

**APPENDIX**

**TABLE 1: SUMMARY OF SUBSTANCE USE AND VIOLENCE IN PRIME TIME DRAMATIC PROGRAMS, SPRING & FALL 1995**

	N	%
<b>PRIME TIME PROGRAMS</b>		
TOTAL number of programs:	174	100.0%
Programs with ATOD* SCENES:	133	76.4%
with Alcohol	116	66.7%
with Tobacco	53	30.5%
with Illicit drugs	18	10.3%
with Other drugs	43	24.7%
Programs with VIOLENCE Scenes:	102	58.6%
Programs with both VIOLENCE and ATOD scenes:	80	46.0%
with Alcohol	66	37.9%
with Tobacco	35	20.1%
with Illicit drugs	13	7.5%
with Other drugs	28	16.1%
		<u>Time in between each occurrence</u>
VIOLENCE Scenes Per Hour:	4.4	14 minutes
ATOD Scenes Per Hour:	4.3	14 minutes
Alcohol	2.5	24 minutes
Tobacco	0.9	1 hour 9 minutes
Illicit drugs	0.4	2 hours 18 minutes
Other drugs	0.7	1 hour 27 minutes

**PRIME TIME CHARACTERS**

All characters (Major & Minor)	2,779	100.0%
Characters who use ATOD		
Major	132	30.3%
Minor	242	10.3%
All	374	13.5%
Characters who use ATID		
Major	122	28.0%
Minor	220	9.4%
All	342	12.3%
Characters involved in violence as perpetrators, victims, or both:		
Major	170	39.1%
Minor	406	17.3%
All	576	20.7%

Total Users % Viol

\* "ATOD" consists of alcohol, tobacco, illicit drugs, prescribed drugs, and over the counter drugs. There were 567 ATOD scenes in the two week prime time sample. "ATID" consists of alcohol, tobacco and illicit drugs only.

**TABLE 2: SUMMARY OF SUBSTANCE USE AND VIOLENCE IN PRIME TIME  
 DRAMATIC PROGRAMS BY GENRE, BY NETWORK, SPRING & FALL 1995**

	AVERAGE NUMBER OF SCENES**			NUMBER OF PROGRAMS
	of ATOD per hour	of ATID per hour	of VIOLENCE per hour	
TOTAL	4.3	3.5	4.4	174
BY GENRE				
cartoon	9.0	8.0	14.8	8
TV Drama	4.5	3.5	5.2	56
sitcom	4.0	3.6	1.9	97
feature film	3.7	2.9	7.4	7
TV movie	2.9	2.5	3.5	6
BY NETWORK				
FOX	4.9	3.8	6.3	58
CBS	4.8	4.4	3.6	34
ABC	3.8	3.4	4.0	41
NBC	3.5	2.4	3.4	41

\* ATID is included in "ATOD," which consists of alcohol, tobacco, illicit drugs, prescribed drugs, and over the counter drugs.

\*\* Categories are ranked by the value of ATOD per hour.

DISTRIBUTION OF SUBSTANCES IN ALL  
**TABLE 3: ~~DISTRIBUTION OF~~ SCENES OF SUBSTANCE USE**  
~~PREVALENCE~~

		TOBACCO	ALCOHOL	ILLICIT	OTHER DRUGS
Substance is					
Present**	N	116	338	58 <sup>†</sup>	97
	%	20.5	59.6	10.2	17.1
WHEN THE SUBSTANCE IS PRESENT:***					
Substance is					
Significant		36.5	36.9	68.9	58.3
in scene					
Substance is					
Mentioned only		16.5	23.0	84.5	56.3
Shown		84.3	76.9	15.5	43.8
Scene takes					
place in					
Public setting		49.6	43.4	67.2	40.6
Private setting		50.4	51.3	24.1	46.9
Appearance of					
weapons in scene		0.2	3.2	37.9	2.1
Co-occurrence of					
substance use					
& violence		0.8	3.2	17.2	12.5
Illicit drug trade		0.8	0.8	46.5	0.0
Illicit drug trade					
& violence		-	-	8.6	-
WHEN THE SUBSTANCE IS SHOWN:****					
Substance is					
consumed					
in scene		80.4	60.5	22.2	69.0

\*\* Percentages are of the total (567) scenes where an addictive substance is used, shown, or discussed.

\*\*\* Percentages in this section are of the total number for each individual category of substance, as presented at the top of each column.

\*\*\*\* Percentages in this section are of the total number of scenes that physically show a substance.

