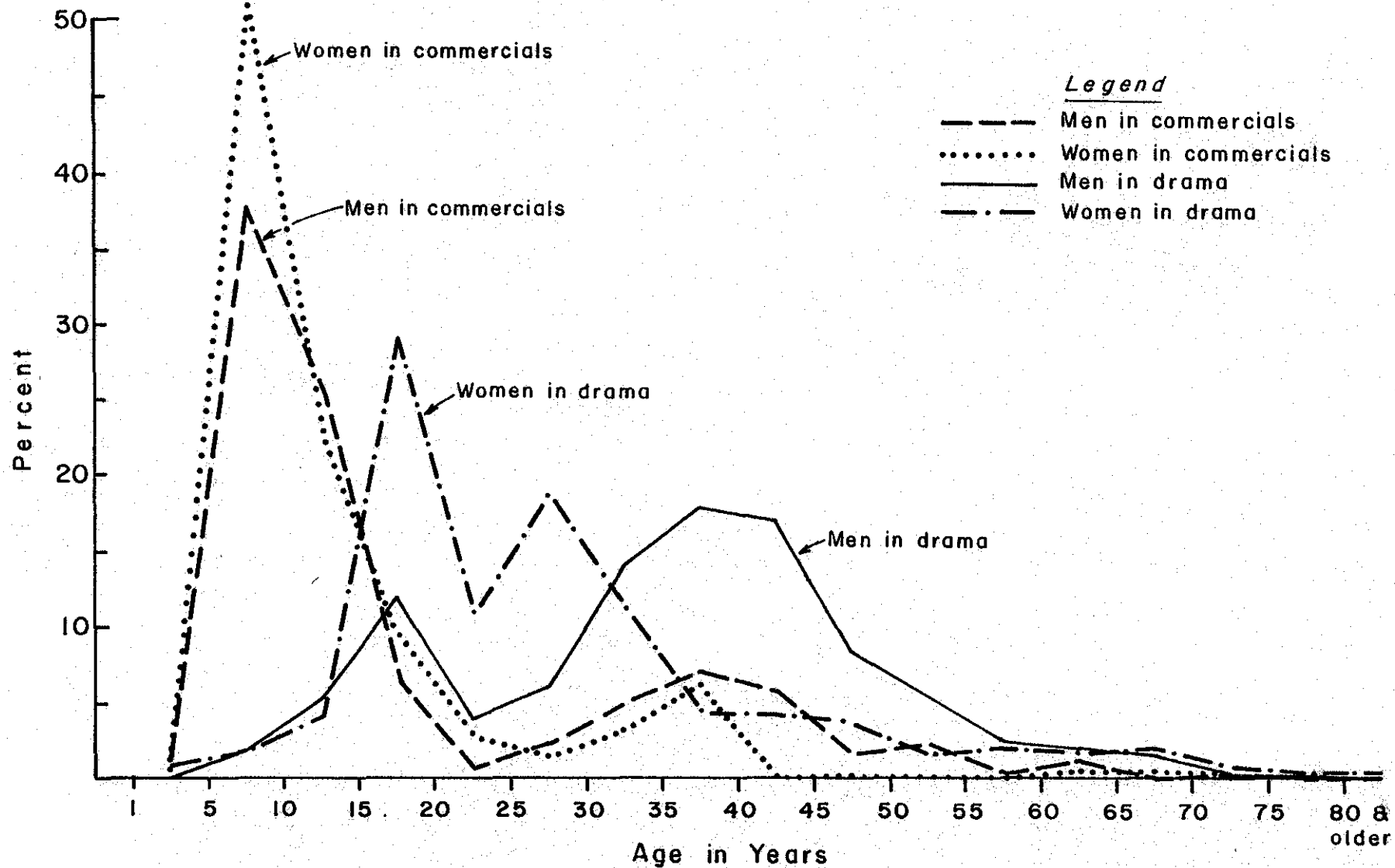
**FIGURE 1: AGE DISTRIBUTION OF U.S. POPULATION, AND CHARACTERS  
IN COMMERCIALS AND DRAMATIC PROGRAMS  
IN PRIME-TIME**



**FIGURE 2: AGE DISTRIBUTION OF U.S. POPULATION, AND CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN WEEKEND-DAYTIME**



**FIGURE 3: AGE DISTRIBUTION OF MALE AND FEMALE CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN PRIME-TIME**



**FIGURE 4: AGE DISTRIBUTION OF MALE AND FEMALE CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN WEEKEND-DAYTIME**

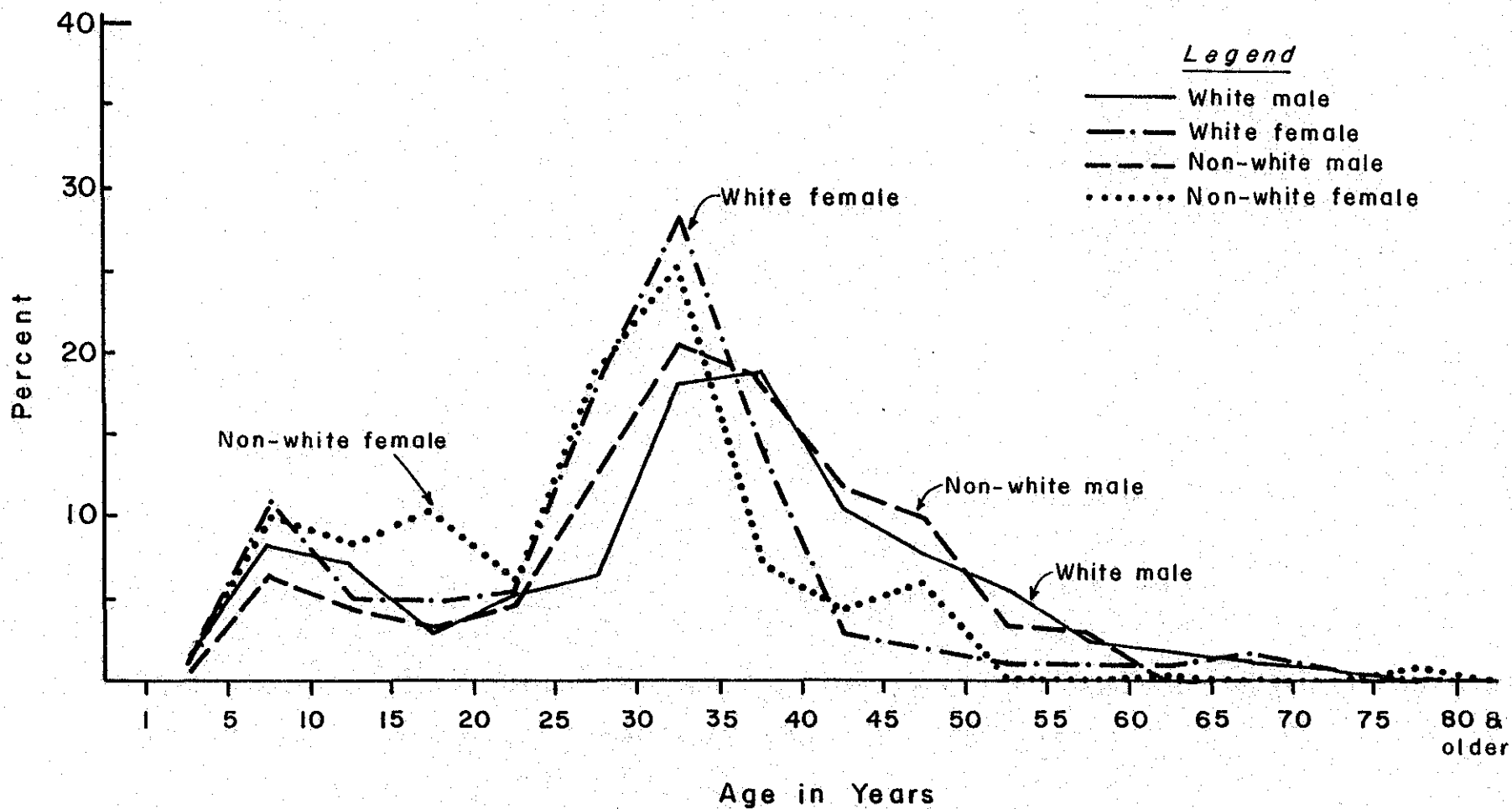
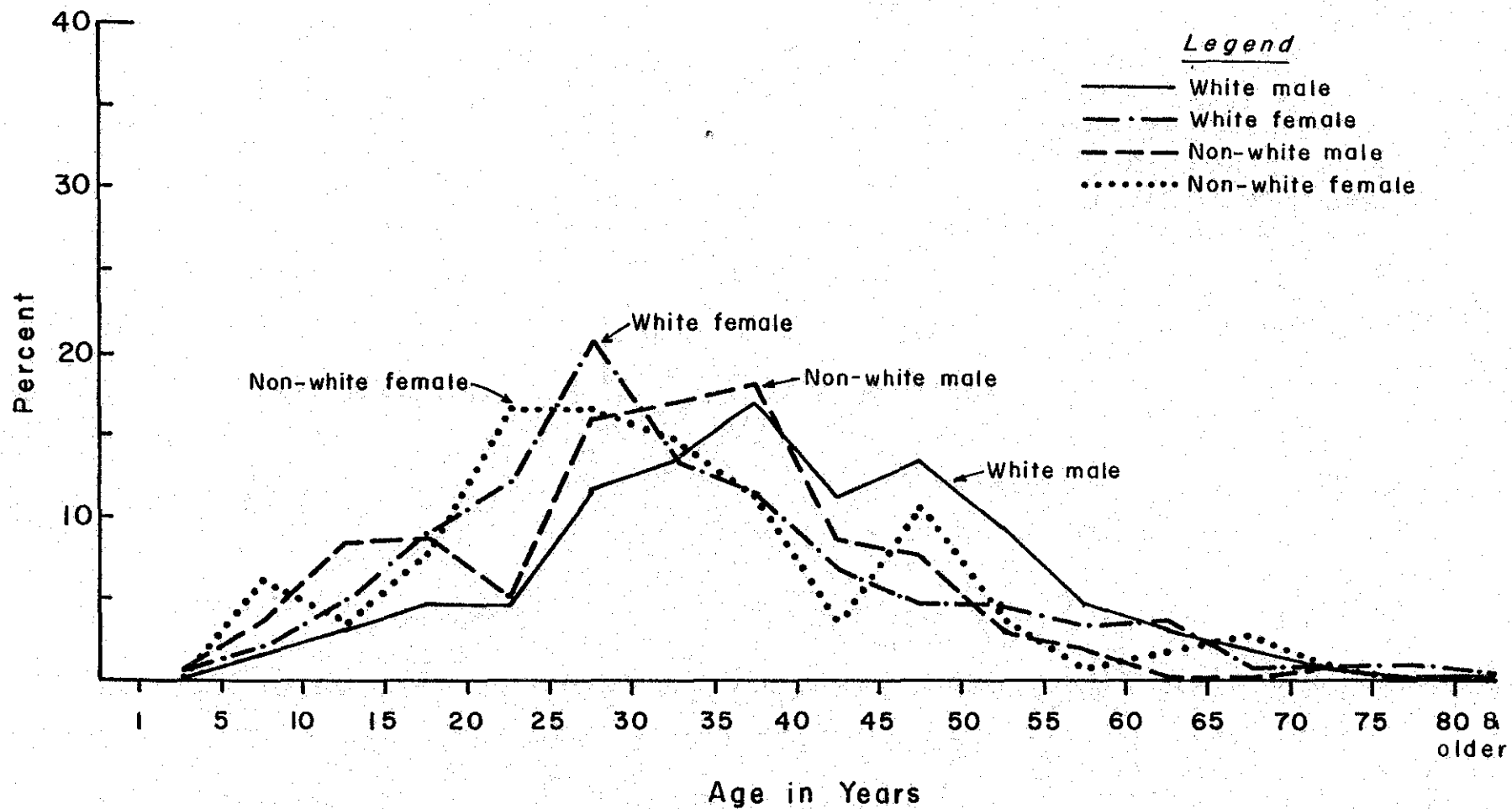
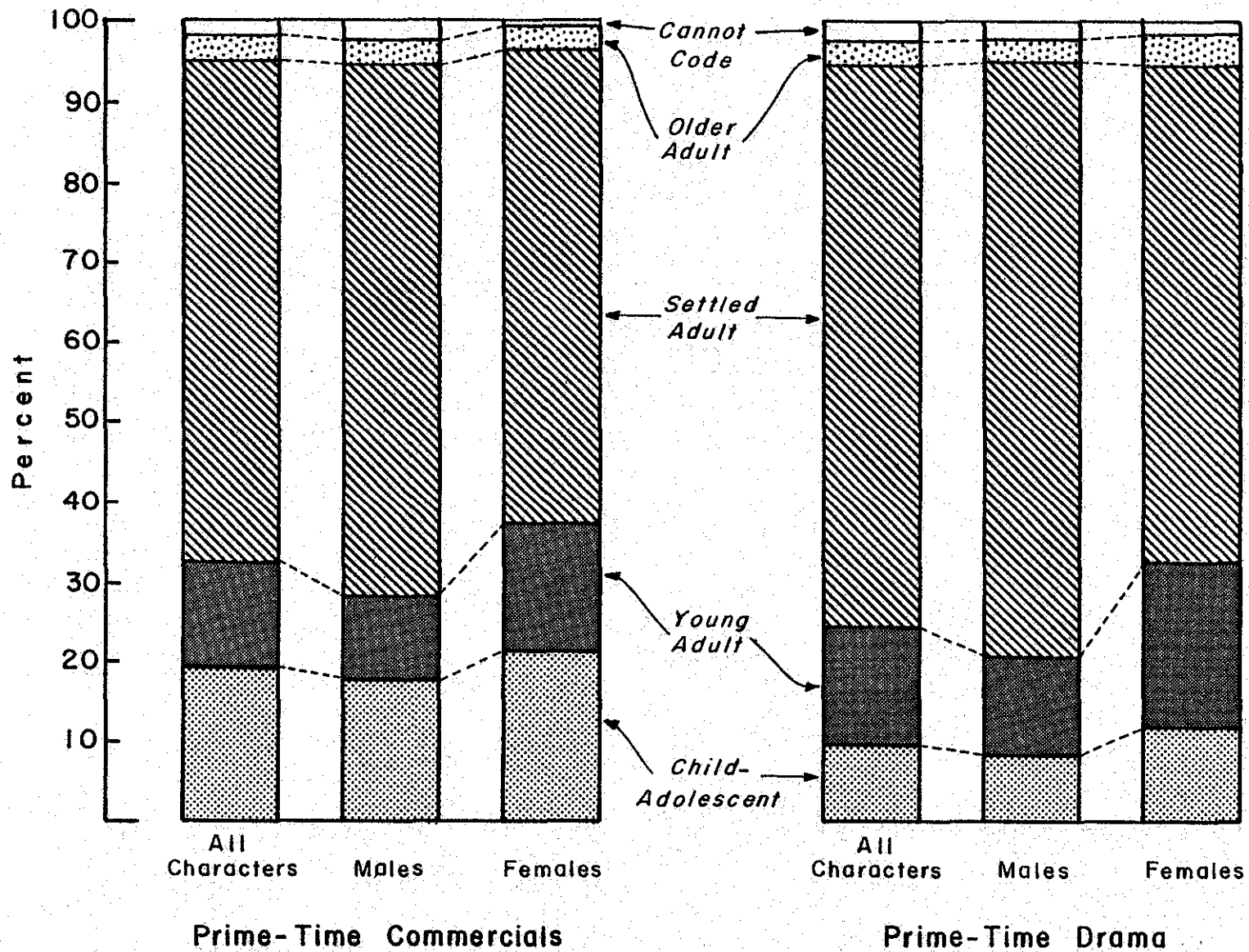


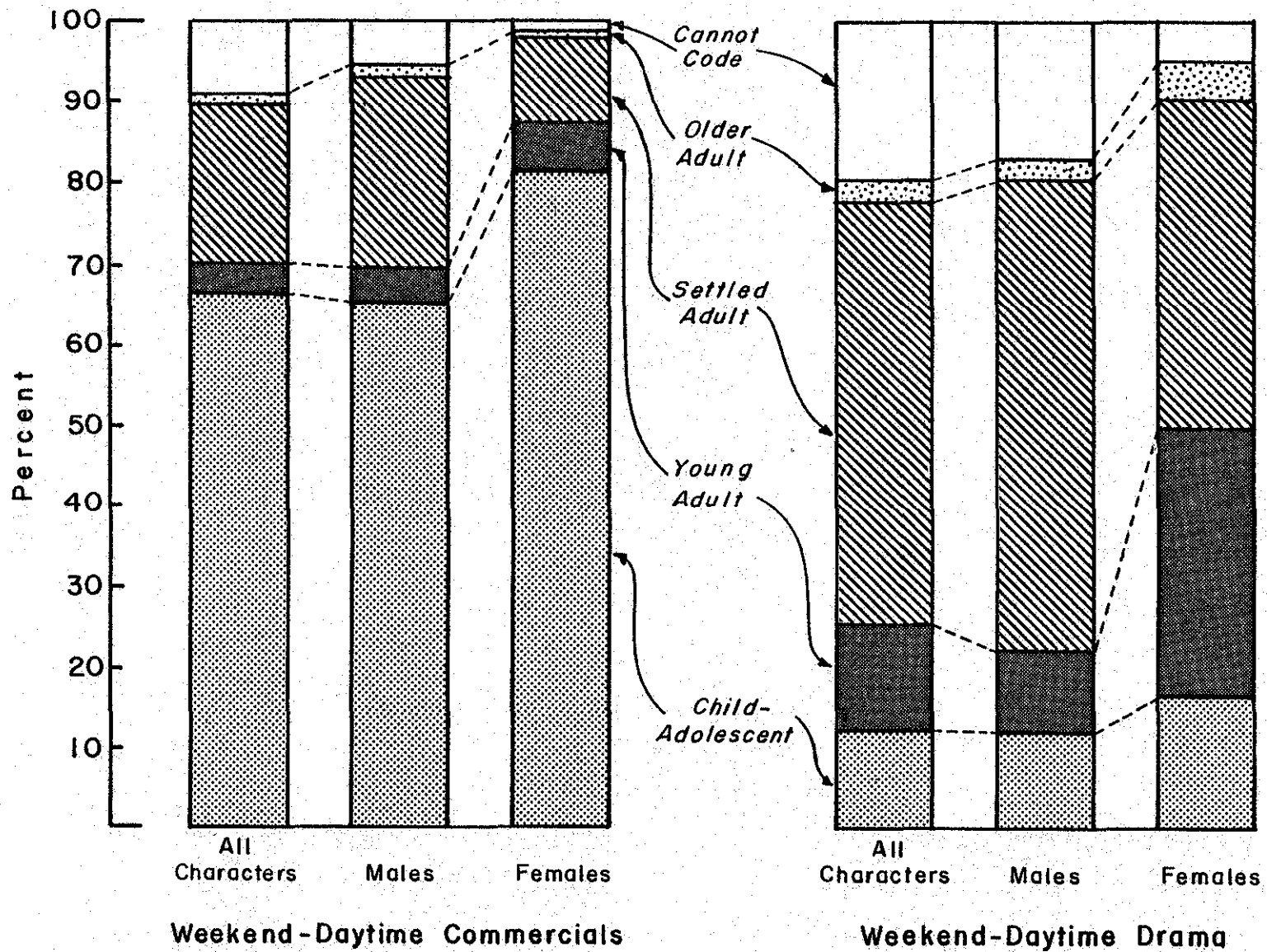
FIGURE 5: AGE DISTRIBUTION OF WHITE AND NON-WHITE MALE AND FEMALE CHARACTERS IN COMMERCIALS IN PRIME-TIME



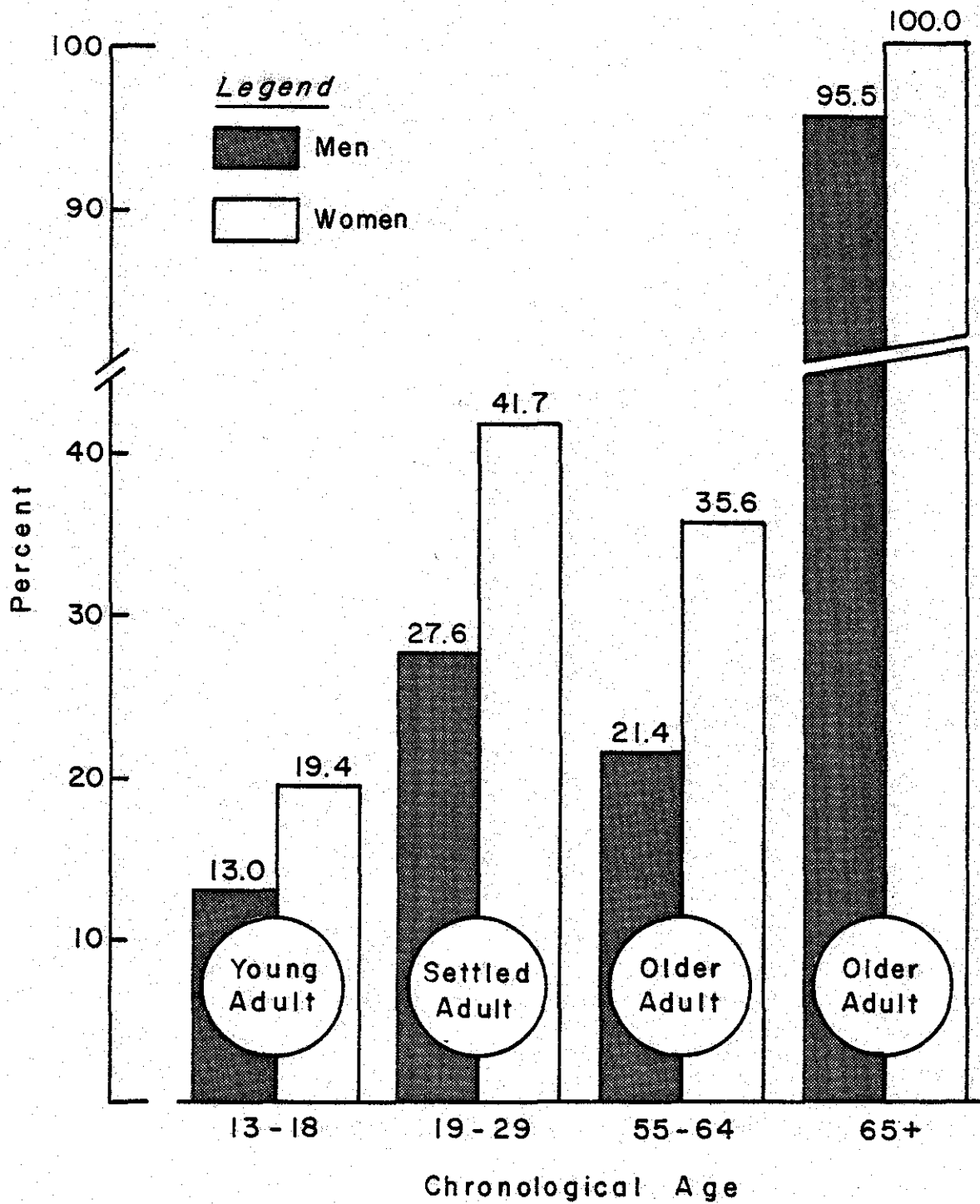
**FIGURE 6: AGE DISTRIBUTION OF WHITE AND NON-WHITE MALE AND FEMALE CHARACTERS IN PRIME-TIME DRAMA**



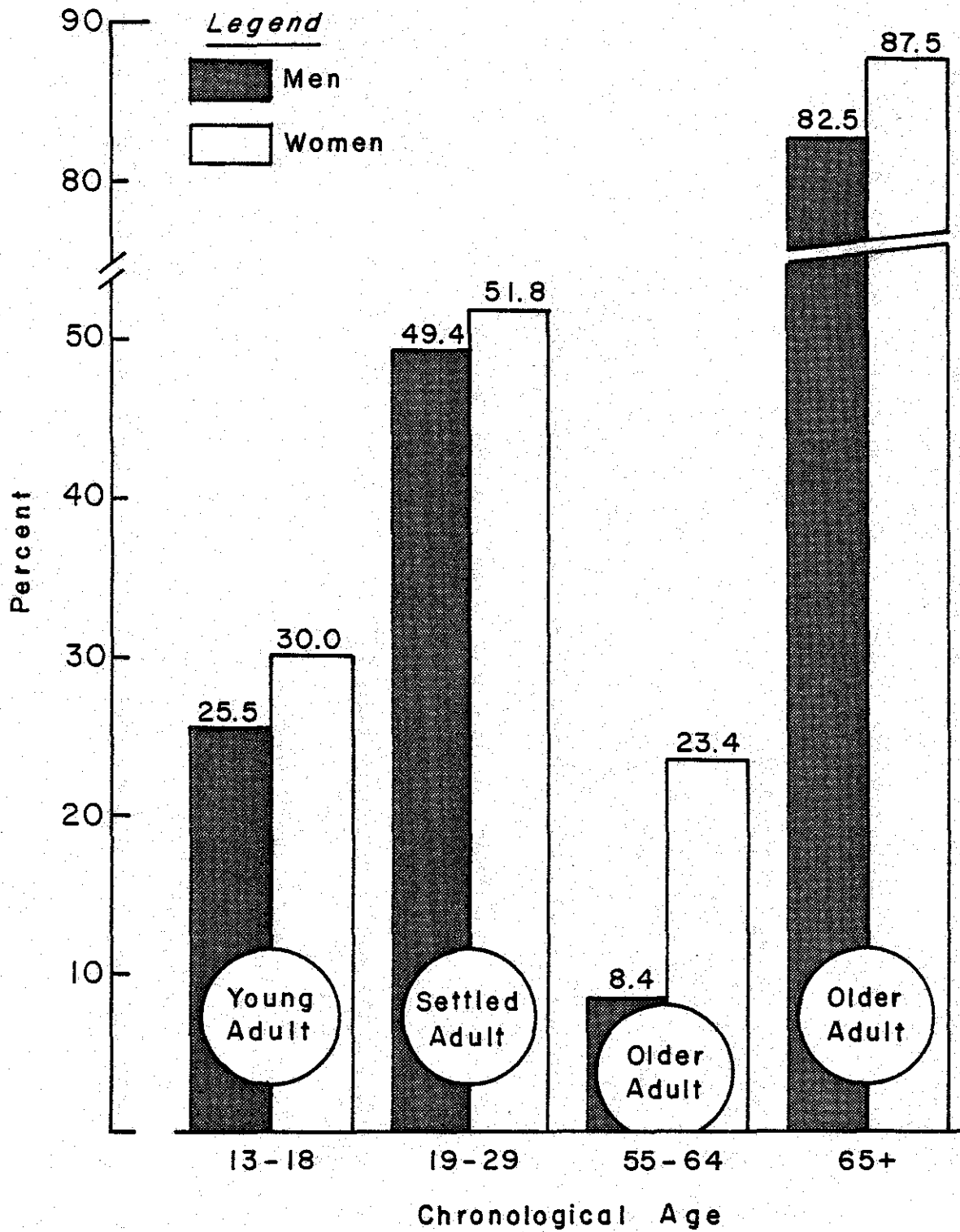
**FIGURE 7: SOCIAL AGE OF CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN PRIME-TIME**



