

AGING WITH TELEVISION COMMERCIALS
Images on Television Commercials
and Dramatic Programming, 1977-1979

The final report of a research project
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by

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SUMMARY

The world of television commercials, like the world of dramatic programming, is one that greatly under-represents older people. In contrast to the distribution of age groups in the American population, the population of the world of television commercials aired during prime-time programs under-represents older people but slightly over-represents children between 5 and 10 years of age. The population of prime-time dramatic programs, on the other hand, tends to under-represent both children and older people. More than half of the characters in each of these two television world populations are between 25 and 45. Individuals under 19, who number about a third of the American population, make up only 12 percent of the dramatic population and 22 percent of the commercial population. Those over 65, comprising about 11 percent of the U.S. population, make up only 2.5 percent of both the dramatic and commercial populations.

Our study of the world of television created especially for our children -- the weekend-daytime world -- reveals that certain age groups are very much under- or over-represented in relation to their actual numbers in the U.S. population. But, in this case, the population of the dramatic world differs from the world of commercials. The dramatic world not only shows the same middle year bulge we saw in prime-time programs but also over-represents teenagers. The world of commercials geared to kids, on the other hand, greatly over-represents those between 5 and 15 and under-represents just about every other age group. Moreover, in these commercials, the symbolic annihilation of older people begins at 45. In fact, those

over 45, who make up about one third of the U.S. population make up less than 5 percent of the population of commercials aired in weekend-daytime programs. Those over 65 are even more invisible -- they make up only about one-half of one percent of this fictional population.

Women in these television populations tend to be younger than the men, but "age" faster. That is, comparing women and men of the same chronological age shows that the women are somewhat more likely than the men to be cast in the more mature social age-roles. For example, among characters judged to be in the 55 to 64 age group, in commercials aired during prime time, more than a third of the women but less than a quarter of the men are cast in roles that are stereotypically "old." Non-white characters also tend to be younger than their white counterparts in both commercials and dramatic programs.

We also found that older adults appear in 9 percent of commercials aired during prime-time programs and in 5 percent of commercials aired in children's and news programs. Older adults also rarely appear alone in commercials -- they are the sole actors in less than 1 percent of commercials in prime time and are never the only type of characters in commercials aired during weekend-daytime hours.

While blacks appear in one out of five commercials, other racial/ethnic groups (such as Hispanics) are practically invisible. Moreover, less than 2 percent of these commercials have only black characters. Whites appear in about nine out of ten commercials and are the sole actors in more than seven out of ten commercials.

INTRODUCTION

This is the final report of AoA Grant 90-AR-2176, "Aging with Television Commercials." This work grew out of previous work on aging conducted under AoA Grant 90-A-1299, "Aging with Television."* All of this research has been conducted as part of our ongoing research endeavor, Cultural Indicators, a multi-faceted, long-range project that has been examining trends in television content and viewer conceptions of social reality since 1969. The Cultural Indicators design consists of two interrelated procedures:

(1) message system analysis -- the periodic content analysis of samples of prime-time and weekend-daytime network dramatic programs, and (2) cultivation analysis -- determining conceptions of social reality television tends to cultivate in different groups of viewers.**

This study extended the message system analysis to television commercials. Specifically, it examined the portrayal of aging and age-roles in television commercial messages aired during three annual samples of prime-time and weekend-daytime network dramatic programming (1977-1979) and one sample of commercials aired during a week of network, national news programming. This report also uses existing and archived data on prime-time and weekend-daytime dramatic programs to compare the presentation of aging and age-roles in commercials and dramatic programs.

* George Gerbner, Larry Gross, Nancy Signorielli, and Michael Morgan, "Aging with Television: Images on Television Drama and Conceptions of Social Reality," Journal of Communication, 1980, 30:1, 37-47.

** George Gerbner, Larry Gross, Michael Morgan, and Nancy Signorielli, "The 'Mainstreaming' of America: Violence Profile No. 11," Journal of Communication, 1980, 30:3, 10-29.

Message system analysis is designed to investigate the aggregate and collective premises defining life in representative samples of mass-produced symbolic material. It rests upon the reliable determination of unambiguously perceived elements of communications. The data collected in this type of analysis do not reflect what a particular individual sees or may see at any specific time, but what large communities absorb over long periods of time. The research also does not attempt to interpret individual programs or commercials, networks or productions, nor does it draw conclusions about artistic merit or ability to sell products. Rather, the analysis isolates the patterns and symbolic structures that exist in the samples. The purpose of this analysis is to provide systematic, cumulative, and objective observations of the relevant aspects of the world of television drama and its commercial messages. The analysis and what it yields is somewhat like flying over one's own neighborhood; the territory is familiar but the patterns are different and are seen in a broader context.

METHODOLOGY

There are six principal aspects of methodology in message system analysis. These include the sample, the recording instrument, the units of analysis, the training of coders, the assessment of reliability of the observations, the data, and data analysis techniques.

The Sample

The process of message system analysis begins by selecting a sample of the phenomenon, in this case television commercials, under investigation. This sample was selected from commercials embedded in three weeks of prime-time and weekend-daytime network dramatic programs (aired during 1977, 1978,

and 1979) included in the Cultural Indicators videotape archives. In addition, in 1979, we included a sample of commercials from the national evening news programs that were aired during the same week as our dramatic sample.

The programs and commercials were videotaped as part of our ongoing Cultural Indicators research. Commercials are different from dramatic programs, however, in that the same commercial may be aired in more than one program and often more than one time on any given evening. Thus, in order to streamline the coding task and to insure that each commercial was only coded once, we made up special compilation tapes of all commercials and completed two extensive logs -- a program log and a commercial log. In brief, these logs included detailed descriptions of the commercials, the number of times each commercial appeared in the entire sample week, in prime-time programs, in weekend-daytime programs, and in national news programs.

In order for our findings to reflect actual appearances, the number of times each commercial appeared in each program type was used as an adjustment factor. Each commercial was thus assigned four adjustment factors -- the number of times it appeared (1) in all programs, (2) in prime-time programs, (3) in weekend-daytime programs, and (4) in news programs. All analyses were conducted using the appropriate adjustment factors so as to control for the number of appearances in each type of program.

The final sample was randomly selected from the special compilation tape. The total number of commercials in the sample and the number of characters in these commercials (appropriately adjusted) are presented in Table 1. The number of programs and characters in the corresponding three year sample of dramatic programs is presented in Table 2.

Recording Instrument and Units of Analysis

The recording instrument was specially designed for this study. Where possible it incorporated content items from the instrument used to code dramatic programs. These included themes and aspects of life as well as demographic and descriptive characterization items. The instrument had two units -- the commercial itself and its characters. The latter unit included three types of characters -- major characters (those with central roles in the commercial), minor characters (all other speaking characters), and walk-ons (all other characters). Major characters were coded on more content items than the minor or walk-on characters, and minor characters on more items than walk-on characters. A common core of items (sex, race, social age, chronological age, and weight) were coded for all characters, regardless of status. Content items for the commercial as a whole included items relating to the types of people in the commercials, the types of appeals made by the commercials, the presence of announcers, and the type of product.

The instrument was pilot-tested by our entire staff on fifteen commercials. During this time each item's applicability to commercials, clarity, and ease of coding were determined.

Coding and Training Procedures

Each coder underwent a four week training period of instruction and item-by-item discussion of the recording instrument. Each trainee group was then split into randomly assigned coding teams of two each, and all pairs viewed and coded ten specially selected commercials that had already been coded by the entire message system analysis staff. Each coder-pair

worked independently of all other pairs, and returned one joint coding for each commercial. After each pair completed each training commercial, they met with a staff member to discuss difficulties encountered in the exercise. When these problems had been resolved, the coder-pairs coded the remaining commercials (previously coded by the staff) selected for training.

The data generated by the coder-pairs on the ten training commercials were keypunched and subjected to computerized agreement analysis. On the basis of these results, instructions were further discussed and revised, when necessary. Coder-pairs then proceeded to analyze the videotaped sample of commercials.

During both the training and data-collection phases, coder-pairs monitored their assigned videotaped commercials as often as necessary. Half of the commercials in the sample were coded independently by two separate coder-pairs to provide double-coded data for reliability comparisons.

The final data set for subsequent analysis was compiled from the reliability data base by randomly selecting one of the two codings for each commercial. These data were added to those generated for the remaining half of the sample for the entire sample.

Assessment of Reliability

The purpose of reliability measures in content analysis is to ascertain the degree to which the recorded data are consistently representative of the material being studied, rather than a reflection of observer bias or instrument ambiguity. Theoretically both types of contamination can be corrected by refining the instrument and/or by intensifying coder training, or, as a last resort, by eliminating the unsalvageable variable or dismissing the

incorrigible coders. Thus, measures of reliability may serve two functions: (1) as diagnostic tools in the confirmation of the recording instrument, and (2) arbiters of the replicability of the procedure, assuring confidence in the final data. In this project, they serve both: during the preliminary period of instrument revision and coder training, they identify problem areas in the recording process; the final measures computed on the sample of double-coded data determine the acceptability of information for analysis, and provide guidelines for its interpretation. The reliability analysis was conducted on unweighted samples.

Agreement due merely to chance gives no indication that the data truly reflect the phenomena under observation. Simple percent-agreement measures are, therefore, inadequate indicators of reliability, since they fail to account for the amount of agreement expected by chance. Reliability measures in the form of agreement coefficients, however, indicate the degree to which agreement among independent observers is above chance. In general then,

$$\text{Coefficient of Agreement} = 1 - \frac{\text{observed disagreement}}{\text{expected disagreement}}$$

Values for coefficients of this form will range from +1.00 when agreement is perfect, to .00 when agreement is purely accidental (or perfectly random) to negative values when agreement is less than that expected due to chance. A coefficient of .50 indicates that performance is 50% above the level expected by chance. These coefficients will generally give more conservative estimates of reliability than will simple percent-agreement measures.

Five computational formulas are available for calculating the agreement coefficient.* The variations are distinguished by a difference function --

* For a formal discussion of part of this family of coefficients, see Klaus Krippendorff, "Bivariate Agreement Coefficients for the Reliability of Data," in E.F. Borgatta and G.W. Bohrnstedt (eds.), Sociological Methodology, 1970, (San Francisco: Jossey-Bass, Inc.).

the form of which depends on whether the variable is considered to constitute a nominal, ordinal, interval, bipolar, or ratio scale. Except for their respective scale-appropriate sensitivity to deviations from perfect agreement, the coefficients make the same basic assumptions as the prototype for nominal scales devised by Scott.** Thus in the case of the binary variable, all formulae yield identical results.

Reliability is thus ascertained by a statistical procedure that measures the agreement of trained analysts for each content item. If one were to substitute the perceptions and impressions of casual observers, no matter how sophisticated, the value of the investigation would be reduced, and its purpose confounded. Only an objective analysis of unambiguous message elements, and their separation from personal impressions left by unidentified clues, can provide the basis for isolating and understanding stable images in symbolic materials.

The agreement coefficients for each item coded as part of this project are presented in Appendix III. The minimal acceptable agreement coefficient for most of the items included in this analysis is .600. Certain items with coefficients of .500 were used but caution must be exercised in interpreting any results. Since only those items meeting these minimal levels were included in the analysis, a number of content items were eliminated.