TABLE 4: ALCOHOL, TOBACCO, AND OTHER (OTC or PRESCRIPTION) DRUG USERS  
IN PRIME TIME, 1995

	MAJOR CHARACTERS				ALL CHARACTERS			
	Total N	% using			Total N	% using		
		Total %	M %	F %		Total %	M %	F %
<b>ALCOHOL</b>								
N	435	25.3	24.9	26.2	2,779	10.4	10.2	10.9
<b>AGE</b>								
Under 18	37	5.4	6.3	4.8	325	2.2	2.3	1.8
18 - 44	308	27.3	27.8	26.8	1,791	12.7	13.0	12.2
45 - 64	67	28.4	22.6	50.0	541	7.4	6.1	11.4
65 & over	10	20.0	14.3	33.3	75	16.0	20.0	10.0
<b>RACE</b>								
White	360	27.2	28.1	25.9	2,251	11.5	11.4	11.6
Black	52	21.2	10.7	33.3	334	6.9	6.3	7.9
<b>TOBACCO</b>								
N	435	4.1	3.8	4.7	2,779	2.2	2.5	1.7
<b>AGE</b>								
Under 18	37	2.7	0.0	4.8	325	0.9	0.9	0.9
18 - 44	308	4.2	3.9	4.7	1,791	2.3	2.6	1.9
45 - 64	67	4.5	3.8	7.1	541	3.0	3.2	2.3
65 & over	10	10.0	14.3	0.0	75	1.3	2.2	0.0
<b>RACE</b>								
White	360	4.2	3.2	5.6	2,251	2.4	2.6	2.1
Black	52	1.9	3.6	0.0	334	1.2	1.9	0.0
<b>OTHER DRUGS</b>								
N	435	3.7	3.4	4.1	2,779	1.4	1.3	1.7
<b>AGE</b>								
Under 18	37	5.4	6.3	4.8	325	1.5	0.9	2.8
18 - 44	308	2.3	2.2	2.4	1,791	1.1	1.1	1.2
45 - 64	67	1.5	1.9	0.0	541	1.3	1.2	1.5
65 & over	10	40.0	42.9	33.3	75	8.0	8.9	6.7
<b>RACE</b>								
White	360	3.9	3.7	4.2	2,251	1.6	1.9	2.0
Black	52	1.9	0.0	4.2	334	0.9	1.0	0.8

all users

TOT Males  
N = 435  
100%

all  
N = 2779  
100%

Totals

N = 435  
100%

Totals

N =

2779

**TABLE 5: PATTERNS OF SUBSTANCE USE AND THEIR CONSEQUENCES  
PRIME TIME, ALL (MAJOR & MINOR) CHARACTERS, 1995**

	N	PATTERN OF USE		POSITIVE OR "NO CONSEQUENCE" WHEN CHARACTER USES SUBSTANCE	
		"REGULAR"*	ADDICT	HEALTH	PERSONAL
TOTAL	2,779				
TOBACCO	62 2.3%**	16 25.8%***	2 3.2%***	39 81.3%****	41 91.1%****
ALCOHOL	289 10.4	23 7.9	6 2.1	268 95.0	267 93.7
ILLICIT	7 0.3	4 57.1	0 -	3 60.0	3 60.0
OTHER DRUGS	40 1.4	11 27.5	3 7.5	29 76.3	30 83.3
ANY ATOD	374 13.5	52 13.9	11 2.9	337 90.8	338 91.8
ANY ATID	342 12.3	41 11.9	8 2.3	308 92.5	309 92.8

\* A "regular" user is a user shown to use the substance "repeatedly."

\*\* Percent of all characters (N=2,779).

\*\*\* Percent of total N of users in the first column

\*\*\*\* Percent of characters who use the substance in question and, in the case of users of more than one type of substance, identified by the coder as the "most important" as far as health or personal/social consequences are concerned.

TABLE 6: FATE OF CASUAL, REGULAR AND ADDICTED USERS OF ANY AND ALL ADDICTIVE SUBSTANCES, PRIME TIME, 1995

	<u>CASUAL USER</u>	<u>REGULAR USER</u>	<u>ADDICTED USER</u>
<b>Total N</b>	311	52	11
<b>Positive or no health consequences</b>	95.8	75.0	36.4
<b>Positive or no personal consequences</b>	95.8	76.9	50.0
<b>Heroes and villains</b>			
% Heroes	8.7	9.6	0.0
% Villains	6.1	7.7	18.2
Villains per 10 Heroes	7	8	Villains only
<b>Success and failure</b>			
% Successful	36.3	30.8	9.1
% Failure	16.1	11.5	54.5
Failures per 10 Success	4	4	60
<b>Violents and victims</b>			
% Perpetrators	21.2	15.4	18.2
% Victims	22.2	13.4	54.6
% Involved in Viol	30.2	23.1	54.5
% Involved in Killing	7.1	5.8	18.2
Victims per 10 Violents	10	9	30