**FIGURE 8: SOCIAL AGE OF CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN WEEKEND-DAYTIME**



**FIGURE 9: AGE-ROLE CASTING FOR MALE AND FEMALE CHARACTERS IN COMMERCIALS IN PRIME-TIME (PERCENTS WITHIN GENDER)**



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Table 1

Description of Sample of Commercials  
(1977-1979)

|                 | <u>Number of<br/>Commercials</u> | <u>Number of Characters</u> |              |              |                |
|-----------------|----------------------------------|-----------------------------|--------------|--------------|----------------|
|                 |                                  | <u>Total</u>                | <u>Major</u> | <u>Minor</u> | <u>Walk-on</u> |
| All Commercials | 2556                             | 8301                        | 2532         | 2420         | 3349           |
| Prime-Time      | 1949                             | 6205                        | 1872         | 1772         | 2561           |
| Weekend-Daytime | 510                              | 1825                        | 546          | 580          | 699            |
| News*           | 97                               | 271                         | 114          | 68           | 89             |

\* From 1979 only

Table 2

Description of Sample of Dramatic Programs  
(1977-1979)

|                 | <u>Number of<br/>Programs</u> | <u>Number of Characters</u> |              |              |
|-----------------|-------------------------------|-----------------------------|--------------|--------------|
|                 |                               | <u>Total</u>                | <u>Major</u> | <u>Minor</u> |
| All Programs    | 358                           | 4809                        | 1034         | 3775         |
| Prime-Time      | 195                           | 3382                        | 619          | 2763         |
| Weekend-Daytime | 163                           | 1427                        | 415          | 1012         |

Table 3

Structural Elements of Television Commercials  
(1977-1979)

|                         | Prime-Time |       | News |       | Weekend<br>Daytime |       | All<br>Commercial |       |
|-------------------------|------------|-------|------|-------|--------------------|-------|-------------------|-------|
|                         | N          | %     | N    | %     | N                  | %     | N                 | %     |
| Total                   | 1949       | 100.0 | 97   | 100.0 | 510                | 100.0 | 2556              | 100.0 |
| Music                   | 1153       | 79.6  | 54   | 55.7  | 449                | 88.0  | 1656              | 64.8  |
| Singing                 | 628        | 43.3  | 22   | 22.7  | 265                | 52.0  | 915               | 35.8  |
| <u>Announcer</u>        |            |       |      |       |                    |       |                   |       |
| Cannot Code             | 16         | 0.8   | 3    | 3.1   | 0                  | 0.0   | 19                | 0.7   |
| Voice-over              | 1338       | 68.7  | 81   | 83.5  | 401                | 78.6  | 1820              | 71.2  |
| Seen & Heard            | 135        | 6.9   | 3    | 3.1   | 16                 | 3.1   | 154               | 6.0   |
| None                    | 460        | 23.6  | 10   | 10.3  | 93                 | 18.2  | 563               | 22.0  |
| <u>Sex of Announcer</u> |            |       |      |       |                    |       |                   |       |
| Cannot Code             | 15         | 0.8   | 3    | 3.1   | 0                  | 0.0   | 18                | 0.7   |
| No Announcer            | 460        | 23.6  | 10   | 10.3  | 93                 | 18.2  | 563               | 22.0  |
| Male                    | 1363       | 69.9  | 79   | 81.4  | 361                | 70.8  | 1803              | 70.5  |
| Female                  | 85         | 4.4   | 0    | 0.0   | 56                 | 11.0  | 141               | 5.5   |
| Both                    | 26         | 1.3   | 5    | 5.2   | 0                  | 0.0   | 31                | 1.2   |

Table 4

Sex and Status of Announcers in Commercials  
(1977-1979)

|                        | Voice-over Announcer |       |       | Announcer Seen & Heard |       |       | Total |       |
|------------------------|----------------------|-------|-------|------------------------|-------|-------|-------|-------|
|                        | N                    | Col.% | Row % | N                      | Col.% | Row % | N     | %     |
| <u>Prime-Time</u>      | 1338                 | 100.0 | 68.7  | 135                    | 100.0 | 6.9   | 1949  | 100.0 |
| Male Announcer         | 1264                 | 94.5  | 92.7  | 99                     | 73.3  | 7.3   | 1363  | 69.9  |
| Female Announcer       | 58                   | 4.3   | 68.2  | 27                     | 20.0  | 31.8  | 85    | 4.4   |
| Male & Female          | 14                   | 1.0   | 53.8  | 9                      | 6.7   | 34.6  | 26    | 1.3   |
| <u>News</u>            | 81                   | 100.0 | 83.5  | 3                      | 100.0 | 3.1   | 97    | 100.0 |
| Male Announcer         | 76                   | 93.8  | 96.2  | 3                      | 100.0 | 3.8   | 79    | 81.4  |
| Female Announcer       | 0                    | 0.0   | 0.0   | 0                      | 0.0   | 0.0   | 0     | 0.0   |
| Male & Female          | 5                    | 6.2   | 100.0 | 0                      | 0.0   | 0.0   | 5     | 5.2   |
| <u>Weekend-Daytime</u> | 401                  | 100.0 | 78.6  | 16                     | 100.0 | 3.1   | 510   | 100.0 |
| Male Announcer         | 347                  | 86.5  | 96.1  | 14                     | 87.5  | 3.9   | 361   | 70.8  |
| Female Announcer       | 54                   | 13.5  | 96.4  | 2                      | 12.5  | 3.6   | 56    | 11.0  |
| Male & Female          | 0                    | 0.0   | 0.0   | 0                      | 0.0   | 0.0   | 0     | 0.0   |
| <u>All Commercials</u> | 1820                 | 100.0 | 71.2  | 154                    | 100.0 | 6.0   | 2556  | 100.0 |
| Male Announcer         | 1687                 | 92.7  | 93.6  | 116                    | 75.3  | 6.4   | 1803  | 70.5  |
| Female Announcer       | 112                  | 6.2   | 79.4  | 29                     | 18.8  | 20.6  | 141   | 5.5   |
| Male & Female          | 19                   | 1.0   | 61.3  | 9                      | 5.8   | 29.0  | 31    | 1.2   |

Table 5

Setting of Commercials  
(1977-1979)

|                   | Prime-Time |       | News |       | Weekend<br>Daytime |       | All<br>Commercials |       |
|-------------------|------------|-------|------|-------|--------------------|-------|--------------------|-------|
|                   | N          | %     | N    | %     | N                  | %     | N                  | %     |
| Total             | 1949       | 100.0 | 97   | 100.0 | 510                | 100.0 | 2556               | 100.0 |
| Kitchen           | 288        | 14.8  | 15   | 15.5  | 55                 | 10.8  | 358                | 14.0  |
| Dining Room       | 66         | 3.4   | 8    | 8.2   | 16                 | 3.1   | 90                 | 3.5   |
| Living Room       | 155        | 8.0   | 9    | 9.3   | 29                 | 5.7   | 193                | 7.6   |
| Family Room       | 36         | 1.8   | 0    | 0.0   | 83                 | 16.3  | 119                | 4.7   |
| Bathroom          | 118        | 6.1   | 1    | 1.0   | 4                  | 0.8   | 123                | 4.8   |
| Bedroom           | 126        | 6.5   | 12   | 12.4  | 56                 | 11.0  | 194                | 7.6   |
| Other Room        | 181        | 9.3   | 12   | 12.4  | 56                 | 11.0  | 249                | 9.7   |
| Office            | 87         | 4.5   | 8    | 8.2   | 3                  | 0.6   | 98                 | 3.8   |
| Medical Office    | 6          | 0.3   | 1    | 1.0   | 0                  | 0.0   | 7                  | 0.3   |
| Factory           | 22         | 1.1   | 4    | 4.1   | 2                  | 0.4   | 28                 | 1.1   |
| Store             | 173        | 8.9   | 4    | 4.1   | 4                  | 0.8   | 181                | 7.1   |
| Restaurant        | 142        | 7.3   | 8    | 8.2   | 28                 | 5.5   | 178                | 7.0   |
| Yard              | 238        | 12.2  | 17   | 17.5  | 67                 | 13.1  | 322                | 12.6  |
| Rural/Woods       | 372        | 19.1  | 20   | 20.6  | 90                 | 17.6  | 482                | 18.9  |
| Urban             | 146        | 7.5   | 7    | 7.2   | 7                  | 1.4   | 160                | 6.3   |
| Suburban          | 113        | 5.8   | 9    | 9.3   | 18                 | 3.5   | 140                | 5.5   |
| Rural             | 63         | 3.2   | 6    | 6.2   | 13                 | 2.5   | 82                 | 3.2   |
| Exotic            | 22         | 1.1   | 2    | 2.1   | 2                  | 0.4   | 26                 | 1.0   |
| Vacation Paradise | 17         | 0.9   | 0    | 0.0   | 3                  | 0.6   | 20                 | 0.8   |
| Other Setting     | 349        | 17.9  | 26   | 26.8  | 89                 | 17.5  | 464                | 18.2  |
| No Setting        | 462        | 23.7  | 11   | 11.3  | 93                 | 18.2  | 566                | 22.1  |

Table 6

Social Types in Commercials  
(1977-1979)

|                    | Prime-Time |       |      | News |       |      | Weekend-Daytime |       |      | All Commercials |       |      |
|--------------------|------------|-------|------|------|-------|------|-----------------|-------|------|-----------------|-------|------|
|                    | N          | %     | Rank | N    | %     | Rank | N               | %     | Rank | N               | %     | Rank |
| Total              | 1949       | 100.0 |      | 97   | 100.0 |      | 510             | 100.0 |      | 2556            | 100.0 |      |
| Children           | 474        | 24.3  | 6    | 22   | 22.7  | 7.5  | 434             | 85.1  | 3    | 930             | 36.4  | 6    |
| Adolescents        | 141        | 7.2   | 18   | 0    | 0.0   | 27   | 44              | 8.6   | 15   | 185             | 7.2   | 18   |
| Young Adults       | 390        | 20.0  | 8    | 25   | 25.8  | 6    | 56              | 11.0  | 11   | 471             | 18.4  | 10   |
| Settled Adults     | 1583       | 81.2  | 2    | 82   | 84.5  | 2    | 225             | 44.1  | 6    | 1890            | 73.9  | 3    |
| Older Adults       | 175        | 9.0   | 11   | 5    | 5.2   | 18.5 | 25              | 4.9   | 16   | 205             | 8.0   | 117  |
| Men                | 1440       | 73.9  | 4    | 79   | 81.4  | 3    | 221             | 43.3  | 7    | 1740            | 68.1  | 4    |
| Women              | 1347       | 69.1  | 5    | 65   | 67.0  | 5    | 91              | 17.8  | 9    | 1503            | 58.8  | 5    |
| Boys               | 427        | 21.9  | 7    | 20   | 20.6  | 9    | 381             | 74.7  | 4    | 828             | 32.4  | 7    |
| Girls              | 341        | 17.5  | 10   | 9    | 9.3   | 13.5 | 299             | 58.6  | 5    | 649             | 25.4  | 8    |
| Whites             | 1733       | 88.9  | 1    | 85   | 87.6  | 1    | 494             | 96.9  | 1    | 2312            | 90.5  | 1    |
| Blacks             | 373        | 19.1  | 9    | 18   | 18.6  | 10.5 | 113             | 22.2  | 8    | 504             | 19.7  | 9    |
| Other Race         | 50         | 2.6   | 24   | 2    | 2.1   | 22   | 16              | 3.1   | 18   | 68              | 2.7   | 24   |
| Hispanics          | 32         | 1.6   | 29   | 0    | 0.0   | 27   | 2               | 0.4   | 24   | 34              | 1.3   | 28   |
| Authority          | 71         | 3.6   | 23   | 6    | 6.2   | 16.5 | 1               | 0.2   | 26   | 78              | 3.1   | 22   |
| Famous People      | 224        | 11.5  | 14.5 | 18   | 18.6  | 10.5 | 47              | 9.2   | 13   | 289             | 11.3  | 13   |
| Beautiful People   | 75         | 3.8   | 22   | 1    | 1.0   | 24.5 | 0               | 0.0   | 28   | 76              | 3.0   | 23   |
| Average People     | 1541       | 79.1  | 3    | 75   | 77.3  | 4    | 480             | 94.1  | 2    | 2096            | 82.0  | 2    |
| Ordinary People    | 136        | 7.0   | 19   | 3    | 3.1   | 20   | 6               | 1.2   | 21   | 145             | 5.7   | 19   |
| Crowds             | 109        | 5.6   | 20   | 2    | 2.1   | 22   | 22              | 4.3   | 17   | 133             | 5.2   | 20   |
| Families           | 198        | 10.2  | 16   | 14   | 14.4  | 12   | 14              | 2.7   | 19   | 226             | 8.8   | 16   |
| Married Couple     | 308        | 15.8  | 12   | 22   | 22.7  | 7.5  | 12              | 2.4   | 20   | 342             | 13.4  | 12   |
| Not Married Couple | 108        | 5.5   | 21   | 1    | 1.0   | 24.5 | 4               | 0.8   | 22   | 113             | 4.4   | 21   |
| Mother-Child       | 303        | 15.5  | 13   | 8    | 8.2   | 15   | 52              | 10.2  | 12   | 363             | 14.2  | 11   |
| Father-Child       | 225        | 11.5  | 14.5 | 9    | 9.3   | 13.5 | 45              | 8.8   | 14   | 279             | 10.9  | 14.5 |
| Parent-Child       | 47         | 2.4   | 25   | 6    | 6.2   | 16.5 | 3               | 0.6   | 23   | 56              | 2.2   | 25   |
| Grandparent-Child  | 42         | 2.2   | 26   | 2    | 2.1   | 22   | 1               | 0.2   | 26   | 45              | 1.8   | 26   |
| Extended Family    | 40         | 2.1   | 28   | 0    | 0.0   | 27   | 1               | 0.2   | 26   | 41              | 1.6   | 27   |
| Siblings           | 189        | 9.7   | 17   | 5    | 5.2   | 18.5 | 84              | 16.5  | 10   | 278             | 10.9  | 14.5 |

Table 7

Number and Percent of Commercials that are  
Inhabited by only one Social Type  
(1977-1979)

|                           | <u>Prime-Time</u> |          | <u>News</u> |          | <u>Weekend-Daytime</u> |          | <u>All Commercials</u> |          |
|---------------------------|-------------------|----------|-------------|----------|------------------------|----------|------------------------|----------|
|                           | <u>N</u>          | <u>%</u> | <u>N</u>    | <u>%</u> | <u>N</u>               | <u>%</u> | <u>N</u>               | <u>%</u> |
| Total                     | 1949              | 100.0    | 97          | 100.0    | 510                    | 100.0    | 2556                   | 100.0    |
| Only Older Adult          | 17                | 0.9      | 1           | 1.0      | 0                      | 0.0      | 18                     | 0.7      |
| Only Children-Adolescents | 45                | 2.3      | 0           | 0.0      | 254                    | 49.8     | 299                    | 11.7     |
| Only Women                | 331               | 17.0     | 9           | 9.3      | 39                     | 7.6      | 379                    | 14.8     |
| Only Men                  | 424               | 21.8     | 23          | 23.7     | 169                    | 33.1     | 616                    | 24.1     |
| Men and Women             | 1016              | 52.1     | 56          | 57.7     | 52                     | 10.2     | 1124                   | 44.0     |
| Only Whites               | 1380              | 70.8     | 68          | 70.1     | 371                    | 72.7     | 1819                   | 71.2     |
| Only Blacks               | 39                | 2.0      | 2           | 2.1      | 2                      | 0.4      | 43                     | 1.7      |
| Only Other Race           | 3                 | 0.2      | 0           | 0.0      | 0                      | 0.0      | 3                      | 0.1      |

Table 8

Product Types  
(1977-1979)

|                     | <u>Prime-Time</u> |          | <u>News</u> |          | <u>Weekend<br/>Daytime</u> |          | <u>All<br/>Commercials</u> |          |
|---------------------|-------------------|----------|-------------|----------|----------------------------|----------|----------------------------|----------|
|                     | <u>N</u>          | <u>%</u> | <u>N</u>    | <u>%</u> | <u>N</u>                   | <u>%</u> | <u>N</u>                   | <u>%</u> |
| Total               | 1949              | 100.0    | 97          | 100.0    | 510                        | 100.0    | 2556                       | 100.0    |
| <u>Product Type</u> |                   |          |             |          |                            |          |                            |          |
| Car Products        | 256               | 13.1     | 14          | 14.4     | 2                          | 0.4      | 272                        | 10.6     |
| Store & Restaurant  | 138               | 7.1      | 0           | 0.0      | 29                         | 5.7      | 167                        | 6.5      |
| Food and Drink      | 492               | 25.2     | 27          | 27.8     | 175                        | 34.3     | 694                        | 27.1     |
| Drugs               | 137               | 7.0      | 13          | 13.4     | 0                          | 0.0      | 150                        | 5.9      |
| Hygiene             | 297               | 15.2     | 9           | 9.3      | 1                          | 0.2      | 307                        | 12.0     |
| Home Products       | 258               | 13.2     | 9           | 9.3      | 2                          | 0.4      | 269                        | 10.5     |
| Clothes             | 59                | 3.0      | 2           | 2.1      | 4                          | 0.8      | 65                         | 2.5      |
| Toys                | 20                | 1.0      | 0           | 0.0      | 268                        | 52.5     | 288                        | 11.3     |
| Pet                 | 66                | 3.4      | 0           | 0.0      | 0                          | 0.0      | 66                         | 2.6      |
| Other Products      | 203               | 10.4     | 21          | 21.6     | 6                          | 1.2      | 230                        | 9.0      |
| Public Service      | 23                | 1.2      | 2           | 2.1      | 23                         | 4.5      | 48                         | 1.9      |

Table 9

Health and Safety in Television Commercials  
(1977-1979)

|                  | Prime-Time |      | News |      | Weekend<br>Daytime |      | All<br>Commercials |      |
|------------------|------------|------|------|------|--------------------|------|--------------------|------|
|                  | N          | %    | N    | %    | N                  | %    | N                  | %    |
| <u>Nutrition</u> |            |      |      |      |                    |      |                    |      |
| Not Relevant     | 1256       | 64.4 | 69   | 71.1 | 292                | 57.3 | 1617               | 63.3 |
| Not Mentioned    | 490        | 25.1 | 14   | 14.4 | 154                | 30.2 | 658                | 25.7 |
| Implied          | 95         | 4.9  | 6    | 6.2  | 14                 | 2.7  | 115                | 4.5  |
| Mentioned        | 108        | 5.5  | 8    | 8.2  | 50                 | 9.8  | 166                | 6.5  |
| <u>Seat Belt</u> |            |      |      |      |                    |      |                    |      |
| Not Relevant     | 1689       | 86.7 | 82   | 84.5 | 502                | 98.4 | 2273               | 88.9 |
| Not Used         | 58         | 3.0  | 1    | 1.0  | 1                  | 0.2  | 60                 | 2.3  |
| Cannot Tell      | 141        | 7.2  | 12   | 12.4 | 5                  | 1.0  | 158                | 6.2  |
| Used             | 61         | 3.1  | 2    | 2.1  | 2                  | 0.4  | 65                 | 2.5  |

Table 10

Ranking of Themes and Aspects of Life  
in Commercials and Dramatic Programs  
(1977-1979)

|                     | Commercials |       |      |      |       |      |                 |       |      |                 |       |      |
|---------------------|-------------|-------|------|------|-------|------|-----------------|-------|------|-----------------|-------|------|
|                     | Prime-Time  |       |      | News |       |      | Weekend-Daytime |       |      | All Commercials |       |      |
|                     | N           | %     | Rank | N    | %     | Rank | N               | %     | Rank | N               | %     | Rank |
| Commercials         | 1949        | 100.0 |      | 97   | 100.0 |      | 510             | 100.0 |      | 2556            | 100.0 |      |
| Nature              | 491         | 25.2  | 2    | 22   | 22.7  | 2    | 157             | 30.8  | 2    | 670             | 26.2  | 2    |
| Supernatural        | 40          | 2.1   | 11   | 0    | 0.0   | 13   | 45              | 8.8   | 5    | 85              | 3.3   | 9    |
| Law Enforcement     | 46          | 2.4   | 10   | 0    | 0.0   | 13   | 21              | 4.1   | 6    | 67              | 2.6   | 11   |
| Mass Communication  | 286         | 14.7  | 4    | 7    | 7.2   | 6.5  | 55              | 10.8  | 4    | 348             | 13.6  | 4    |
| Schools             | 67          | 3.4   | 9    | 3    | 3.1   | 9    | 10              | 2.0   | 7    | 80              | 3.1   | 10   |
| Religion            | 27          | 1.4   | 12   | 2    | 2.1   | 10   | 0               | 0.0   | 12.5 | 29              | 1.1   | 12   |
| Close Relationships | 203         | 10.4  | 5    | 13   | 13.4  | 5    | 7               | 1.4   | 8    | 223             | 8.7   | 5    |
| Home                | 714         | 36.6  | 1    | 50   | 51.5  | 1    | 446             | 87.5  | 1    | 1210            | 47.3  | 1    |
| Minority Groups     | 399         | 20.5  | 3    | 15   | 15.5  | 3    | 122             | 23.9  | 3    | 536             | 21.0  | 3    |
| Armed Forces        | 20          | 1.0   | 13   | 1    | 1.0   | 11   | 3               | 0.6   | 9    | 24              | 0.9   | 13   |
| Fear of Aging       | 13          | 0.7   | 14   | 0    | 0.0   | 13   | 0               | 0.0   | 12.5 | 13              | 0.5   | 14   |
| Physical Illness    | 101         | 5.2   | 7    | 7    | 7.2   | 6.5  | 2               | 0.4   | 10   | 110             | 4.3   | 7    |
| Drugs               | 139         | 7.1   | 6    | 14   | 14.4  | 4    | 0               | 0.0   | 12.5 | 153             | 6.0   | 6    |
| Alcohol             | 81          | 4.2   | 8    | 5    | 5.2   | 8    | 0               | 0.0   | 12.5 | 86              | 3.4   | 8    |

|                     | Dramatic Programs |       |      |                 |       |      |              |       |      |
|---------------------|-------------------|-------|------|-----------------|-------|------|--------------|-------|------|
|                     | Prime-Time        |       |      | Weekend-Daytime |       |      | All Programs |       |      |
|                     | N                 | %     | Rank | N               | %     | Rank | N            | %     | Rank |
| Dramatic Programs   | 195               | 100.0 |      | 163             | 100.0 |      | 358          | 100.0 |      |
| Nature              | 166               | 85.1  | 4    | 155             | 95.1  | 1    | 321          | 89.7  | 1    |
| Supernatural        | 53                | 27.2  | 12   | 52              | 31.9  | 6    | 105          | 29.3  | 10   |
| Law Enforcement     | 124               | 63.6  | 6    | 65              | 39.9  | 3    | 189          | 52.8  | 6    |
| Mass Communication  | 179               | 91.8  | 1    | 97              | 59.5  | 2    | 276          | 77.1  | 2    |
| Schools             | 118               | 60.5  | 7    | 23              | 14.1  | 8.5  | 141          | 39.4  | 7    |
| Religion            | 108               | 55.4  | 9    | 13              | 8.0   | 11   | 121          | 33.8  | 8    |
| Close Relationships | 176               | 90.3  | 2    | 44              | 27.0  | 7    | 220          | 61.5  | 4    |
| Home                | 172               | 88.2  | 3    | 59              | 36.2  | 4    | 231          | 64.5  | 3    |
| Minority Groups     | 139               | 71.3  | 5    | 55              | 33.7  | 5    | 194          | 54.2  | 5    |
| Armed Forces        | 52                | 26.7  | 13   | 23              | 14.1  | 8.5  | 75           | 20.9  | 12   |
| Fear of Aging       | 17                | 13.4  | 14   | 1               | 0.9   | 14   | 18           | 7.6   | 14   |
| Physical Illness    | 83                | 42.6  | 10   | 15              | 9.2   | 10   | 98           | 27.4  | 11   |
| Drugs               | 60                | 30.8  | 11   | 7               | 4.3   | 12   | 67           | 18.7  | 13   |
| Alcohol             | 113               | 57.9  | 8    | 6               | 3.7   | 13   | 119          | 33.2  | 9    |