The Data

The data used in this analysis come from two sources -- specially generated data from the message system analysis of the commercials (just described) and existing Cultural Indicators data archives for programs and

** William A. Scott, "Reliability of Content Analysis: The Case of Nominal Scale Coding," Public Opinion Quarterly, 1955, 17:3, 321-325.

characters in the 1977 to 1979 samples.

The commercial data include items relating to the specific format of the commercial (e.g., announcer, music) as well as items focusing upon social context. The latter include the social types who populate the commercials (older people, children, men, women, minorities, families, grandparents, siblings, etc.), the setting of the commercial (home, kitchen, bathrooms, rural, etc.), the types of activities featured in the commercial (sports, leisure, cleaning, eating, etc.), and themes and aspects of life in the commercials (also coded for dramatic programs).

Data relating to characters include basic descriptive and demographic characteristics (age, race, weight, sex, advice giving/taking). In addition, major characters were coded on items relating to home, family and marital status, and occupations. Unfortunately, some of the items included in both the commercial and dramatic program recording instruments were not reliable when coded for commercials. We thus are able, but not to the extent that we would have hoped, to determine how characters in commercials are similar to or different from the characters who populate dramatic programs.

Analysis Procedures

The data analysis consists primarily of simple descriptive statistical techniques such as multi-dimensional cross-tabulations. Most of the analyses use character's social age and sex as the basic comparative variables.

Social age is a descriptive category scheme that serves to distinguish characters by age role. It consists of four categories -- children and adolescents, young adults (the age between adolescence and a more settled vocational and personal life and responsibilities), settled adults, and

older adults (characters past the prime active years and obviously elderly). These groupings provide the basic structure of the analysis and permit the isolation and comparison of the image of men and women in different age-roles.

The report begins by focusing upon the commercial as a whole -- that is, examining the structure of commercials. It then looks at the presentation of characterizations, looking especially for differences within age-related roles. The major focus of this part of the report is on age-related differences. The report then returns to the commercial unit, focusing in particular upon the types of commercials in which older characters appear to determine if they are different from commercials in which characters of other ages are presented.

THE WORLD OF TELEVISION COMMERCIALS

Television commercials make up an important part of American network television programming. For the broadcasters, they are the principal reason for programs. Programs appear and disappear because of their ability (or inability) to attract and hold viewers for the commercials. Roughly 12 minutes out of every hour of prime-time programming and 15 to 16 minutes in every hour of weekend-daytime programming are filled with commercials. Moreover, programs are specially structured in approximate 12 minute intervals that can be easily "connected" with any number of commercials.

Today's commercial is an art form in itself.* It is a self-contained story or unit that shows how a particular product will "improve life" or why one should not be without it. It serves to tell the viewer why he/she

* Michael J. Arlen, Thirty Seconds New York: Penguin Books, 1980.

cannot or should not live without this product. Commercials range in length from 10 to 60 seconds with most in the 20 to 30 second range. Commercials are designed to sell and to sell quickly. But commercials may do more than just sell products; they may also sell a lifestyle, and tell who is important, who is powerful, who has "made it" and who has not. They present failings and tell us how to correct them.

As is the world of television drama, the world of the television commercial is a highly controlled assembly line product governed by relatively few formulas. Its people are created with problems that can be fixed, easily, by using a particular product. The overall message, however, is one that emerges from the aggregate patterns of casting, characterization, and fate. Moreover, every commercial is structured to make its casting seem natural -- but such casting has a message of its own.

The next section focuses upon the commercial as a whole. It examines the structure of commercials -- the presence of music, singing, announcers, and locales. It then looks at the different types of people (social types) who appear in commercials from the reference point of the commercial itself; that is, it discusses the proportion of commercials in which older people, children, men, women, and so on, appear. Finally, it examines the themes and aspects of life that appear in this sample of commercials and compares these patterns with those found for dramatic programming.

The Structure of Commercials

Table 3 reveals that commercials have a number of common elements. Since commercials are designed to attract attention, it is not surprising that almost two thirds of all commercials in our sample had some music and over a third some singing. In prime-time programs almost 80 percent of the

commercials contained music and more than 40 percent had singing. Commercials aired during the news were somewhat less likely to be musical -- only a little more than half had music and only 23 percent some singing. Commercials in weekend-daytime programs, those geared primarily for children, were the most likely to be musical -- almost 9 out of 10 had music and more than half some singing.

Table 3 also reveals that while over three-quarters of the commercials in this sample have announcers, most do not appear on camera. Similar patterns exist for commercials aired during prime-time programs; 87 percent of commercials in news programs and 82 percent of commercials in children's programs have announcers. Most announcers, moreover, are men -- 70 percent of the commercials have male announcers while only 5 percent have female announcers. Again, commercials in prime-time programs reflect the general pattern. Over 80 percent of the announcers in commercials in the news are men while women only appear, as announcers, with men. There are no commercials in the news programs with just female announcers. Male announcers also predominate in commercials in children's programs (70 percent of these commercials) but, in this case, one out of ten commercials has a female announcer.

When we examine the sex and status of announcers in these commercials (Table 4) we find that female announcers are a little more likely than male announcers to be both seen and heard. Thus, in the commercials aired during prime time, 31.8 percent of the commercials with a female announcer have her talking on camera while this occurs in only 7.3 percent of the commercials with male announcers. Similar patterns are found for commercials with both male and female announcers -- over a third of these commercials have them on camera.

The settings of commercials, whether in prime-time, the news, or weekend-daytime programs are quite varied. Table 5 reveals that most rooms or locales used in these commercials appear in roughly the same proportion. Settings that appear a little more frequently are kitchens, yards, and rural areas, but the most frequent location (22.1% of all commercials) is no setting at all.

The Social World of Commercials

We have noted that commercials present a social world that is inhabited by many different types of people. Table 6 presents the percentage of appearances and rankings of different types of people (social types) using the commercial as the unit of analysis. That is, it presents the percent of commercials in which men, women, older people, etc. appear. Table 7 presents, for a subset of these social types, the percent and number of commercials that are inhabited by just one type of person, for example, just older people.

First, we find that there are considerable differences in the types of people who inhabit the commercials aired during prime-time programs, news programs, and weekend-daytime programs and that certain types appear much more frequently than others. Children appear in about 25 percent of commercials in prime-time and/or news programs but in more than 80 percent of commercials in weekend-daytime programs. They do, however, rank toward the top in overall appearances. Children are the sole occupants of only 2.3 percent of the commercials aired in prime time, but are the sole occupants of almost half of the commercials aired during weekend-daytime hours.

Older adults appear infrequently in commercials. They appear in 9 percent of the commercials in prime-time programs and in 5 percent of

the commercials aired during weekend-daytime and news programs. Older adults also rarely appear alone in commercials -- they are the sole occupants in less than 1 percent of the commercials aired during prime time and are never the only social types in commercials in children's programs.

Settled adults appear in practically every commercial aired during prime-time programs and news programs but are seen less frequently in commercials in children's programs. Nevertheless, in the latter they are the sixth most frequently appearing social type. Women appear frequently in commercials aired in prime-time and news programs but rather infrequently in commercials in children's programs; women appear in about 70 percent of the former, but in less than 20 percent of the latter. It is thus obvious that female authority figures do not often appear in commercials geared for children.

While blacks appear in one out of five commercials (across-the-board), people of other racial and/or ethnic groups are rarely seen. Hispanics are especially invisible -- they appear in only 1.6 percent of all prime-time commercials in less than 1 percent of the commercials in weekend-daytime programs, and in none of the commercials in the national news programs. There are also very few commercials that do not have at least one white character -- 90 percent of the commercials in prime-time and news programs and 96.9 percent of the commercials in children's programs are cast with white people. Whites also rank first in terms of appearances. Moreover, as seen in Table 7, whites are the sole social types in more than 7 out of 10 commercials. Blacks, on the other hand, are the sole actors in less than 2 percent of these commercials.

The people in commercials are, for the most part, average folk. "Famous people" appear in about one in ten commercials and "authorities" (those who,

by profession, are knowledgeable about a particular area) appear even more infrequently. Families -- mothers, fathers, and children -- appear in about one in ten commercials in prime-time programs but are just about invisible in commercials in children's programs.

Table 8 reveals that commercials relating to food, beverages, and restaurants are quite prevalent in all three program types. Nevertheless, as seen on Table 9, objective nutritional information (reflecting healthy lifestyles, what is "good" for you, supplying vitamins, minerals, protein, carbohydrates) is rarely given. Although four out of ten commercials in children's programs focus on food-related products, making nutritional information relevant (i.e., it could be presented), objective nutritional information is mentioned in only one out of ten of all commercials. Thus, children see many commercials about food products, but are rarely given information about the nutritional value of these foods. Among commercials geared more specifically for adults, the picture is similar. In prime-time programs 33 percent of the commercials are food-related but objective nutritional information is only mentioned in 5 percent of these commercials.

Since cars and car-related products are often advertised on television, especially in prime-time and news programs, we were interested in whether or not the people in these commercials used seat belts. Table 9 shows that while about 13 percent of the commercials in prime-time programs had scenes in which seat belts could (or should) be used, they were actually used in only 3.1 percent of these commercials. Moreover, in 3.0 percent of these commercials seat belts were obviously not used when they should have been (in 7.2 percent of these commercials, the coders were unable to tell if a seat belt was being used; for example, the car was shown at a distance). Thus, in commercials aired during prime time, seat belts were not used as many times as they were used. The commercials in news programs differ from those

in prime-time programs because there was a greater proportion of commercials in which the coders could not determine if seat belts were in use. There were very few car-related commercials in children's programs (less than 1 percent) yet the same patterns of seat belt use/disuse were found.

Themes and Aspects of Life

Table 10 presents the ranking and appearance of themes and aspects of life in commercials and dramatic programs. While this table reveals considerable differences in the importance and appearance of various themes in commercials and dramatic programs, there are some similarities. For example, home is the most frequently appearing theme in all commercials (prime-time, weekend-daytime, and news) and, in drama, is the third most important theme in prime-time and the fourth most important theme in children's programs. Nature is also an important theme -- it ranks number two in all commercials, first in children's programs, and fourth in prime-time programs. Minority groups are also quite important in commercials and fairly important in prime-time programs -- this theme ranks third in commercials and fifth in dramatic programs. Finally, as we would expect, themes and aspects of life are much less likely to appear in commercials than in dramatic programs: the only theme that appeared with any degree of saturation was home and family -- it appeared in 87.5 percent of children's commercials, 36.6 percent of prime-time commercials, and 51.5 percent of commercials in news programs. Interestingly, the theme of fear of aging appeared least frequently of all themes in programs and commercials.

THE DEMOGRAPHICS OF COMMERCIALS

We now turn to the analysis of the characters who populate the world of television commercials. This analysis and discussion differs from that of social types in that it is based upon the character, rather than the

commercial, as the unit of analysis. We will thus talk about the characters who populate these commercials and compare them with the characters who populate the programs in which these commercials are embedded.

The television world -- be it the world of prime-time drama, the world of children's programming, or the world of the commercials embedded within these two genres -- is a stable world, especially in regard to the basic demographic profiles of its inhabitants. Over the 12 years we have been analyzing the content of dramatic television programming, including the three years included in this particular analysis, we have found it to be a world that is inhabited by at least three males for every female, that underrepresents both the very young and the very old, and where one in ten characters is a member of a minority racial group. Basically, the dramatic world population shows little significant change from year to year.