*Went*  
*Quinn*  
*65*  
*celebr*  
*no*  
*conseq*

**TABLE 7: FATE OF ALCOHOL USERS, PRIME TIME, 1995**

	Non-Drinker		Non-Drinker		Non-Drinker			
	Drinker	Drinker	Drinker	Drinker	Drinker	Drinker		
<b>Major Characters</b>								
N	110	325	N	110	325	N	110	325
% Heroes	16.4	27.4	% Successful	51.8	50.5	% Perpetrators	28.2	27.6
% Villains	6.4	7.1	% Failure	19.1	14.2	% Victims	32.7	31.7
Villains per 10 Heroes	4	3	Failures per 10 Success	4	3	% Involved in Viol	37.3	39.7
						% Involved in Killing	9.1	7.1
						Victims per 10 Violents	12	11
<b>All Characters</b>								
N	289	2,490	N	289	2,490	N	289	2,490
% Heroes	7.6	7.2	% Successful	36.7	30.0	% Perpetrators	19.7	11.4
% Villains	6.2	4.9	% Failure	17.0	15.4	% Victims	20.4	15.3
Villains per 10 Heroes	8	7	Failures per 10 Success	5	5	% Involved in Viol	27.0	20.0
						% Involved in Killing	7.3	3.9
						Victims per 10 Violents	10	13

**TABLE 8: FATE OF ALCOHOL USERS, MALE & FEMALE, PRIME TIME, 1995**

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	<u>Drinker</u>	<u>Non-Drinker</u>		<u>Drinker</u>	<u>Non-Drinker</u>		<u>Drinker</u>	<u>Non-Drinker</u>
<b>Major Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	65	196	N	65	196	N	65	196
% Heroes	18.5	25.0	% Successful	49.2	49.0	% Perpetrators	35.4	32.7
% Villains	7.7	11.2	% Failure	21.5	16.8	% Victims	38.5	37.3
Villains per 10 Heroes	4	4	Failures per 10 Success	4	3	% Involved in Viol	44.6	43.9
						% Involved in Killing	12.3	10.2
						Victims per 10 Violents	11	11
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	45	127	N	45	127	N	45	127
% Heroes	13.3	31.5	% Successful	53.5	53.3	% Perpetrators	17.7	20.5
% Villains	4.4	0.8	% Failure	9.4	9.4	% Victims	24.4	22.8
Villains per 10 Heroes	3	0	Failures per 10 Success	2	2	% Involved in Viol	26.7	33.1
						% Involved in Killing	4.4	2.4
						Victims per 10 Violents	14	11
<b>All Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	183	1,613	N	183	1,613	N	183	1,613
% Heroes	7.7	6.6	% Successful	33.3	29.8	% Perpetrators	22.9	13.2
% Villains	8.2	6.4	% Failure	18.6	17.5	% Victims	23.0	17.6
Villains per 10 Heroes	11	10	Failures per 10 Success	6	6	% Involved in Viol	30.1	22.4
						% Involved in Killing	9.3	4.8
						Victims per 10 Violents	10	13
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	106	871	N	106	871	N	106	871
% Heroes	7.5	8.4	% Successful	42.5	30.3	% Perpetrators	14.2	7.8
% Villains	2.8	2.1	% Failure	14.2	11.6	% Victims	16.1	10.7
Villains per 10 Heroes	4	3	Failures per 10 Success	3	4	% Involved in Viol	21.7	15.3
						% Involved in Killing	3.8	2.2
						Victims per 10 Violents	11	14

**TABLE 9: FATE OF SMOKERS, PRIME TIME, 1995**

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	Smoker	Non-Smoker		Smoker	Non-Smoker		Smoker	Non-Smoker
<b>Major Characters</b>								
N	18	417	N	18	417	N	18	417
% Heroes	22.2	24.7	% Successful	50.0	50.8	% Perpetrators	22.3	28.0
% Villains	16.7	6.5	% Failure	22.2	15.1	% Victims	33.3	31.9
Villains per 10 Heroes	8	3	Failures per 10 Success	4	3	% Involved in Viol	44.4	38.8
						% Involved in Killing	11.1	7.4
						Victims per 10 Violents	15	11
<b>All Characters</b>								
N	62	2,717	N	62	2,717	N	62	2,717
% Heroes	8.1	7.2	% Successful	29.0	30.7	% Perpetrators	20.9	12.0
% Villains	11.3	4.9	% Failure	16.1	15.6	% Victims	17.8	15.8
Villains per 10 Heroes	14	7	Failures per 10 Success	6	5	% Involved in Viol	30.6	20.5
						% Involved in Killing	9.7	4.1
						Victims per 10 Violents	9	13