Table 11

Trends in Male and Female Characters in Television Commercials and Dramatic Programs  
(1977-1979)

| Commercials:              | Prime-Time |            |      |        |      | News |                 |      |        |      | Weekend-Daytime |              |      |        |      | All Commercials |      |      |        |      |  |  |
|---------------------------|------------|------------|------|--------|------|------|-----------------|------|--------|------|-----------------|--------------|------|--------|------|-----------------|------|------|--------|------|--|--|
|                           | All        | Male       |      | Female |      | All  | Male            |      | Female |      | All             | Male         |      | Female |      | All             | Male |      | Female |      |  |  |
|                           | N          | N          | %    | N      | %    | N    | N               | %    | N      | %    | N               | N            | %    | N      | %    | N               | N    | %    | N      | %    |  |  |
| <u>All Characters</u>     | 6205       | 3357       | 54.1 | 2761   | 44.5 | 271  | 155             | 57.2 | 114    | 42.1 | 1825            | 1201         | 65.8 | 522    | 28.6 | 8301            | 4713 | 56.8 | 3397   | 40.9 |  |  |
| 1977                      | 1619       | 867        | 53.6 | 742    | 45.8 | 0    | 0               | 0.0  | 0      | 0.0  | 766             | 463          | 60.4 | 244    | 31.9 | 2385            | 1330 | 55.8 | 986    | 41.3 |  |  |
| 1978                      | 2129       | 1112       | 52.2 | 972    | 45.7 | 0    | 0               | 0.0  | 0      | 0.0  | 689             | 470          | 68.2 | 203    | 29.5 | 2818            | 1582 | 56.1 | 1175   | 41.7 |  |  |
| 1979                      | 2457       | 1378       | 56.1 | 1047   | 42.6 | 271  | 155             | 57.2 | 114    | 42.1 | 370             | 268          | 72.4 | 75     | 20.3 | 3098            | 1801 | 58.1 | 1236   | 39.9 |  |  |
| <u>Major Characters</u>   | 1872       | 1001       | 53.5 | 870    | 46.5 | 114  | 61              | 53.5 | 51     | 44.7 | 546             | 390          | 71.4 | 143    | 26.2 | 2532            | 1452 | 57.3 | 1064   | 42.0 |  |  |
| 1977                      | 518        | 297        | 57.3 | 221    | 42.7 | 0    | 0               | 0.0  | 0      | 0.0  | 202             | 147          | 72.8 | 53     | 26.2 | 720             | 444  | 61.7 | 274    | 38.1 |  |  |
| 1978                      | 626        | 288        | 46.0 | 338    | 54.0 | 0    | 0               | 0.0  | 0      | 0.0  | 220             | 156          | 70.9 | 59     | 26.8 | 846             | 444  | 52.5 | 397    | 46.9 |  |  |
| 1979                      | 728        | 416        | 57.1 | 311    | 42.7 | 114  | 61              | 53.5 | 51     | 44.7 | 124             | 87           | 70.2 | 31     | 25.0 | 966             | 564  | 58.4 | 393    | 40.7 |  |  |
| <u>Minor Characters</u>   | 1772       | 925        | 52.2 | 831    | 46.9 | 68   | 38              | 55.9 | 30     | 44.1 | 580             | 390          | 67.2 | 163    | 28.1 | 2420            | 1353 | 55.9 | 1024   | 42.3 |  |  |
| 1977                      | 503        | 247        | 49.1 | 255    | 50.7 | 0    | 0               | 0.0  | 0      | 0.0  | 223             | 146          | 65.5 | 75     | 33.6 | 726             | 393  | 54.1 | 330    | 45.5 |  |  |
| 1978                      | 720        | 379        | 52.6 | 332    | 46.1 | 0    | 0               | 0.0  | 0      | 0.0  | 221             | 144          | 65.2 | 70     | 31.7 | 941             | 523  | 55.6 | 402    | 42.7 |  |  |
| 1979                      | 549        | 299        | 54.5 | 244    | 44.4 | 68   | 38              | 55.9 | 30     | 44.1 | 136             | 100          | 73.5 | 18     | 13.2 | 753             | 437  | 58.0 | 292    | 38.8 |  |  |
| <u>Walk-on Characters</u> | 2561       | 1431       | 55.9 | 1060   | 41.4 | 89   | 56              | 62.9 | 33     | 37.1 | 699             | 421          | 60.2 | 216    | 30.9 | 3349            | 1908 | 57.0 | 1309   | 39.1 |  |  |
| 1977                      | 598        | 323        | 54.0 | 266    | 44.5 | 0    | 0               | 0.0  | 0      | 0.0  | 341             | 170          | 49.9 | 116    | 34.0 | 939             | 493  | 52.5 | 382    | 40.7 |  |  |
| 1978                      | 783        | 445        | 56.8 | 302    | 38.6 | 0    | 0               | 0.0  | 0      | 0.0  | 248             | 170          | 68.5 | 74     | 29.8 | 1031            | 615  | 59.7 | 376    | 36.5 |  |  |
| 1979                      | 1180       | 663        | 56.2 | 492    | 41.7 | 89   | 56              | 62.9 | 33     | 37.1 | 110             | 81           | 73.6 | 26     | 23.6 | 1379            | 800  | 58.0 | 551    | 40.1 |  |  |
| <br>                      |            |            |      |        |      |      |                 |      |        |      |                 |              |      |        |      |                 |      |      |        |      |  |  |
| <u>Dramatic Programs:</u> |            |            |      |        |      |      |                 |      |        |      |                 |              |      |        |      |                 |      |      |        |      |  |  |
|                           |            | Prime-Time |      |        |      |      | Weekend-Daytime |      |        |      |                 | All Programs |      |        |      |                 |      |      |        |      |  |  |
|                           | All        | Male       |      | Female |      | All  | Male            |      | Female |      | All             | Male         |      | Female |      |                 |      |      |        |      |  |  |
|                           | N          | N          | %    | N      | %    | N    | N               | %    | N      | %    | N               | N            | %    | N      | %    |                 |      |      |        |      |  |  |
| <u>All Characters</u>     | 3382       | 2387       | 70.6 | 984    | 29.1 | 1427 | 1076            | 75.4 | 253    | 17.7 | 4809            | 3463         | 72.0 | 1237   | 25.7 |                 |      |      |        |      |  |  |
| 1977                      | 1121       | 774        | 69.0 | 340    | 30.3 | 496  | 378             | 76.2 | 102    | 20.6 | 1617            | 1152         | 71.2 | 442    | 27.3 |                 |      |      |        |      |  |  |
| 1978                      | 1156       | 832        | 72.0 | 323    | 27.9 | 420  | 314             | 74.8 | 61     | 14.5 | 1576            | 1146         | 72.7 | 384    | 24.4 |                 |      |      |        |      |  |  |
| 1979                      | 1105       | 781        | 70.7 | 321    | 29.0 | 511  | 384             | 75.1 | 90     | 17.6 | 1616            | 1165         | 72.1 | 411    | 25.4 |                 |      |      |        |      |  |  |
| <u>Major Characters</u>   | 619        | 416        | 67.2 | 201    | 32.5 | 415  | 324             | 78.1 | 67     | 16.1 | 1034            | 740          | 71.6 | 268    | 25.9 |                 |      |      |        |      |  |  |
| 1977                      | 210        | 144        | 68.6 | 65     | 30.9 | 145  | 114             | 78.6 | 28     | 19.3 | 355             | 258          | 72.7 | 93     | 26.2 |                 |      |      |        |      |  |  |
| 1978                      | 191        | 120        | 62.8 | 71     | 37.2 | 107  | 78              | 72.9 | 20     | 18.7 | 298             | 198          | 66.4 | 91     | 30.5 |                 |      |      |        |      |  |  |
| 1979                      | 218        | 152        | 69.7 | 65     | 29.8 | 163  | 132             | 81.0 | 19     | 11.6 | 381             | 284          | 74.5 | 84     | 22.0 |                 |      |      |        |      |  |  |
| <u>Minor Characters</u>   | 2763       | 1971       | 71.3 | 783    | 28.3 | 1012 | 752             | 74.3 | 186    | 18.4 | 3775            | 2723         | 72.1 | 969    | 25.7 |                 |      |      |        |      |  |  |
| 1977                      | 911        | 630        | 69.1 | 275    | 30.2 | 351  | 264             | 75.2 | 74     | 21.1 | 1262            | 894          | 70.8 | 349    | 27.6 |                 |      |      |        |      |  |  |
| 1978                      | 965        | 712        | 73.8 | 252    | 26.1 | 313  | 236             | 75.4 | 41     | 13.1 | 1278            | 948          | 74.2 | 293    | 22.9 |                 |      |      |        |      |  |  |
| 1979                      | 887        | 629        | 70.9 | 256    | 28.9 | 348  | 252             | 72.4 | 71     | 20.4 | 1235            | 881          | 71.3 | 327    | 26.5 |                 |      |      |        |      |  |  |

Table 12

Age Distribution in the U.S. Population,  
Prime-Time Drama, and Prime-Time Commercials

|       | U.S. Population Estimates * |       |         |       |         |       | Prime-Time Drama (1977-1979) |       |      |       |        |       | Prime-Time Commercials (1977-1979) |       |      |       |        |       |
|-------|-----------------------------|-------|---------|-------|---------|-------|------------------------------|-------|------|-------|--------|-------|------------------------------------|-------|------|-------|--------|-------|
|       | All                         |       | Male    |       | Female  |       | All                          |       | Male |       | Female |       | All                                |       | Male |       | Female |       |
|       | N                           | %     | N       | %     | N       | %     | N                            | %     | N    | %     | N      | %     | N                                  | %     | N    | %     | N      | %     |
| Total | 220,099                     | 100.0 | 107,006 | 100.0 | 113,093 | 100.0 | 3296                         | 100.0 | 2324 | 100.0 | 969    | 100.0 | 5979                               | 100.0 | 3207 | 100.0 | 2732   | 100.0 |
| <5    | 15,649                      | 7.1   | 8,003   | 7.5   | 7,646   | 6.8   | 12                           | 0.4   | 5    | 0.2   | 4      | 0.4   | 121                                | 2.0   | 52   | 1.6   | 31     | 1.1   |
| 5-9   | 16,493                      | 7.5   | 8,424   | 7.9   | 8,069   | 7.1   | 66                           | 2.0   | 42   | 1.8   | 24     | 2.5   | 560                                | 9.4   | 265  | 8.3   | 295    | 10.8  |
| 10-14 | 18,071                      | 8.2   | 9,212   | 8.6   | 8,859   | 7.8   | 133                          | 4.0   | 87   | 3.7   | 46     | 4.7   | 369                                | 6.2   | 214  | 6.7   | 155    | 5.7   |
| 15-19 | 20,862                      | 9.5   | 10,580  | 9.9   | 10,281  | 9.1   | 205                          | 6.2   | 120  | 5.2   | 85     | 8.8   | 242                                | 4.0   | 95   | 3.0   | 147    | 5.4   |
| 20-24 | 20,527                      | 9.3   | 10,254  | 9.6   | 10,273  | 9.1   | 231                          | 7.0   | 107  | 4.6   | 124    | 12.8  | 318                                | 5.3   | 165  | 5.1   | 153    | 5.6   |
| 25-29 | 18,342                      | 8.3   | 9,091   | 8.5   | 9,251   | 8.2   | 473                          | 14.4  | 278  | 12.0  | 195    | 20.1  | 726                                | 12.1  | 228  | 7.1   | 496    | 18.2  |
| 30-34 | 16,521                      | 7.5   | 8,161   | 7.6   | 8,360   | 7.4   | 451                          | 13.7  | 319  | 13.7  | 132    | 13.6  | 1354                               | 22.6  | 586  | 18.3  | 768    | 28.1  |
| 35-39 | 13,571                      | 6.2   | 6,618   | 6.2   | 6,953   | 6.1   | 507                          | 15.4  | 395  | 17.0  | 112    | 11.6  | 981                                | 16.4  | 608  | 19.0  | 373    | 13.7  |
| 40-44 | 11,504                      | 5.2   | 5,595   | 5.2   | 5,909   | 5.2   | 311                          | 9.4   | 249  | 10.7  | 62     | 6.4   | 433                                | 7.2   | 346  | 10.8  | 87     | 3.2   |
| 45-49 | 11,217                      | 5.1   | 5,471   | 5.1   | 5,746   | 5.1   | 346                          | 10.5  | 293  | 12.6  | 53     | 5.5   | 325                                | 5.4   | 256  | 8.0   | 69     | 2.5   |
| 50-54 | 11,734                      | 5.3   | 5,666   | 5.3   | 6,068   | 5.4   | 243                          | 7.4   | 199  | 8.6   | 44     | 4.5   | 214                                | 3.6   | 180  | 5.6   | 34     | 1.2   |
| 55-59 | 11,367                      | 5.2   | 5,428   | 5.1   | 5,939   | 5.2   | 134                          | 4.1   | 103  | 4.4   | 31     | 3.2   | 122                                | 2.0   | 91   | 2.8   | 31     | 1.1   |
| 60-64 | 9,585                       | 4.4   | 4,487   | 4.2   | 5,098   | 4.5   | 97                           | 2.9   | 64   | 2.8   | 33     | 3.4   | 82                                 | 1.4   | 54   | 1.7   | 28     | 1.0   |
| 65-69 | 8,688                       | 3.9   | 3,865   | 3.6   | 4,823   | 4.3   | 47                           | 1.4   | 36   | 1.5   | 11     | 1.1   | 87                                 | 1.5   | 44   | 1.4   | 43     | 1.6   |
| 70-74 | 6,584                       | 3.0   | 2,777   | 2.6   | 3,807   | 3.4   | 21                           | 0.6   | 15   | 0.6   | 6      | 0.6   | 36                                 | 0.6   | 19   | 0.6   | 17     | 0.6   |
| 75-79 | 4,274                       | 1.9   | 1,678   | 1.6   | 2,596   | 2.3   | 8                            | 0.2   | 4    | 0.2   | 4      | 0.4   | 8                                  | 0.1   | 3    | 0.1   | 5      | 0.2   |
| 80+   | 5,112                       | 2.3   | 1,697   | 1.6   | 3,415   | 3.0   | 11                           | 0.3   | 8    | 0.3   | 3      | 0.3   | 1                                  | 0.0   | 1    | 0.0   | 0      | 0.0   |

\* Population Estimates and Projections, Series P-25, No. 870, U.S. Dept. of Commerce, Bureau of the Census, January 1980.

Table 13

Age Distribution of the U.S. Population,  
Weekend-Daytime Drama, and Weekend-Daytime Commercials

|       | U.S. Population Estimates * |       |         |       |         |       | Drama (1977-1979) |       |      |       |        |       | Commercials (1977-1979) |       |      |       |        |       |
|-------|-----------------------------|-------|---------|-------|---------|-------|-------------------|-------|------|-------|--------|-------|-------------------------|-------|------|-------|--------|-------|
|       | All                         |       | Male    |       | Female  |       | All               |       | Male |       | Female |       | All                     |       | Male |       | Female |       |
|       | N                           | %     | N       | %     | N       | %     | N                 | %     | N    | %     | N      | %     | N                       | %     | N    | %     | N      | %     |
| Total | 220,099                     | 100.0 | 107,006 | 100.0 | 113,093 | 100.0 | 996               | 100.0 | 769  | 100.0 | 227    | 100.0 | 1609                    | 100.0 | 1094 | 100.0 | 515    | 100.0 |
| <5    | 15,649                      | 7.1   | 8,003   | 7.5   | 7,646   | 6.8   | 3                 | 0.3   | 1    | 0.1   | 2      | 0.9   | 19                      | 1.2   | 16   | 1.5   | 3      | 0.6   |
| 5-9   | 16,493                      | 7.5   | 8,424   | 7.9   | 8,069   | 7.1   | 18                | 1.8   | 14   | 1.8   | 4      | 1.8   | 676                     | 42.0  | 412  | 37.7  | 264    | 51.3  |
| 10-14 | 18,071                      | 8.2   | 9,212   | 8.6   | 8,859   | 7.8   | 52                | 5.2   | 42   | 5.5   | 10     | 4.4   | 398                     | 24.7  | 279  | 25.5  | 119    | 23.1  |
| 15-19 | 20,862                      | 9.5   | 10,580  | 9.9   | 10,281  | 9.1   | 159               | 16.0  | 93   | 12.1  | 66     | 29.1  | 124                     | 7.7   | 74   | 6.8   | 50     | 9.7   |
| 20-24 | 20,527                      | 9.3   | 10,254  | 9.6   | 10,273  | 9.1   | 57                | 5.7   | 32   | 4.2   | 25     | 11.0  | 26                      | 1.6   | 11   | 1.0   | 15     | 2.9   |
| 25-29 | 18,342                      | 8.3   | 9,091   | 8.5   | 9,251   | 8.2   | 90                | 9.0   | 47   | 6.1   | 43     | 18.9  | 35                      | 2.2   | 27   | 2.5   | 8      | 1.6   |
| 30-34 | 16,521                      | 7.5   | 8,161   | 7.6   | 8,360   | 7.4   | 136               | 13.7  | 111  | 14.4  | 25     | 11.0  | 75                      | 4.7   | 58   | 5.3   | 17     | 3.3   |
| 35-39 | 13,571                      | 6.2   | 6,618   | 6.2   | 6,953   | 6.1   | 149               | 15.0  | 138  | 17.9  | 11     | 4.8   | 111                     | 6.9   | 79   | 7.2   | 32     | 6.2   |
| 40-44 | 11,504                      | 5.2   | 5,595   | 5.2   | 5,909   | 5.2   | 141               | 14.2  | 131  | 17.0  | 10     | 4.4   | 66                      | 4.1   | 64   | 5.9   | 2      | 0.4   |
| 45-49 | 11,217                      | 5.1   | 5,471   | 5.1   | 5,746   | 5.1   | 75                | 7.5   | 66   | 8.6   | 9      | 4.0   | 22                      | 1.4   | 21   | 1.9   | 1      | 0.2   |
| 50-54 | 11,734                      | 5.3   | 5,666   | 5.3   | 6,068   | 5.4   | 47                | 4.7   | 43   | 5.6   | 4      | 1.8   | 26                      | 1.6   | 26   | 2.4   | 0      | 0.0   |
| 55-59 | 11,367                      | 5.2   | 5,428   | 5.1   | 5,939   | 5.2   | 26                | 2.6   | 21   | 2.7   | 5      | 2.2   | 6                       | 0.4   | 6    | 0.5   | 0      | 0.0   |
| 60-64 | 9,585                       | 4.4   | 4,487   | 4.2   | 5,098   | 4.5   | 20                | 2.0   | 16   | 2.1   | 4      | 1.8   | 15                      | 0.9   | 13   | 1.2   | 2      | 0.4   |
| 65-69 | 8,688                       | 3.9   | 3,865   | 3.6   | 4,823   | 4.3   | 17                | 1.7   | 12   | 1.6   | 5      | 2.2   | 3                       | 0.2   | 1    | 0.1   | 2      | 0.4   |
| 70-74 | 6,584                       | 3.0   | 2,777   | 2.6   | 3,807   | 3.4   | 4                 | 0.4   | 2    | 0.3   | 2      | 0.9   | 7                       | 0.4   | 7    | 0.6   | 0      | 0.0   |
| 75-79 | 4,274                       | 1.9   | 1,678   | 1.6   | 2,596   | 2.3   | 1                 | 0.1   | 0    | 0.0   | 1      | 0.4   | 0                       | 0.0   | 0    | 0.0   | 0      | 0.0   |
| 80+   | 5,112                       | 2.3   | 1,697   | 1.6   | 3,415   | 3.0   | 1                 | 0.1   | 0    | 0.0   | 1      | 0.4   | 0                       | 0.0   | 0    | 0.0   | 0      | 0.0   |

\* Population Estimates and Projections, Series P-25, No. 870, U.S. Dept. of Commerce, Bureau of the Census, January 1980.

Table 14

Age Distribution of White and Non-White  
Men and Women in Prime-Time Commercials  
(1977-1979)

|       | All Characters |       |      |       |        |       | White |       |      |       | Non-White |       |     |       |      |       |        |       |
|-------|----------------|-------|------|-------|--------|-------|-------|-------|------|-------|-----------|-------|-----|-------|------|-------|--------|-------|
|       | All            |       | Male |       | Female |       | All   |       | Male |       | Female    |       | All |       | Male |       | Female |       |
|       | N              | %     | N    | %     | N      | %     | N     | %     | N    | %     | N         | %     | N   | %     | N    | %     | N      | %     |
| Total | 5979           | 100.0 | 3207 | 100.0 | 2732   | 100.0 | 5355  | 100.0 | 2840 | 100.0 | 2482      | 100.0 | 614 | 100.0 | 359  | 100.0 | 248    | 100.0 |
| <5    | 121            | 2.0   | 52   | 1.6   | 31     | 1.1   | 108   | 2.0   | 50   | 1.8   | 27        | 1.1   | 13  | 2.1   | 2    | 0.6   | 4      | 1.6   |
| 5-9   | 560            | 9.4   | 265  | 8.3   | 295    | 10.8  | 507   | 9.5   | 237  | 8.3   | 270       | 10.9  | 48  | 7.8   | 23   | 6.4   | 25     | 10.1  |
| 10-14 | 369            | 6.2   | 214  | 6.7   | 155    | 5.7   | 332   | 6.2   | 198  | 7.0   | 134       | 5.4   | 37  | 6.0   | 16   | 4.5   | 21     | 8.5   |
| 15-19 | 242            | 4.0   | 95   | 3.0   | 147    | 5.4   | 205   | 3.8   | 84   | 3.0   | 121       | 4.9   | 37  | 6.0   | 11   | 3.1   | 26     | 10.5  |
| 20-24 | 318            | 5.3   | 165  | 5.1   | 153    | 5.6   | 286   | 5.3   | 148  | 5.2   | 138       | 5.6   | 32  | 5.2   | 17   | 4.7   | 15     | 6.0   |
| 25-29 | 726            | 12.1  | 228  | 7.1   | 496    | 18.2  | 635   | 11.9  | 183  | 6.4   | 450       | 18.1  | 91  | 14.8  | 45   | 12.5  | 46     | 18.5  |
| 30-34 | 1354           | 22.6  | 586  | 18.3  | 768    | 28.1  | 1214  | 22.7  | 510  | 18.0  | 704       | 28.4  | 137 | 22.3  | 74   | 20.6  | 63     | 25.4  |
| 35-39 | 981            | 16.4  | 608  | 19.0  | 373    | 13.7  | 895   | 16.7  | 540  | 19.0  | 355       | 14.3  | 86  | 14.0  | 68   | 18.9  | 18     | 7.3   |
| 40-44 | 433            | 7.2   | 346  | 10.8  | 87     | 3.2   | 380   | 7.1   | 304  | 10.7  | 76        | 3.1   | 53  | 8.6   | 42   | 11.7  | 11     | 4.4   |
| 45-49 | 325            | 5.4   | 256  | 8.0   | 69     | 2.5   | 273   | 5.1   | 220  | 7.7   | 53        | 2.1   | 51  | 8.3   | 36   | 10.0  | 15     | 6.0   |
| 50-54 | 214            | 3.6   | 180  | 5.6   | 34     | 1.2   | 199   | 3.7   | 166  | 5.8   | 33        | 1.3   | 15  | 2.4   | 14   | 3.9   | 1      | 0.4   |
| 55-59 | 122            | 2.0   | 91   | 2.8   | 31     | 1.1   | 110   | 2.1   | 79   | 2.8   | 31        | 1.2   | 11  | 1.8   | 11   | 3.1   | 0      | 0.0   |
| 60-64 | 82             | 1.4   | 54   | 1.7   | 28     | 1.0   | 81    | 1.5   | 54   | 1.9   | 27        | 1.1   | 1   | 0.2   | 0    | 0.0   | 1      | 0.4   |
| 65-69 | 87             | 1.5   | 44   | 1.4   | 43     | 1.6   | 87    | 1.6   | 44   | 1.5   | 43        | 1.7   | 0   | 0.0   | 0    | 0.0   | 0      | 0.0   |
| 70-74 | 36             | 0.6   | 19   | 0.6   | 17     | 0.6   | 36    | 0.7   | 19   | 0.7   | 17        | 0.7   | 0   | 0.0   | 0    | 0.0   | 0      | 0.0   |
| 75-79 | 8              | 0.1   | 3    | 0.1   | 5      | 0.2   | 6     | 0.1   | 3    | 0.1   | 3         | 0.1   | 2   | 0.3   | 0    | 0.0   | 2      | 0.8   |
| 80+   | 1              | 0.0   | 1    | 0.0   | 0      | 0.0   | 1     | 0.0   | 1    | 0.0   | 0         | 0.0   | 0   | 0.0   | 0    | 0.0   | 0      | 0.0   |

Table 15

Age Distribution of White and Non-White  
Characters in Prime-Time Drama  
(1977-1979)

|       | All Characters |       |      |       |        |       | White |       |      |       |        |       | Non-White |       |      |       |        |       |
|-------|----------------|-------|------|-------|--------|-------|-------|-------|------|-------|--------|-------|-----------|-------|------|-------|--------|-------|
|       | All            |       | Male |       | Female |       | All   |       | Male |       | Female |       | All       |       | Male |       | Female |       |
|       | N              | %     | N    | %     | N      | %     | N     | %     | N    | %     | N      | %     | N         | %     | N    | %     | N      | %     |
| Total | 3296           | 100.0 | 2324 | 100.0 | 969    | 100.0 | 2863  | 100.0 | 2007 | 100.0 | 854    | 100.0 | 431       | 100.0 | 315  | 100.0 | 115    | 100.0 |
| <5    | 12             | 0.4   | 5    | 0.2   | 4      | 0.4   | 9     | 0.3   | 3    | 0.1   | 4      | 0.5   | 3         | 0.7   | 2    | 0.6   | 0      | 0.0   |
| 5-9   | 66             | 2.0   | 42   | 1.8   | 24     | 2.5   | 47    | 1.6   | 30   | 1.5   | 17     | 2.0   | 19        | 4.4   | 12   | 3.8   | 7      | 6.1   |
| 10-14 | 133            | 4.0   | 87   | 3.7   | 46     | 4.7   | 102   | 3.6   | 60   | 3.0   | 42     | 4.9   | 30        | 7.0   | 26   | 8.3   | 4      | 3.5   |
| 15-19 | 205            | 6.2   | 120  | 5.2   | 85     | 8.8   | 169   | 5.9   | 93   | 4.6   | 76     | 8.9   | 36        | 8.4   | 27   | 8.6   | 9      | 7.8   |
| 20-24 | 231            | 7.0   | 107  | 4.6   | 124    | 12.8  | 197   | 6.9   | 92   | 4.6   | 105    | 12.3  | 34        | 7.9   | 15   | 4.8   | 19     | 16.5  |
| 25-29 | 473            | 14.4  | 278  | 12.0  | 195    | 20.1  | 405   | 14.1  | 229  | 11.4  | 176    | 20.6  | 68        | 15.8  | 49   | 15.6  | 19     | 16.5  |
| 30-34 | 451            | 13.7  | 319  | 13.7  | 132    | 13.6  | 380   | 13.3  | 265  | 13.2  | 115    | 13.5  | 71        | 16.5  | 54   | 17.1  | 17     | 14.8  |
| 35-39 | 507            | 15.4  | 395  | 17.0  | 112    | 11.6  | 437   | 15.3  | 338  | 16.8  | 99     | 11.6  | 70        | 16.2  | 57   | 18.1  | 13     | 11.3  |
| 40-44 | 311            | 9.4   | 249  | 10.7  | 62     | 6.4   | 280   | 9.8   | 222  | 11.1  | 58     | 6.8   | 31        | 7.2   | 27   | 8.6   | 4      | 3.5   |
| 45-49 | 346            | 10.5  | 293  | 12.6  | 53     | 5.5   | 309   | 10.8  | 268  | 13.4  | 41     | 4.8   | 36        | 8.4   | 24   | 7.6   | 12     | 10.4  |
| 50-54 | 243            | 7.4   | 199  | 8.6   | 44     | 4.5   | 229   | 8.0   | 189  | 9.4   | 40     | 4.7   | 14        | 3.2   | 10   | 3.2   | 4      | 3.5   |
| 55-59 | 134            | 4.1   | 103  | 4.4   | 31     | 3.2   | 127   | 4.4   | 97   | 4.8   | 30     | 3.5   | 7         | 1.6   | 6    | 1.9   | 1      | 0.9   |
| 60-64 | 97             | 2.9   | 64   | 2.8   | 33     | 3.4   | 94    | 3.3   | 63   | 3.1   | 31     | 3.6   | 3         | 0.7   | 1    | 0.3   | 2      | 1.7   |
| 65-69 | 47             | 1.4   | 36   | 1.5   | 11     | 1.1   | 43    | 1.5   | 35   | 1.7   | 8      | 0.9   | 4         | 0.9   | 1    | 0.3   | 3      | 2.6   |
| 70-74 | 21             | 0.6   | 15   | 0.6   | 6      | 0.6   | 18    | 0.6   | 13   | 0.6   | 5      | 0.6   | 3         | 0.7   | 2    | 0.6   | 1      | 0.9   |
| 75-79 | 8              | 0.2   | 4    | 0.2   | 4      | 0.4   | 7     | 0.2   | 3    | 0.1   | 4      | 0.9   | 1         | 0.2   | 1    | 0.3   | 0      | 0.0   |
| 80+   | 11             | 0.3   | 8    | 0.3   | 3      | 0.3   | 10    | 0.3   | 7    | 0.3   | 3      | 0.4   | 1         | 0.2   | 1    | 0.3   | 0      | 0.0   |