We have now found that the world of television commercials also is a stable world with little change between 1977 and 1979 in its basic dimensions of characterization. Table 11 reveals, however, that there are some differences between the prime-time dramatic and commercial worlds. The most notable is that women appear in relatively equal proportion to men in the commercials aired during prime-time programs (the population of prime-time commercials is 44.5 percent female and 54.1 percent male). The world of children's commercials is, however, similar to the dramatic world in this regard, having three males for every female. Finally, the sample of commercials in news programs reveals an almost even distribution of men and women among major characters only.

Figure 1 (Table 12) shows the age distribution in real life, in commercials in prime time and prime-time drama. In contrast to the distribution of age groups in the American population, the commercial

curve under-represents older people but slightly over-represents children between 5 and 10 while the television drama curve tends to under-represent both children and older people. More than half of the characters in each of these two television world populations are between 25 and 45. Individuals under 19, who number about a third of the American population, make up only 12 percent of the dramatic population and 22 percent of the commercial population. Those over 65, comprising about 11 percent of the U.S. population, make up only 2.5 percent of both the dramatic and commercial populations.

Rather strikingly, while this pattern of distribution does not exist in our real life population, it does appear to reflect the distribution of consumer income by age; television's prime-time population -- in its stories and its ads -- may be seen as a mirror of the audience referred to by the industry as the "prime demographic market." In addition to the over-representation of those with the most expandable income, the over-representation of children in the world of commercials is especially interesting in that children are known to be, for products such as foods, beverages, and toys, the very best salespeople.

Figure 2 (Table 13) compares the populations in commercials aired during weekend-daytime programs and children's drama (weekend-daytime programs) with the U.S. population. Again, we find that certain age groups are very much under- or over-represented in relation to their actual numbers in the U.S. population. We find, in this case, however, that the population of the commercials differs considerably from that of children's dramatic programming. The dramatic world not only shows the same middle year bulge we saw in prime time but also over-represents teenagers. The commercial world geared to kids, on the other hand, greatly over-represents those between 5 and 15 and

under-represents just about every other age group. It is especially noteworthy that most adults (except those between 35 and 39 -- the most likely "parent" age group) are under-represented in these commercials. We find, moreover, that the symbolic annihilation of older people begins at the rather young age of 45 in the commercials in children's programs. In fact, those over 45, who make up about one third of the U.S. population, make up less than 5 percent of the population of commercials aired in weekend-day-time programs. Those over 65 are even more invisible -- they make up only about one-half of one percent of this fictional population.

Women and "Youth"

Our analysis of prime-time drama also revealed that women are generally presented as "younger" than their male counterparts. The commercial world exaggerates this imbalance even more. Figure 3 (Table 12) reveals that in both commercials and dramatic programs the age distribution of women, as compared to men, favors girls and women under 35 and severely underplays women over 40. We find that in the U.S. population, about 40 percent of the women are over 40; in the prime-time dramatic world, only 25 percent of the women are over 40, while in the prime-time commercial world only a little more than 10 percent are over 40. We thus see the very stark under-evaluation of older women, including those in the mid-years of life, in the commercials in prime-time programs.

In commercials in prime-time programs, male characters, as can be seen on Figure 3 (Table 12), are a little older than their female counterparts. While our analysis of drama revealed that men in the middle years of life are granted far more importance on television than they are in real life, the analysis of commercials does not replicate this finding. Specifically,

we find that while men over 40 make up about a third of all men in the U.S. population, in commercials in prime time they are 30 percent of the men, but comprise over 40 percent of the men in prime-time drama. We thus see that most selling, in terms of who is featured in commercials, is done by those who are supposed to appeal to our sense of youth and beauty -- younger men and women.

These patterns are even more exaggerated in the world designed to appeal to and "sell" our children. Figure 4 (Table 13) reveals that in children's dramatic programs more than a third of the female characters are 19 or younger, with almost three out of ten between 15 and 19; the male characters are somewhat older, with only two out of ten presented as 19 or younger. As with prime-time drama, middle-aged and older women are noticeably absent -- only 18 percent of the women are over 40. There is, however, a greater proportion (but still nowhere near realistic representation given the existing U.S. population estimates) of older women (over 65) than men -- 3.9 percent as compared to 1.9 percent.

The world of commercials in children's programs, however, cannot be described as anything but a world full of children. Fully 85 percent of the female characters are 19 or under (with half between 5 and 9 years of age) and 71 percent of the male characters are under 19. Needless to say, older and middle-aged people are practically non-existent -- only 1.4 percent of the women are over 40 while less than 1 percent are over 65; among male characters, 12.6 percent are 40 or older but only .7 percent are 65 or older.

Figure 5 (Table 14) compares the age distribution of white and non-white men and women in commercials aired in prime time. It shows that most white men are between 30 and 45, most white women are between 25 and 40,

most non-white men between 25 and 50 with none over 60, and most non-white women between 25 and 35, with practically none over 55. Figure 6 (Table 15) presents the same distribution for white and non-white men and women in prime-time drama. While basically the same role relationships exist, they are less exaggerated than in commercials. That is, in drama, while white men dominate the age of dramatic authority between 35 and 45, both non-white men and all women tend to be younger, with a sizable group of non-white males between 15 and 19. We thus find that while white older people are underrepresented, non-white older adults are, for all practical purposes, absent, especially in commercials.

In commercials and drama produced especially for children, the exaggeration of non-whites as younger than their white counterparts and the total disregard for middle-aged and older non-white characters is most pronounced (Tables 16 and 17). There are no non-whites over 55 in children's dramatic programs and none over 65 in the commercials in these programs. Moreover, only a little more than one in ten non-white characters (men and women) in commercials in weekend-daytime programs is 15 or older. There is also an interesting difference in the presentation of non-white men and women. In these commercials, proportionately more non-white women are younger, while in children's dramatic programs, proportionately more non-white men are younger.

Social Age Distributions

As noted above, the coding task included categorizing characters as to their social age in addition to estimating their chronological age. Social age is an interesting and important functional category scheme that characterizes the life cycle as a dramatic role. The categories are

children-adolescents, young adults (those who essentially have no adult responsibilities), settled adults (characters settled in jobs, with families, etc.) and older adults. The older adult role is central to this analysis and includes characters who are visually "old."

The distribution of these roles for all characters in all commercials is presented in Table 18. This basically confirms what we have found in our analysis of characters' chronological ages -- there is a sizable number of children and a lack of older adults. We also find that women tend to dominate in the young adult role -- it is the only age-role in which women outnumber men. The patterns in dramatic programming (see Table 19) are quite similar -- the only difference is that there is a much smaller proportion of children in these programs.

Figure 7 (Tables 18 and 19) shows that the social age distributions for both commercials and programs aired in prime-time are essentially the same as discussed above -- there are very few older adults in both and somewhat more children in the commercials than dramatic programming. In weekend-daytime commercials (Figure 8) we see striking differences. In this case the only dominant character group, especially among female characters, is children and adolescents; young adults, settled adults, and older adults are rarely found -- almost two-thirds of the male characters and four out of five female characters are youngsters. Only 25 percent of the males and ten percent of the females are settled adults. In weekend-daytime drama (Figure 8, Table 19) the age distributions favor settled adults and are similar to the prime-time patterns. Women, however, tend to be younger than in prime-time drama -- a fairly large proportion are young adults.

The picture that emerges is that the world of television, its dramatic programming as well as its commercials, is a very stable world. There are

very few changes, at least in relation to age and sex roles. As can be seen on Table 20, the distribution of characters in the four social ages, as well as the male-female distributions in commercials aired in prime time and weekend daytime have not changed from 1977 to 1978 to 1979.

Age and Race

We have also examined age-role and race portrayals and found some interesting differences. Overall, as our analysis of chronological age has just revealed, the world of television drama and its commercial messages tends to under-represent non-white racial groups and ethnic groups such as Hispanics.

Table 21 shows that in commercials -- those aired in both prime-time and weekend-daytime programs -- non-white characters are under-represented: they make up 10.7 percent of the men and 9.0 percent of the women in commercials in prime time, and 9.7 percent of the men and only 7.3 percent of the women in commercials in children's programs.

We also find interesting differences when we examine the racial composition of the four social age classifications for characters in commercials aired during the prime-time hours. In brief, Table 21 shows under-representation of non-white characters across the board. It is especially obvious for older adults: blacks are only 1 percent of older men and 2.2 percent of older women and there are no older Hispanics (either men or women). Among the other age groups the distributions are similar -- non-whites make up between 8 and 12 percent of the character population.

In commercials in children's programs we find some of the same patterns. The extreme underrepresentation of all adult age-roles in these commercials results in considerable underrepresentation of all non-white characters

except young boys.

Analyses for prime-time and weekend-daytime dramatic programs reveals similar findings. Table 22 shows that, in dramatic programming non-white males make up about 13.6 percent of the prime-time characters -- close to the proportion of non-white males given in the 1979 estimates of the U.S. population* -- while non-white women make up only 11.7 percent of prime-time characters. There is, however, somewhat better representation of older non-whites. In this case, 16.2 percent of the older women and 7.5 percent of older men are non-whites. We also find the largest concentration of non-whites among young boys -- one out of four is non-white. The usual underrepresentation, however, exists for young girls -- only one out of ten is non-white. Among young and settled adults -- both men and women -- the percentage of non-whites is between 12 and 14 percent. In weekend-daytime dramatic programming we find similar patterns with one very important difference -- there are no non-white older adults.

The "Aging" Process

Our analyses have also revealed that even though women on television are, on the average, younger than the men (they cluster in younger age classifications), women "age" faster than men. That is, when we compare men and women of a certain chronological age, the women are more likely to be in the more mature social age roles; this serves to decrease their romantic possibilities. While "romance," per se, is less prevalent in

* Early incomplete findings of the 1980 census appear to indicate that non-white racial groups and hispanics have greatly increased their "share" of the U.S. population. Unfortunately none of these breakdowns (including those for men and women) are available at this time.

commercials, the practice of using younger women and "romance" to "sell" products is rampant. For the most part, we find the same patterns in commercials that we did in dramatic programs -- women "age" faster than men.

Figure 9 (Table 23) presents comparisons for all characters between chronological and social age categories for commercials while Figure 10 (Table 24) presents similar data for dramatic programs. In these charts, each set of bars represents the proportion of men and women between two specific chronological ages (e.g., 19 and 29) who are cast in a particular social age role (e.g., settled adults). Figure 9 reveals that, for commercials aired in prime time, a larger percentage (19.4 percent) of female characters in their teens is assigned to the older social and dramatic age category of young adult, than males of the same chronological age (13.0 percent). In their twenties, only 27.6 percent of the men but 41.7 percent of the women are cast as settled adults (the rest are, of course, young adults). The same pattern exists for characters in their late fifties and early sixties -- only 21.4 percent of the men but 35.6 percent of the women are presented as older adults. Figure 10 shows the same trends for all characters in prime-time drama; we find, in this case, that the differences between men and women are somewhat less extreme for the younger characters.

