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ABSTRACT

Research investigated parents' opinions about children's television (TV). Questionnaire respondents were mainly parents of children ages 2-6; mothers outnumbered fathers 9:1. Results included the findings that children watched TV an average of three hours a day; this varied little throughout the country and between those viewing Public Broadcasting Service (PBS) and those watching commercial programs. Younger children preferred the former, older the latter. Parents gave overwhelming support to PBS, especially to Sesame Street, Mister Rogers and Electric Company, rating these superior to their commercial competitors. Ninety-six percent of the parents favored changing practices regarding commercials on children's TV, with 40% wanting their elimination, 25% a reduction, and 25% a clustering of commercials at the end of programs. Annoyance was expressed over toy commercials and the quality of the toys themselves. Most parents felt TV was influential; they thought TV, especially PBS, taught communication skills, enhanced social learning and broadened interests. They also felt TV had too much violence and materialism and that certain programs could foster passivity and anti-social behavior. Negative concerns were greatest among parents whose children watched TV most heavily and who concentrated upon commercial programs. (Author/PB)

CONCERNED PARENTS SPEAK OUT ON ...
CHILDREN'S TELEVISION

by

F. Earle Barcus, Ph.D.

Prepared For

ACTION FOR CHILDREN'S TELEVISION
46 Austin St.
Newtonville, Mass. 02160

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U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
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HIGHLIGHTS OF THE REPORT

The following report is an analysis of the responses to a questionnaire prepared by Action for Children's Television and printed in the December 3 issue of Parade Magazine. The questionnaire is reproduced in Appendix B to this report. The analysis is based on a random sample of 1493 of the nearly 25,000 replies received. Number of replies, by state, sampling procedures, data on sampling accuracy, and other methodological matters are explained in Appendix A.

The questionnaire asked for information of parents about the number and ages of their children, the amount of viewing and programs most often viewed by a designated child in their family, as well as asking for their opinions on the availability of children's programs, how they rated programs viewed by their child, and attitudes toward commercial policies on children's TV. In addition, space was provided for parents to express their opinions about how TV has influenced their child and to state their concerns about the subject of children and TV.

Following is a brief summary of the major findings:

1. A profile of the respondents shows a majority of responses from parents of younger children, 2-6 years old. Mothers answered the questionnaires more than fathers by a ratio of about 9 to 1. Responses were from all parts of the United States.
2. Because of the self-selecting process in such published surveys, requiring the respondent to use his own postage, envelopes, and time, responding parents have been referred to as "concerned" parents. They seem quite articulate and informed in their replies. In addition, they indicated frequent viewing of television with their children.
3. Children were reported to view about three hours per day, on the average, more than three and one-half hours on Saturdays, but less than two and one-half hours on Sundays. Younger children (2-6 years) viewed more on weekdays, with 7-11 year olds viewing much more on Saturdays and Sundays.
4. Only slight differences in the amount of viewing were found among regions of the country, and between those who viewed Public Broadcasting children's programs and those aired on commercial TV.

5. Overwhelming approval was given to PBS children's programs. Programs most often listed were headed by Sesame Street, Electric Company, and Mr. Rogers, all of which were far ahead of the three most popular commercial children's programs: Captain Kangaroo, Walt Disney, and the Flintstones.
6. Younger children most often were reported as viewing PBS programs and others designed for the young child, whereas the older child switches to a much more diverse fare of family-type programs such as the Brady Bunch, The Partridge Family, or The Waltons; syndicated re-runs of such shows as Gilligan's Island, I Dream of Jeannie, and I Love Lucy; or standard TV fare such as action-adventure-western drama, sports, and quiz programs.
7. There was also an overwhelming vote for a change in the present practices with respect to commercials on children's TV. Only four out of 100 chose the alternative "no change in the present system," when given alternative choices on presentation of commercials. This is in contrast to four out of ten voting for a policy of "no commercials" on children's television, and about one-quarter each voting for either "fewer commercials," or the clustering of commercials at the beginning and end of the programs.
8. A majority of parents were also negatively disposed toward toy commercials on children's TV. Nearly nine out of 10 said their child had asked them "occasionally" or "frequently" to buy a TV-advertised toy; six out of 10 of these said they did not buy the toy; and of those who did, about half said they were not satisfied with the toy bought.
9. Reasons for dissatisfaction with TV-advertised toys centered primarily around the quality, size, appearance, or operation of the toy as compared with how they were represented to be on the TV commercials. Other reasons included feelings that such toys provided limited opportunities for creative play by the child, or that they were generally more expensive ones.
10. Most parents feel TV does indeed have influences on their children -- both good and bad. "Good" influences reported centered around the learning of communication skills as taught by the PBS programs Sesame Street and Electric Company; a general broadening of knowledge and interests; and "social learning" (manners, respect, kindness, etc.). "Bad" influences mentioned included most frequently examples of the imitation of violent and aggressive behavior by their child and related fears, anxieties, and bad dreams which were attributed to the viewing of certain TV programs. Other negative influences cited were "passivity," the confusion of TV with reality, and learning bad language and materialistic attitudes from programs and commercials.
11. Parents of children who are heavy viewers of television and of those who watch mostly commercial TV programs mentioned more negative influences than those of lighter TV viewers and those watching primarily PBS programs.
12. Major concerns of parents centered around program content and the potential effects on their child, with "too much violence" the most frequent response. This was followed by criticisms of the number and quality of cartoon programs. There were also substantial minorities who were critical of the number of, or approaches to, commercial advertising to children and to the scheduling of children's programs too late for the child to watch.