Table 17

Age Distribution of White and Non-White  
Characters in Weekend-Daytime Dramatic Programs  
(1977-1979)

|       | All Characters |       |      |       |        |       | White |       |      |       |        |       | Non-White |       |      |       |        |       |
|-------|----------------|-------|------|-------|--------|-------|-------|-------|------|-------|--------|-------|-----------|-------|------|-------|--------|-------|
|       | All            |       | Male |       | Female |       | All   |       | Male |       | Female |       | All       |       | Male |       | Female |       |
|       | N              | %     | N    | %     | N      | %     | N     | %     | N    | %     | N      | %     | N         | %     | N    | %     | N      | %     |
| Total | 996            | 100.0 | 769  | 100.0 | 227    | 100.0 | 866   | 100.0 | 665  | 100.0 | 201    | 100.0 | 118       | 100.0 | 97   | 100.0 | 21     | 100.0 |
| <5    | 3              | 0.3   | 1    | 0.1   | 2      | 0.9   | 2     | 0.2   | 1    | 0.2   | 1      | 0.5   | 0         | 0.0   | 0    | 0.0   | 0      | 0.0   |
| 5-9   | 18             | 1.8   | 14   | 1.8   | 4      | 1.8   | 17    | 2.0   | 14   | 2.1   | 3      | 1.5   | 1         | 0.8   | 0    | 0.0   | 1      | 4.8   |
| 10-14 | 52             | 5.2   | 42   | 5.5   | 10     | 4.4   | 25    | 2.9   | 18   | 2.7   | 7      | 3.5   | 27        | 22.9  | 24   | 24.7  | 3      | 14.3  |
| 15-19 | 159            | 16.0  | 93   | 12.1  | 66     | 29.1  | 133   | 15.4  | 74   | 11.1  | 59     | 29.4  | 23        | 19.5  | 17   | 17.5  | 6      | 28.6  |
| 20-24 | 57             | 5.7   | 32   | 4.2   | 25     | 11.0  | 53    | 6.1   | 29   | 4.4   | 24     | 11.9  | 4         | 3.4   | 3    | 3.1   | 1      | 4.8   |
| 25-29 | 90             | 9.0   | 47   | 6.1   | 43     | 18.9  | 80    | 9.2   | 43   | 6.5   | 37     | 18.4  | 9         | 7.6   | 4    | 4.1   | 5      | 23.8  |
| 30-34 | 136            | 13.7  | 111  | 14.4  | 25     | 11.0  | 107   | 12.4  | 87   | 13.1  | 20     | 10.0  | 23        | 19.5  | 20   | 20.6  | 3      | 14.3  |
| 35-39 | 149            | 15.0  | 138  | 17.9  | 11     | 4.8   | 135   | 15.6  | 124  | 18.6  | 11     | 5.5   | 14        | 11.9  | 14   | 14.4  | 0      | 0.0   |
| 40-44 | 141            | 14.2  | 131  | 17.0  | 10     | 4.4   | 127   | 14.7  | 119  | 17.9  | 8      | 4.0   | 13        | 11.0  | 11   | 11.3  | 2      | 9.5   |
| 45-49 | 75             | 7.5   | 66   | 8.6   | 9      | 4.0   | 72    | 8.3   | 63   | 9.5   | 9      | 4.5   | 3         | 2.5   | 3    | 3.1   | 0      | 0.0   |
| 50-54 | 47             | 4.7   | 43   | 5.6   | 4      | 1.8   | 46    | 5.3   | 42   | 6.3   | 4      | 2.0   | 1         | 0.8   | 1    | 1.0   | 0      | 0.0   |
| 55-59 | 26             | 2.6   | 21   | 2.7   | 5      | 2.2   | 26    | 3.0   | 21   | 3.2   | 5      | 2.5   | 0         | 0.0   | 0    | 0.0   | 0      | 0.0   |
| 60-64 | 20             | 2.0   | 16   | 2.1   | 4      | 1.8   | 20    | 2.3   | 16   | 2.4   | 4      | 2.0   | 0         | 0.0   | 0    | 0.0   | 0      | 0.0   |
| 65-69 | 17             | 1.7   | 12   | 1.6   | 5      | 2.2   | 17    | 2.0   | 12   | 1.8   | 5      | 2.5   | 0         | 0.0   | 0    | 0.0   | 0      | 0.0   |
| 70-74 | 4              | 0.4   | 2    | 0.3   | 2      | 0.9   | 4     | 0.5   | 2    | 0.3   | 2      | 1.0   | 0         | 0.0   | 0    | 0.0   | 0      | 0.0   |
| 75-79 | 1              | 0.1   | 0    | 0.0   | 1      | 0.4   | 1     | 0.1   | 0    | 0.0   | 1      | 0.5   | 0         | 0.0   | 0    | 0.0   | 0      | 0.0   |
| 80+   | 1              | 0.1   | 0    | 0.0   | 1      | 0.4   | 1     | 0.1   | 0    | 0.0   | 1      | 0.5   | 0         | 0.0   | 0    | 0.0   | 0      | 0.0   |

Table 18

Social Age for Characters in Commercials  
(1977-1979)

|                       | Prime-Time |       |      |       |        |       | News |       |      |       |        |       | Weekend-Daytime |       |      |       |        |       | All Commercials |       |      |       |        |       |
|-----------------------|------------|-------|------|-------|--------|-------|------|-------|------|-------|--------|-------|-----------------|-------|------|-------|--------|-------|-----------------|-------|------|-------|--------|-------|
|                       | All        |       | Male |       | Female |       | All  |       | Male |       | Female |       | All             |       | Male |       | Female |       | All             |       | Male |       | Female |       |
|                       | N          | %     | N    | %     | N      | %     | N    | %     | N    | %     | N      | %     | N               | %     | N    | %     | N      | %     | N               | %     | N    | %     | N      | %     |
| <u>Major</u>          | 1872       | 100.0 | 1001 | 100.0 | 870    | 100.0 | 114  | 100.0 | 61   | 100.0 | 51     | 100.0 | 546             | 100.0 | 390  | 100.0 | 143    | 100.0 | 2532            | 100.0 | 1452 | 100.0 | 1064   | 100.0 |
| Children/Adolescents  | 169        | 9.0   | 105  | 10.5  | 64     | 7.4   | 3    | 2.6   | 3    | 4.9   | 0      | 0.0   | 328             | 60.1  | 212  | 54.4  | 116    | 81.1  | 500             | 19.7  | 320  | 22.0  | 180    | 16.9  |
| Young Adults          | 212        | 11.3  | 73   | 7.3   | 139    | 16.0  | 23   | 20.2  | 8    | 13.1  | 15     | 29.4  | 28              | 5.1   | 20   | 5.1   | 8      | 5.6   | 263             | 10.4  | 101  | 7.0   | 162    | 15.2  |
| Settled Adults        | 1379       | 73.7  | 751  | 75.0  | 628    | 72.2  | 82   | 71.9  | 46   | 75.4  | 36     | 70.6  | 134             | 24.5  | 120  | 30.8  | 14     | 9.8   | 1595            | 63.0  | 917  | 63.2  | 678    | 63.7  |
| Older Adults          | 81         | 4.3   | 48   | 4.8   | 33     | 3.8   | 3    | 2.6   | 3    | 4.9   | 0      | 0.0   | 11              | 2.0   | 11   | 2.8   | 0      | 0.0   | 95              | 3.8   | 62   | 4.3   | 33     | 3.1   |
| <u>Minor</u>          | 1772       | 100.0 | 925  | 100.0 | 831    | 100.0 | 68   | 100.0 | 38   | 100.0 | 30     | 100.0 | 580             | 100.0 | 390  | 100.0 | 163    | 100.0 | 2420            | 100.0 | 1353 | 100.0 | 1024   | 100.0 |
| Children/Adolescents  | 382        | 21.6  | 183  | 19.8  | 199    | 23.9  | 6    | 8.8   | 4    | 10.5  | 2      | 6.7   | 386             | 66.6  | 238  | 61.0  | 145    | 89.0  | 774             | 32.0  | 425  | 31.4  | 346    | 33.8  |
| Young Adults          | 260        | 14.7  | 101  | 10.9  | 157    | 18.9  | 7    | 10.3  | 3    | 7.9   | 4      | 13.3  | 10              | 1.7   | 4    | 1.0   | 6      | 3.7   | 277             | 11.4  | 108  | 8.0   | 167    | 16.3  |
| Settled Adults        | 1037       | 58.5  | 579  | 62.6  | 456    | 54.9  | 54   | 79.4  | 31   | 81.6  | 23     | 76.7  | 124             | 21.4  | 116  | 29.7  | 8      | 4.9   | 1215            | 50.2  | 726  | 53.7  | 487    | 47.6  |
| Older Adults          | 40         | 2.3   | 24   | 2.6   | 16     | 1.9   | 1    | 1.5   | 0    | 0.0   | 1      | 3.3   | 6               | 1.0   | 2    | 0.5   | 4      | 2.5   | 47              | 1.9   | 26   | 1.9   | 21     | 2.1   |
| <u>Walk-on</u>        | 2561       | 100.0 | 1431 | 100.0 | 1060   | 100.0 | 89   | 100.0 | 56   | 100.0 | 33     | 100.0 | 699             | 100.0 | 421  | 100.0 | 216    | 100.0 | 3349            | 100.0 | 1908 | 100.0 | 1309   | 100.0 |
| Children/Adolescents  | 670        | 26.2  | 313  | 21.9  | 319    | 30.1  | 13   | 14.6  | 9    | 16.1  | 4      | 12.1  | 505             | 72.2  | 339  | 80.5  | 166    | 76.9  | 1188            | 35.5  | 661  | 34.6  | 489    | 37.4  |
| Young Adults          | 326        | 12.7  | 179  | 12.5  | 145    | 13.7  | 21   | 23.6  | 14   | 25.0  | 7      | 21.2  | 31              | 4.4   | 16   | 3.8   | 15     | 6.9   | 378             | 11.3  | 209  | 11.0  | 167    | 12.8  |
| Settled Adults        | 1457       | 56.9  | 901  | 63.0  | 554    | 52.3  | 53   | 59.6  | 32   | 57.1  | 21     | 63.6  | 87              | 12.4  | 52   | 12.4  | 34     | 15.7  | 1597            | 47.7  | 985  | 51.6  | 609    | 46.5  |
| Older Adults          | 67         | 2.6   | 27   | 1.9   | 40     | 3.8   | 2    | 2.2   | 1    | 1.8   | 1      | 3.0   | 6               | 0.9   | 6    | 1.4   | 0      | 0.0   | 75              | 2.2   | 34   | 1.8   | 41     | 3.1   |
| <u>All Characters</u> | 6205       | 100.0 | 3357 | 100.0 | 2761   | 100.0 | 271  | 100.0 | 155  | 100.0 | 114    | 100.0 | 1825            | 100.0 | 1201 | 100.0 | 522    | 100.0 | 8301            | 100.0 | 4713 | 100.0 | 3397   | 100.0 |
| Children/Adolescents  | 1221       | 19.7  | 601  | 17.9  | 582    | 21.1  | 22   | 8.1   | 16   | 10.3  | 6      | 5.3   | 1219            | 66.8  | 789  | 65.7  | 427    | 81.8  | 2462            | 29.7  | 1406 | 29.8  | 1015   | 29.9  |
| Young Adults          | 798        | 12.9  | 353  | 10.5  | 441    | 16.0  | 51   | 18.8  | 25   | 16.1  | 26     | 22.8  | 69              | 3.8   | 40   | 3.3   | 29     | 5.6   | 918             | 11.1  | 418  | 8.9   | 496    | 14.6  |
| Settled Adults        | 3873       | 62.4  | 2231 | 66.5  | 1638   | 59.3  | 189  | 69.7  | 109  | 70.3  | 80     | 70.2  | 345             | 18.9  | 288  | 24.0  | 56     | 10.7  | 4407            | 53.1  | 2628 | 55.8  | 1774   | 52.2  |
| Older Adults          | 188        | 3.0   | 99   | 2.9   | 89     | 3.2   | 6    | 2.2   | 4    | 2.6   | 2      | 1.8   | 23              | 1.3   | 19   | 1.6   | 4      | 0.8   | 217             | 2.6   | 122  | 2.6   | 95     | 2.8   |

Table 19

Social Age of Characters in Dramatic Programming  
(1977-1979)

|                         | Prime-Time |       |      |       |        |       | Weekend-Daytime |       |      |       |        |       | All Programs |       |      |       |        |       |
|-------------------------|------------|-------|------|-------|--------|-------|-----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|
|                         | All        |       | Male |       | Female |       | All             |       | Male |       | Female |       | All          |       | Male |       | Female |       |
|                         | N          | %     | N    | %     | N      | %     | N               | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     |
| <u>Major Characters</u> | 619        | 100.0 | 416  | 100.0 | 201    | 100.0 | 415             | 100.0 | 324  | 100.0 | 67     | 100.0 | 1034         | 100.0 | 740  | 100.0 | 268    | 100.0 |
| Children/Adolescents    | 57         | 9.2   | 41   | 9.9   | 16     | 8.0   | 45              | 10.8  | 36   | 11.1  | 8      | 11.9  | 102          | 9.9   | 77   | 10.4  | 24     | 9.0   |
| Young Adults            | 121        | 19.5  | 67   | 16.1  | 54     | 26.9  | 71              | 17.1  | 46   | 14.2  | 25     | 37.3  | 192          | 18.6  | 113  | 15.3  | 79     | 29.5  |
| Settled Adults          | 401        | 64.8  | 281  | 67.5  | 120    | 59.7  | 196             | 47.2  | 164  | 50.6  | 31     | 46.3  | 597          | 57.7  | 445  | 60.1  | 151    | 56.3  |
| Older Adults            | 16         | 2.6   | 12   | 2.9   | 4      | 2.0   | 9               | 2.2   | 9    | 2.8   | 0      | 0.0   | 25           | 2.4   | 21   | 2.8   | 4      | 1.5   |
| <u>Minor Characters</u> | 2763       | 100.0 | 1971 | 100.0 | 783    | 100.0 | 1012            | 100.0 | 752  | 100.0 | 186    | 100.0 | 3775         | 100.0 | 2723 | 100.0 | 969    | 100.0 |
| Children/Adolescents    | 275        | 10.0  | 169  | 8.6   | 103    | 13.2  | 129             | 12.7  | 93   | 12.4  | 34     | 18.3  | 404          | 10.7  | 262  | 9.6   | 137    | 14.1  |
| Young Adults            | 369        | 13.4  | 221  | 11.2  | 148    | 18.9  | 121             | 12.0  | 64   | 8.5   | 57     | 30.6  | 490          | 13.0  | 285  | 10.5  | 205    | 21.2  |
| Settled Adults          | 1983       | 71.8  | 1491 | 75.6  | 492    | 62.8  | 551             | 54.4  | 466  | 62.0  | 74     | 39.8  | 2534         | 67.1  | 1957 | 71.9  | 566    | 58.4  |
| Older Adults            | 88         | 3.2   | 55   | 2.8   | 33     | 4.2   | 28              | 2.8   | 16   | 2.1   | 12     | 6.5   | 116          | 3.1   | 71   | 2.6   | 45     | 4.6   |
| <u>All Characters</u>   | 3382       | 100.0 | 2387 | 100.0 | 984    | 100.0 | 1427            | 100.0 | 1076 | 100.0 | 253    | 100.0 | 4809         | 100.0 | 3463 | 100.0 | 1237   | 100.0 |
| Children/Adolescents    | 332        | 9.8   | 210  | 8.8   | 119    | 12.1  | 174             | 12.2  | 129  | 12.0  | 42     | 16.6  | 506          | 10.5  | 339  | 9.8   | 161    | 13.0  |
| Young Adults            | 490        | 14.5  | 288  | 12.1  | 202    | 20.5  | 192             | 13.5  | 110  | 10.2  | 82     | 32.4  | 682          | 14.2  | 398  | 11.5  | 284    | 23.0  |
| Settled Adults          | 2384       | 70.5  | 1772 | 74.2  | 612    | 62.2  | 747             | 52.3  | 630  | 58.6  | 105    | 41.5  | 3131         | 65.1  | 2402 | 69.4  | 717    | 58.0  |
| Older Adults            | 104        | 3.1   | 67   | 2.8   | 37     | 3.8   | 37              | 2.6   | 25   | 2.3   | 12     | 4.7   | 141          | 2.9   | 92   | 2.7   | 49     | 4.0   |

Table 20

Trends in Social Age Portrayals in Commercials  
(1977-1979)

|                        | 1977 |       |      |       |        |     | 1978  |        |      |       |        |       | 1979   |       |       |        |        |       | Total |       |        |      |        |        |      |       |      |       |        |      |       |        |
|------------------------|------|-------|------|-------|--------|-----|-------|--------|------|-------|--------|-------|--------|-------|-------|--------|--------|-------|-------|-------|--------|------|--------|--------|------|-------|------|-------|--------|------|-------|--------|
|                        | All  |       | Male |       | Female |     | All   |        | Male |       | Female |       | All    |       | Male  |        | Female |       | All   |       | Male   |      | Female |        |      |       |      |       |        |      |       |        |
|                        | N    | %     | N    | %     | Row %  | N   | %     | Row %  | N    | %     | Row %  | N     | %      | Row % | N     | %      | Row %  | N     | %     | Row % | N      | %    | Row %  |        |      |       |      |       |        |      |       |        |
| <u>Prime-Time</u>      | 1619 | 100.0 | 867  | 100.0 | (53.6) | 742 | 100.0 | (45.8) | 2129 | 100.0 | 1112   | 100.0 | (52.2) | 972   | 100.0 | (45.7) | 2457   | 100.0 | 1378  | 100.0 | (56.1) | 1047 | 100.0  | (42.6) | 6205 | 100.0 | 3357 | 100.0 | (54.1) | 2761 | 100.0 | (44.5) |
| Children/Adolescents   | 319  | 19.7  | 189  | 21.8  | (59.2) | 123 | 16.6  | (38.6) | 367  | 17.2  | 169    | 15.2  | (46.0) | 172   | 17.7  | (46.9) | 535    | 21.8  | 243   | 17.6  | (45.4) | 287  | 27.4   | (53.6) | 1221 | 19.7  | 601  | 17.9  | (49.2) | 582  | 21.1  | (47.7) |
| Young Adults           | 166  | 10.3  | 76   | 8.8   | (45.8) | 90  | 12.1  | (54.2) | 269  | 12.6  | 96     | 8.6   | (35.7) | 171   | 17.6  | (63.6) | 363    | 14.8  | 181   | 13.1  | (49.9) | 180  | 17.2   | (49.6) | 798  | 12.9  | 353  | 10.5  | (44.2) | 441  | 16.0  | (55.3) |
| Settled Adults         | 1055 | 65.2  | 556  | 64.1  | (52.7) | 499 | 67.3  | (47.3) | 1374 | 64.5  | 785    | 70.6  | (57.1) | 587   | 60.4  | (42.7) | 1444   | 58.8  | 890   | 64.6  | (61.6) | 552  | 52.7   | (38.2) | 3873 | 62.4  | 2231 | 66.5  | (57.6) | 1638 | 59.3  | (42.3) |
| Older Adults           | 55   | 3.4   | 29   | 3.3   | (52.7) | 26  | 3.5   | (47.3) | 66   | 3.1   | 28     | 2.5   | (42.4) | 38    | 3.9   | (57.6) | 67     | 2.7   | 42    | 3.0   | (62.7) | 25   | 2.4    | (37.3) | 188  | 3.0   | 99   | 2.9   | (52.7) | 89   | 3.2   | (47.3) |
| <u>Weekend-Daytime</u> | 766  | 100.0 | 463  | 100.0 | (60.4) | 244 | 100.0 | (31.9) | 689  | 100.0 | 470    | 100.0 | (68.2) | 203   | 100.0 | (29.5) | 370    | 100.0 | 268   | 100.0 | (72.4) | 75   | 100.0  | (20.3) | 1825 | 100.0 | 1201 | 100.0 | (65.8) | 522  | 100.0 | (28.6) |
| Children/Adolescents   | 485  | 63.3  | 285  | 61.6  | (58.8) | 200 | 82.0  | (41.2) | 490  | 71.1  | 318    | 67.7  | (64.9) | 169   | 83.3  | (34.5) | 244    | 65.9  | 186   | 69.4  | (76.2) | 58   | 77.3   | (23.8) | 1219 | 66.8  | 789  | 65.7  | (64.7) | 427  | 81.8  | (35.0) |
| Young Adults           | 28   | 3.7   | 15   | 3.2   | (53.6) | 13  | 5.3   | (46.4) | 32   | 4.6   | 20     | 4.3   | (62.5) | 12    | 5.9   | (37.5) | 9      | 2.4   | 5     | 1.9   | (55.6) | 4    | 5.3    | (44.4) | 69   | 3.8   | 40   | 3.3   | (58.0) | 29   | 5.6   | (42.0) |
| Settled Adults         | 148  | 19.3  | 120  | 25.9  | (81.1) | 27  | 11.1  | (18.2) | 125  | 18.1  | 107    | 22.8  | (85.6) | 18    | 8.9   | (14.4) | 72     | 19.5  | 61    | 22.8  | (84.7) | 11   | 14.7   | (15.3) | 345  | 18.9  | 288  | 24.0  | (83.5) | 56   | 10.7  | (16.2) |
| Older Adults           | 15   | 2.0   | 12   | 2.6   | (80.0) | 3   | 1.2   | (20.0) | 0    | 0.0   | 0      | 0.0   | (0.0)  | 0     | 0.0   | (0.0)  | 8      | 2.2   | 7     | 2.6   | (87.5) | 1    | 1.3    | (12.5) | 23   | 1.3   | 19   | 1.6   | (82.6) | 4    | 0.8   | (17.4) |
| <u>All Commercials</u> | 2385 | 100.0 | 1330 | 100.0 | (55.8) | 986 | 100.0 | (41.3) | 2818 | 100.0 | 1582   | 100.0 | (56.1) | 1175  | 100.0 | (41.7) | 3098   | 100.0 | 1801  | 100.0 | (58.1) | 1236 | 100.0  | (39.9) | 8301 | 100.0 | 4713 | 100.0 | (56.8) | 3397 | 100.0 | (40.9) |
| Children/Adolescents   | 804  | 33.7  | 474  | 35.6  | (59.0) | 323 | 32.8  | (40.2) | 857  | 30.4  | 487    | 30.8  | (56.8) | 341   | 29.0  | (39.8) | 801    | 25.9  | 445   | 24.7  | (55.6) | 351  | 28.4   | (43.8) | 2462 | 29.7  | 1406 | 29.8  | (57.1) | 1015 | 29.9  | (41.2) |
| Young Adults           | 194  | 8.1   | 91   | 6.8   | (46.9) | 103 | 10.4  | (53.1) | 301  | 10.7  | 116    | 7.3   | (38.5) | 183   | 15.6  | (60.8) | 423    | 13.7  | 211   | 11.7  | (49.9) | 210  | 17.0   | (49.6) | 918  | 11.1  | 418  | 8.9   | (45.5) | 496  | 14.6  | (54.0) |
| Settled Adults         | 1203 | 50.4  | 676  | 50.8  | (56.2) | 526 | 53.3  | (43.7) | 1499 | 53.2  | 892    | 56.4  | (59.5) | 605   | 51.5  | (40.4) | 1705   | 55.0  | 1060  | 58.9  | (62.2) | 643  | 52.0   | (37.7) | 4407 | 53.1  | 2628 | 55.8  | (59.6) | 1774 | 52.2  | (40.3) |
| Older Adults           | 70   | 2.9   | 41   | 3.1   | (58.6) | 29  | 2.9   | (41.4) | 66   | 2.3   | 28     | 1.8   | (42.4) | 38    | 3.2   | (57.6) | 81     | 2.6   | 53    | 2.9   | (65.4) | 28   | 2.3    | (34.6) | 217  | 2.6   | 122  | 2.6   | (58.2) | 95   | 2.8   | (43.8) |

Table 21

Social Age and Race of Characters in Commercials  
(1977-1979)

|                        | Child-Adolescent |       |      |       |        |       | Young Adult |       |      |       |        |       | Settled Adult |       |      |       |        |       | Older Adult |       |      |       |        |       | All Characters |       |      |       |        |       |
|------------------------|------------------|-------|------|-------|--------|-------|-------------|-------|------|-------|--------|-------|---------------|-------|------|-------|--------|-------|-------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|
|                        | All              |       | Male |       | Female |       | All         |       | Male |       | Female |       | All           |       | Male |       | Female |       | All         |       | Male |       | Female |       | All            |       | Male |       | Female |       |
|                        | N                | %     | N    | %     | N      | %     | N           | %     | N    | %     | N      | %     | N             | %     | N    | %     | N      | %     | N           | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     |
| <u>Prime-Time</u>      | 1221             | 100.0 | 601  | 100.0 | 582    | 100.0 | 798         | 100.0 | 353  | 100.0 | 441    | 100.0 | 3873          | 100.0 | 2231 | 100.0 | 1638   | 100.0 | 188         | 100.0 | 99   | 100.0 | 89     | 100.0 | 6205           | 100.0 | 3357 | 100.0 | 2761   | 100.0 |
| White                  | 1085             | 88.9  | 542  | 90.2  | 512    | 88.0  | 689         | 86.3  | 293  | 83.0  | 394    | 89.3  | 3428          | 88.5  | 1927 | 86.4  | 1500   | 91.6  | 184         | 97.9  | 98   | 99.0  | 86     | 96.6  | 5401           | 87.0  | 2866 | 85.4  | 2499   | 90.5  |
| Black                  | 104              | 8.5   | 42   | 7.0   | 55     | 9.5   | 72          | 9.0   | 33   | 9.3   | 39     | 8.8   | 317           | 8.2   | 204  | 9.1   | 113    | 6.9   | 3           | 1.6   | 1    | 1.0   | 2      | 2.2   | 496            | 8.0   | 280  | 8.3   | 209    | 7.6   |
| Hispanic               | 5                | 0.4   | 3    | 0.5   | 2      | 0.3   | 1           | 0.1   | 1    | 0.3   | 0      | 0.0   | 19            | 0.5   | 17   | 0.8   | 2      | 0.1   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 25             | 0.4   | 21   | 0.6   | 4      | 0.1   |
| Other                  | 19               | 1.6   | 6    | 1.0   | 13     | 2.2   | 14          | 1.8   | 9    | 2.5   | 5      | 1.1   | 61            | 1.6   | 44   | 2.0   | 17     | 1.0   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 94             | 1.5   | 59   | 1.8   | 35     | 1.3   |
| Cannot Code            | 8                | 0.7   | 8    | 1.3   | 0      | 0.0   | 22          | 2.8   | 17   | 4.8   | 3      | 0.7   | 48            | 1.2   | 39   | 1.7   | 6      | 0.4   | 1           | 0.5   | 0    | 0.0   | 1      | 1.1   | 189            | 3.0   | 131  | 3.9   | 14     | 0.5   |
| <u>Weekend-Daytime</u> | 1219             | 100.0 | 789  | 100.0 | 427    | 100.0 | 69          | 100.0 | 40   | 100.0 | 29     | 100.0 | 345           | 100.0 | 288  | 100.0 | 56     | 100.0 | 23          | 100.0 | 19   | 100.0 | 4      | 100.0 | 1825           | 100.0 | 1201 | 100.0 | 522    | 100.0 |
| White                  | 1068             | 87.6  | 677  | 85.8  | 391    | 91.6  | 58          | 84.1  | 31   | 77.5  | 27     | 93.1  | 318           | 92.2  | 263  | 91.3  | 55     | 98.2  | 21          | 91.3  | 18   | 94.7  | 3      | 75.0  | 1474           | 80.8  | 995  | 82.8  | 477    | 91.4  |
| Black                  | 125              | 10.3  | 103  | 13.1  | 22     | 5.2   | 5           | 7.2   | 4    | 10.0  | 1      | 3.4   | 4             | 1.2   | 4    | 1.4   | 0      | 0.0   | 2           | 8.7   | 1    | 5.3   | 1      | 25.0  | 136            | 7.5   | 112  | 9.3   | 24     | 4.6   |
| Hispanic               | 2                | 0.2   | 2    | 0.3   | 0      | 0.0   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 0             | 0.0   | 0    | 0.0   | 0      | 0.0   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 2              | 0.1   | 2    | 0.2   | 0      | 0.0   |
| Other                  | 13               | 1.1   | 0    | 0.0   | 13     | 3.0   | 1           | 1.4   | 0    | 0.0   | 1      | 3.4   | 2             | 0.6   | 2    | 0.7   | 0      | 0.0   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 16             | 0.9   | 2    | 0.2   | 14     | 2.7   |
| Cannot Code            | 11               | 0.9   | 7    | 0.9   | 1      | 0.2   | 5           | 7.2   | 5    | 12.5  | 0      | 0.0   | 21            | 6.1   | 19   | 6.6   | 1      | 1.8   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 197            | 10.8  | 90   | 7.5   | 7      | 1.3   |
| <u>All Commercials</u> | 2462             | 100.0 | 1406 | 100.0 | 1015   | 100.0 | 918         | 100.0 | 418  | 100.0 | 496    | 100.0 | 4407          | 100.0 | 2628 | 100.0 | 1774   | 100.0 | 217         | 100.0 | 122  | 100.0 | 95     | 100.0 | 8301           | 100.0 | 4713 | 100.0 | 3397   | 100.0 |
| White                  | 2174             | 88.3  | 1235 | 87.8  | 908    | 89.5  | 794         | 86.5  | 346  | 82.8  | 446    | 89.9  | 3918          | 88.9  | 2289 | 87.1  | 1628   | 91.8  | 211         | 97.2  | 120  | 98.4  | 91     | 95.8  | 7121           | 85.8  | 4002 | 84.9  | 3081   | 90.7  |
| Black                  | 230              | 9.3   | 145  | 10.3  | 78     | 7.7   | 81          | 8.8   | 40   | 9.6   | 41     | 8.3   | 336           | 7.6   | 216  | 8.2   | 120    | 6.8   | 5           | 2.3   | 2    | 1.6   | 3      | 3.2   | 652            | 7.9   | 403  | 8.6   | 242    | 7.1   |
| Hispanic               | 7                | 0.3   | 5    | 0.4   | 2      | 0.2   | 1           | 0.1   | 1    | 0.2   | 0      | 0.0   | 19            | 0.4   | 17   | 0.6   | 2      | 0.1   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 27             | 0.3   | 23   | 0.5   | 4      | 0.1   |
| Other                  | 32               | 1.3   | 6    | 0.4   | 26     | 2.6   | 15          | 1.6   | 9    | 2.2   | 6      | 1.2   | 64            | 1.5   | 47   | 1.8   | 17     | 1.0   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 111            | 1.3   | 62   | 1.3   | 49     | 1.4   |
| Cannot Code            | 19               | 0.8   | 15   | 1.1   | 1      | 0.1   | 27          | 2.9   | 22   | 5.3   | 3      | 0.6   | 70            | 1.6   | 59   | 2.2   | 7      | 0.4   | 1           | 0.5   | 0    | 0.0   | 1      | 1.1   | 390            | 4.7   | 223  | 4.7   | 21     | 0.6   |