One difference between the findings for commercials and dramatic programs aired in prime time is that both men and women age at about the same rate once they reach 65: among characters over 65 in the commercials, practically all of the men and all of the women are presented as old; less than 5 percent of the men and none of the women were cast as settled adults. In prime-time drama, on the other hand, the men seem to age a bit slower: 17 percent of the men and 12 percent of the women were cast as settled adults.

Age and Product Type

An interesting analysis, and one specially suited to this study of commercials, isolated the types of products that were "sold" by characters of different ages. Table 25 reveals that, for the most part, common sense expectations about who would "sell" what were quite accurate: children were usually found in commercials for toys and foods or restaurants; women of all ages, but especially young women, were in commercials relating to hygiene and beauty aids; men were in car commercials, and so on. Some expectations, however, were not accurate. For example, we did not find large numbers of older characters in hygiene commercials; they were especially missing in commercials for false teeth-related products. Rather, the people usually doing the "selling" in these commercials were settled adults who were not "impaired" because of age. Moreover, in these commercials it also did not appear as though characters' needs for these products were related to age.

One surprising finding was that a fairly large proportion of older characters were in commercials for food and drink-related products. What was especially striking, was that when older adults appeared in commercials in weekend-daytime programs, they were most likely in a food/drink

commercial.* There was a similar finding for older adults in commercials aired in prime time -- more than a third were in food or drink-related commercials and 12 percent were in commercials for stores and restaurants. Thus, over 50 percent of the older adults appeared in commercials that were related to food and eating. Other important commercial products that were "sold" by older adults, and which actually featured proportionately more older adults than settled adults, were home and cleaning aids.

Physical Appearance

Food is important in television programming. We have noted that a very large proportion of the commercials in this sample were for food-related products and recent research** has revealed that food and drink are important aspects of dramatic programming, especially prime-time programs. What we and other researchers have found, however, is that while surprisingly many characters in prime-time drama either eat or at least mention food practically no characters are overweight, not even a little. The only group who are a little more likely to be overweight are young boys.

Table 26 reveals that practically no characters are overweight or even chubby in commercials. We do find, however, that one out of four older adults in commercials in both prime-time and weekend-daytime programs are a

* We would caution, however, about the small number of cases in which older adults appear in any weekend-daytime commercials; thus this and related findings should be viewed cautiously.

** George Gerbner, Michael Morgan, and Nancy Signorielli, "Programming Health Portrayals: What Viewers See, Say and Do," *Television and Behavior: Ten Years of Scientific Progress and Implications for the 80's*, National Institute of Mental Health (forthcoming) and Lois Kaufman, "Prime Time Nutrition." Journal of Communication, 1980, 30:3, 37-46.

little overweight and that about 15 percent of all overweight characters are old. Of course, we must remember that since there are very few older characters in commercials, especially those in children's programs, these results must be viewed cautiously. We can, however, conclude that, in this regard at least, older adults are presented in a more realistic fashion than younger adults.

Advice Giving and Taking

Commercials are basically designed to present information or give advice to television viewers. Thus, we were concerned with whether advice-giving or advice-taking was an integral part of these commercials. Our analysis revealed, contrary to expectations, that advice is rarely given or received in commercials -- only a little more than one in ten major or minor characters either gave or took advice (Table 27). Among settled or middle-aged adults in commercials aired in prime time men are a little more likely to give advice and women a little more likely to take advice (8.8 percent of the middle-aged men give advice as compared to 7.2 percent of the middle-aged women, while only 5.2 percent of the middle-aged men as compared to 10.4 percent of the middle-aged women take advice). Among older adults, both men and women are a little more likely to give than take advice (9.7 percent of the men and 12.2 percent of the women give advice, while only 4.2 percent of the men and 6.1 percent of the women take advice).

Family Life Representation Among Major Characters

Ongoing analyses of dramatic programming have revealed that home and family are important dimensions of characterizations, especially for female major characters in prime time. Basically, we have found that, in prime-time

programs, the marital status of middle and older female major characters is much more likely to be given while the same information for male major characters is often missing. Similarly, more female than male characters are shown as having a family and/or children.

In this special analysis of three years of dramatic programs, for major characters in prime time (see Table 28), we found basically similar findings for settled adults, but not for older adults. We also found that more women than men are shown having families and/or children, that more younger than older characters are shown involved in a romantic relationship, and that most children are presented as part of a family constellation. As we found in the past, very few characters -- either men or women -- are shown performing housekeeping tasks for other people. In weekend-daytime drama, however, most major characters -- men, women, children, or older adults -- are not well developed in this area (Table 29). Most are not married or no information about marital status is given, very few characters are part of a family constellation or have children, and romance is practically nonexistent.

Our analysis of major characters in commercials in prime-time programs shows very similar patterns -- home and family are important for settled and older women and children (boys as well as girls, but especially girls) (Table 30). Marital status information is much more likely to be given for middle-aged women -- a little less than half are married or appear to be married, or have a family. Among older women, about a third are presented as married or appear to be married and over half have families. Among women, about a quarter of middle-aged women and a third of older women have children. Among male characters, on the other hand, most of this information is missing -- about 20 percent of middle-aged and older men are shown as married, or having families and less than ten percent of middle-aged men and less than 20 percent of older men have children. As with

dramatic programs, very few characters are shown actually performing household tasks for others -- the only group to do so are middle-aged women.

Weekend-daytime commercials are even more devoid of references to home and family (Table 31). In this case we find that only one out of five children belongs to a family. The one group of characters for whom this information is given is middle-aged women -- in this case, about two-thirds are married or appear to be married, seven out of ten have families and/or children, and more than two out of five are actually homemakers.

Occupations of Major Characters

One area of considerable difference in characterizations of commercials and dramatic programs is occupational status. In dramatic programs, most major characters have some type of occupation -- in prime time only 15.9 percent of the men and 28.9 percent of the women could not be coded on this item (Table 32). These figures are a little higher for major characters in children's programs. There is also not too much difference among characters of different ages in prime-time drama -- most children are students, about three out of ten young men and young women have no occupation, and less than one in ten men and less than 25 percent of the middle-aged women have no occupation. Of the rather sparse number of older characters, practically all have an occupation (including retired). Moreover, the occupations that appear in the television world are quite likely to be the more prestigious, "important," or powerful type of job. Very few characters are blue collar workers, are unemployed, or housewives.

In commercials, however, we find a different picture. As Table 32 reveals, very few major characters -- only about a third of the men and less than one in five women -- are shown working in a job or with an occupation.

Moreover, no occupations are presented with any degree of frequency. There are about twice as many professionals as blue collar workers, but even here we only find that one out of ten characters is so employed. Table 32 reveals that the picture in weekend-daytime commercials and dramatic programs is quite similar -- practically no characters in commercials are shown having a job and while somewhat more characters have occupations in dramatic programs, most are non-traditional, such as super-heroes.

Older Characters in Commercials

We now return to analyses based upon the commercial as the primary unit of analysis. In this section we focus upon differences between commercials that have older adults as part of their cast and commercials with characters of other ages. We must note, however, that older characters appear very infrequently as the sole characters in a commercial (Table 7 revealed that less than 2 percent of these commercials had only older adults as cast members). Thus, the commercials with older adults also have younger characters in their casts. Most of this discussion, except for the introduction, will focus upon the commercials aired in prime-time programs because of the very limited number of commercials with older adults in the commercials aired during the national news and in children's programs. In brief, these analyses isolated and compared the commercials in which characters of the four social ages appeared.

As our extensive character analysis has just revealed, older characters appear quite infrequently in commercials. We also find that adolescents also appear infrequently in commercials. Basically, as seen on Table 6, in the entire sample of commercials adolescents and older adult characters are about equal in their infrequency of appearance. Settled adults are the most

frequently seen characters, appearing in 73.9 percent of all commercials; children are next, appearing in 36.4 percent of all commercials; and young adults appear in only 18.4 percent of all commercials.

Our division of the commercials into those aired in prime-time, weekend-daytime, and news programs reveals differences in the appearance of age-related roles. In prime time, we find that both older adults and adolescents appear infrequently -- older adults are in 9.0 percent and adolescents in 7.2 percent of the commercials. Settled adults appear in four out of five commercials, while children appear in about a quarter of these commercials. Commercials in news programs are practically the same as prime-time commercials in this regard -- settled adults are the most prevalent, followed by young adults and children. Older adults appear very infrequently (only 5 percent) in this one year sample.

The greatest difference in the presentation of age-related roles comes in weekend-daytime commercials. In this case children predominate -- they appear in 85.1 percent of these commercials; adolescents, however, are rather invisible, appearing in only 8.6 percent of the commercials. There are also fewer settled adults -- they appear in only 44.1 percent of these commercials.

We now will discuss differences between commercials aired in prime time in which characters in the four social age groups appear; that is, compare the commercials in which older adults appeared, settled adults appeared, children and adolescents appeared, and young adults appeared. Table 34 presents the results of this analysis.

As we have already noted, a considerable proportion of the commercials in this sample are food-related. Moreover, older adults and children are most likely to appear in these commercials -- 39.4 percent of the commercials

with older adults and 44.6 percent of the commercials with children and adolescents are for foods and/or drinks. Older adults are also likely to be found in commercials for home products and restaurants and stores. Food and drink commercials are also important for settled and young adults -- about one quarter of the commercials in which these two groups appear are for such products. Other products "sold" by these two groups include hygiene and home products, car products, and restaurants and stores.

We also examined the co-occurrences of the four age-roles with various other social types. Table 35 reveals that older adults appear most often with settled adults and children (about half of all commercials with older adults also have children) and are less likely to appear with adolescents (13 percent of the commercials with older adults also have adolescents).

Blacks appear in about one in five commercials in general and in one out of three commercials with older characters. Hispanics are rarely seen in any commercials, appearing in only 1.6 percent of the prime-time commercials. Consequently, Hispanics are rarely seen with older adults or any other characters -- 1.1 percent of the commercials with older adults and 2.4 percent of commercials with children also have Hispanics. People of other races are also seen very rarely in commercials and when they do appear, they are often seen with younger characters (6.9 percent of the commercials with children and 8.2 percent of the commercials with young adults have characters classified in a race other than white or black).