13. Other concerns and comments dealt with suggested types of programs parents felt were good models, praise for the PBS children's programs, and comments about parental responsibilities in overseeing their child's viewing.

CHAPTER I

A PROFILE OF THE RESPONDENTS

In contrast to the general stereotype of the parent who uses TV as a baby-sitting device and worries little about the effects which it may have on his or her child, those who responded to the Parade/ACT questionnaire could be described as articulate and concerned parents from across the United States. If the response is indicative of anything, it is that there are multitudes of parents who do care about the effects of TV on their children, who have worries and concerns about both the quantity and quality of children's TV, and who are willing and often anxious to express their views.*

Although the questionnaire did not provide for the standard demographic information such as age of parent, income or educational levels, occupation, and so forth, there was enough data to provide a "profile" of responding families.

Family Composition

As one might expect, a much higher proportion of mothers than fathers responded. More than three-fourths (76%) of responses were from mothers, only six percent from fathers, and two percent from both. The remainder did not identify themselves in this part of the questionnaire. Of the known responses, therefore, nine out of ten were by mothers (Table 1).

* - Many respondents wrote notes or letters to say how pleased and thankful they were for being given the opportunity to speak out and make their views on children's TV known.

Table 1

Parents Who Filled out the Questionnaire

	<u>Number</u>	<u>Percent</u>
Mother	1138	90%
Father	95	8
Both	32	2
Total	<u>1265</u>	<u>100%</u>
Unknown	228	
Total Responses	<u>1493</u>	

The number of children per family is close to that of the U.S. as a whole. There was an average of 2.34 children per family among the responders to the questionnaire (see Table 2). By region, there were only slight variations in number of children, with the Northwest, Mid-atlantic, and Southeast slightly below the average and the Mid-west, Southwest and West slightly above.

Table 2

Number of Children in the Family

<u>No. of Children</u>	<u>Number</u>	<u>Percent</u>
1	351	24%
2	677	45
3	261	18
4	116	8
5	37	2
6 or more	51	3
Totals	<u>1493</u>	<u>100%</u>

Average Number of Children per Family: 2.336

Since the questionnaire was designed to be answered by parents of children 2-11 years old younger families were represented more frequently than older ones. Comparing age groupings of families, one finds the largest response was from

families with one or more children under seven years old (54%) or with at least one child under seven (74%). (See Table 3).

Table 3

Family Composition of Respondents

<u>Families with:</u>	<u>Number</u>	<u>Percent</u>
One child under 7 years old	297	20%
" " between 7 and 11 years	49	3
Total families with one child	<u>346</u>	<u>23%</u>
Two children both under 7 years	413	28
" " both between 7-11 years	67	4
" " both between 2-11 years	153	10
" " with one 12 years or older	43	3
Total 2-children families	<u>676</u>	<u>45%</u>
Three children under 7 years	74	5
" " between 7-11 years	6	(*)
" " between 2-11 years	97	7
" " with one or more 12+ years	84	6
Total 3-children families	<u>261</u>	<u>18%</u>
Four or more children under 7 years	9	1
" " " " 7-11 years	2	(*)
" " " " between 2-11 years	48	3
" " " " with one or more 12+ years	145	10
Total families with four or more	<u>204</u>	<u>14%</u>
TOTALS	<u>1487</u>	<u>100%</u>
No answer	6	

(*) - Less than 1/2 of 1%

Responses were made primarily for the younger child. Two-thirds of children for whom the questionnaire was filled out were two to six years old. Although the average age of the child referred to* was 4.47 years, there was a considerable range in ages reported (Table 4).

* - See questionnaire. Parents with more than one child were asked to select one child between 2 and 11 years old when answering the questions.