Table 22

Social Age and Race of Characters in Dramatic Programming  
(1977-1979)

|                        | Child-Adolescent |       |      |       |        |       | Young Adult |       |      |       |        |       | Settled Adult |       |      |       |        |       | Older Adult |       |      |       |        |       | All Characters |       |      |       |        |       |   |   |  |  |  |  |
|------------------------|------------------|-------|------|-------|--------|-------|-------------|-------|------|-------|--------|-------|---------------|-------|------|-------|--------|-------|-------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|---|---|--|--|--|--|
|                        | All              |       | Male |       | Female |       | All         |       | Male |       | Female |       | All           |       | Male |       | Female |       | All         |       | Male |       | Female |       | All            |       | Male |       | Female |       |   |   |  |  |  |  |
|                        | N                | %     | N    | %     | N      | %     | N           | %     | N    | %     | N      | %     | N             | %     | N    | %     | N      | %     | N           | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N | % |  |  |  |  |
| <u>Prime Time</u>      | 332              | 100.0 | 210  | 100.0 | 119    | 100.0 | 490         | 100.0 | 288  | 100.0 | 202    | 100.0 | 2384          | 100.0 | 1772 | 100.0 | 612    | 100.0 | 104         | 100.0 | 67   | 100.0 | 37     | 100.0 | 3382           | 100.0 | 2387 | 100.0 | 984    | 100.0 |   |   |  |  |  |  |
| White                  | 264              | 79.5  | 155  | 73.8  | 107    | 89.9  | 421         | 85.9  | 246  | 85.4  | 175    | 86.6  | 2084          | 87.4  | 1543 | 87.1  | 541    | 88.4  | 93          | 89.4  | 62   | 92.5  | 31     | 83.8  | 2882           | 85.2  | 2019 | 84.6  | 861    | 87.5  |   |   |  |  |  |  |
| Non-White              | 66               | 19.9  | 53   | 25.2  | 12     | 10.1  | 69          | 14.1  | 42   | 14.6  | 27     | 13.4  | 286           | 12.0  | 216  | 12.2  | 70     | 11.4  | 11          | 10.6  | 5    | 7.5   | 6      | 16.2  | 440            | 13.0  | 324  | 13.6  | 115    | 11.7  |   |   |  |  |  |  |
| Cannot Code            | 2                | 0.6   | 2    | 1.0   | 0      | 0.0   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 14            | 0.6   | 13   | 0.7   | 1      | 0.2   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 60             | 1.8   | 44   | 1.8   | 8      | 0.8   |   |   |  |  |  |  |
| <u>Weekend Daytime</u> | 174              | 100.0 | 129  | 100.0 | 42     | 100.0 | 192         | 100.0 | 110  | 100.0 | 82     | 100.0 | 747           | 100.0 | 630  | 100.0 | 105    | 100.0 | 37          | 100.0 | 25   | 100.0 | 12     | 100.0 | 1427           | 100.0 | 1076 | 100.0 | 253    | 100.0 |   |   |  |  |  |  |
| White                  | 111              | 63.8  | 76   | 58.9  | 35     | 83.3  | 153         | 79.7  | 83   | 75.5  | 70     | 85.4  | 577           | 77.2  | 491  | 77.9  | 85     | 81.0  | 37          | 100.0 | 25   | 100.0 | 12     | 100.0 | 890            | 62.4  | 687  | 63.8  | 202    | 79.8  |   |   |  |  |  |  |
| Non-White              | 44               | 25.3  | 38   | 29.5  | 6      | 14.3  | 11          | 5.7   | 5    | 4.5   | 6      | 7.3   | 63            | 8.4   | 54   | 8.6   | 9      | 8.6   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 122            | 8.5   | 99   | 9.2   | 23     | 9.1   |   |   |  |  |  |  |
| Cannot Code            | 19               | 10.9  | 15   | 11.6  | 1      | 3.6   | 28          | 14.6  | 22   | 20.0  | 6      | 7.3   | 107           | 14.3  | 85   | 13.5  | 11     | 10.5  | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 415            | 29.1  | 290  | 27.0  | 28     | 11.1  |   |   |  |  |  |  |
| <u>All Programs</u>    | 506              | 100.0 | 339  | 100.0 | 161    | 100.0 | 682         | 100.0 | 398  | 100.0 | 284    | 100.0 | 3131          | 100.0 | 2402 | 100.0 | 717    | 100.0 | 141         | 100.0 | 92   | 100.0 | 49     | 100.0 | 4809           | 100.0 | 3463 | 100.0 | 1237   | 100.0 |   |   |  |  |  |  |
| White                  | 375              | 74.1  | 231  | 68.1  | 142    | 88.2  | 574         | 84.2  | 329  | 82.7  | 245    | 86.3  | 2661          | 85.0  | 2034 | 84.7  | 626    | 87.3  | 130         | 92.2  | 87   | 94.6  | 43     | 87.8  | 3772           | 78.4  | 2706 | 78.1  | 1063   | 85.9  |   |   |  |  |  |  |
| Non-White              | 110              | 21.7  | 91   | 26.8  | 18     | 11.2  | 80          | 11.7  | 47   | 11.8  | 33     | 11.6  | 349           | 11.1  | 270  | 11.2  | 79     | 11.0  | 11          | 7.8   | 5    | 5.4   | 6      | 12.2  | 562            | 11.7  | 423  | 12.2  | 138    | 11.2  |   |   |  |  |  |  |
| Cannot Code            | 21               | 4.2   | 17   | 5.1   | 1      | 0.6   | 28          | 4.1   | 22   | 6.6   | 6      | 2.1   | 121           | 3.9   | 98   | 4.1   | 12     | 1.7   | 0           | 0.0   | 0    | 0.0   | 0      | 0.0   | 475            | 9.9   | 334  | 9.6   | 36     | 2.9   |   |   |  |  |  |  |

Table 23

Social and Chronological Age of Characters in Commercials  
(as percent of Chronological Age)  
(1977-1979)

|                        | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |      |        |      |    |      |     |     |    |
|------------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|------|--------|------|----|------|-----|-----|----|
|                        | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            | Male | Female |      |    |      |     |     |    |
|                        | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %    | N      | %    |    |      |     |     |    |
| <u>Prime-Time</u>      | 1215                 | 100.0 | 595  | 100.0 | 582    | 100.0 | 768          | 100.0 | 331  | 100.0 | 435    | 100.0 | 3812           | 100.0 | 2184 | 100.0 | 1628   | 100.0 | 184          | 100.0 | 97   | 100.0 | 87     | 100.0 | 5979           | 3207 | 2732   |      |    |      |     |     |    |
| 1-12                   | 978                  | 100.0 | 494  | 100.0 | 446    | 100.0 |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       | 978            | 494  | 446    |      |    |      |     |     |    |
| 13-18                  | 229                  | 83.3  | 100  | 87.0  | 129    | 80.6  | 46           | 16.7  | 15   | 13.0  | 31     | 19.4  |                |       |      |       |        |       |              |       |      |       |        |       | 275            | 115  | 160    |      |    |      |     |     |    |
| 19-29                  | 8                    | 0.7   | 1    | 0.2   | 7      | 1.0   | 682          | 63.0  | 296  | 72.2  | 384    | 57.2  | 393            | 36.3  | 113  | 27.6  | 280    | 41.7  |              |       |      |       |        |       | 1083           | 410  | 671    |      |    |      |     |     |    |
| 30-44                  |                      |       |      |       |        |       | 40           | 1.4   | 20   | 1.3   | 20     | 1.6   | 2728           | 98.6  | 1520 | 98.7  | 1208   | 98.4  |              |       |      |       |        |       | 2768           | 1540 | 1228   |      |    |      |     |     |    |
| 45-54                  |                      |       |      |       |        |       |              |       |      |       |        |       | 536            | 99.4  | 434  | 99.5  | 102    | 99.0  |              |       |      |       |        |       | 539            | 436  | 103    |      |    |      |     |     |    |
| 55-64                  |                      |       |      |       |        |       |              |       |      |       |        |       | 152            | 74.5  | 114  | 78.6  | 38     | 64.4  | 3            | 0.6   | 2    | 0.5   | 1      | 1.0   | 204            | 145  | 59     |      |    |      |     |     |    |
| 65+                    |                      |       |      |       |        |       |              |       |      |       |        |       | 3              | 2.3   | 3    | 4.5   |        |       | 129          | 97.7  | 64   | 95.5  | 65     | 100.0 | 132            | 67   | 65     |      |    |      |     |     |    |
| <u>Weekend-Daytime</u> | 1203                 | 100.0 | 777  | 100.0 | 426    | 100.0 | 64           | 100.0 | 35   | 100.0 | 29     | 100.0 | 319            | 100.0 | 263  | 100.0 | 56     | 100.0 | 23           | 100.0 | 19   | 100.0 | 4      | 100.0 | 1609           | 1094 | 515    |      |    |      |     |     |    |
| 1-12                   | 1037                 | 100.0 | 667  | 100.0 | 370    | 100.0 |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       | 1037           | 667  | 370    |      |    |      |     |     |    |
| 13-18                  | 166                  | 97.6  | 110  | 99.1  | 56     | 94.9  | 4            | 2.4   | 1    | 0.9   | 3      | 5.1   |                |       |      |       |        |       |              |       |      |       |        |       | 170            | 111  | 59     |      |    |      |     |     |    |
| 19-29                  |                      |       |      |       |        |       | 59           | 83.1  | 33   | 80.5  | 26     | 86.7  | 12             | 16.9  | 8    | 19.5  | 4      | 13.3  |              |       |      |       |        |       |                | 71   | 41     | 30   |    |      |     |     |    |
| 30-44                  |                      |       |      |       |        |       | 1            | 0.4   | 1    | 0.5   | 0      | 0.0   | 251            | 99.6  | 200  | 99.5  | 51     | 100.0 |              |       |      |       |        |       |                | 252  | 201    | 41   |    |      |     |     |    |
| 45-54                  |                      |       |      |       |        |       |              |       |      |       |        |       | 48             | 100.0 | 47   | 100.0 | 1      | 100.0 |              |       |      |       |        |       |                | 48   | 47     | 1    |    |      |     |     |    |
| 55-64                  |                      |       |      |       |        |       |              |       |      |       |        |       | 8              | 38.1  | 8    | 42.1  |        |       | 13           | 61.9  | 11   | 57.9  | 2      | 100.0 | 21             | 19   | 2      |      |    |      |     |     |    |
| 65+                    |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       | 10           | 100.0 | 8    | 100.0 | 2      | 100.0 | 10             | 8    | 2      |      |    |      |     |     |    |
| <u>All Commercials</u> | 2440                 | 100.0 | 1388 | 100.0 | 1014   | 100.0 | 871          | 100.0 | 385  | 100.0 | 484    | 100.0 | 4313           | 100.0 | 2355 | 100.0 | 1758   | 100.0 | 213          | 100.0 | 120  | 100.0 | 93     | 100.0 | 7837           | 4448 | 3349   |      |    |      |     |     |    |
| 1-12                   | 2037                 | 100.0 | 1177 | 100.0 | 822    | 100.0 |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       | 2037           | 1177 | 822    |      |    |      |     |     |    |
| 13-18                  | 395                  | 88.2  | 210  | 92.1  | 185    | 84.1  | 53           | 11.8  | 18   | 7.9   | 35     | 15.9  |                |       |      |       |        |       |              |       |      |       |        |       | 448            | 228  | 220    |      |    |      |     |     |    |
| 19-29                  | 8                    | 0.7   | 1    | 0.2   | 7      | 1.0   | 776          | 64.8  | 345  | 73.4  | 429    | 59.1  | 414            | 34.6  | 124  | 26.4  | 290    | 39.9  |              |       |      |       |        |       | 1198           | 470  | 726    |      |    |      |     |     |    |
| 30-44                  |                      |       |      |       |        |       | 42           | 1.3   | 22   | 1.2   | 20     | 1.5   | 3098           | 98.7  | 1780 | 98.8  | 1318   | 98.5  |              |       |      |       |        |       |                | 3140 | 1802   | 1338 |    |      |     |     |    |
| 45-54                  |                      |       |      |       |        |       |              |       |      |       |        |       | 621            | 99.5  | 513  | 99.6  | 108    | 99.1  |              |       |      |       |        |       |                | 624  | 515    | 109  |    |      |     |     |    |
| 55-64                  |                      |       |      |       |        |       |              |       |      |       |        |       | 177            | 72.8  | 135  | 75.8  | 42     | 64.6  | 3            | 0.5   | 2    | 0.4   | 1      | 0.9   | 66             | 27.2 | 43     | 24.2 | 23 | 35.4 | 243 | 178 | 65 |
| 65+                    |                      |       |      |       |        |       |              |       |      |       |        |       | 3              | 2.0   | 3    | 3.8   | 0      | 0.0   | 144          | 98.0  | 75   | 96.2  | 69     | 100.0 | 147            | 78   | 69     |      |    |      |     |     |    |

Table 24

Social and Chronological Age of Characters in Dramatic Programs  
(as percent of Chronological Age)  
(1977-1979)

|                        | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |      |        |
|------------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|------|--------|
|                        | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            | Male | Female |
|                        | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %    | N      |
| <u>Prime-Time</u>      | 329                  | 100.0 | 207  | 100.0 | 119    | 100.0 | 490          | 100.0 | 288  | 100.0 | 202    | 100.0 | 2370           | 100.0 | 1759 | 100.0 | 611    | 100.0 | 104          | 100.0 | 67   | 100.0 | 37     | 100.0 | 3296           | 2324 | 969    |
| 1-12                   | 181                  | 100.0 | 122  | 100.0 | 56     | 100.0 |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       | 181            | 122  | 56     |
| 13-18                  | 145                  | 72.5  | 82   | 74.5  | 63     | 70.0  | 55           | 27.5  | 28   | 25.5  | 27     | 30.0  |                |       |      |       |        |       |              |       |      |       |        | 200   | 110            | 90   |        |
| 19-29                  | 3                    | 0.4   | 3    | 0.7   | 0      | 0.0   | 363          | 49.0  | 202  | 49.6  | 160    | 48.2  | 373            | 50.5  | 201  | 49.4  | 172    | 51.8  |              |       |      |       |        | 739   | 407            | 332  |        |
| 30-44                  |                      |       |      |       |        |       | 72           | 5.7   | 57   | 5.9   | 15     | 4.9   | 1196           | 94.2  | 905  | 94.0  | 291    | 95.1  |              |       |      |       |        | 1269  | 963            | 306  |        |
| 45-54                  |                      |       |      |       |        |       | 1            | 0.2   | 1    | 0.2   | 0      | 0.0   | 585            | 99.3  | 489  | 99.4  | 96     | 99.0  | 2            | 0.3   | 1    | 0.2   | 1      | 1.0   | 589            | 492  | 97     |
| 55-64                  |                      |       |      |       |        |       |              |       |      |       |        |       | 202            | 87.4  | 153  | 91.6  | 49     | 76.6  | 29           | 12.6  | 14   | 8.4   | 15     | 23.4  | 231            | 167  | 64     |
| 65+                    |                      |       |      |       |        |       |              |       |      |       |        |       | 14             | 16.1  | 11   | 17.5  | 3      | 12.5  | 73           | 83.9  | 52   | 82.5  | 21     | 87.5  | 87             | 63   | 24     |
| <u>Weekend-Daytime</u> | 156                  | 100.0 | 114  | 100.0 | 42     | 100.0 | 166          | 100.0 | 89   | 100.0 | 77     | 100.0 | 638            | 100.0 | 542  | 100.0 | 96     | 100.0 | 35           | 100.0 | 23   | 100.0 | 12     | 100.0 | 996            | 769  | 227    |
| 1-12                   | 60                   | 100.0 | 46   | 100.0 | 14     | 100.0 |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       | 60             | 46   | 14     |
| 13-18                  | 94                   | 59.9  | 67   | 69.1  | 27     | 45.0  | 63           | 40.1  | 30   | 30.9  | 33     | 55.0  |                |       |      |       |        |       |              |       |      |       |        | 157   | 97             | 60   |        |
| 19-29                  | 2                    | 1.2   | 1    | 1.2   | 1      | 1.3   | 86           | 53.1  | 44   | 51.2  | 42     | 55.3  | 74             | 45.7  | 41   | 47.7  | 33     | 43.4  |              |       |      |       |        | 162   | 86             | 76   |        |
| 30-44                  |                      |       |      |       |        |       | 17           | 4.0   | 15   | 3.9   | 2      | 4.3   | 409            | 96.0  | 365  | 96.1  | 44     | 95.7  |              |       |      |       |        | 426   | 380            | 46   |        |
| 45-54                  |                      |       |      |       |        |       |              |       |      |       |        |       | 121            | 99.2  | 108  | 99.1  | 13     | 100.0 |              |       |      |       |        | 122   | 109            | 13   |        |
| 55-64                  |                      |       |      |       |        |       |              |       |      |       |        |       | 34             | 73.9  | 28   | 75.7  | 6      | 66.7  | 12           | 26.1  | 9    | 24.3  | 3      | 33.3  | 46             | 37   | 9      |
| 65+                    |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       | 23           | 100.0 | 14   | 100.0 | 9      | 100.0 | 23             | 14   | 9      |
| <u>All Programs</u>    | 485                  | 100.0 | 321  | 100.0 | 161    | 100.0 | 656          | 100.0 | 377  | 100.0 | 279    | 100.0 | 3008           | 100.0 | 2301 | 100.0 | 707    | 100.0 | 139          | 100.0 | 90   | 100.0 | 49     | 100.0 | 4292           | 3093 | 1196   |
| 1-12                   | 241                  | 100.0 | 168  | 100.0 | 70     | 100.0 |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       | 241            | 168  | 70     |
| 13-18                  | 239                  | 66.9  | 149  | 72.0  | 90     | 60.0  | 118          | 33.1  | 58   | 28.0  | 60     | 40.0  |                |       |      |       |        |       |              |       |      |       |        | 357   | 207            | 150  |        |
| 19-29                  | 5                    | 0.6   | 4    | 0.8   | 1      | 0.2   | 448          | 49.7  | 246  | 49.9  | 202    | 49.5  | 447            | 49.6  | 242  | 49.1  | 205    | 50.2  |              |       |      |       |        | 901   | 493            | 408  |        |
| 30-44                  |                      |       |      |       |        |       | 89           | 5.3   | 72   | 5.4   | 17     | 4.8   | 1605           | 94.7  | 1270 | 94.6  | 335    | 95.2  |              |       |      |       |        | 1695  | 1343           | 352  |        |
| 45-54                  |                      |       |      |       |        |       | 1            | 0.1   | 1    | 0.2   | 0      | 0.0   | 706            | 99.3  | 597  | 99.3  | 109    | 99.1  | 2            | 0.3   | 1    | 0.2   | 1      | 0.9   | 711            | 601  | 110    |
| 55-64                  |                      |       |      |       |        |       |              |       |      |       |        |       | 236            | 85.2  | 181  | 88.7  | 55     | 75.3  | 41           | 14.8  | 23   | 11.3  | 18     | 24.7  | 277            | 204  | 73     |
| 65+                    |                      |       |      |       |        |       |              |       |      |       |        |       | 14             | 12.7  | 11   | 14.3  | 3      | 9.1   | 96           | 87.3  | 66   | 85.7  | 30     | 90.9  | 110            | 77   | 33     |

Table 24

Social and Chronological Age of Characters in Dramatic Programs  
(as percent of Chronological Age)  
(1977-1979)

|                        | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |      |        |
|------------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|------|--------|
|                        | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            | Male | Female |
|                        | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %    | N      |
| <u>Prime-Time</u>      | 329                  | 100.0 | 207  | 100.0 | 119    | 100.0 | 490          | 100.0 | 288  | 100.0 | 202    | 100.0 | 2370           | 100.0 | 1759 | 100.0 | 611    | 100.0 | 104          | 100.0 | 67   | 100.0 | 37     | 100.0 | 3296           | 2324 | 969    |
| 1-12                   | 181                  | 100.0 | 122  | 100.0 | 56     | 100.0 |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       | 181            | 122  | 56     |
| 13-18                  | 145                  | 72.5  | 82   | 74.5  | 63     | 70.0  | 55           | 27.5  | 28   | 25.5  | 27     | 30.0  |                |       |      |       |        |       |              |       |      |       |        |       | 200            | 110  | 90     |
| 19-29                  | 3                    | 0.4   | 3    | 0.7   | 0      | 0.0   | 363          | 49.0  | 202  | 49.6  | 160    | 48.2  | 373            | 50.5  | 201  | 49.4  | 172    | 51.8  |              |       |      |       |        |       | 739            | 407  | 332    |
| 30-44                  |                      |       |      |       |        |       | 72           | 5.7   | 57   | 5.9   | 15     | 4.9   | 1196           | 94.2  | 905  | 94.0  | 291    | 95.1  |              |       |      |       |        |       | 1269           | 963  | 306    |
| 45-54                  |                      |       |      |       |        |       | 1            | 0.2   | 1    | 0.2   | 0      | 0.0   | 585            | 99.3  | 489  | 99.4  | 96     | 99.0  | 2            | 0.3   | 1    | 0.2   | 1      | 1.0   | 589            | 492  | 97     |
| 55-64                  |                      |       |      |       |        |       |              |       |      |       |        |       | 202            | 87.4  | 153  | 91.6  | 49     | 76.6  | 29           | 12.6  | 14   | 8.4   | 15     | 23.4  | 231            | 167  | 64     |
| 65+                    |                      |       |      |       |        |       |              |       |      |       |        |       | 14             | 16.1  | 11   | 17.5  | 3      | 12.5  | 73           | 83.9  | 52   | 82.5  | 21     | 87.5  | 87             | 63   | 24     |
| <u>Weekend-Daytime</u> | 156                  | 100.0 | 114  | 100.0 | 42     | 100.0 | 166          | 100.0 | 89   | 100.0 | 77     | 100.0 | 638            | 100.0 | 542  | 100.0 | 96     | 100.0 | 35           | 100.0 | 23   | 100.0 | 12     | 100.0 | 996            | 769  | 227    |
| 1-12                   | 60                   | 100.0 | 46   | 100.0 | 14     | 100.0 |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       | 60             | 46   | 14     |
| 13-18                  | 94                   | 59.9  | 67   | 69.1  | 27     | 45.0  | 63           | 40.1  | 30   | 30.9  | 33     | 55.0  |                |       |      |       |        |       |              |       |      |       |        |       | 157            | 97   | 60     |
| 19-29                  | 2                    | 1.2   | 1    | 1.2   | 1      | 1.3   | 86           | 53.1  | 44   | 51.2  | 42     | 55.3  | 74             | 45.7  | 41   | 47.7  | 33     | 43.4  |              |       |      |       |        |       | 162            | 86   | 76     |
| 30-44                  |                      |       |      |       |        |       | 17           | 4.0   | 15   | 3.9   | 2      | 4.3   | 409            | 96.0  | 365  | 96.1  | 44     | 95.7  |              |       |      |       |        |       | 426            | 380  | 46     |
| 45-54                  |                      |       |      |       |        |       |              |       |      |       |        |       | 121            | 99.2  | 108  | 99.1  | 13     | 100.0 |              |       |      |       |        |       | 122            | 109  | 13     |
| 55-64                  |                      |       |      |       |        |       |              |       |      |       |        |       | 34             | 73.9  | 28   | 75.7  | 6      | 66.7  | 12           | 26.1  | 9    | 24.3  | 3      | 33.3  | 46             | 37   | 9      |
| 65+                    |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       | 23           | 100.0 | 14   | 100.0 | 9      | 100.0 | 23             | 14   | 9      |
| <u>All Programs</u>    | 485                  | 100.0 | 321  | 100.0 | 161    | 100.0 | 656          | 100.0 | 377  | 100.0 | 279    | 100.0 | 3008           | 100.0 | 2301 | 100.0 | 707    | 100.0 | 139          | 100.0 | 90   | 100.0 | 49     | 100.0 | 4292           | 3093 | 1196   |
| 1-12                   | 241                  | 100.0 | 168  | 100.0 | 70     | 100.0 |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       | 241            | 168  | 70     |
| 13-18                  | 239                  | 66.9  | 149  | 72.0  | 90     | 60.0  | 118          | 33.1  | 58   | 28.0  | 60     | 40.0  |                |       |      |       |        |       |              |       |      |       |        |       | 357            | 207  | 150    |
| 19-29                  | 5                    | 0.6   | 4    | 0.8   | 1      | 0.2   | 448          | 49.7  | 246  | 49.9  | 202    | 49.5  | 447            | 49.6  | 242  | 49.1  | 205    | 50.2  |              |       |      |       |        |       | 901            | 493  | 408    |
| 30-44                  |                      |       |      |       |        |       | 89           | 5.3   | 72   | 5.4   | 17     | 4.8   | 1605           | 94.7  | 1270 | 94.6  | 335    | 95.2  |              |       |      |       |        |       | 1695           | 1343 | 352    |
| 45-54                  |                      |       |      |       |        |       | 1            | 0.1   | 1    | 0.2   | 0      | 0.0   | 706            | 99.3  | 597  | 99.3  | 109    | 99.1  | 2            | 0.3   | 1    | 0.2   | 1      | 0.9   | 711            | 601  | 110    |
| 55-64                  |                      |       |      |       |        |       |              |       |      |       |        |       | 236            | 85.2  | 181  | 88.7  | 55     | 75.3  | 41           | 14.8  | 23   | 11.3  | 18     | 24.7  | 277            | 204  | 73     |
| 65+                    |                      |       |      |       |        |       |              |       |      |       |        |       | 14             | 12.7  | 11   | 14.3  | 3      | 9.1   | 96           | 87.3  | 66   | 85.7  | 30     | 90.9  | 110            | 77   | 33     |