TABLE 10: FATE OF SMOKERS, MALE & FEMALE, PRIME TIME, 1995

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	<u>Smoker</u>	<u>Non-Smoker</u>		<u>Smoker</u>	<u>Non-Smoker</u>		<u>Smoker</u>	<u>Non-Smoker</u>
<b>Major Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	10	251	N	10	251	N	10	251
% Heroes	30.0	22.7	% Successful	40.0	49.4	% Perpetrators	40.0	33.1
% Villains	30.0	9.6	% Failure	30.0	17.5	% Victims	40.0	37.5
Villains per 10 Heroes	10	4	Failures per 10 Success	8	4	% Involved in Viol	60.0	43.4
						% Involved in Killing	20.0	10.4
						Victims per 10 Violents	10	11
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	8	164	N	8	164	N	8	164
% Heroes	0.0	28.0	% Successful	62.5	53.7	% Perpetrators	0.0	20.7
% Villains	0.0	1.8	% Failure	12.5	11.1	% Victims	25.0	23.2
Villains per 10 Heroes	-	1	Failures per 10 Success	2	2	% Involved in Viol	25.0	31.7
						% Involved in Killing	0.0	3.0
						Victims per 10 Violents	vict only	11
<b>All Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	45	1,751	N	45	1,751	N	45	1,751
% Heroes	11.1	6.6	% Successful	24.4	30.0	% Perpetrators	26.6	13.9
% Villains	15.6	6.4	% Failure	15.6	17.6	% Victims	17.8	18.2
Villains per 10 Heroes	14	10	Failures per 10 Success	6	6	% Involved in Viol	33.3	23.0
						% Involved in Killing	11.1	5.1
						Victims per 10 Violents	7	13
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	17	960	N	17	960	N	17	960
% Heroes	0.0	8.4	% Successful	41.2	31.5	% Perpetrators	5.9	8.5
% Villains	0.0	2.2	% Failure	17.6	11.8	% Victims	17.7	11.2
Villains per 10 Heroes	-	3	Failures per 10 Success	4	4	% Involved in Viol	23.5	15.8
						% Involved in Killing	5.9	2.3
						Victims per 10 Violents	30	13

**TABLE 11: FATE OF PRESCRIPTION & OVER-THE-COUNTER DRUG USERS, PRIME TIME, 1995**

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	User	Non-User		User	Non-User		User	Non-User
<b>Major Characters</b>								
N	16	419	N	16	419	N	16	419
% Heroes	37.5	24.1	% Successful	62.5	50.4	% Perpetrators	31.3	27.7
% Villains	6.3	6.9	% Failure	6.3	15.8	% Victims	56.3	31.0
Villains per 10 Heroes	2	3	Failures per 10 Success	1	3	% Involved in Viol	62.5	38.2
						% Involved in Killing	12.5	7.4
						Victims per 10 Violents	18	11
<b>All Characters</b>								
N	40	2,739	N	40	2,739	N	40	2,739
% Heroes	17.5	7.1	% Successful	37.5	30.6	% Perpetrators	20.0	12.1
% Villains	5.0	5.0	% Failure	10.0	15.7	% Victims	45.0	15.4
Villains per 10 Heroes	3	7	Failures per 10 Success	3	5	% Involved in Viol	52.5	20.3
						% Involved in Killing	7.5	4.2
						Victims per 10 Violents	23	13

**TABLE 12: FATE OF PRESCRIPTION & OVER-THE-COUNTER DRUG USERS  
MALE & FEMALE, PRIME TIME, 1995**

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	User	Non-User		User	Non-User		User	Non-User
<b>Major Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	9	252	N	9	252	N	9	252
% Heroes	44.4	22.6	% Successful	66.7	48.4	% Perpetrators	22.2	33.7
% Villains	0.0	10.7	% Failure	0.0	18.7	% Victims	66.7	36.5
Villains per 10 Heroes	no villain	5	Failures per 10 Success	no failure	4	% Involved in Viol	66.7	43.3
						% Involved in Killing	11.1	10.7
						Victims per 10 Violents	30	11
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	7	165	N	7	165	N	7	165
% Heroes	28.6	26.7	% Successful	57.1	53.9	% Perpetrators	42.9	18.8
% Villains	14.3	1.2	% Failure	14.3	10.9	% Victims	42.9	22.4
Villains per 10 Heroes	5	0	Failures per 10 Success	3	2	% Involved in Viol	57.1	30.3
						% Involved in Killing	14.3	2.4
						Victims per 10 Violents	10	12
<b>All Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	23	1,773	N	23	1,773	N	23	1,773
% Heroes	17.4	6.5	% Successful	39.1	30.1	% Perpetrators	17.3	14.2
% Villains	4.3	6.7	% Failure	8.7	17.7	% Victims	47.8	17.8
Villains per 10 Heroes	2	10	Failures per 10 Success	2	6	% Involved in Viol	56.5	22.8
						% Involved in Killing	8.7	5.2
						Victims per 10 Violents	28	13
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	17	960	N	17	960	N	17	960
% Heroes	17.6	8.1	% Successful	35.3	31.6	% Perpetrators	23.5	8.2
% Villains	5.9	2.1	% Failure	11.8	11.9	% Victims	41.2	10.8
Villains per 10 Heroes	3	3	Failures per 10 Success	3	4	% Involved in Viol	47.1	15.4
						% Involved in Killing	5.9	2.3
						Victims per 10 Violents	18	13