Table 4

Age of Child Referred to in Questionnaire

<u>Age of Child</u>	<u>Number</u>	<u>Percent</u>
2	158	11%
3	154	10
4	322	22
5	167	11
6	185	12
7	112	8
8	121	8
9	94	6
10	117	8
11	61	4
No answer	<u>2</u>	<u>(*)</u>
Total	1493	100%

Average Age of Child: 4.47 years

(*) - Less than 1/2 of 1%

Geographic Spread

Responses were from all parts of the country and roughly paralleled the circulation patterns of Parade magazine, which is somewhat in line with major population areas. The eight states of California, Pennsylvania, New York, Massachusetts, Illinois, Virginia, New Jersey, and Texas accounted for one-half of all responses. (See Table 5 for regional breakdown; detailed geographical data, by state, are provided in Appendix Table A-2).

Table 5

Responses by Region (with Parade circulation for comparison)

<u>Region</u>	<u>Percent of Responses</u>	<u>Percent of Parade Circulation</u>
Northeast	21%	18%
Mid-Atlantic	21	21
Southeast	9	12
Midwest	22	23
Southwest	9	11
West	18	15
Totals	100%	100%
Base (N=)	(1443)	(17,880, 357)
Unknown Region	(50)	

There were some fairly large differences in age of child referred to in the different regions. A substantially higher proportion of responses were for 2-6 year olds in the Northeast and Mid-Atlantic regions, whereas the Southeast was considerably higher than any other region in responses for 7-11 year olds. (Table 6).

Table 6

Difference in Age Groups, by Region

<u>Region</u>	<u>Number of Responses</u>	<u>Percent of 2-6 Year Olds</u>	<u>Average (Mean) Age</u>
Northeast	307	70%	4.40
Mid-Atlantic	302	73	4.45
Southeast	120	50	4.60
Midwest	317	65	4.44
Southwest	174	66	4.32
West	260	63	4.48
Unknown Region	50	60	6.00
All Regions	(1490)	(66%)	(4.47)

We can only speculate as to the reasons for differences in response patterns by region. They may be due to variations in climate and thus viewing patterns.

(Later, as we shall see, the Southeast also had the lowest overall viewing time). Differences might also be attributed to population characteristics or to some unexplained "propensity to respond" differently due to divergent cultural attitudes (for example, between the Northeast and Southeast).

Respondents' Concern with Child's Viewing

The concerned parent can be expected to take an interest in what his child views on television. That our respondents demonstrate this concern is indicated by the answers to the question: "How often do you watch TV programs for children with your child?" Nearly seven out of ten answered "quite often" or "almost always" (Table 7).

Table 7

Responses to the Question: "How often do you watch TV programs for children with your child?"

<u>Answer</u>	<u>Number</u>	<u>Percent</u>
Never	40	3%
Occasionally	410	27
Quite Often	801	54
Almost Always	238	16
No Answer	<u>4</u>	<u>(*)</u>
Totals	1493	100%

(*) - Less than 1/2 of 1%

One might expect a somewhat low response in the "never watch with child" category, for such a response would be an admission of a lack of parental responsibility in supervising the child's viewing. One would also expect less viewing with children as the child becomes older and less dependent upon the parent. This was indeed the case. More than 7 out of 10 parents of

2-6 year olds reported viewing "quite often" or "almost always" with their child, whereas regular viewing with older children (7-11) was much less frequent. (See Table 8).

Table 8

Frequency of Viewing TV with Children,
By Age of Child

Percent who view with child:

<u>Age of Child</u>	<u>Never</u>	<u>Occasionally</u>	<u>Quite Often</u>	<u>Almost Always</u>	<u>No Answer</u>	<u>N = (100%)</u>
2 years	1%	12%	55%	32%	-	(157)
3 "	1	21	57	21	-	(154)
4 "	2	24	57	18	-	(322)
5 "	2	28	57	12	1	(167)
6 "	3	28	57	12	-	(185)
7 "	3	32	56	9	-	(112)
8 "	8	37	47	8	-	(121)
9 "	3	39	49	8	1	(93)
10 "	3	38	43	15	1	(117)
11 "	7	36	43	15	-	(61)
2-6 year olds	2	23	57	18	(*)	(985)
7-11 year olds	5	36	48	11	(*)	(505)
Total, All Ages	3	27	54	16	(*)	(1493)

(*) - Less than 1/2 of 1%

Summary

Although the responses of almost 25,000 parents to the Parade/ACT questionnaire may not constitute a true statistical representation of all families in the United States with children who watch TV, they do represent a wide variety of views of parents with children of different ages, family sizes and geographic areas. The distinguishing factor of the response (or response bias) is most likely related to the high degree of interest shown in the topic. Parents voluntarily clipped and filled out the questionnaire, used their own

envelopes and postage, and mailed their views to be counted.