Table 25

Type of Commercial by Social Age of Characters  
(1977-1979)

|                        | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |       |      |       |        |       |
|------------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|
|                        | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       |
|                        | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     |
| <b>Prime-Time</b>      | 1221                 | 100.0 | 601  | 100.0 | 582    | 100.0 | 798          | 100.0 | 353  | 100.0 | 441    | 100.0 | 3873           | 100.0 | 2231 | 100.0 | 1638   | 100.0 | 188          | 100.0 | 99   | 100.0 | 89     | 100.0 | 6205           | 100.0 | 3357 | 100.0 | 2761   | 100.0 |
| Car Products           | 43                   | 3.5   | 19   | 3.2   | 24     | 4.1   | 73           | 9.1   | 42   | 11.9  | 31     | 7.0   | 413            | 10.7  | 330  | 14.8  | 82     | 5.0   | 5            | 2.7   | 3    | 3.0   | 2      | 2.2   | 537            | 8.7   | 397  | 11.8  | 139    | 5.0   |
| Store-Restaurant       | 174                  | 14.3  | 80   | 13.3  | 90     | 15.5  | 142          | 17.8  | 51   | 14.4  | 89     | 20.2  | 327            | 8.4   | 211  | 9.5   | 116    | 7.1   | 23           | 12.2  | 16   | 16.2  | 7      | 7.9   | 671            | 10.8  | 360  | 10.7  | 303    | 11.0  |
| Food-Drink             | 512                  | 41.9  | 278  | 46.3  | 230    | 39.5  | 214          | 26.8  | 112  | 31.7  | 102    | 23.1  | 954            | 24.6  | 574  | 25.7  | 377    | 23.0  | 71           | 37.8  | 38   | 38.4  | 33     | 37.1  | 1775           | 28.6  | 1019 | 30.4  | 747    | 27.1  |
| Drugs                  | 14                   | 1.1   | 7    | 1.2   | 7      | 1.2   | 13           | 1.6   | 6    | 1.7   | 7      | 1.6   | 232            | 6.0   | 129  | 5.8   | 103    | 6.3   | 3            | 1.6   | 2    | 2.0   | 1      | 1.1   | 264            | 4.3   | 144  | 4.3   | 120    | 4.3   |
| Hygiene                | 101                  | 8.3   | 50   | 8.3   | 41     | 7.0   | 132          | 16.5  | 41   | 11.6  | 91     | 20.6  | 519            | 13.4  | 203  | 9.1   | 316    | 19.3  | 7            | 3.7   | 3    | 3.0   | 4      | 4.5   | 762            | 12.3  | 299  | 8.9   | 453    | 16.4  |
| Home Products          | 197                  | 16.1  | 87   | 14.5  | 110    | 18.9  | 76           | 9.5   | 37   | 10.5  | 39     | 8.8   | 594            | 15.3  | 294  | 13.2  | 300    | 18.3  | 41           | 21.8  | 17   | 17.2  | 24     | 27.0  | 919            | 14.8  | 438  | 13.0  | 473    | 17.1  |
| Clothes                | 6                    | 0.5   | 4    | 0.7   | 2      | 0.3   | 57           | 7.1   | 9    | 2.5   | 48     | 10.9  | 116            | 3.0   | 65   | 2.9   | 51     | 3.1   | 4            | 2.1   | 1    | 1.0   | 3      | 3.4   | 191            | 3.1   | 87   | 2.6   | 104    | 3.8   |
| Toys                   | 46                   | 3.8   | 24   | 4.0   | 22     | 3.8   | 2            | 0.3   | 0    | 0.0   | 2      | 0.5   | 17             | 0.4   | 9    | 0.4   | 8      | 0.5   | 2            | 1.1   | 2    | 2.0   | 0      | 0.0   | 67             | 1.1   | 35   | 1.0   | 32     | 1.2   |
| Pet                    | 10                   | 0.8   | 7    | 1.2   | 3      | 0.5   | 5            | 0.6   | 3    | 0.8   | 2      | 0.5   | 79             | 2.0   | 47   | 2.1   | 32     | 2.0   | 5            | 2.7   | 3    | 3.0   | 2      | 2.2   | 155            | 2.5   | 92   | 2.7   | 40     | 1.4   |
| Other Products         | 117                  | 9.6   | 44   | 7.3   | 53     | 9.1   | 68           | 8.5   | 40   | 11.3  | 26     | 5.9   | 590            | 15.2  | 347  | 15.6  | 243    | 14.8  | 27           | 14.4  | 14   | 14.1  | 13     | 14.6  | 809            | 13.0  | 451  | 13.4  | 336    | 12.2  |
| Public Service         | 1                    | 0.1   | 1    | 0.2   | 0      | 0.0   | 16           | 2.0   | 12   | 3.4   | 4      | 0.9   | 32             | 0.8   | 22   | 1.0   | 10     | 0.6   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 55             | 0.9   | 35   | 1.0   | 14     | 0.5   |
| <b>Weekend-Daytime</b> | 1219                 | 100.0 | 789  | 100.0 | 427    | 100.0 | 69           | 100.0 | 40   | 100.0 | 29     | 100.0 | 345            | 100.0 | 288  | 100.0 | 56     | 100.0 | 23           | 100.0 | 19   | 100.0 | 4      | 100.0 | 1825           | 100.0 | 1201 | 100.0 | 522    | 100.0 |
| Car Products           | 3                    | 0.2   | 3    | 0.4   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 1.2   | 3    | 1.0   | 1      | 1.8   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 7              | 0.4   | 6    | 0.5   | 1      | 0.2   |
| Store-Restaurant       | 134                  | 11.0  | 67   | 8.5   | 64     | 15.0  | 17           | 24.6  | 11   | 27.5  | 6      | 20.7  | 51             | 14.8  | 51   | 17.7  | 0      | 0.0   | 1            | 4.3   | 1    | 5.3   | 0      | 0.0   | 227            | 12.4  | 136  | 11.3  | 71     | 13.6  |
| Food-Drink             | 421                  | 34.5  | 269  | 34.1  | 152    | 35.6  | 48           | 69.6  | 27   | 67.5  | 21     | 72.4  | 189            | 54.8  | 160  | 55.6  | 29     | 51.8  | 15           | 65.2  | 13   | 68.4  | 2      | 50.0  | 807            | 44.2  | 522  | 43.5  | 209    | 40.0  |
| Hygiene                | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 1              | 0.3   | 0    | 0.0   | 1      | 1.8   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 1              | 0.1   | 0    | 0.0   | 1      | 0.2   |
| Home Products          | 1                    | 0.1   | 0    | 0.0   | 1      | 0.2   | 1            | 1.4   | 0    | 0.0   | 1      | 3.4   | 3              | 0.9   | 3    | 1.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 5              | 0.3   | 3    | 0.2   | 2      | 0.4   |
| Clothes                | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 1.2   | 4    | 1.4   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 0.2   | 4    | 0.3   | 0      | 0.0   |
| Toys                   | 635                  | 52.1  | 432  | 54.8  | 203    | 47.5  | 2            | 2.9   | 2    | 5.0   | 0      | 0.0   | 66             | 19.1  | 46   | 16.0  | 20     | 35.7  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 703            | 38.5  | 480  | 40.0  | 223    | 42.7  |
| Other Products         | 6                    | 0.5   | 4    | 0.5   | 2      | 0.5   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 12             | 3.5   | 9    | 3.1   | 2      | 3.6   | 7            | 30.4  | 5    | 26.3  | 2      | 50.0  | 26             | 1.4   | 19   | 1.6   | 6      | 1.1   |
| Public Service         | 19                   | 1.6   | 14   | 1.8   | 5      | 1.2   | 1            | 1.4   | 0    | 0.0   | 1      | 3.4   | 15             | 4.3   | 12   | 4.2   | 3      | 5.4   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 45             | 2.5   | 31   | 2.6   | 9      | 1.7   |
| <b>All Commercials</b> | 2462                 | 100.0 | 1406 | 100.0 | 1015   | 100.0 | 918          | 100.0 | 418  | 100.0 | 496    | 100.0 | 4407           | 100.0 | 2628 | 100.0 | 1774   | 100.0 | 217          | 100.0 | 122  | 100.0 | 95     | 100.0 | 8301           | 100.0 | 4713 | 100.0 | 3397   | 100.0 |
| Car Products           | 46                   | 1.9   | 22   | 1.6   | 24     | 2.4   | 79           | 8.6   | 46   | 11.0  | 33     | 6.7   | 436            | 9.9   | 348  | 13.2  | 87     | 4.9   | 6            | 2.8   | 3    | 2.5   | 3      | 3.2   | 570            | 6.9   | 422  | 9.0   | 147    | 4.3   |
| Store-Restaurant       | 308                  | 12.5  | 147  | 10.5  | 154    | 15.2  | 159          | 17.3  | 62   | 14.8  | 95     | 19.2  | 378            | 8.6   | 262  | 10.0  | 116    | 6.5   | 24           | 11.1  | 17   | 13.9  | 7      | 7.4   | 898            | 10.8  | 496  | 10.5  | 374    | 11.0  |
| Food-Drink             | 948                  | 38.5  | 558  | 39.7  | 386    | 38.0  | 277          | 30.2  | 145  | 34.7  | 132    | 26.6  | 1201           | 27.3  | 770  | 29.3  | 428    | 24.1  | 86           | 39.6  | 51   | 41.8  | 35     | 36.8  | 2670           | 32.2  | 1594 | 33.8  | 991    | 29.2  |
| Drugs                  | 15                   | 0.6   | 7    | 0.5   | 8      | 0.8   | 14           | 1.5   | 6    | 1.4   | 8      | 1.6   | 250            | 5.7   | 137  | 5.2   | 113    | 6.4   | 5            | 2.3   | 4    | 3.3   | 1      | 1.1   | 287            | 3.5   | 155  | 3.3   | 132    | 3.9   |
| Hygiene                | 101                  | 4.1   | 50   | 3.6   | 41     | 4.0   | 132          | 14.4  | 41   | 9.8   | 91     | 18.3  | 536            | 12.2  | 210  | 8.0   | 326    | 18.4  | 8            | 3.7   | 4    | 3.3   | 4      | 4.2   | 780            | 9.4   | 307  | 6.5   | 463    | 13.6  |
| Home Products          | 199                  | 8.1   | 88   | 6.3   | 111    | 10.9  | 77           | 8.4   | 37   | 8.9   | 40     | 8.1   | 615            | 14.0  | 306  | 11.6  | 309    | 17.4  | 41           | 18.9  | 17   | 13.9  | 24     | 25.3  | 943            | 11.4  | 451  | 9.6   | 484    | 14.2  |
| Clothes                | 6                    | 0.2   | 4    | 0.3   | 2      | 0.2   | 63           | 6.9   | 12   | 2.9   | 51     | 10.3  | 123            | 2.8   | 71   | 2.7   | 52     | 2.9   | 4            | 1.8   | 1    | 0.8   | 3      | 3.2   | 204            | 2.5   | 96   | 2.0   | 108    | 3.2   |
| Toys                   | 681                  | 27.7  | 456  | 32.4  | 225    | 22.2  | 4            | 0.4   | 2    | 0.5   | 2      | 0.4   | 83             | 1.9   | 55   | 2.1   | 28     | 1.6   | 2            | 0.9   | 2    | 1.6   | 0      | 0.0   | 770            | 9.3   | 515  | 10.9  | 255    | 7.5   |
| Pet                    | 10                   | 0.4   | 7    | 0.5   | 3      | 0.3   | 5            | 0.5   | 3    | 0.7   | 2      | 0.4   | 79             | 1.8   | 47   | 1.8   | 32     | 1.8   | 5            | 2.3   | 3    | 2.5   | 2      | 2.1   | 155            | 1.9   | 92   | 2.0   | 40     | 1.2   |
| Other Products         | 128                  | 5.2   | 52   | 3.7   | 56     | 5.5   | 88           | 9.6   | 50   | 12.0  | 36     | 7.3   | 658            | 14.9  | 387  | 14.7  | 270    | 15.2  | 36           | 16.6  | 20   | 16.4  | 16     | 16.8  | 920            | 11.1  | 516  | 10.9  | 379    | 11.2  |
| Public Service         | 20                   | 0.8   | 15   | 1.1   | 5      | 0.5   | 20           | 2.2   | 14   | 3.3   | 6      | 1.2   | 48             | 1.1   | 35   | 1.3   | 13     | 0.7   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 104            | 1.3   | 69   | 1.5   | 24     | 0.7   |

Table 26

Weight and Social Age of Characters in Commercials  
(1977-1979)

|                        | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |       |      |       |        |       |
|------------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|
|                        | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       |
|                        | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     |
| <u>Prime-Time</u>      | 1221                 | 100.0 | 601  | 100.0 | 582    | 100.0 | 798          | 100.0 | 353  | 100.0 | 441    | 100.0 | 3873           | 100.0 | 2231 | 100.0 | 1638   | 100.0 | 188          | 100.0 | 99   | 100.0 | 89     | 100.0 | 6205           | 100.0 | 3357 | 100.0 | 2761   | 100.0 |
| Underweight            | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 1            | 0.1   | 1    | 0.3   | 0      | 0.0   | 1              | 0.0   | 0    | 0.0   | 1      | 0.1   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 2              | 0.0   | 1    | 0.0   | 1      | 0.0   |
| Normal                 | 1198                 | 98.1  | 580  | 96.5  | 582    | 100.0 | 789          | 98.9  | 348  | 98.6  | 439    | 99.5  | 3600           | 93.0  | 2013 | 90.2  | 1585   | 96.8  | 138          | 73.4  | 66   | 66.7  | 72     | 80.9  | 5779           | 93.1  | 3031 | 90.3  | 2684   | 97.2  |
| Chunky-Chubby          | 19                   | 1.6   | 17   | 2.8   | 0      | 0.0   | 1            | 0.1   | 1    | 0.3   | 0      | 0.0   | 234            | 6.0   | 193  | 8.7   | 40     | 2.4   | 47           | 25.0  | 31   | 31.3  | 16     | 18.0  | 301            | 4.9   | 242  | 7.2   | 56     | 2.0   |
| Obese                  | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 16             | 0.4   | 9    | 0.4   | 7      | 0.4   | 1            | 0.5   | 0    | 0.0   | 1      | 1.1   | 17             | 0.3   | 9    | 0.3   | 8      | 0.3   |
| Cannot Code            | 4                    | 0.3   | 4    | 0.7   | 0      | 0.0   | 7            | 0.9   | 3    | 0.8   | 2      | 0.5   | 22             | 0.6   | 16   | 0.7   | 5      | 0.3   | 2            | 1.1   | 2    | 2.0   | 0      | 0.0   | 106            | 1.7   | 74   | 2.2   | 12     | 0.4   |
| <u>News</u>            | 22                   | 100.0 | 16   | 100.0 | 6      | 100.0 | 51           | 100.0 | 25   | 100.0 | 26     | 100.0 | 189            | 100.0 | 109  | 100.0 | 80     | 100.0 | 6            | 100.0 | 4    | 100.0 | 2      | 100.0 | 271            | 100.0 | 155  | 100.0 | 114    | 100.0 |
| Underweight            | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   |
| Normal                 | 22                   | 100.0 | 16   | 100.0 | 6      | 100.0 | 51           | 100.0 | 25   | 100.0 | 26     | 100.0 | 179            | 94.7  | 100  | 91.7  | 79     | 98.8  | 6            | 100.0 | 4    | 100.0 | 2      | 100.0 | 260            | 95.9  | 145  | 93.5  | 113    | 99.1  |
| Chunky-Chubby          | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 10             | 5.3   | 9    | 8.3   | 1      | 1.3   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 10             | 3.7   | 9    | 5.8   | 1      | 0.9   |
| Obese                  | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   |
| Cannot Code            | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 1              | 0.4   | 1    | 0.6   | 0      | 0.0   |
| <u>Weekend-Daytime</u> | 1219                 | 100.0 | 789  | 100.0 | 427    | 100.0 | 69           | 100.0 | 40   | 100.0 | 29     | 100.0 | 345            | 100.0 | 288  | 100.0 | 56     | 100.0 | 23           | 100.0 | 19   | 100.0 | 4      | 100.0 | 1825           | 100.0 | 1201 | 100.0 | 522    | 100.0 |
| Underweight            | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   |
| Normal                 | 1210                 | 99.3  | 780  | 98.9  | 427    | 100.0 | 60           | 87.0  | 35   | 87.5  | 25     | 86.2  | 319            | 92.5  | 265  | 92.0  | 54     | 96.4  | 17           | 73.9  | 15   | 78.9  | 2      | 50.0  | 1637           | 89.7  | 1118 | 93.1  | 510    | 97.7  |
| Chunky-Chubby          | 1                    | 0.1   | 1    | 0.1   | 0      | 0.0   | 5            | 7.2   | 1    | 2.5   | 4      | 13.8  | 15             | 4.3   | 14   | 4.9   | 1      | 1.8   | 6            | 26.1  | 4    | 21.1  | 2      | 50.0  | 28             | 1.5   | 21   | 1.7   | 7      | 1.3   |
| Obese                  | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   |
| Cannot Code            | 8                    | 0.7   | 8    | 1.0   | 0      | 0.0   | 4            | 5.8   | 4    | 10.0  | 0      | 0.0   | 11             | 3.2   | 9    | 3.1   | 1      | 1.8   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 160            | 8.8   | 62   | 5.2   | 5      | 1.0   |
| <u>All Commercials</u> | 2462                 | 100.0 | 1406 | 100.0 | 1015   | 100.0 | 918          | 100.0 | 418  | 100.0 | 496    | 100.0 | 4407           | 100.0 | 2628 | 100.0 | 1774   | 100.0 | 217          | 100.0 | 122  | 100.0 | 95     | 100.0 | 8301           | 100.0 | 4713 | 100.0 | 3397   | 100.0 |
| Underweight            | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 1            | 0.1   | 1    | 0.2   | 0      | 0.0   | 1              | 0.0   | 0    | 0.0   | 1      | 0.1   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 2              | 0.0   | 1    | 0.0   | 1      | 0.0   |
| Normal                 | 2430                 | 98.7  | 1376 | 97.8  | 1015   | 100.0 | 900          | 98.0  | 408  | 97.6  | 490    | 98.8  | 4098           | 93.0  | 2378 | 90.5  | 1718   | 96.8  | 161          | 74.2  | 85   | 69.7  | 76     | 80.0  | 7676           | 92.5  | 4294 | 91.1  | 3307   | 97.4  |
| Chunky-Chubby          | 20                   | 0.8   | 18   | 1.3   | 0      | 0.0   | 6            | 0.7   | 2    | 0.5   | 4      | 0.8   | 259            | 5.9   | 216  | 8.2   | 42     | 2.4   | 53           | 24.4  | 35   | 28.7  | 18     | 18.9  | 339            | 4.1   | 272  | 5.8   | 64     | 1.9   |
| Obese                  | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 16             | 0.4   | 9    | 0.3   | 7      | 0.4   | 1            | 0.5   | 0    | 0.0   | 1      | 1.1   | 17             | 0.2   | 9    | 0.2   | 8      | 0.2   |
| Cannot Code            | 12                   | 0.5   | 12   | 0.9   | 0      | 0.0   | 11           | 1.2   | 7    | 1.7   | 2      | 0.4   | 33             | 0.7   | 25   | 1.0   | 6      | 0.3   | 2            | 0.9   | 2    | 1.6   | 0      | 0.0   | 267            | 3.2   | 137  | 2.9   | 17     | 0.5   |

Table 27

Advice Giving and Advice Taking by Social Age  
for Major and Minor Characters in Commercials  
(1977-1979)

|                        | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |       |      |       |        |       |
|------------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|
|                        | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       |
|                        | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     |
| <u>Prime-Time</u>      | 551                  | 100.0 | 288  | 100.0 | 263    | 100.0 | 472          | 100.0 | 174  | 100.0 | 296    | 100.0 | 2416           | 100.0 | 1330 | 100.0 | 1084   | 100.0 | 121          | 100.0 | 72   | 100.0 | 49     | 100.0 | 3644           | 100.0 | 1926 | 100.0 | 1701   | 100.0 |
| No Advice              | 522                  | 94.7  | 274  | 95.1  | 248    | 94.3  | 429          | 90.9  | 155  | 89.1  | 272    | 91.9  | 2035           | 84.2  | 1142 | 85.9  | 891    | 82.2  | 102          | 84.3  | 62   | 86.1  | 40     | 81.6  | 3166           | 86.9  | 1693 | 87.9  | 1456   | 85.6  |
| Gives                  | 10                   | 1.8   | 5    | 1.7   | 5      | 1.9   | 23           | 4.9   | 11   | 6.3   | 12     | 4.1   | 195            | 8.1   | 117  | 8.8   | 78     | 7.2   | 13           | 10.7  | 7    | 9.7   | 6      | 12.2  | 247            | 6.8   | 142  | 7.4   | 105    | 6.2   |
| Takes                  | 19                   | 3.4   | 9    | 3.1   | 10     | 3.8   | 20           | 4.2   | 8    | 4.6   | 12     | 4.1   | 182            | 7.5   | 69   | 5.2   | 113    | 10.4  | 6            | 5.0   | 3    | 4.2   | 3      | 6.1   | 227            | 6.2   | 89   | 4.6   | 138    | 8.1   |
| Gives & Takes          | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 0.2   | 2    | 0.2   | 2      | 0.2   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 0.1   | 2    | 0.1   | 2      | 0.1   |
| <u>News</u>            | 9                    | 100.0 | 7    | 100.0 | 2      | 100.0 | 30           | 100.0 | 11   | 100.0 | 19     | 100.0 | 136            | 100.0 | 77   | 100.0 | 59     | 100.0 | 4            | 100.0 | 3    | 100.0 | 1      | 100.0 | 182            | 100.0 | 99   | 100.0 | 81     | 100.0 |
| No Advice              | 9                    | 100.0 | 7    | 100.0 | 2      | 100.0 | 30           | 100.0 | 11   | 100.0 | 19     | 100.0 | 111            | 81.6  | 62   | 80.5  | 49     | 83.1  | 2            | 50.0  | 1    | 33.3  | 1      | 100.0 | 154            | 84.6  | 81   | 81.8  | 71     | 87.7  |
| Gives                  | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 9              | 6.6   | 7    | 9.1   | 2      | 3.4   | 2            | 50.0  | 2    | 66.7  | 0      | 0.0   | 12             | 6.6   | 10   | 10.1  | 2      | 2.5   |
| Takes                  | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 16             | 11.8  | 8    | 10.4  | 8      | 13.6  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 16             | 8.8   | 8    | 8.1   | 8      | 9.9   |
| Gives & Takes          | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   |
| <u>Weekend-Daytime</u> | 714                  | 100.0 | 450  | 100.0 | 261    | 100.0 | 38           | 100.0 | 24   | 100.0 | 14     | 100.0 | 258            | 100.0 | 236  | 100.0 | 22     | 100.0 | 17           | 100.0 | 13   | 100.0 | 4      | 100.0 | 1126           | 100.0 | 780  | 100.0 | 306    | 100.0 |
| No Advice              | 673                  | 94.3  | 425  | 94.4  | 248    | 95.0  | 33           | 86.8  | 23   | 95.8  | 10     | 71.4  | 239            | 92.6  | 218  | 92.4  | 21     | 95.5  | 16           | 94.1  | 12   | 92.3  | 4      | 100.0 | 1024           | 90.9  | 724  | 92.8  | 283    | 92.5  |
| Gives                  | 20                   | 2.8   | 12   | 2.7   | 5      | 1.9   | 5            | 13.2  | 1    | 4.2   | 4      | 28.6  | 11             | 4.3   | 10   | 4.2   | 1      | 4.5   | 1            | 5.9   | 1    | 7.7   | 0      | 0.0   | 63             | 5.6   | 30   | 3.8   | 10     | 3.3   |
| Takes                  | 21                   | 2.9   | 13   | 2.9   | 8      | 3.1   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 1.6   | 4    | 1.7   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 35             | 3.1   | 22   | 2.8   | 13     | 4.2   |
| Gives & Takes          | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 1.6   | 4    | 1.7   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 0.4   | 4    | 0.5   | 0      | 0.0   |
| <u>All Commercials</u> | 1274                 | 100.0 | 745  | 100.0 | 526    | 100.0 | 540          | 100.0 | 209  | 100.0 | 329    | 100.0 | 2810           | 100.0 | 1643 | 100.0 | 1165   | 100.0 | 142          | 100.0 | 88   | 100.0 | 54     | 100.0 | 4952           | 100.0 | 2805 | 100.0 | 2088   | 100.0 |
| No Advice              | 1204                 | 94.5  | 706  | 94.8  | 498    | 94.7  | 492          | 91.1  | 189  | 90.4  | 301    | 91.5  | 2385           | 84.9  | 1422 | 86.5  | 961    | 82.5  | 120          | 84.5  | 75   | 85.2  | 45     | 83.3  | 4344           | 87.7  | 2498 | 89.1  | 1810   | 86.7  |
| Gives                  | 30                   | 2.4   | 17   | 2.3   | 10     | 1.9   | 28           | 5.2   | 12   | 5.7   | 16     | 4.9   | 215            | 7.7   | 134  | 8.2   | 81     | 7.0   | 16           | 11.3  | 10   | 11.4  | 6      | 11.1  | 322            | 6.5   | 182  | 6.5   | 117    | 5.6   |
| Takes                  | 40                   | 3.1   | 22   | 3.0   | 18     | 3.4   | 20           | 3.7   | 8    | 3.8   | 12     | 3.6   | 202            | 7.2   | 81   | 4.9   | 121    | 10.4  | 6            | 4.2   | 3    | 3.4   | 3      | 5.5   | 278            | 5.6   | 119  | 4.2   | 159    | 7.6   |
| Gives & Takes          | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 8              | 0.3   | 6    | 0.4   | 2      | 0.2   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 8              | 0.2   | 6    | 0.2   | 2      | 0.1   |