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**FINAL SET OF TABLES**  
**8/5/96 MONDAY**

**APPENDIX**

**TABLE 1: SUMMARY OF SUBSTANCE USE AND VIOLENCE IN PRIME TIME  
 DRAMATIC PROGRAMS, SPRING & FALL 1995**

	N	%	
<b>PRIME TIME PROGRAMS</b>			
TOTAL number of programs:	174	100.0%	
Programs with ATOD* SCENES:	133	76.4%	
with Alcohol	116	66.7%	
with Tobacco	53	30.5%	
with Illicit drugs	18	10.3%	
with Other drugs	43	24.7%	
Programs with VIOLENCE Scenes:	102	58.6%	
Programs with <b>both</b> VIOLENCE and ATOD scenes:	80	46.0%	
with Alcohol	66	37.9%	
with Tobacco	35	20.1%	
with Illicit drugs	13	7.5%	
with Other drugs	28	16.1%	
			<u>Time in between each occurrence</u>
VIOLENCE Scenes Per Hour:	4.4		14 minutes
ATOD Scenes Per Hour:	4.3		14 minutes
Alcohol	2.5		24 minutes
Tobacco	0.9		1 hour 9 minutes
Illicit drugs	0.4		2 hours 18 minutes
Other drugs	0.7		1 hour 27 minutes
 <b>PRIME TIME CHARACTERS</b>			
All characters (Major & Minor)	2,779	100.0%	
Characters who use ATOD*			
Major	132	30.3%	
Minor	242	10.3%	
All	374	13.5%	
Characters involved in violence as perpetrators, victims, or both:			
Major	170	39.1%	
Minor	406	17.3%	
All	576	20.7%	

\* "ATOD" consists of alcohol, tobacco, illicit drugs, prescribed drugs, and over the counter drugs. There were 567 ATOD scenes in the two week prime time sample.

**TABLE 2: SUMMARY OF SUBSTANCE USE AND VIOLENCE IN PRIME TIME  
 DRAMATIC PROGRAMS BY GENRE, BY NETWORK, SPRING & FALL 1995**

	AVERAGE NUMBER OF SCENES**		NUMBER OF PROGRAMS
	of ATOD per hour	of VIOLENCE per hour	
TOTAL	4.3	4.4	174
BY GENRE			
cartoon	9.0	14.8	8
TV Drama	4.5	5.2	56
sitcom	4.0	1.9	97
feature film	3.7	7.4	7
TV movie	2.9	3.5	6
BY NETWORK			
FOX	4.9	6.3	58
CBS	4.8	3.6	34
ABC	3.8	4.0	41
NBC	3.5	3.4	41

\* "ATOD" consists of alcohol, tobacco,  
 illicit drugs, prescribed drugs, and over the counter drugs.

\*\* Categories are ranked by the value of ATOD per hour.

TABLE 3: DISTRIBUTION OF SCENES OF SUBSTANCE USE  
PRIME TIME

		TOBACCO	ALCOHOL	ILLICIT	OTHER DRUGS
Substance is Present**	N	116	338	58 <sup>†</sup>	97
	%	20.5	59.6	10.2	17.1
WHEN THE SUBSTANCE IS PRESENT:***					
Substance is Significant in scene		36.5	36.9	68.9	58.3
Substance is Mentioned only		16.5	23.0	84.5	56.3
Shown		84.3	76.9	15.5	43.8
Scene takes place in Public setting		49.6	43.4	67.2	40.6
Private setting		50.4	51.3	24.1	46.9
Appearance of weapons in scene		0.2	3.2	37.9	2.1
Co-occurrence of substance use & violence		0.8	3.2	17.2	12.5
Illicit drug trade		0.8	0.8	46.5	0.0
Illicit drug trade & violence		-	-	8.6	-
WHEN THE SUBSTANCE IS SHOWN:****					
Substance is consumed in scene		80.4	60.5	22.2	69.0

\*\* Percentages are of the total (567) scenes where an addictive substance is used, shown, or discussed.

\*\*\* Percentages in this section are of the total number for each individual category of substance, as presented at the top of each column.

\*\*\*\* Percentages in this section are of the total number of scenes that physically show a substance.