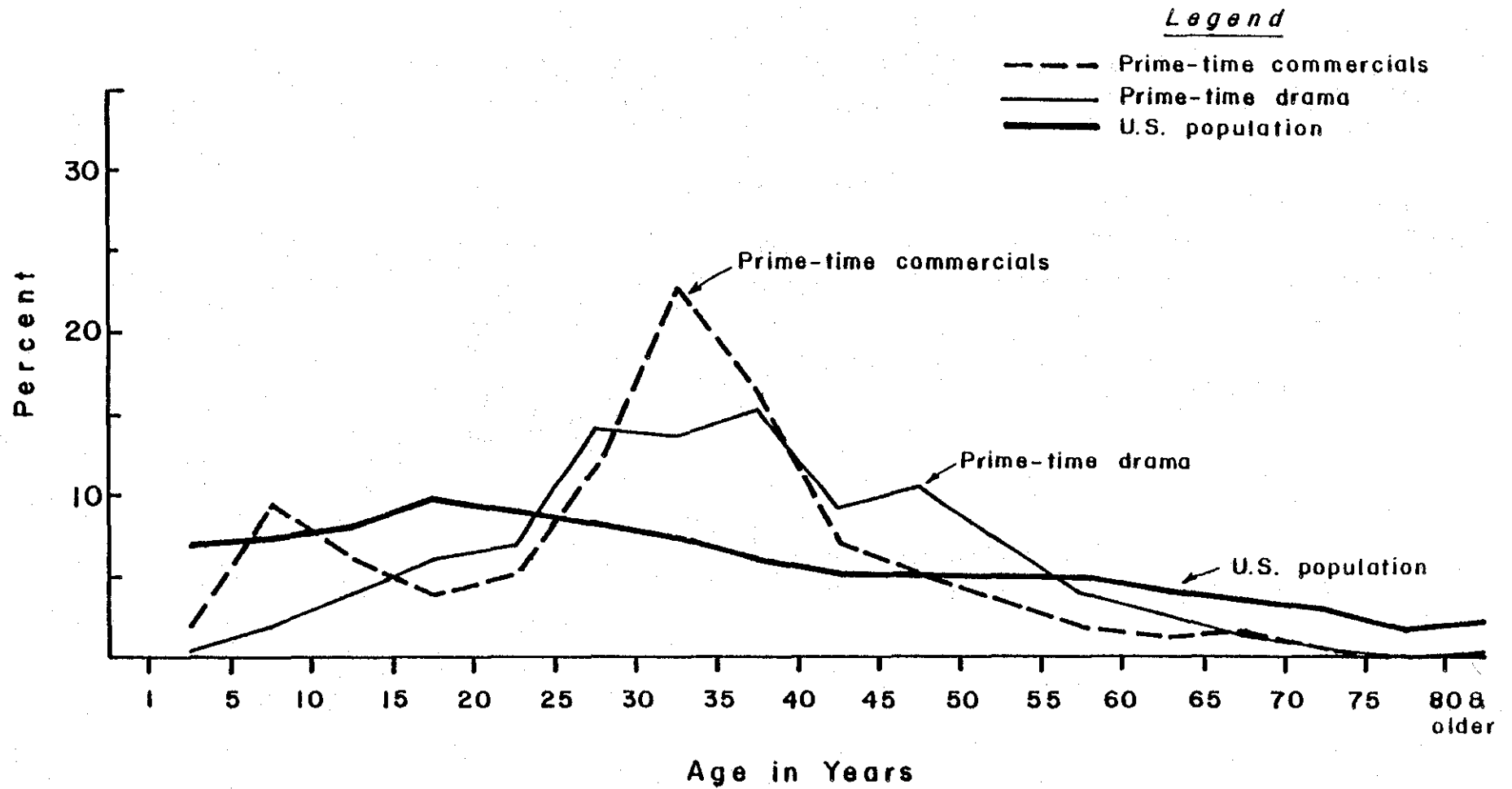
Table 35 also reveals that "average" people predominate in commercials. Families are presented in one-third of prime-time commercials with children and in about one out of five commercials with older people. Similarly, married couples are also likely to be presented with children and older characters.

As noted above, food-related products make up a quarter of this sample

of television commercials and both older characters and children are more likely to be found in food-related commercials than either young or settled adults. We thus find that objective nutritional information would be "relevant" for 56 percent of commercials with children and 54 percent of commercials with older adults. As seen on Table 36, however, objective nutritional information is rarely discussed, mentioned, or even implied in commercials -- only 4.0 percent of the commercials with older people and 8.6 percent of commercials with children make any mention of nutrition-related ideas, while 9.3 percent of the commercials with children and 8.6 percent of commercials with older characters make nutritional-related implications.

APPENDIX I: Figures

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1	Age Distribution of U.S. Population, and Characters in Commercials and Dramatic Programs in Prime-Time
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**FIGURE 1: AGE DISTRIBUTION OF U.S. POPULATION, AND CHARACTERS
IN COMMERCIALS AND DRAMATIC PROGRAMS
IN PRIME-TIME**

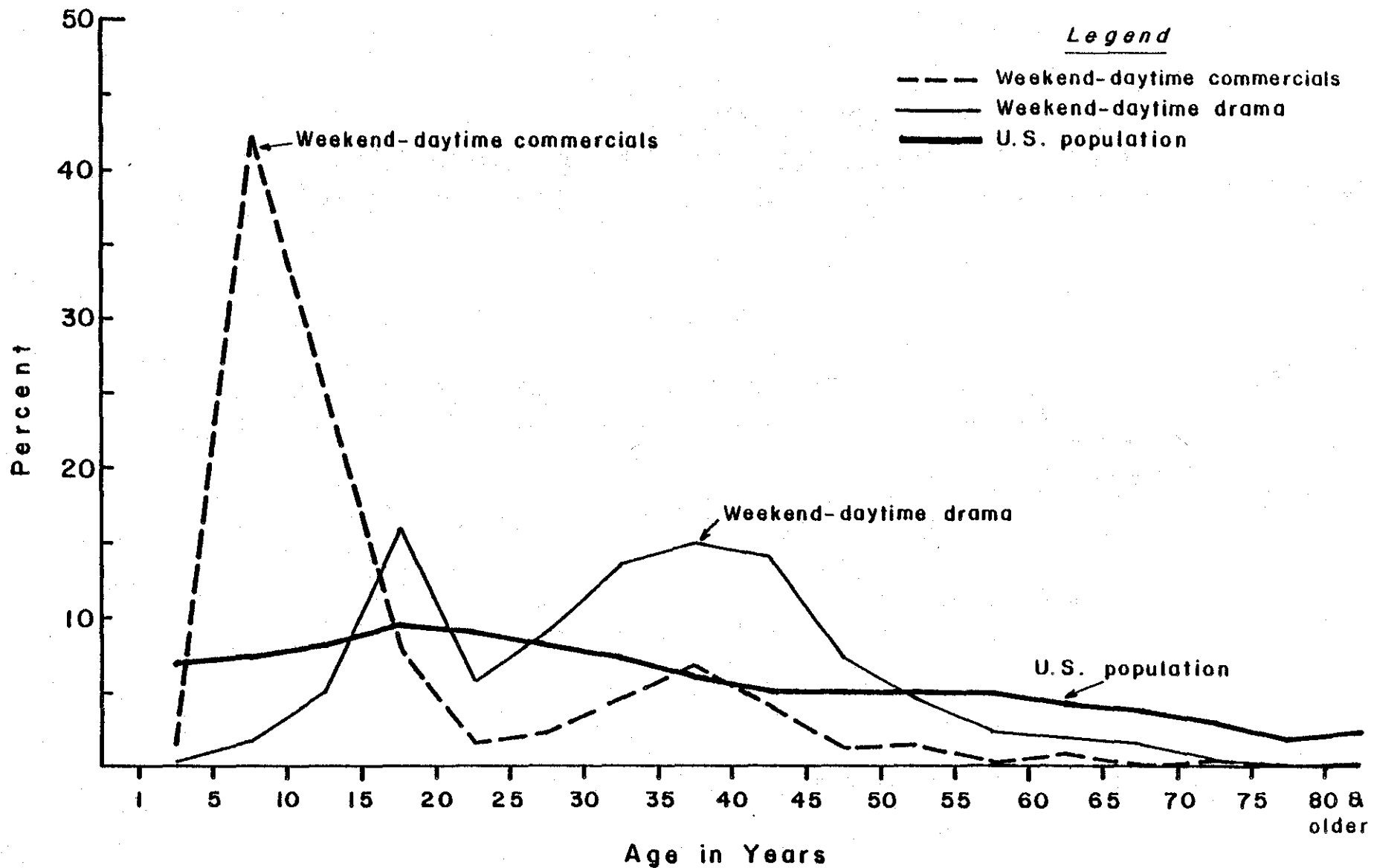


FIGURE 2: AGE DISTRIBUTION OF U.S. POPULATION, AND CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN WEEKEND-DAYTIME