Table 28

Family Life Variables by Social Age for  
Major Characters in Prime-Time Drama  
(1977-1979)

|                           | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |       |      |       |        |       |   |     |
|---------------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|---|-----|
|                           | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       |   |     |
|                           | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     |   |     |
| Total                     | 57                   | 100.0 | 41   | 100.0 | 16     | 100.0 | 121          | 100.0 | 67   | 100.0 | 54     | 100.0 | 401            | 100.0 | 281  | 100.0 | 120    | 100.0 | 16           | 100.0 | 12   | 100.0 | 4      | 100.0 | 619            | 100.0 | 416  | 100.0 | 201    | 100.0 |   |     |
| <u>Marital Status</u>     |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |   |     |
| Cannot Code               | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 10           | 8.3   | 8    | 11.9  | 2      | 3.7   | 115            | 28.7  | 97   | 34.5  | 18     | 15.0  | 5            | 31.3  | 5    | 41.7  | 0      | 0.0   | 140            | 22.6  | 115  | 27.6  | 23     | 11.4  |   |     |
| Not Married               | 57                   | 100.0 | 41   | 100.0 | 16     | 100.0 | 104          | 85.9  | 56   | 83.6  | 48     | 88.9  | 122            | 30.4  | 87   | 30.9  | 35     | 29.2  | 4            | 25.0  | 2    | 16.7  | 2      | 50.0  | 294            | 47.5  | 192  | 46.1  | 102    | 50.7  |   |     |
| Married                   | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 5            | 4.2   | 2    | 3.0   | 3      | 5.6   | 104            | 25.9  | 67   | 23.8  | 37     | 30.8  | 3            | 18.8  | 2    | 16.7  | 1      | 25.0  | 116            | 18.8  | 72   | 17.3  | 44     | 21.9  |   |     |
| Formerly Married          | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 1            | 0.8   | 0    | 0.0   | 1      | 1.9   | 46             | 11.5  | 23   | 8.2   | 23     | 19.1  | 4            | 25.0  | 3    | 25.0  | 1      | 25.0  | 51             | 8.2   | 26   | 6.2   | 25     | 12.4  |   |     |
| Mixed                     | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 1            | 0.8   | 1    | 1.5   | 0      | 0.0   | 14             | 3.5   | 7    | 2.5   | 7      | 5.8   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 18             | 2.9   | 11   | 2.6   | 7      | 3.5   |   |     |
| <u>Homemaker</u>          |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |   |     |
| No                        | 51                   | 89.5  | 39   | 95.1  | 12     | 75.0  | 112          | 92.6  | 63   | 94.0  | 49     | 90.7  | 349            | 87.0  | 266  | 94.7  | 83     | 69.2  | 16           | 100.0 | 12   | 100.0 | 4      | 100.0 | 550            | 88.9  | 394  | 94.7  | 154    | 76.6  |   |     |
| Yes                       | 6                    | 10.5  | 2    | 4.9   | 4      | 25.0  | 9            | 7.4   | 4    | 6.0   | 5      | 9.3   | 52             | 13.0  | 15   | 5.3   | 37     | 30.8  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 69             | 11.1  | 22   | 5.3   | 47     | 23.4  |   |     |
| <u>Romance</u>            |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |   |     |
| Cannot Code               | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 4            | 3.3   | 4    | 6.0   | 0      | 0.0   | 10             | 2.5   | 7    | 2.5   | 3      | 2.5   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 15             | 2.4   | 12   | 2.9   | 3      | 1.5   |   |     |
| Not Involved              | 40                   | 70.2  | 31   | 75.6  | 9      | 56.3  | 55           | 45.5  | 31   | 46.3  | 24     | 44.4  | 229            | 57.1  | 172  | 61.2  | 57     | 47.5  | 14           | 87.5  | 11   | 91.7  | 3      | 75.0  | 353            | 57.0  | 254  | 61.1  | 97     | 48.3  |   |     |
| Involved                  | 17                   | 29.8  | 10   | 24.4  | 7      | 43.8  | 62           | 51.2  | 32   | 47.8  | 30     | 55.6  | 162            | 40.4  | 102  | 36.3  | 60     | 50.0  | 2            | 12.5  | 1    | 8.3   | 1      | 25.0  | 251            | 40.5  | 150  | 36.1  | 101    | 50.2  |   |     |
| <u>Children</u>           |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |   |     |
| Cannot Code               | 57                   | 100.0 | 41   | 100.0 | 16     | 100.0 | 120          | 99.2  | 67   | 100.0 | 53     | 98.1  | 302            | 75.8  | 219  | 77.9  | 83     | 69.2  | 11           | 68.8  | 9    | 75.0  | 2      | 50.0  | 510            | 82.4  | 349  | 83.9  | 159    | 79.1  |   |     |
| No                        | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0 | 0.0 |
| Yes                       | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 1            | 0.8   | 0    | 0.0   | 1      | 1.9   | 99             | 24.7  | 62   | 22.1  | 37     | 30.8  | 5            | 31.3  | 3    | 25.0  | 2      | 50.0  | 109            | 17.6  | 67   | 16.1  | 42     | 20.9  |   |     |
| <u>Family (1978-1979)</u> |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |   |     |
| Cannot Code               | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 2              | 0.8   | 1    | 0.5   | 1      | 1.3   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 2              | 0.5   | 1    | 0.4   | 1      | 0.7   |   |     |
| No Reference              | 4                    | 11.4  | 4    | 17.4  | 0      | 0.0   | 35           | 43.8  | 20   | 46.5  | 15     | 40.5  | 138            | 52.3  | 114  | 60.9  | 24     | 31.2  | 7            | 53.9  | 5    | 55.5  | 2      | 50.0  | 195            | 47.7  | 150  | 55.1  | 44     | 32.3  |   |     |
| Reference                 | 31                   | 88.6  | 19   | 82.5  | 12     | 100.0 | 45           | 56.3  | 23   | 53.5  | 22     | 59.5  | 124            | 47.0  | 72   | 38.5  | 52     | 67.5  | 6            | 46.2  | 4    | 44.4  | 2      | 50.0  | 212            | 51.8  | 121  | 44.5  | 91     | 66.9  |   |     |

Table 29

Family Life Variables by Social Age for  
Major Characters in Weekend-Daytime Drama  
(1977-1979)

|                       | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |     | All Characters |       |      |       |        |       |
|-----------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-----|----------------|-------|------|-------|--------|-------|
|                       | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |     | All            |       | Male |       | Female |       |
|                       | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %   | N              | %     | N    | %     | N      | %     |
| Total                 | 45                   | 100.0 | 36   | 100.0 | 8      | 100.0 | 71           | 100.0 | 46   | 100.0 | 25     | 100.0 | 196            | 100.0 | 164  | 100.0 | 81     | 100.0 | 9            | 100.0 | 9    | 100.0 | 0      | 0.0 | 415            | 100.0 | 324  | 100.0 | 67     | 100.0 |
| <u>Marital Status</u> |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |     |                |       |      |       |        |       |
| Cannot Code           | 7                    | 15.6  | 7    | 19.4  | 0      | 0.0   | 25           | 35.2  | 21   | 45.7  | 4      | 16.0  | 119            | 60.7  | 104  | 63.4  | 14     | 45.2  | 6            | 66.7  | 6    | 66.7  | 0      | 0.0 | 216            | 52.0  | 178  | 54.9  | 19     | 28.4  |
| Not Married           | 38                   | 81.4  | 29   | 80.6  | 8      | 100.0 | 46           | 64.8  | 25   | 54.3  | 21     | 84.0  | 62             | 31.6  | 48   | 29.3  | 14     | 45.2  | 2            | 22.2  | 2    | 22.2  | 0      | 0.0 | 182            | 43.9  | 132  | 40.7  | 45     | 67.2  |
| Married               | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 12             | 6.1   | 10   | 6.1   | 2      | 6.5   | 1            | 11.1  | 1    | 11.1  | 0      | 0.0 | 14             | 3.4   | 12   | 3.7   | 2      | 3.0   |
| Formerly Married      | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 3              | 1.5   | 2    | 1.2   | 1      | 3.2   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0 | 3              | 0.7   | 2    | 0.6   | 1      | 1.5   |
| <u>Homemaker</u>      |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |     |                |       |      |       |        |       |
| No                    | 44                   | 97.8  | 35   | 97.2  | 8      | 100.0 | 71           | 100.0 | 46   | 100.0 | 25     | 100.0 | 186            | 94.9  | 158  | 96.3  | 27     | 87.1  | 9            | 100.0 | 9    | 100.0 | 0      | 0.0 | 401            | 96.6  | 314  | 96.9  | 63     | 94.0  |
| Yes                   | 1                    | 2.2   | 1    | 2.8   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 10             | 5.1   | 6    | 3.7   | 4      | 12.9  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0 | 14             | 3.4   | 10   | 3.1   | 4      | 6.0   |
| <u>Romance</u>        |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |     |                |       |      |       |        |       |
| Cannot Code           | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 3              | 1.5   | 3    | 1.8   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0 | 12             | 2.9   | 6    | 1.9   | 0      | 0.0   |
| Not Involved          | 44                   | 97.8  | 35   | 97.2  | 8      | 100.0 | 64           | 90.1  | 42   | 91.3  | 22     | 88.0  | 168            | 85.7  | 145  | 88.4  | 22     | 71.0  | 8            | 88.9  | 8    | 88.9  | 0      | 0.0 | 367            | 88.4  | 295  | 91.0  | 54     | 80.6  |
| Involved              | 1                    | 2.2   | 1    | 2.8   | 0      | 0.0   | 7            | 9.9   | 4    | 8.7   | 3      | 12.0  | 25             | 12.8  | 16   | 9.8   | 9      | 29.0  | 1            | 11.1  | 1    | 11.1  | 0      | 0.0 | 36             | 8.7   | 23   | 7.1   | 13     | 19.4  |
| <u>Children</u>       |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |     |                |       |      |       |        |       |
| Cannot Code           | 45                   | 100.0 | 36   | 100.0 | 8      | 100.0 | 71           | 100.0 | 46   | 100.0 | 25     | 100.0 | 185            | 94.4  | 154  | 93.9  | 30     | 96.8  | 9            | 100.0 | 9    | 100.0 | 0      | 0.0 | 402            | 96.9  | 313  | 96.6  | 66     | 98.5  |
| No                    | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 11             | 5.6   | 10   | 6.1   | 1      | 3.2   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0 | 13             | 3.1   | 11   | 3.4   | 1      | 1.5   |
| Yes                   | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0 | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   |
| <u>Family</u>         |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |     |                |       |      |       |        |       |
| Cannot Code           | 1                    | 5.9   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0 | 2              | 0.7   | 1    | 0.5   | 0      | 0.0   |
| No Reference          | 11                   | 64.7  | 10   | 66.7  | 1      | 100.0 | 41           | 82.0  | 30   | 93.8  | 11     | 61.1  | 113            | 85.6  | 97   | 86.6  | 15     | 78.9  | 1            | 33.3  | 1    | 33.3  | 0      | 0.0 | 230            | 85.2  | 182  | 86.7  | 28     | 71.8  |
| Reference             | 5                    | 29.4  | 5    | 33.3  | 0      | 0.0   | 9            | 18.0  | 2    | 6.2   | 7      | 38.9  | 19             | 14.4  | 15   | 13.4  | 4      | 21.1  | 2            | 66.7  | 2    | 66.7  | 0      | 0.0 | 38             | 14.1  | 27   | 12.9  | 11     | 28.2  |

Table 30

Family Life Variables by Social Age for  
Major Characters in Prime-Time Commercials  
(1977-1979)

|                       | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |       |      |       |        |       |
|-----------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|
|                       | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       |
|                       | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     |        |       |
| Total                 | 169                  | 100.0 | 105  | 100.0 | 64     | 100.0 | 212          | 100.0 | 73   | 100.0 | 139    | 100.0 | 1379           | 100.0 | 751  | 100.0 | 628    | 100.0 | 81           | 100.0 | 48   | 100.0 | 33     | 100.0 | 1872           | 100.0 | 1001 | 100.0 | 870    | 100.0 |
| <u>Marital Status</u> |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| Cannot Code           | 4                    | 2.4   | 4    | 3.8   | 0      | 0.0   | 135          | 63.7  | 44   | 60.3  | 91     | 65.5  | 869            | 63.0  | 563  | 75.0  | 306    | 48.7  | 58           | 71.6  | 36   | 75.0  | 22     | 66.7  | 1093           | 58.4  | 670  | 66.9  | 422    | 48.5  |
| Single                | 165                  | 97.6  | 101  | 96.2  | 64     | 100.0 | 56           | 26.4  | 20   | 27.4  | 36     | 25.9  | 45             | 3.3   | 20   | 2.7   | 25     | 4.0   | 4            | 4.9   | 4    | 8.3   | 0      | 0.0   | 271            | 14.5  | 146  | 14.6  | 125    | 14.4  |
| Married               | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 11           | 5.2   | 4    | 5.5   | 7      | 5.0   | 318            | 23.1  | 124  | 16.5  | 194    | 30.9  | 13           | 16.0  | 6    | 12.5  | 7      | 21.2  | 342            | 18.3  | 134  | 13.4  | 208    | 23.9  |
| Appears Married       | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 1            | 0.5   | 0    | 0.0   | 1      | 0.7   | 144            | 10.4  | 44   | 5.9   | 100    | 15.9  | 6            | 7.4   | 2    | 4.2   | 4      | 12.2  | 151            | 8.1   | 46   | 4.6   | 105    | 12.1  |
| Mixed                 | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 9            | 4.2   | 5    | 6.8   | 4      | 2.9   | 3              | 0.2   | 0    | 0.0   | 3      | 0.5   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 15             | 0.8   | 5    | 0.5   | 10     | 1.1   |
| <u>Homemaker</u>      |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| No                    | 164                  | 97.0  | 105  | 100.0 | 59     | 92.2  | 209          | 98.6  | 73   | 100.0 | 136    | 97.8  | 1261           | 91.4  | 744  | 99.1  | 517    | 82.3  | 77           | 95.1  | 47   | 97.9  | 30     | 90.9  | 1742           | 93.1  | 993  | 99.2  | 748    | 86.0  |
| Yes                   | 5                    | 3.0   | 0    | 0.0   | 5      | 7.8   | 3            | 1.4   | 0    | 0.0   | 3      | 2.2   | 118            | 8.6   | 7    | 0.9   | 111    | 17.7  | 4            | 4.9   | 1    | 2.1   | 3      | 9.1   | 130            | 6.9   | 8    | 0.8   | 122    | 14.0  |
| <u>Family</u>         |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| Cannot Code           | 2                    | 1.2   | 1    | 1.0   | 1      | 1.6   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 16             | 1.2   | 5    | 0.7   | 11     | 1.8   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 19             | 1.0   | 7    | 0.7   | 12     | 1.4   |
| No Reference          | 78                   | 46.2  | 56   | 53.3  | 22     | 34.4  | 173          | 81.6  | 57   | 78.1  | 116    | 83.5  | 910            | 66.0  | 577  | 76.8  | 333    | 53.0  | 54           | 66.7  | 38   | 79.2  | 16     | 48.5  | 1240           | 66.3  | 748  | 74.7  | 490    | 56.3  |
| Reference             | 89                   | 52.7  | 48   | 45.7  | 41     | 64.0  | 39           | 18.4  | 16   | 21.9  | 23     | 16.5  | 453            | 32.9  | 169  | 22.5  | 284    | 45.2  | 27           | 33.3  | 10   | 20.8  | 17     | 51.5  | 613            | 32.8  | 246  | 24.6  | 368    | 42.3  |
| <u>Romance</u>        |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| Cannot Code           | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 1            | 0.5   | 1    | 1.4   | 0      | 0.0   | 12             | 0.9   | 5    | 0.7   | 7      | 1.1   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 14             | 0.7   | 7    | 0.7   | 7      | 0.7   |
| Not Involved          | 166                  | 98.2  | 103  | 98.1  | 63     | 98.4  | 174          | 82.1  | 58   | 79.5  | 116    | 83.5  | 1277           | 92.6  | 705  | 93.9  | 572    | 91.1  | 78           | 96.3  | 46   | 95.8  | 32     | 97.0  | 1725           | 92.1  | 935  | 93.4  | 789    | 90.7  |
| Involved              | 3                    | 1.8   | 2    | 1.9   | 1      | 1.6   | 37           | 17.5  | 14   | 19.2  | 23     | 16.5  | 90             | 6.5   | 41   | 5.5   | 49     | 7.8   | 3            | 3.7   | 2    | 4.2   | 1      | 3.0   | 133            | 7.1   | 59   | 5.9   | 74     | 8.5   |
| <u>Children</u>       |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| Cannot Code           | 20                   | 11.8  | 13   | 12.4  | 7      | 10.9  | 162          | 76.4  | 52   | 71.2  | 110    | 79.1  | 961            | 69.7  | 594  | 79.1  | 367    | 58.4  | 52           | 64.2  | 34   | 70.8  | 18     | 54.5  | 1222           | 65.3  | 716  | 71.5  | 505    | 58.0  |
| No                    | 149                  | 88.2  | 92   | 87.6  | 57     | 89.1  | 50           | 23.6  | 21   | 28.8  | 29     | 20.9  | 194            | 14.1  | 96   | 12.8  | 98     | 15.6  | 9            | 11.1  | 5    | 10.4  | 4      | 12.1  | 404            | 21.6  | 215  | 21.5  | 189    | 21.7  |
| Yes                   | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 224            | 16.2  | 61   | 8.1   | 163    | 26.0  | 20           | 24.7  | 9    | 18.8  | 11     | 33.3  | 246            | 13.1  | 70   | 7.0   | 176    | 20.2  |

Table 31

Family Life Variables by Social Age for  
Major Characters in Weekend-Daytime Commercials  
(1977-1979)

|                       | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |       |      |       |        |       |
|-----------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|
|                       | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       |
|                       | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     |        |       |
| Total                 | 328                  | 100.0 | 212  | 100.0 | 116    | 100.0 | 28           | 100.0 | 20   | 100.0 | 8      | 100.0 | 134            | 100.0 | 120  | 100.0 | 14     | 100.0 | 11           | 100.0 | 11   | 100.0 | 14     | 100.0 | 546            | 100.0 | 390  | 100.0 | 143    | 100.0 |
| <u>Marital Status</u> |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| Cannot Code           | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 26           | 92.9  | 18   | 90.0  | 8      | 100.0 | 113            | 84.3  | 108  | 90.0  | 5      | 35.7  | 10           | 90.9  | 10   | 90.9  | 0      | 0.0   | 193            | 35.3  | 162  | 41.5  | 18     | 12.6  |
| Single                | 328                  | 100.0 | 212  | 100.0 | 116    | 100.0 | 2            | 7.1   | 2    | 10.0  | 0      | 0.0   | 2              | 1.5   | 2    | 1.7   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 333            | 61.0  | 217  | 55.6  | 116    | 81.1  |
| Married               | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 6              | 4.5   | 3    | 2.5   | 3      | 21.4  | 1            | 9.1   | 1    | 9.1   | 0      | 0.0   | 7              | 1.3   | 4    | 1.0   | 3      | 2.1   |
| Appears Married       | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 13             | 9.7   | 7    | 5.8   | 6      | 42.9  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 13             | 2.4   | 7    | 1.8   | 6      | 4.2   |
| <u>Homemaker</u>      |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| No                    | 327                  | 99.7  | 212  | 100.0 | 115    | 99.1  | 28           | 100.0 | 20   | 100.0 | 8      | 100.0 | 128            | 95.5  | 120  | 100.0 | 8      | 57.1  | 11           | 100.0 | 11   | 100.0 | 0      | 0.0   | 535            | 98.0  | 390  | 100.0 | 132    | 92.3  |
| Yes                   | 1                    | 0.3   | 0    | 0.0   | 1      | 0.9   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 6              | 4.5   | 0    | 0.0   | 6      | 42.9  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 11             | 2.0   | 0    | 0.0   | 11     | 7.7   |
| <u>Family</u>         |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| Cannot Code           | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 3              | 2.2   | 3    | 2.5   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 5              | 0.9   | 4    | 1.0   | 0      | 0.0   |
| No Reference          | 260                  | 79.3  | 175  | 82.5  | 85     | 73.3  | 28           | 100.0 | 20   | 100.0 | 8      | 100.0 | 111            | 82.8  | 107  | 89.2  | 4      | 28.6  | 10           | 90.9  | 10   | 90.9  | 0      | 0.0   | 452            | 82.8  | 338  | 86.7  | 102    | 71.3  |
| Reference             | 68                   | 20.7  | 37   | 17.5  | 31     | 26.7  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 20             | 14.9  | 10   | 8.3   | 10     | 71.4  | 1            | 9.1   | 1    | 9.1   | 0      | 0.0   | 89             | 16.3  | 48   | 12.3  | 41     | 28.7  |
| <u>Romance</u>        |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| Cannot Code           | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 3              | 2.2   | 3    | 2.5   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 0.7   | 4    | 1.0   | 0      | 0.0   |
| Not Involved          | 328                  | 100.0 | 212  | 100.0 | 116    | 100.0 | 28           | 100.0 | 20   | 100.0 | 8      | 100.0 | 131            | 97.8  | 117  | 97.5  | 14     | 100.0 | 11           | 100.0 | 11   | 100.0 | 0      | 0.0   | 542            | 99.3  | 386  | 99.0  | 143    | 100.0 |
| Involved              | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   |
| <u>Children</u>       |                      |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |              |       |      |       |        |       |                |       |      |       |        |       |
| Cannot Code           | 22                   | 6.7   | 11   | 5.2   | 11     | 9.5   | 28           | 100.0 | 20   | 100.0 | 8      | 100.0 | 114            | 85.1  | 110  | 91.7  | 4      | 28.6  | 10           | 90.9  | 10   | 90.9  | 0      | 0.0   | 218            | 39.9  | 177  | 45.4  | 28     | 19.6  |
| No                    | 306                  | 93.3  | 201  | 94.8  | 105    | 90.5  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 307            | 56.2  | 202  | 51.8  | 105    | 73.4  |
| Yes                   | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 20             | 14.9  | 10   | 8.3   | 10     | 71.4  | 1            | 9.1   | 1    | 9.1   | 0      | 0.0   | 21             | 3.9   | 11   | 2.9   | 10     | 7.0   |

Table 32

Occupation by Social Age for Major Characters in  
Prime-Time Commercials and Dramatic Programs  
(1977-1979)

|                    | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |       |      |       |        |       |
|--------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|
|                    | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       |
|                    | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     |
| Commercials        | 169                  | 100.0 | 105  | 100.0 | 64     | 100.0 | 212          | 100.0 | 73   | 100.0 | 139    | 100.0 | 1379           | 100.0 | 751  | 100.0 | 628    | 100.0 | 81           | 100.0 | 48   | 100.0 | 33     | 100.0 | 1872           | 100.0 | 1001 | 100.0 | 870    | 100.0 |
| Unknown            | 162                  | 95.9  | 100  | 95.2  | 62     | 96.9  | 166          | 78.3  | 57   | 78.1  | 109    | 78.4  | 981            | 71.1  | 477  | 63.5  | 504    | 80.8  | 57           | 70.4  | 26   | 54.2  | 31     | 93.9  | 1396           | 74.6  | 683  | 68.2  | 712    | 81.8  |
| Unemployed         | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 1            | 0.5   | 1    | 1.4   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 1              | 0.1   | 1    | 0.1   | 0      | 0.0   |
| Housewife          | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 9              | 0.7   | 0    | 0.0   | 9      | 1.4   | 1            | 1.2   | 0    | 0.0   | 1      | 3.0   | 10             | 0.5   | 0    | 0.0   | 10     | 1.1   |
| Professional       | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 15           | 7.1   | 6    | 8.2   | 9      | 6.5   | 175            | 12.7  | 124  | 16.5  | 51     | 8.1   | 2            | 2.5   | 2    | 4.2   | 0      | 0.0   | 192            | 10.3  | 132  | 13.2  | 60     | 6.9   |
| Other White Collar | 2                    | 1.2   | 2    | 1.9   | 0      | 0.0   | 6            | 2.8   | 4    | 5.5   | 2      | 1.4   | 96             | 7.0   | 57   | 7.6   | 39     | 6.2   | 7            | 8.6   | 6    | 12.5  | 1      | 3.0   | 111            | 5.9   | 69   | 6.9   | 42     | 4.8   |
| Blue Collar        | 3                    | 1.8   | 3    | 2.9   | 0      | 0.0   | 11           | 5.2   | 1    | 1.4   | 10     | 7.2   | 92             | 6.7   | 72   | 9.6   | 20     | 3.2   | 9            | 11.1  | 9    | 18.8  | 0      | 0.0   | 116            | 6.2   | 86   | 8.6   | 30     | 3.4   |
| Military           | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 3            | 1.4   | 3    | 4.1   | 0      | 0.0   | 1              | 0.1   | 1    | 0.1   | 0      | 0.0   | 1            | 1.2   | 1    | 2.1   | 0      | 0.0   | 5              | 0.3   | 5    | 0.5   | 0      | 0.0   |
| Police             | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 16             | 1.2   | 15   | 2.0   | 1      | 0.2   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 16             | 0.9   | 15   | 1.5   | 1      | 0.1   |
| Other              | 2                    | 1.2   | 0    | 0.0   | 2      | 3.1   | 10           | 4.7   | 1    | 1.4   | 9      | 6.5   | 9              | 0.7   | 5    | 0.7   | 4      | 0.6   | 4            | 4.9   | 4    | 8.3   | 0      | 0.0   | 25             | 1.3   | 10   | 1.0   | 15     | 1.7   |
| Drama              | 57                   | 100.0 | 41   | 100.0 | 16     | 100.0 | 121          | 100.0 | 67   | 100.0 | 54     | 100.0 | 401            | 100.0 | 281  | 100.0 | 120    | 100.0 | 16           | 100.0 | 12   | 100.0 | 4      | 100.0 | 619            | 100.0 | 416  | 100.0 | 201    | 100.0 |
| Unknown            | 22                   | 38.6  | 15   | 36.6  | 7      | 43.8  | 38           | 31.4  | 21   | 31.3  | 17     | 31.5  | 51             | 12.7  | 22   | 7.8   | 29     | 24.2  | 1            | 6.3   | 1    | 8.3   | 0      | 0.0   | 125            | 20.2  | 66   | 15.9  | 58     | 28.9  |
| Unemployed         | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 3            | 2.5   | 2    | 3.0   | 1      | 1.9   | 1              | 0.2   | 0    | 0.0   | 1      | 0.8   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 4              | 0.6   | 2    | 0.5   | 2      | 1.0   |
| Housewife          | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 10             | 2.5   | 0    | 0.0   | 10     | 8.3   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 10             | 1.6   | 0    | 0.0   | 10     | 5.0   |
| Professional       | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 20           | 16.5  | 11   | 16.4  | 9      | 16.7  | 100            | 24.9  | 69   | 24.6  | 31     | 25.8  | 5            | 31.3  | 4    | 33.3  | 1      | 25.0  | 127            | 20.5  | 85   | 20.4  | 42     | 20.9  |
| Other White Collar | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 8            | 6.6   | 5    | 7.5   | 3      | 5.6   | 68             | 17.0  | 56   | 19.9  | 12     | 10.0  | 3            | 18.8  | 2    | 16.7  | 1      | 25.0  | 79             | 12.8  | 62   | 15.1  | 16     | 8.0   |
| Blue Collar        | 1                    | 1.8   | 1    | 2.4   | 0      | 0.0   | 8            | 6.6   | 3    | 4.5   | 5      | 9.3   | 28             | 7.0   | 17   | 6.0   | 11     | 9.2   | 2            | 12.5  | 1    | 8.3   | 0      | 0.0   | 39             | 6.3   | 22   | 5.3   | 17     | 8.5   |
| Military           | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 2            | 1.7   | 1    | 1.5   | 1      | 1.9   | 29             | 7.2   | 26   | 9.3   | 3      | 2.5   | 1            | 6.3   | 1    | 8.3   | 0      | 0.0   | 32             | 5.2   | 28   | 6.7   | 4      | 2.0   |
| Police             | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 5            | 4.1   | 3    | 4.5   | 2      | 3.7   | 72             | 18.0  | 59   | 21.0  | 13     | 10.8  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 78             | 12.6  | 63   | 15.1  | 15     | 7.5   |
| Other              | 34                   | 59.6  | 25   | 61.0  | 9      | 56.3  | 37           | 30.6  | 21   | 31.3  | 16     | 29.6  | 42             | 10.5  | 32   | 11.4  | 10     | 8.3   | 4            | 25.0  | 3    | 25.0  | 1      | 25.0  | 125            | 20.2  | 87   | 20.9  | 37     | 18.4  |