**TABLE 4: ALCOHOL, TOBACCO, AND OTHER (OTC or PRESCRIPTION) DRUG USERS  
IN PRIME TIME, 1995**

	MAJOR CHARACTERS			ALL CHARACTERS				
	N	Male	Female	Total	Male	Female		
Total characters	N 435	261	172	2,779	1,796	977		
	% 100.0	60.0	39.5	100.0	64.6	35.2		
White characters	N 360	217	143	2,251	1,440	811		
	% 100.0	60.3	39.7	100.0	64.0	36.0		
Black characters	N 52	28	24	334	208	126		
	% 100.0	53.8	46.2	100.0	62.3	37.7		
	N	Percent using		N	Percent using			
		Total %	M %	F %	Total %	M %	F %	
<b>ALCOHOL</b>								
Total	435	25.3	24.9	26.2	2,779	10.4	10.2	10.9
<b>AGE</b>								
Under 18	37	5.4	6.3	4.8	325	2.2	2.3	1.8
18 - 44	308	27.3	27.8	26.8	1,791	12.7	13.0	12.2
45 - 64	67	28.4	22.6	50.0	541	7.4	6.1	11.4
65 & over	10	20.0	14.3	33.3	75	16.0	20.0	10.0
<b>RACE</b>								
White	360	27.2	28.1	25.9	2,251	11.5	11.4	11.6
Black	52	21.2	10.7	33.3	334	6.9	6.3	7.9
<b>TOBACCO</b>								
Total	435	4.1	3.8	4.7	2,779	2.2	2.5	1.7
<b>AGE</b>								
Under 18	37	2.7	0.0	4.8	325	0.9	0.9	0.9
18 - 44	308	4.2	3.9	4.7	1,791	2.3	2.6	1.9
45 - 64	67	4.5	3.8	7.1	541	3.0	3.2	2.3
65 & over	10	10.0	14.3	0.0	75	1.3	2.2	0.0
<b>RACE</b>								
White	360	4.2	3.2	5.6	2,251	2.4	2.6	2.1
Black	52	1.9	3.6	0.0	334	1.2	1.9	0.0
<b>OTHER DRUGS</b>								
Total	435	3.7	3.4	4.1	2,779	1.4	1.3	1.7
<b>AGE</b>								
Under 18	37	5.4	6.3	4.8	325	1.5	0.9	2.8
18 - 44	308	2.3	2.2	2.4	1,791	1.1	1.1	1.2
45 - 64	67	1.5	1.9	0.0	541	1.3	1.2	1.5
65 & over	10	40.0	42.9	33.3	75	8.0	8.9	6.7
<b>RACE</b>								
White	360	3.9	3.7	4.2	2,251	1.6	1.9	2.0
Black	52	1.9	0.0	4.2	334	0.9	1.0	0.8

TABLE 5: PATTERNS OF SUBSTANCE USE AND THEIR CONSEQUENCES  
PRIME TIME, ALL (MAJOR & MINOR) CHARACTERS, 1995

	N	PATTERN OF USE		POSITIVE OR "NO CONSEQUENCE" WHEN CHARACTER USES SUBSTANCE	
		"REGULAR"*	ADDICT	HEALTH	PERSONAL
TOTAL	2,779				
TOBACCO	62 2.3%**	16 25.8%***	2 3.2%***	39 81.3%****	41 91.1%****
ALCOHOL	289 10.4	23 7.9	6 2.1	268 95.0	267 93.7
ILLICIT	7 0.3	4 57.1	0 -	3 60.0	3 60.0
OTHER DRUGS	40 1.4	11 27.5	3 7.5	29 76.3	30 83.3
ANY ATOD	374 13.5	52 13.9	11 2.9	337 90.8	338 91.8
<del>ANY ATID</del>	<del>342 12.3</del>	<del>41 11.9</del>	<del>8 2.3</del>	<del>308 92.5</del>	<del>309 92.8</del>

- \* A "regular" user is a user shown to use the substance "repeatedly."
- \*\* Percent of all characters (N=2,779).
- \*\*\* Percent of total N of users in the first column
- \*\*\*\* Percent of characters who use the substance in question and, in the case of users of more than one type of substance, identified by the coder as the "most important" as far as health or personal/social consequences are concerned.

**TABLE 6: FATE OF CASUAL, REGULAR AND ADDICTED USERS OF ANY AND ALL ADDICTIVE SUBSTANCES, PRIME TIME, 1995**

	<u>CASUAL USER</u>	<u>REGULAR USER</u>	<u>ADDICTED USER</u>
<b>Total N</b>	311	52	11
<b>Positive or no health consequences</b>	% 95.8	% 75.0	% 36.4
<b>Positive or no personal consequences</b>	95.8	76.9	50.0
<b>Heroes and villains</b>			
% Heroes	8.7	9.6	0.0
% Villains	6.1	7.7	18.2
Villains per 10 Heroes	7	8	Villains only
<b>Success and failure</b>			
% Successful	36.3	30.8	9.1
% Failure	16.1	11.5	54.5
Failures per 10 Success	4	4	60
<b>Violents and victims</b>			
% Perpetrators	21.2	15.4	18.2
% Victims	22.2	13.4	54.6
% Involved in Viol	30.2	23.1	54.5
% Involved in Killing	7.1	5.8	18.2
Victims per 10 Violents	10	9	30