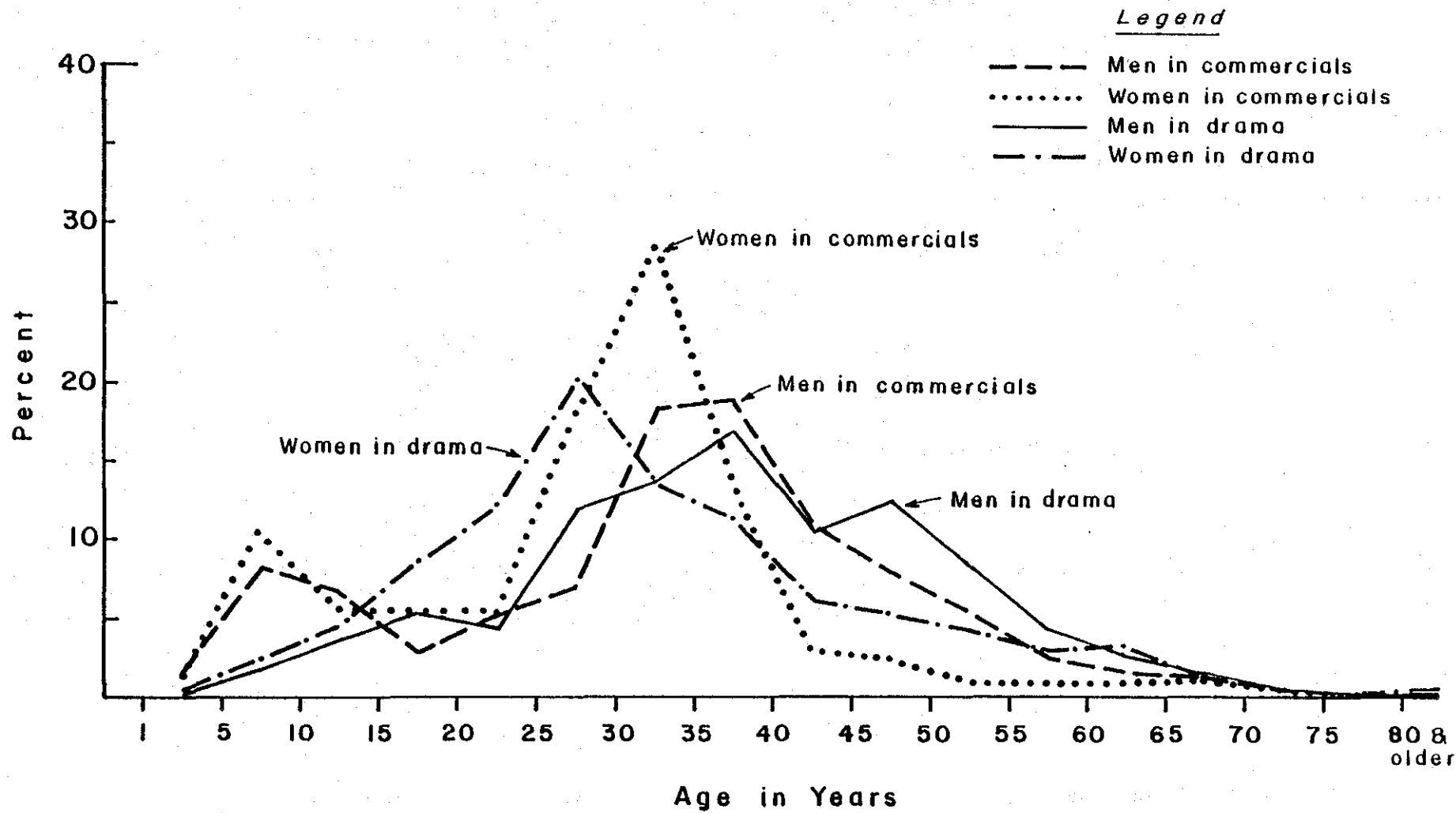


FIGURE 3: AGE DISTRIBUTION OF MALE AND FEMALE CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN PRIME-TIME

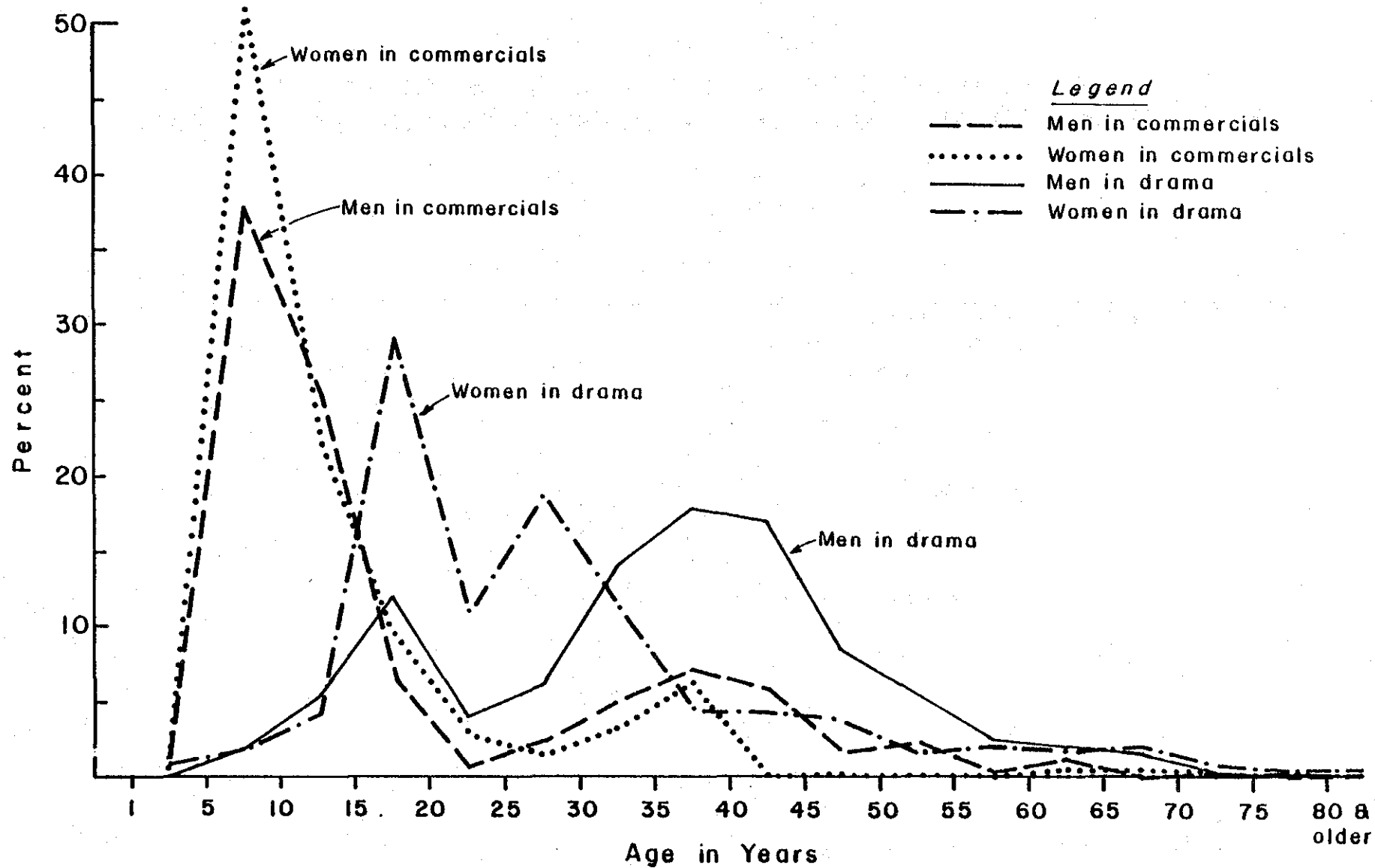


FIGURE 4: AGE DISTRIBUTION OF MALE AND FEMALE CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN WEEKEND-DAYTIME

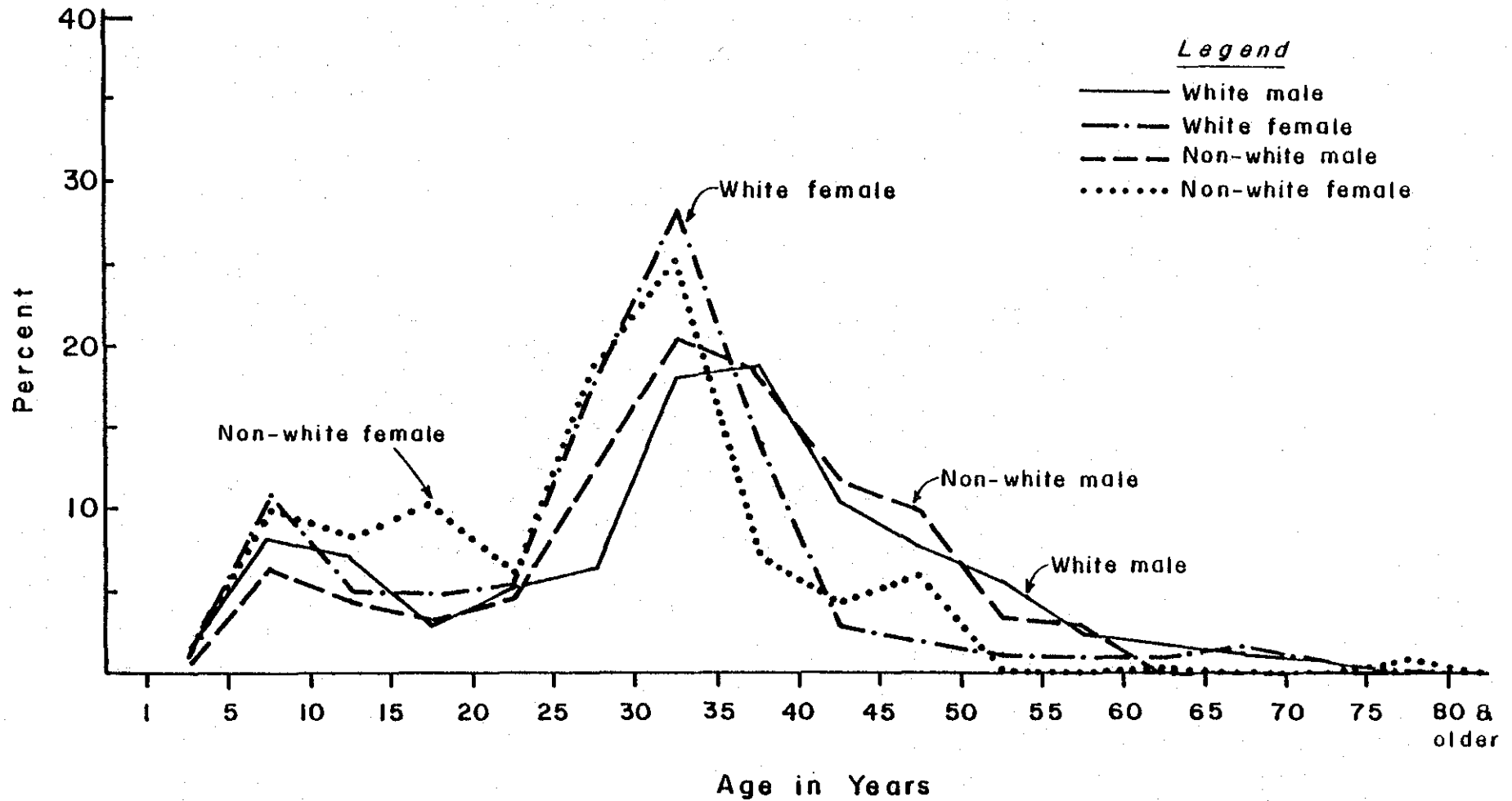