Table 33

Occupation by Social Age for Major Characters in  
Weekend-Daytime Commercials and Dramatic Programs  
(1977-1979)

|                    | Children-Adolescents |       |      |       |        |       | Young Adults |       |      |       |        |       | Settled Adults |       |      |       |        |       | Older Adults |       |      |       |        |       | All Characters |       |      |       |        |       |
|--------------------|----------------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|--------------|-------|------|-------|--------|-------|----------------|-------|------|-------|--------|-------|
|                    | All                  |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       | All          |       | Male |       | Female |       | All            |       | Male |       | Female |       |
|                    | N                    | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     | N      | %     | N            | %     | N    | %     | N      | %     | N              | %     | N    | %     |        |       |
| Commercials        | 328                  | 100.0 | 212  | 100.0 | 116    | 100.0 | 28           | 100.0 | 20   | 100.0 | 8      | 100.0 | 134            | 100.0 | 120  | 100.0 | 14     | 100.0 | 11           | 100.0 | 11   | 100.0 | 0      | 100.0 | 546            | 100.0 | 390  | 100.0 | 143    | 100.0 |
| Unknown            | 327                  | 99.7  | 211  | 99.5  | 116    | 100.0 | 22           | 78.6  | 14   | 70.0  | 8      | 100.0 | 79             | 59.0  | 66   | 55.0  | 13     | 92.9  | 4            | 36.4  | 4    | 36.4  | 0      | 0.0   | 473            | 86.6  | 322  | 82.6  | 138    | 96.5  |
| Professional       | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 3            | 10.7  | 3    | 15.0  | 0      | 0.0   | 13             | 9.7   | 12   | 10.0  | 1      | 7.1   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 20             | 3.7   | 15   | 3.8   | 5      | 3.5   |
| Other White Collar | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 5              | 3.7   | 5    | 4.2   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 5              | 0.9   | 5    | 1.3   | 0      | 0.0   |
| Blue Collar        | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 3            | 10.7  | 3    | 15.0  | 0      | 0.0   | 13             | 9.7   | 13   | 10.8  | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 16             | 2.9   | 16   | 4.1   | 0      | 0.0   |
| Police             | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 3              | 2.2   | 3    | 2.5   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 3              | 0.5   | 3    | 0.8   | 0      | 0.0   |
| Other              | 1                    | 0.3   | 1    | 0.5   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 21             | 15.7  | 21   | 17.5  | 0      | 0.0   | 7            | 63.6  | 7    | 63.6  | 0      | 0.0   | 29             | 5.3   | 29   | 7.4   | 0      | 0.0   |
| Drama              | 45                   | 100.0 | 36   | 100.0 | 8      | 100.0 | 71           | 100.0 | 46   | 100.0 | 25     | 100.0 | 196            | 100.0 | 164  | 100.0 | 31     | 100.0 | 9            | 100.0 | 9    | 100.0 | 0      | 100.0 | 415            | 100.0 | 324  | 100.0 | 67     | 100.0 |
| Unknown            | 23                   | 51.1  | 19   | 52.8  | 3      | 37.5  | 33           | 46.5  | 20   | 43.5  | 13     | 52.0  | 42             | 21.4  | 36   | 22.0  | 5      | 16.1  | 5            | 55.6  | 5    | 55.6  | 0      | 0.0   | 174            | 41.9  | 132  | 40.7  | 22     | 32.8  |
| Housewife          | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 0              | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 1              | 0.2   | 0    | 0.0   | 0      | 0.0   |
| Professional       | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 6            | 8.5   | 3    | 6.5   | 3      | 12.0  | 23             | 11.7  | 18   | 11.0  | 5      | 16.1  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 31             | 7.5   | 22   | 6.8   | 8      | 11.9  |
| Other White Collar | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 21             | 10.7  | 16   | 9.8   | 5      | 16.1  | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 21             | 5.1   | 16   | 4.9   | 5      | 7.5   |
| Blue Collar        | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 1            | 1.4   | 1    | 2.2   | 0      | 0.0   | 10             | 5.1   | 8    | 4.9   | 2      | 6.5   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 12             | 2.9   | 10   | 3.1   | 2      | 3.0   |
| Military           | 0                    | 0.0   | 0    | 0.0   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 7              | 3.6   | 6    | 3.7   | 1      | 3.2   | 1            | 11.1  | 1    | 11.1  | 0      | 0.0   | 10             | 2.4   | 9    | 2.8   | 1      | 1.5   |
| Police             | 2                    | 4.4   | 2    | 5.6   | 0      | 0.0   | 3            | 4.2   | 3    | 6.5   | 0      | 0.0   | 3              | 1.5   | 3    | 1.8   | 0      | 0.0   | 0            | 0.0   | 0    | 0.0   | 0      | 0.0   | 8              | 1.9   | 8    | 2.5   | 0      | 0.0   |
| Other              | 20                   | 44.4  | 15   | 41.7  | 5      | 62.5  | 28           | 39.4  | 19   | 41.3  | 9      | 36.0  | 90             | 45.9  | 77   | 47.0  | 13     | 41.9  | 3            | 33.3  | 3    | 33.3  | 0      | 0.0   | 158            | 38.1  | 127  | 39.2  | 29     | 43.3  |

Table 34

Appearance of Age-Roles in Prime-Time Commercials  
(1977-1979)

|                               | All Characters |       | Children Adolescents |       | Young Adults |       | Settled Adults |       | Older Adults |       |
|-------------------------------|----------------|-------|----------------------|-------|--------------|-------|----------------|-------|--------------|-------|
|                               | N              | %     | N                    | %     | N            | %     | N              | %     | N            | %     |
| Total                         | 1949           | 100.0 | 538                  | 100.0 | 390          | 100.0 | 1583           | 100.0 | 175          | 100.0 |
| <u>Year</u>                   |                |       |                      |       |              |       |                |       |              |       |
| 1977                          | 587            | 30.1  | 149                  | 27.7  | 93           | 23.8  | 471            | 29.8  | 45           | 25.7  |
| 1978                          | 695            | 35.7  | 183                  | 34.0  | 124          | 31.8  | 580            | 36.6  | 63           | 36.0  |
| 1979                          | 667            | 34.2  | 206                  | 38.3  | 173          | 44.4  | 532            | 33.6  | 67           | 38.3  |
| <u>Product Type (recoded)</u> |                |       |                      |       |              |       |                |       |              |       |
| Car Products                  | 256            | 13.1  | 30                   | 5.6   | 33           | 8.5   | 185            | 11.7  | 6            | 3.4   |
| Store & Restaurant            | 138            | 7.1   | 43                   | 8.0   | 53           | 13.6  | 123            | 7.8   | 25           | 14.3  |
| Food & Drink                  | 492            | 25.2  | 240                  | 44.6  | 94           | 24.1  | 400            | 25.3  | 69           | 39.4  |
| Drugs                         | 137            | 7.0   | 15                   | 2.8   | 11           | 2.8   | 125            | 7.9   | 2            | 1.1   |
| Hygiene                       | 297            | 15.2  | 54                   | 10.0  | 69           | 17.7  | 249            | 15.7  | 7            | 4.0   |
| Home Products                 | 258            | 13.1  | 76                   | 14.1  | 55           | 14.1  | 211            | 13.3  | 33           | 18.9  |
| Clothes                       | 59             | 3.0   | 3                    | 0.6   | 17           | 4.4   | 47             | 3.0   | 4            | 2.3   |
| Toys                          | 20             | 1.0   | 20                   | 3.7   | 1            | 0.3   | 11             | 0.7   | 2            | 1.1   |
| Pet                           | 66             | 3.4   | 9                    | 1.7   | 4            | 1.0   | 36             | 2.3   | 3            | 1.7   |
| Other Products                | 203            | 10.4  | 46                   | 8.6   | 46           | 11.8  | 181            | 11.4  | 22           | 12.6  |
| Public Service                | 23             | 1.2   | 2                    | 0.4   | 7            | 1.8   | 15             | 0.9   | 2            | 1.1   |

Table 35

Appearance of Age-Roles and  
Social Types in Prime-Time Commercials  
(1977-1979)

|                         | All Characters |       | Children Adolescents |       | Young Adults |       | Settled Adults |       | Older Adults |       |
|-------------------------|----------------|-------|----------------------|-------|--------------|-------|----------------|-------|--------------|-------|
|                         | N              | %     | N                    | %     | N            | %     | N              | %     | N            | %     |
| Total                   | 1949           | 100.0 | 538                  | 100.0 | 390          | 100.0 | 1583           | 100.0 | 175          | 100.0 |
| <u>Demographic Type</u> |                |       |                      |       |              |       |                |       |              |       |
| Children                | 474            | 24.3  | 474                  | 88.1  | 100          | 25.6  | 423            | 26.7  | 89           | 50.9  |
| Adolescents             | 141            | 7.2   | 141                  | 26.2  | 50           | 12.8  | 108            | 6.8   | 23           | 13.1  |
| Young Adults            | 390            | 20.0  | 111                  | 20.6  | 390          | 100.0 | 268            | 16.9  | 48           | 27.4  |
| Settled Adults          | 1583           | 81.2  | 467                  | 86.8  | 268          | 68.7  | 1583           | 100.0 | 141          | 80.6  |
| Older Adults            | 175            | 9.0   | 92                   | 17.1  | 48           | 12.3  | 141            | 8.9   | 175          | 100.0 |
| Men                     | 1440           | 73.9  | 419                  | 77.9  | 325          | 83.3  | 1309           | 82.7  | 158          | 90.3  |
| Women                   | 1347           | 69.1  | 425                  | 79.0  | 358          | 91.8  | 1214           | 76.7  | 142          | 81.1  |
| Boys                    | 427            | 21.9  | 427                  | 79.4  | 93           | 23.8  | 365            | 23.1  | 63           | 36.0  |
| Girls                   | 341            | 17.5  | 337                  | 62.6  | 91           | 23.3  | 296            | 18.7  | 58           | 33.1  |
| Whites                  | 1733           | 88.9  | 529                  | 98.3  | 381          | 97.7  | 1528           | 96.5  | 174          | 99.4  |
| Blacks                  | 373            | 19.1  | 136                  | 25.3  | 135          | 34.6  | 336            | 21.2  | 53           | 30.3  |
| Other Races             | 50             | 2.6   | 37                   | 6.9   | 32           | 8.2   | 47             | 3.0   | 5            | 2.9   |
| Hispanics               | 32             | 1.6   | 13                   | 2.4   | 7            | 1.8   | 27             | 1.7   | 2            | 1.1   |
| <u>Character Types</u>  |                |       |                      |       |              |       |                |       |              |       |
| Authorities             | 71             | 3.6   | 15                   | 2.8   | 5            | 1.3   | 70             | 4.4   | 2            | 1.1   |
| Famous People           | 224            | 11.5  | 43                   | 8.0   | 37           | 9.5   | 207            | 13.1  | 26           | 14.9  |
| Beautiful People        | 75             | 3.8   | 5                    | 0.9   | 33           | 8.5   | 67             | 4.2   | 3            | 1.7   |
| Average People          | 1541           | 79.1  | 516                  | 95.9  | 351          | 90.0  | 1366           | 86.3  | 162          | 92.6  |
| Ordinary People         | 136            | 7.0   | 27                   | 5.0   | 23           | 5.9   | 131            | 8.3   | 5            | 2.9   |
| Crowds                  | 109            | 5.6   | 45                   | 8.4   | 40           | 10.3  | 100            | 6.3   | 24           | 13.7  |
| Families                | 198            | 10.2  | 189                  | 35.1  | 42           | 10.8  | 198            | 12.5  | 34           | 19.4  |
| Married Couples         | 308            | 15.8  | 192                  | 35.7  | 55           | 14.1  | 298            | 18.8  | 51           | 29.1  |
| Unmarried Couples       | 108            | 5.5   | 14                   | 2.6   | 61           | 15.6  | 80             | 5.1   | 8            | 4.6   |
| Mother-Child            | 303            | 15.5  | 295                  | 54.8  | 54           | 13.8  | 303            | 19.1  | 46           | 26.3  |
| Father-Child            | 225            | 11.5  | 223                  | 41.4  | 45           | 11.5  | 225            | 14.2  | 39           | 22.3  |
| Parent-Child            | 47             | 2.4   | 31                   | 5.8   | 24           | 6.2   | 46             | 2.9   | 23           | 13.1  |
| Grandparent-Child       | 42             | 2.2   | 42                   | 7.8   | 10           | 2.6   | 36             | 2.3   | 37           | 21.1  |
| Extended Family         | 40             | 2.1   | 30                   | 5.6   | 12           | 3.1   | 39             | 2.5   | 32           | 18.3  |
| Siblings                | 189            | 9.7   | 185                  | 34.4  | 46           | 11.8  | 173            | 10.9  | 24           | 13.7  |

Table 36

Nutrition and Seat-Belt Usage in  
Prime-Time Commercials with Age-Role Appearances

|                  | <u>All Characters</u> |          | <u>Children Adolescents</u> |          | <u>Young Adults</u> |          | <u>Settled Adults</u> |          | <u>Older Adults</u> |          |
|------------------|-----------------------|----------|-----------------------------|----------|---------------------|----------|-----------------------|----------|---------------------|----------|
|                  | <u>N</u>              | <u>%</u> | <u>N</u>                    | <u>%</u> | <u>N</u>            | <u>%</u> | <u>N</u>              | <u>%</u> | <u>N</u>            | <u>%</u> |
| Total            | 1949                  | 100.0    | 538                         | 100.0    | 390                 | 100.0    | 1583                  | 100.0    | 175                 | 100.0    |
| <u>Nutrition</u> |                       |          |                             |          |                     |          |                       |          |                     |          |
| Not Relevant     | 1256                  | 64.4     | 239                         | 44.4     | 242                 | 62.1     | 1032                  | 65.2     | 81                  | 46.3     |
| Not Mentioned    | 490                   | 25.1     | 203                         | 37.7     | 117                 | 30.0     | 385                   | 24.3     | 72                  | 41.1     |
| Implied          | 95                    | 4.9      | 50                          | 9.3      | 23                  | 5.9      | 73                    | 4.6      | 15                  | 8.6      |
| Mentioned        | 108                   | 5.5      | 46                          | 8.6      | 8                   | 2.1      | 93                    | 5.9      | 7                   | 4.0      |
| <u>Seat Belt</u> |                       |          |                             |          |                     |          |                       |          |                     |          |
| Not Relevant     | 1689                  | 86.7     | 482                         | 89.6     | 347                 | 89.0     | 1375                  | 86.9     | 163                 | 93.1     |
| Not Used         | 58                    | 3.0      | 10                          | 1.9      | 9                   | 2.3      | 50                    | 3.2      | 2                   | 1.1      |
| Cannot Tell      | 141                   | 7.2      | 31                          | 5.8      | 23                  | 5.9      | 108                   | 6.8      | 4                   | 2.3      |
| Used             | 61                    | 3.1      | 15                          | 2.8      | 11                  | 2.8      | 50                    | 3.2      | 6                   | 3.4      |

**APPENDIX III: Reliability**



Commercial XCARD Reliability  
1977-1979

| <u>Variable</u>     | <u>Code</u> | <u>Reliability</u> |
|---------------------|-------------|--------------------|
| Characters          | orig.       | .567 N             |
| Children            | orig.       | .923 N             |
| Adolescents         | orig.       | .594 N             |
| Young Adults        | orig.       | .419 N             |
| Settled Adults      | orig.       | .750 N             |
| Older Adults        | orig.       | .656 N             |
| Men/Males           | orig.       | .871 N             |
| Women/Females       | orig.       | .910 N             |
| Boys                | orig.       | .879 N             |
| Girls               | orig.       | .865 N             |
| Whites              | orig.       | .756 N             |
| Blacks              | orig.       | .901 N             |
| Other Races         | orig.       | .833 N             |
| Hispanics           | orig.       | .798 N             |
| Authorities/Experts | orig.       | .475 N             |
| Famous People       | orig.       | .845 N             |
| Beautiful People    | orig.       | .453 N             |
| Average People      | orig.       | .715 N             |
| Ordinary People     | orig.       | .717 N             |
| Crowds              | orig.       | .464 N             |
| Families            | orig.       | .824 N             |
| Married Couples     | orig.       | .811 N             |
| Probably Married    | orig.       | .442 N             |
| Unmarried Couples   | orig.       | .454 N             |

N = nominal scale    0 = ordinal scale

XCARD continued (2)

| <u>Variable</u>   | <u>Code</u>                     | <u>Reliability</u>         |
|-------------------|---------------------------------|----------------------------|
| Mother-Child      | orig.                           | .868 N                     |
| Father-Child      | orig.                           | .853 N                     |
| Parent-Child      | orig.                           | .728 N                     |
| Grandparent-Child | orig.                           | .661 N                     |
| Extended Family   | orig.                           | .622 N                     |
| Siblings          | orig.                           | .753 N                     |
| Male Hands        | orig.                           | .305 N                     |
| Female Hands      | orig.                           | .348 N                     |
| Male Legs         | orig.                           | .218 N                     |
| Female Legs       | orig.                           | .622 N                     |
| Male Torso        | orig.                           | .247 N                     |
| Female Torso      | orig.                           | .302 N                     |
| Music             | orig.<br>(0)(1,2,3)             | .622 N<br>.906 N           |
| Singing           | orig.<br>(0)(1,2,3)             | .764 N<br>.896 N           |
| Format            | orig.                           | .536 N                     |
| Announcer         | orig.                           | .613 N                     |
| Sex of Announcer  | orig.                           | .640 N                     |
| Nutrition         | orig.<br>orig.<br>(0,1)(2)(3,4) | .709 N<br>.892 O<br>.545 N |
| Seat Belt         | orig.                           | .641 N                     |
| Kitchen           | orig.                           | .834 N                     |
| Dining Room       | orig.                           | .610 N                     |
| Living Room       | orig.                           | .639 N                     |
| Family/Play Room  | orig.                           | .448 N                     |
| Bathroom          | orig.                           | .802 N                     |

XCARD continued (3)

| <u>Variable</u>   | <u>Code</u> | <u>Reliability</u> |
|-------------------|-------------|--------------------|
| Bedroom           | orig.       | .766 N             |
| Home, Other Room  | orig.       | .379 N             |
| Office            | orig.       | .743 N             |
| Medical Office    | orig.       | .666 N             |
| Factory           | orig.       | .566 N             |
| Showroom, Store   | orig.       | .766 N             |
| Restaurant, Bar   | orig.       | .864 N             |
| Yard              | orig.       | .714 N             |
| Rural, Woodsy     | orig.       | .616 N             |
| Urban             | orig.       | .603 N             |
| Suburban          | orig.       | .336 N             |
| Rural St., Town   | orig.       | .166 N             |
| Exotic            | orig.       | .408 N             |
| Vacation Paradise | orig.       | .439 N             |
| Sports            | orig.       | .647 N             |
| Other Setting     | orig.       | .524 N             |
| No Setting        | orig.       | .482 N             |
| Leisure           | orig.       | .659 N             |
| Cleaning          | orig.       | .721 N             |
| Food              | orig.       | .865 N             |
| Personal Hygiene  | orig.       | .649 N             |
| Work              | orig.       | .600 N             |
| Driving           | orig.       | .790 N             |
| Shopping          | orig.       | .623 N             |
| Sexual            | orig.       | .686 N             |
| Other             | orig.       | .084 N             |

XCARD continued (4)

| <u>Variable</u>       | <u>Code</u> | <u>Reliability</u> |
|-----------------------|-------------|--------------------|
| Simplify Life         | orig.       | .346 N             |
| Simplify Life - Woman | orig.       | .333 N             |
| Cleanliness           | orig.       | .369 N             |
| Be Wise               | orig.       | .117 N             |
| Family Togetherness   | orig.       | .587 N             |
| Have Fun              | orig.       | .595 N             |
| Be Young              | orig.       | .125 N             |
| Be Beautiful          | orig.       | .631 N             |
| Sexiness - Macho      | orig.       | .464 N             |
| Romance               | orig.       | .516 N             |
| Status                | orig.       | .418 N             |
| Good to Self          | orig.       | .104 N             |
| Good to Others        | orig.       | .303 N             |
| Healthiness           | orig.       | .204 N             |
| Care of Self          | orig.       | .380 N             |
| Cure Symptoms         | orig.       | .821 N             |
| Guilt                 | orig.       | .117 N             |
| Fear                  | orig.       | .310 N             |
| Financial Security    | orig.       | .640 N             |
| Physical Safety       | orig.       | .460 N             |
| Conserve Energy       | orig.       | .546 N             |
| Preserve Nature       | orig.       | .398 N             |
| Environment           | orig.       | .326 N             |
| Improve Performance   | orig.       | .259 N             |
| Personal Competence   | orig.       | .164 N             |
| Save Money            | orig.       | .784 N             |

XCARD continued (5)

| <u>Variable</u>     | <u>Code</u> | <u>Reliability</u> |
|---------------------|-------------|--------------------|
| Natural Ingredients | orig.       | .360 N             |
| Good                | orig.       | .451 N             |
| Better Than         | orig.       | .531 N             |
| Nature              | orig.       | .621 N             |
| Supernatural        | orig.       | .744 N             |
| Science             | orig.       | .467 N             |
| Politics            | orig.       | .346 N             |
| Law Enforcement     | orig.       | .744 N             |
| Crime               | orig.       | .292 N             |
| Mass Communications | orig.       | .531 N             |
| Business            | orig.       | .356 N             |
| Schools             | orig.       | .616 N             |
| Religion            | orig.       | .775 N             |
| Financial Success   | orig.       | .504 N             |
| Close Relationships | orig.       | .644 N             |
| Home                | orig.       | .781 N             |
| Minority Groups     | orig.       | .862 N             |
| Armed Forces        | orig.       | .759 N             |
| Family Importance   | orig.       | .219 N             |
| Avoid Aging         | orig.       | .665 N             |
| Death/Dying         | orig.       | .360 N             |
| Physical Handicap   | orig.       | .000 N             |
| Physical Illness    | orig.       | .666 N             |
| Mental Illness      | orig.       | -.001 N            |
| Drugs, Narcotics    | orig.       | .805 N             |
| Alcohol             | orig.       | .902 N             |

XCARD continued (6)

| <u>Variable</u>       | <u>Code</u> | <u>Reliability</u> |
|-----------------------|-------------|--------------------|
| Violence              | orig.       | .271 N             |
|                       | orig.       | .329 O             |
|                       | (0)(1,2)    | .326 N             |
| Reference to Violence | orig.       | .393 N             |

Commercial MCARD Reliability  
1977-1979

| <u>Variable</u>       | <u>Code</u>                    | <u>Reliability</u> |
|-----------------------|--------------------------------|--------------------|
| Humanity              | orig.                          | .834 N             |
| Sex                   | orig.                          | .948 N             |
| Chronological Age     | orig.<br>orig.                 | .917 I<br>.914 R   |
| Social Age            | orig.<br>orig.                 | .719 N<br>.675 O   |
| Race/Ethnicity        | orig.                          | .977 N             |
| Marital Status        | orig.<br>(0)(1)(2,3,4)(5,6)(7) | .731 N<br>.801 N   |
| Weight                | orig.<br>(0)(1,2)(3,4)         | .504 N<br>.539 N   |
| Homemaker             | orig.                          | .562 N             |
| Employment            | orig.                          | .822 N             |
| Occupation            | orig.                          | .814 N             |
| Health                | orig.                          | .774 N             |
| Outcome of Illness    | orig.<br>(0)(1)(2,3,4)(5)      | .631 N<br>.707 N   |
| Becomes Attractive    | orig.                          | .357 N             |
| Household Problem     | orig.                          | .445 N             |
| Other Problem         | orig.                          | .249 N             |
| Becomes Healthy       | orig.                          | .670 N             |
| Other Changes         | orig.                          | .231 N             |
| Advising and Ordering | orig.                          | .559 N             |
| Family                | orig.                          | .748 N             |
| Children              | orig.                          | .684 N             |
| Romance               | orig.<br>(0,1)(2)              | .715 N<br>.734 N   |

MCARD continued (2)

| <u>Variable</u>         | <u>Code</u>   | <u>Reliability</u> |
|-------------------------|---------------|--------------------|
| Restricted Mobility     | orig.         | -.002 N            |
| Role                    | orig.         | .328 N             |
|                         | (1) (0,2) (3) | .328 N             |
|                         |               | .417 O             |
| Socio-Economic Status   | orig.         | .373 N             |
|                         | (1) (0,2) (3) | .277 N             |
|                         |               | .285 O             |
| Useful                  | orig.         | .518 N             |
| Lonely                  | orig.         | .247 N             |
| Eccentric               | orig.         | .242 N             |
| Foolish                 | orig.         | .233 N             |
| Beautiful/Handsome      | orig.         | .521 N             |
| Sexy/Macho              | orig.         | .240 N             |
| Dumb                    | orig.         | .109 N             |
| Repulsive/Attractive    | orig.         | .435 I             |
|                         |               | .406 P             |
| Feminine/Masculine      | orig.         | .562 I             |
|                         |               | .524 P             |
| Weak/Strong             | orig.         | .292 I             |
|                         |               | .252 P             |
| Stupid/Smart            | orig.         | .323 I             |
|                         |               | .301 P             |
| Bungling/Efficient      | orig.         | .356 I             |
|                         |               | .323 P             |
| Unpleasant/Pleasant     | orig.         | .186 I             |
|                         |               | .175 P             |
| Unsuccessful/Successful | orig.         | .411 I             |
|                         |               | .328 P             |

Commercial SCARD Reliability  
1977-1979

| <u>Variable</u>       | <u>Code</u>                  | <u>Reliability</u> |
|-----------------------|------------------------------|--------------------|
| Humanity              | orig.                        | .888 N             |
| Sex                   | orig.                        | .908 N             |
| Chronological Age     | orig.                        | .944 I<br>.948 R   |
| Social Age            | orig.                        | .767 N             |
| Race/Ethnicity        | orig.                        | .921 N             |
| Marital Status        | orig.                        | .835 N             |
| Weight                | orig.<br>(0) (1,2) (3,4)     | .364 N<br>.395 N   |
| Homemaker             | orig.                        | .467 N             |
| Employment            | orig.                        | .820 N             |
| Occupation            | orig.                        | .807 N             |
| Health                | orig.                        | .720 N             |
| Outcome - Illness     | orig.<br>(0) (1) (2,3,4) (5) | .545 N<br>.697 N   |
| Becomes Attractive    | orig.                        | .395 N             |
| Household Problem     | orig.                        | -.005 N            |
| Other Problem         | orig.                        | -.008 N            |
| Becomes Healthy       | orig.                        | .888 N             |
| Other Changes         | orig.                        | -.005 N            |
| Advising and Ordering | orig.                        | .336 N             |

Commercial WCARD Reliability

1977-1979

| <u>Variable</u>   | <u>Code</u> | <u>Reliability</u>                       |
|-------------------|-------------|--|
| Humanity          | orig.       | .922 N                                   |
| Sex               | orig.       | .916 N                                   |
| Chronological Age | orig.       | .945 I<br>.907 R                         |
| Social Age        | orig.       | .753 N                                   |
| Race/Ethnicity    | orig.       | .911 N                                   |
| Marital Status    | orig.       | .753 N                                   |
| Weight            | orig.       | .375 N<br>.385 O<br>(0)(1,2)(3,4) .374 N |
| Homemaker         | orig.       | .125 N                                   |