TABLE 7: FATE OF ALCOHOL USERS, PRIME TIME, 1995

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	Drinker	Non-Drinker		Drinker	Non-Drinker		Drinker	Non-Drinker
<b>Major Characters</b>								
N	110	325	N	110	325	N	110	325
% Heroes	16.4	27.4	% Successful	51.8	50.5	% Perpetrators	28.2	27.6
% Villains	6.4	7.1	% Failure	19.1	14.2	% Victims	32.7	31.7
Villains per 10 Heroes	4	3	Failures per 10 Success	4	3	% Involved in Viol	37.3	39.7
						% Involved in Killing	9.1	7.1
						Victims per 10 Violents	12	11
<b>All Characters</b>								
N	289	2,490	N	289	2,490	N	289	2,490
% Heroes	7.6	7.2	% Successful	36.7	30.0	% Perpetrators	19.7	11.4
% Villains	6.2	4.9	% Failure	17.0	15.4	% Victims	20.4	15.3
Villains per 10 Heroes	8	7	Failures per 10 Success	5	5	% Involved in Viol	27.0	20.0
						% Involved in Killing	7.3	3.9
						Victims per 10 Violents	10	13
<b>GENDER DIFFERENCES</b>								
<b>Major Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	65	196	N	65	196	N	65	196
% Heroes	18.5	25.0	% Successful	49.2	49.0	% Perpetrators	35.4	32.7
% Villains	7.7	11.2	% Failure	21.5	16.8	% Victims	38.5	37.3
Villains per 10 Heroes	4	4	Failures per 10 Success	4	3	% Involved in Viol	44.6	43.9
						% Involved in Killing	12.3	10.2
						Victims per 10 Violents	11	11
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	45	127	N	45	127	N	45	127
% Heroes	13.3	31.5	% Successful	53.5	53.3	% Perpetrators	17.7	20.5
% Villains	4.4	0.8	% Failure	9.4	9.4	% Victims	24.4	22.8
Villains per 10 Heroes	3	0	Failures per 10 Success	2	2	% Involved in Viol	26.7	33.1
						% Involved in Killing	4.4	2.4
						Victims per 10 Violents	14	11
<b>All Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	183	1,613	N	183	1,613	N	183	1,613
% Heroes	7.7	6.6	% Successful	33.3	29.8	% Perpetrators	22.9	13.2
% Villains	8.2	6.4	% Failure	18.6	17.5	% Victims	23.0	17.6
Villains per 10 Heroes	11	10	Failures per 10 Success	6	6	% Involved in Viol	30.1	22.4
						% Involved in Killing	9.3	4.8
						Victims per 10 Violents	10	13
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	106	871	N	106	871	N	106	871
% Heroes	7.5	8.4	% Successful	42.5	30.3	% Perpetrators	14.2	7.8
% Villains	2.8	2.1	% Failure	14.2	11.6	% Victims	16.1	10.7
Villains per 10 Heroes	4	3	Failures per 10 Success	3	4	% Involved in Viol	21.7	15.3
						% Involved in Killing	3.8	2.2
						Victims per 10 Violents	11	14

TABLE 8: FATE OF SMOKERS, PRIME TIME, 1995

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	Smoker	Non-Smoker		Smoker	Non-Smoker		Smoker	Non-Smoker
<b>Major Characters</b>								
N	18	417	N	18	417	N	18	417
% Heroes	22.2	24.7	% Successful	50.0	50.8	% Perpetrators	22.3	28.0
% Villains	16.7	6.5	% Failure	22.2	15.1	% Victims	33.3	31.9
Villains per 10 Heroes	8	3	Failures per 10 Success	4	3	% Involved in Viol	44.4	38.8
						% Involved in Killing	11.1	7.4
						Victims per 10 Violents	15	11
<b>All Characters</b>								
N	62	2,717	N	62	2,717	N	62	2,717
% Heroes	8.1	7.2	% Successful	29.0	30.7	% Perpetrators	20.9	12.0
% Villains	11.3	4.9	% Failure	16.1	15.6	% Victims	17.8	15.8
Villains per 10 Heroes	14	7	Failures per 10 Success	6	5	% Involved in Viol	30.6	20.5
						% Involved in Killing	9.7	4.1
						Victims per 10 Violents	9	13
<b>GENDER DIFFERENCES</b>								
<b>Major Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	10	251	N	10	251	N	10	251
% Heroes	30.0	22.7	% Successful	40.0	49.4	% Perpetrators	40.0	33.1
% Villains	30.0	9.6	% Failure	30.0	17.5	% Victims	40.0	37.5
Villains per 10 Heroes	10	4	Failures per 10 Success	8	4	% Involved in Viol	60.0	43.4
						% Involved in Killing	20.0	10.4
						Victims per 10 Violents	10	11
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	8	164	N	8	164	N	8	164
% Heroes	0.0	28.0	% Successful	62.5	53.7	% Perpetrators	0.0	20.7
% Villains	0.0	1.8	% Failure	12.5	11.1	% Victims	25.0	23.2
Villains per 10 Heroes	-	1	Failures per 10 Success	2	2	% Involved in Viol	25.0	31.7
						% Involved in Killing	0.0	3.0
						Victims per 10 Violents	vict only	11
<b>All Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	45	1,751	N	45	1,751	N	45	1,751
% Heroes	11.1	6.6	% Successful	24.4	30.0	% Perpetrators	26.6	13.9
% Villains	15.6	6.4	% Failure	15.6	17.6	% Victims	17.8	18.2
Villains per 10 Heroes	14	10	Failures per 10 Success	6	6	% Involved in Viol	33.3	23.0
						% Involved in Killing	11.1	5.1
						Victims per 10 Violents	7	13
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	17	960	N	17	960	N	17	960
% Heroes	0.0	8.4	% Successful	41.2	31.5	% Perpetrators	5.9	8.5
% Villains	0.0	2.2	% Failure	17.6	11.8	% Victims	17.7	11.2
Villains per 10 Heroes	-	3	Failures per 10 Success	4	4	% Involved in Viol	23.5	15.8
						% Involved in Killing	5.9	2.3
						Victims per 10 Violents	30	13