FIGURE 5: AGE DISTRIBUTION OF WHITE AND NON-WHITE MALE AND FEMALE CHARACTERS IN COMMERCIALS IN PRIME-TIME

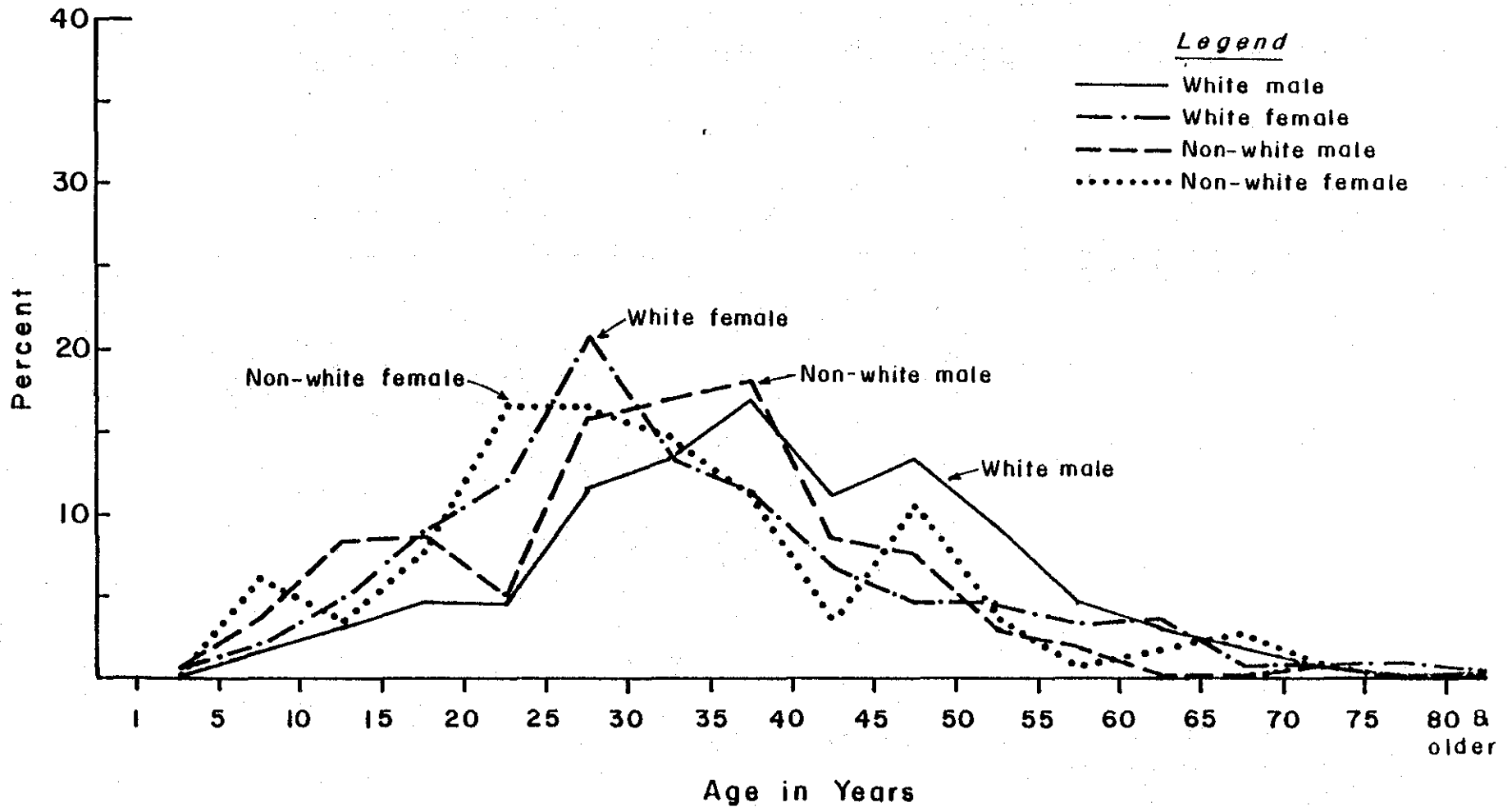


FIGURE 6: AGE DISTRIBUTION OF WHITE AND NON-WHITE MALE AND FEMALE CHARACTERS IN PRIME-TIME DRAMA

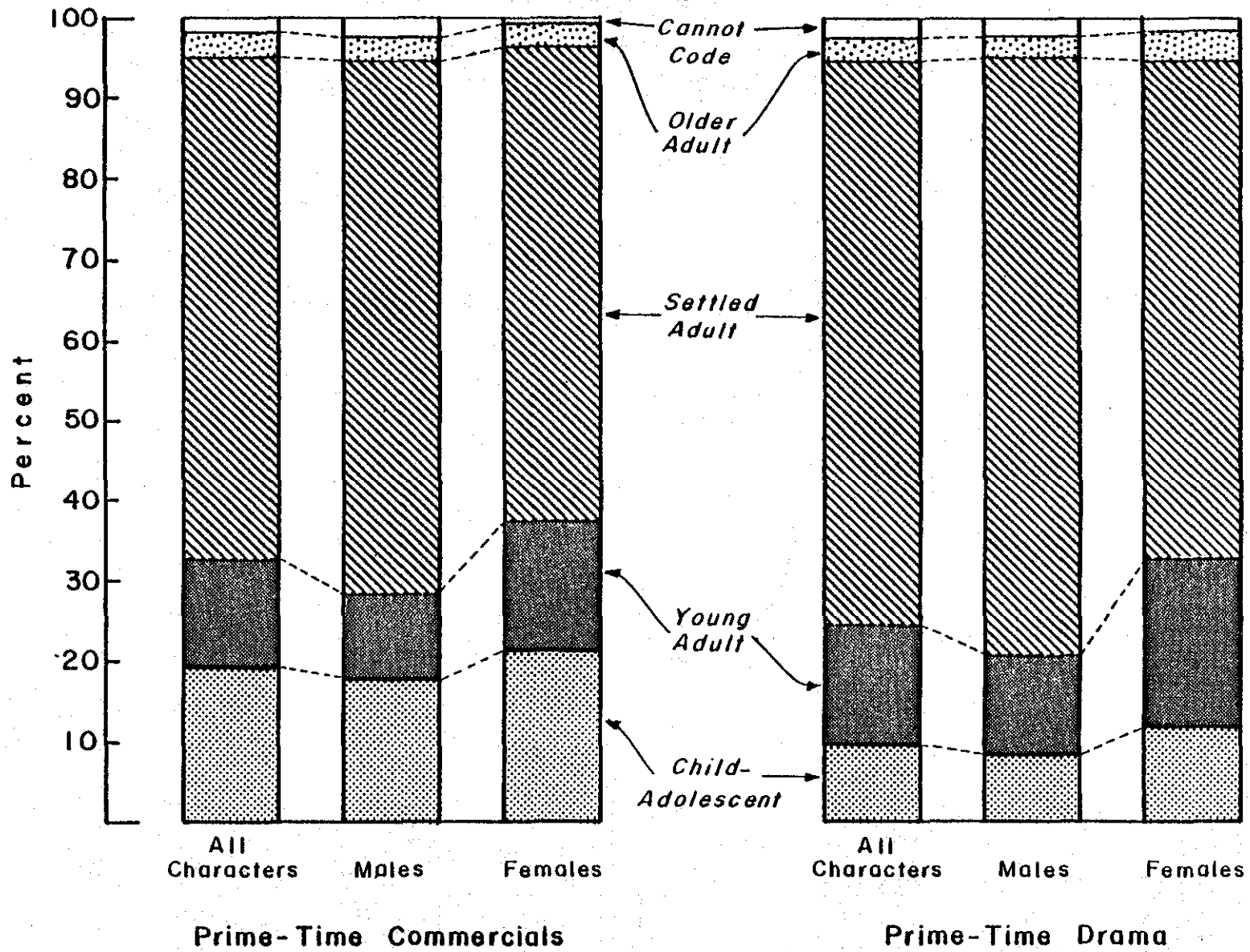


FIGURE 7: SOCIAL AGE OF CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN PRIME-TIME

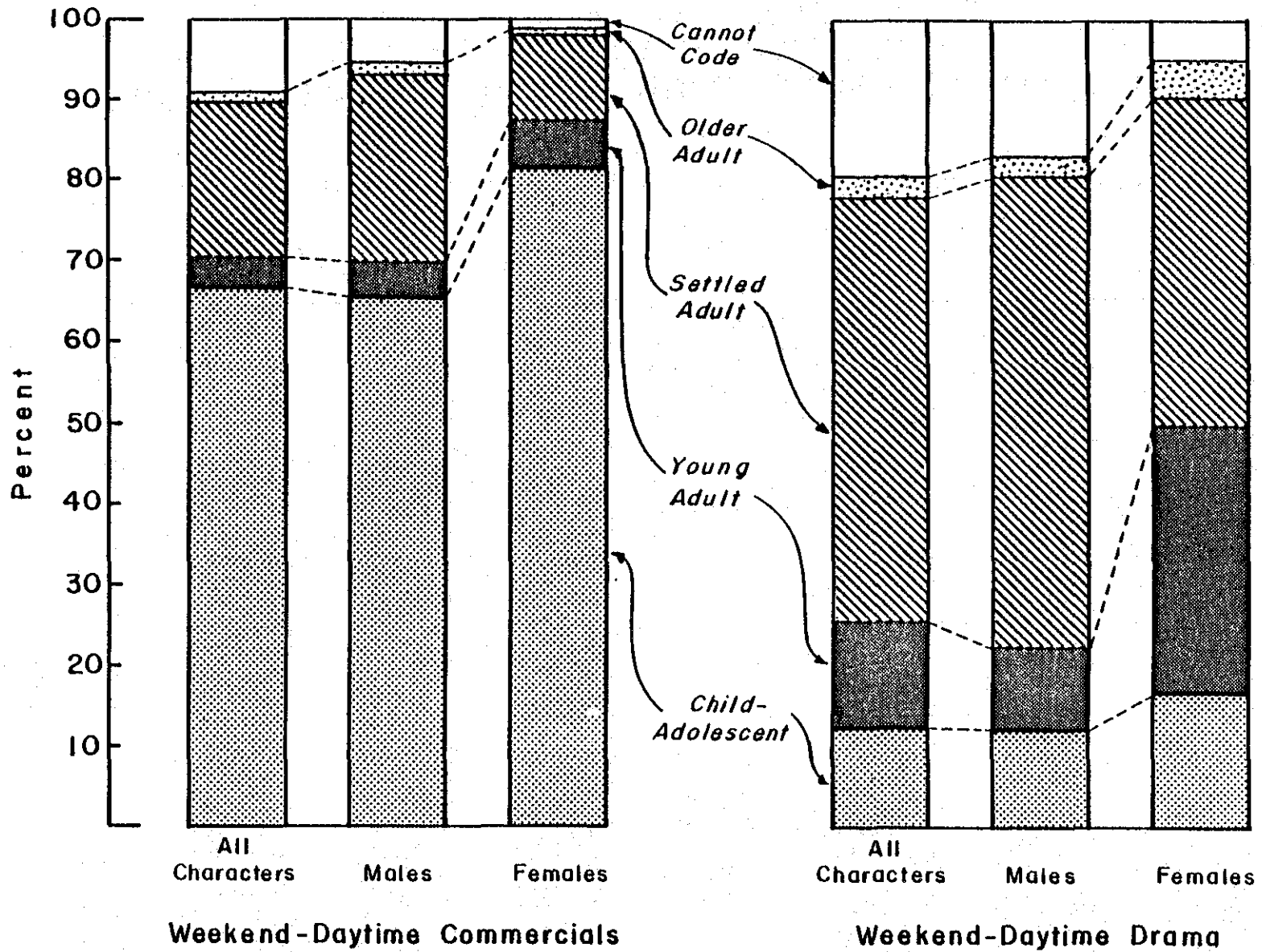


FIGURE 8: SOCIAL AGE OF CHARACTERS IN COMMERCIALS AND DRAMATIC PROGRAMS IN WEEKEND-DAYTIME

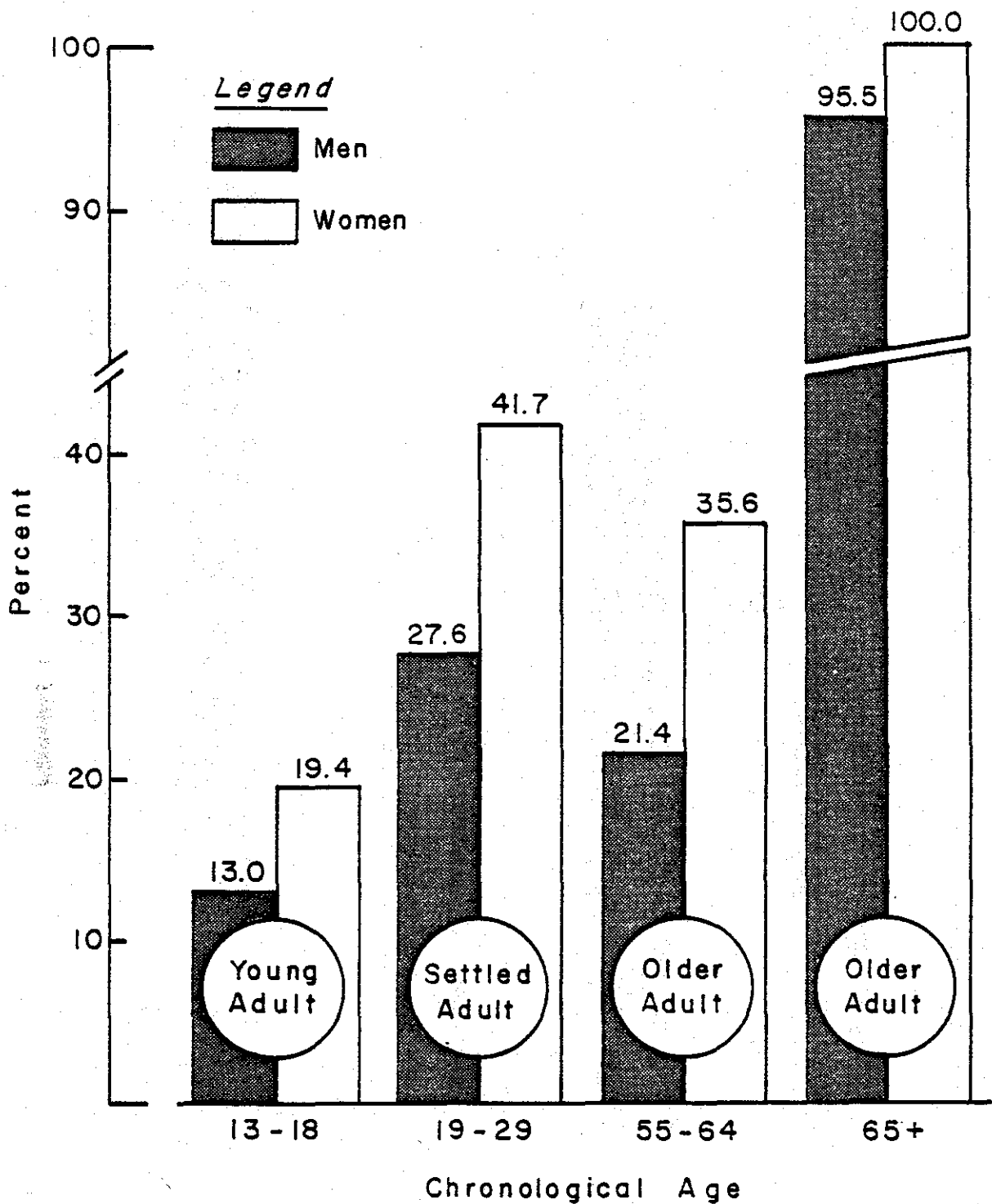


FIGURE 9: AGE-ROLE CASTING FOR MALE AND FEMALE CHARACTERS IN COMMERCIALS IN PRIME-TIME (PERCENTS WITHIN GENDER)

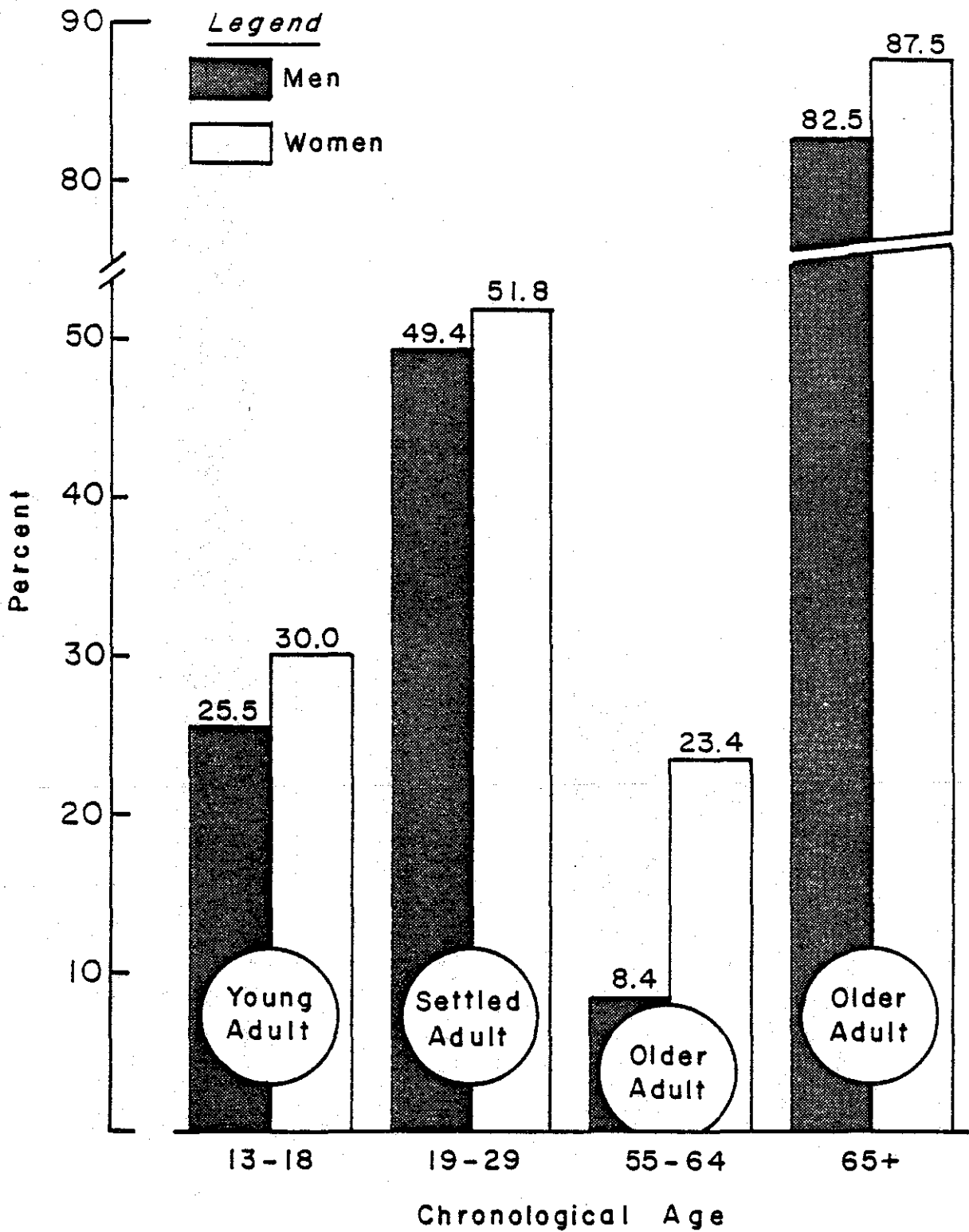


FIGURE 10: AGE-ROLE CASTING FOR MALE AND FEMALE CHARACTERS IN PRIME-TIME DRAMA (PERCENTS WITHIN GENDER)

APPENDIX II: Tables

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Table 1

Description of Sample of Commercials
(1977-1979)

	<u>Number of 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 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)

	<u>Prime-Time</u>		<u>News</u>		<u>Weekend Daytime</u>		<u>All Commercial</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
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)

	<u>Voice-over Announcer</u>			<u>Announcer Seen & Heard</u>			<u>Total</u>	
	<u>N</u>	<u>Col.%</u>	<u>Row %</u>	<u>N</u>	<u>Col.%</u>	<u>Row %</u>	<u>N</u>	<u>%</u>
<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)

	<u>Prime-Time</u>		<u>News</u>		<u>Weekend</u>		<u>All</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>Daytime</u>		<u>Commercials</u>	
					<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
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	17
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 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
<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)

	<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>
<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		
<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	%
Major	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
Minor	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
Walk-on	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
All Characters	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													
	Male			Female			Male			Female			Male			Female			Male			Female										
	N	%	Row %	N	%	Row %	N	%	Row %	N	%	Row %	N	%	Row %	N	%	Row %	N	%	Row %	N	%	Row %								
Prime-Time	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	1053	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	55.3	42.3
Older Adults	55	3.4	29	3.3	32.7	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
Weekend-Daytime	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	34.3	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	38.0	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	365	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
All Commercials	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	1699	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	4607	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	56.2	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	%
Prime-Time	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
Weekend-Daytime	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
All Commercials	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	%						
Prime Time	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								
Weekend Daytime	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								
All Programs	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 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
Prime-Time	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
Weekend-Daytime	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
All Programs	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	%
Prime-Time	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
Weekend-Daytime	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	5	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
All Commercials	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	Z	N	Z	N	Z	N	Z	N	Z	N	Z	N	Z	N	Z	N	Z	N	Z	N	Z	N	Z	N	Z	N	Z	N	Z
Fring-Time	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	0.0	0	0.0	1	0.1	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	23.0	31	31.3	16	18.0	301	4.9	242	7.4	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
News	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
Weekend-Daytime	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
All Commercials	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			Female			All			Male			All			Male			All			Male			All			Male										
	N	Z	%	N	Z	%	N	Z	%	N	Z	%	N	Z	%	N	Z	%	N	Z	%	N	Z	%	N	Z	%											
Prime-Time	551	100.0		288	100.0		263	100.0		472	100.0		174	100.0		296	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		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		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		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		2	0.2		0	0.0		0	0.0		0	0.0		4	0.1		2	0.1		2	0.1
News	9	100.0		7	100.0		2	100.0		30	100.0		11	100.0		19	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		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		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		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
Weekend-Daytime	714	100.0		450	100.0		261	100.0		38	100.0		24	100.0		14	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		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		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		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		0	0.0		0	0.0		0	0.0		0	0.0		4	0.4		4	0.5		0	0.0
All Commercials	1274	100.0		745	100.0		526	100.0		540	100.0		209	100.0		329	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		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		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		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		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	%		
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
Marital Status																														
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
Homemaker																														
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
Romance																														
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
Children																														
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
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
Family (1978-1979)																														
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	100.0	415	100.0	324	100.0	67	100.0	
Marital Status																															
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	36	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	
Homemaker																															
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	
Romance																															
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	
Children																															
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	
Family																															
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	%	N	%	
Total	169	100.0	105	100.0	64	100.0	212	100.0	73	100.0	139	100.0	13/9	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	
Marital Status																															
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	
Homemaker																															
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	
Family																															
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	
Romance																															
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	
Children																															
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	%	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	
Marital Status																															
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	
Homemaker																															
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	
Family																															
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	
Romance																															
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	
Children																															
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	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	63	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	25.0	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	%	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

	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>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. (0)(1,2,3)	.622 N .906 N
Singing	orig. (0)(1,2,3)	.764 N .896 N
Format	orig.	.536 N
Announcer	orig.	.613 N
Sex of Announcer	orig.	.640 N
Nutrition	orig. orig. (0,1)(2)(3,4)	.709 N .892 O .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 0
	(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.	.917 I
	orig.	.914 R
Social Age	orig.	.719 N
	orig.	.675 O
Race/Ethnicity	orig.	.977 N
Marital Status	orig.	.731 N
	(0)(1)(2,3,4)(5,6)(7)	.801 N
Weight	orig.	.504 N
	(0)(1,2)(3,4)	.539 N
Homemaker	orig.	.562 N
Employment	orig.	.822 N
Occupation	orig.	.814 N
Health	orig.	.774 N
Outcome of Illness	orig.	.631 N
	(0)(1)(2,3,4)(5)	.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.	.715 N
	(0,1)(2)	.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 .948 R
Social Age	orig.	.767 N
Race/Ethnicity	orig.	.921 N
Marital Status	orig.	.835 N
Weight	orig. (0)(1,2)(3,4)	.364 N .395 N
Homemaker	orig.	.467 N
Employment	orig.	.820 N
Occupation	orig.	.807 N
Health	orig.	.720 N
Outcome - Illness	orig. (0)(1)(2,3,4)(5)	.545 N .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
		.907 R
Social Age	orig.	.753 N
Race/Ethnicity	orig.	.911 N
Marital Status	orig.	.753 N
Weight	orig.	.375 N
		.385 O
		.374 N
Homemaker	orig.	.125 N