TABLE 9: FATE OF PRESCRIPTION & OVER-THE-COUNTER DRUG USERS, PRIME TIME, 1995

HEROES & VILLAINS			FAILURES AND SUCCESSES			VIOLENTS & VICTIMS		
	User	Non-User		User	Non-User		User	Non-User
<b>Major Characters</b>								
N	16	419	N	16	419	N	16	419
% Heroes	37.5	24.1	% Successful	62.5	50.4	% Perpetrators	31.3	27.7
% Villains	6.3	6.9	% Failure	6.3	15.8	% Victims	56.3	31.0
Villains per 10 Heroes	2	3	Failures per 10 Success	1	3	% Involved in Viol	62.5	38.2
						% Involved in Killing	12.5	7.4
						Victims per 10 Violents	18	11
<b>All Characters</b>								
N	40	2,739	N	40	2,739	N	40	2,739
% Heroes	17.5	7.1	% Successful	37.5	30.6	% Perpetrators	20.0	12.1
% Villains	5.0	5.0	% Failure	10.0	15.7	% Victims	45.0	15.4
Villains per 10 Heroes	3	7	Failures per 10 Success	3	5	% Involved in Viol	52.5	20.3
						% Involved in Killing	7.5	4.2
						Victims per 10 Violents	23	13
<b>GENDER DIFFERENCES</b>								
<b>Major Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	9	252	N	9	252	N	9	252
% Heroes	44.4	22.6	% Successful	66.7	48.4	% Perpetrators	22.2	33.7
% Villains	0.0	10.7	% Failure	0.0	18.7	% Victims	66.7	36.5
Villains per 10 Heroes	10 villain	5	Failures per 10 Success	failure	4	% Involved in Viol	66.7	43.3
						% Involved in Killing	11.1	10.7
						Victims per 10 Violents	30	11
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	7	165	N	7	165	N	7	165
% Heroes	28.6	26.7	% Successful	57.1	53.9	% Perpetrators	42.9	18.8
% Villains	14.3	1.2	% Failure	14.3	10.9	% Victims	42.9	22.4
Villains per 10 Heroes	5	0	Failures per 10 Success	3	2	% Involved in Viol	57.1	30.3
						% Involved in Killing	14.3	2.4
						Victims per 10 Violents	10	12
<b>All Characters</b>								
<b>MALE</b>			<b>MALE</b>			<b>MALE</b>		
N	23	1,773	N	23	1,773	N	23	1,773
% Heroes	17.4	6.5	% Successful	39.1	30.1	% Perpetrators	17.3	14.2
% Villains	4.3	6.7	% Failure	8.7	17.7	% Victims	47.8	17.8
Villains per 10 Heroes	2	10	Failures per 10 Success	2	6	% Involved in Viol	56.5	22.8
						% Involved in Killing	8.7	5.2
						Victims per 10 Violents	28	13
<b>FEMALE</b>			<b>FEMALE</b>			<b>FEMALE</b>		
N	17	960	N	17	960	N	17	960
% Heroes	17.6	8.1	% Successful	35.3	31.6	% Perpetrators	23.5	8.2
% Villains	5.9	2.1	% Failure	11.8	11.9	% Victims	41.2	10.8
Villains per 10 Heroes	3	3	Failures per 10 Success	3	4	% Involved in Viol	47.1	15.4
						% Involved in Killing	5.9	2.3
						Victims per 10 Violents	18	13