This self-selection process should not necessarily be considered a negative factor. Indeed, those who have an interest in improving television for children might be wise to pay more attention to the concerned, articulate parent than to the parent who may not realize the positive and negative potential which TV may hold for their children.

With the foregoing profile in mind, the following chapters will be devoted to analysis of the amounts of viewing, types of programs preferred, attitudes toward programming and commercials, as well as the influences reported and concerns expressed by these concerned parents.

CHAPTER II

AMOUNT OF VIEWING BY CHILDREN

Responses indicate that there is a reasonably high amount of viewing by children, averaging about 21 hours per week, with the largest viewing time on Saturdays. This is only slightly less than recent national estimates of 22-25 hours per week viewing for pre-schoolers, as reported by Neilsen.

Viewing time was measured separately for weekdays and weekends, with an average of almost three hours on weekdays, three and one-half on Saturdays, and less than two and one-half on Sundays. Data are given in Table 9 below.

Table 9

Average Hours Viewed on Weekdays, Saturday,
Sunday, and for the Total Week

<u>Day-Period</u>	<u>Average Hours of Viewing Reported</u>
Weekdays	2.98
Saturdays	3.52
Sundays	2.36
Total, 7-day average	2.97
Total Hours, 7 days	20.76

The average viewing figures do not tell the whole story, however. More than one in five respondents reported in excess of four hours daily viewing by their children for the total week and nearly one of every two parents reported four or more hours of Saturday viewing time. (See Table 10).

Table 10

Number of Hours Child Watches TV,
Weekdays, Saturdays, Sundays

<u>Number of Hours Reported</u>	<u>Percent Who Watch:</u>		
	<u>Weekdays</u>	<u>Saturdays</u>	<u>Sundays</u>
1 hour or less	11%	14%	30%
2 hours	34	20	33
3 hours	22	18	16
4 hours	18	22	11
5 hours	10	11	4
6 or more hours	<u>5</u>	<u>15</u>	<u>6</u>
Totals	100%	100%	100%
Base (N=)	(1491)	(1491)	(1491)

Viewing by Age of Child

For the total week there are only slight differences in the average viewing time by age group, with 3-5 year olds watching three or more hours per day and the remaining age groups only slightly less. By day of the week, however, amount of viewing is not constant for different age groups. Younger children (2-6 years) watch more than older children on weekdays (undoubtedly school attendance had something to do with this), whereas viewing increases steadily with age on Saturdays and Sundays. Average viewing hours by age group can be seen in Table 11.

Amount of Viewing, By Region

Some differences were found in amount of viewing by region of the country. For some reason the lowest average viewing was reported in the Southeast, with

Table 11

Average Hours Watched by Children on Weekdays,
Saturdays, and Sundays, by Age of Child

<u>Age of Child</u>	<u>Base (N=)</u>	<u>Average Viewing Time (Hours)</u>			
		<u>Weekdays</u>	<u>Saturdays</u>	<u>Sundays</u>	<u>Total Week</u>
2	(158)	3.1	2.5	1.8	2.8
3	(154)	3.4	2.9	1.9	3.1
4	(322)	3.5	3.3	2.1	3.3
5	(167)	3.0	3.6	2.5	3.0
6	(185)	2.6	3.8	2.5	2.8
7	(112)	2.5	4.0	2.6	2.7
8	(121)	2.6	4.0	2.7	2.8
9	(94)	2.6	3.9	2.7	2.8
10	(117)	2.7	4.2	2.9	2.9
11	(61)	2.7	4.2	2.9	2.9
All Ages Combined	(1491)	3.0	3.5	2.4	3.0

the Midwest and the Southwest reporting the highest average amounts of viewing. (See Table 12).

Table 12

Average Hours of Viewing Reported, by Region

<u>Region</u>	<u>Base (N=)</u>	<u>Weekdays</u>	<u>Saturdays</u>	<u>Sundays</u>	<u>Total Week</u>
Northeast	(307)	3.0	3.5	2.3	3.0
Mid-Atlantic	(303)	3.0	3.3	2.4	3.0
Southeast	(120)	2.7	3.7	2.0	2.7
Midwest	(317)	3.1	3.7	2.5	3.1
Southwest	(134)	3.2	3.7	2.4	3.2
West	(261)	2.8	3.5	2.4	2.8
All Regions	(1442)*	(3.0)	(3.5)	(2.4)	(3.0)

* - Region unknown for 51 respondents.

Viewing by Family Composition

There seems little direct relationship between the size of family (number of children) and amount of viewing. Although families with one or two children

reported a greater average viewing time on weekdays, this is because in such smaller families, the children are also much more likely to be younger.

Viewing Time and Public-Commercial TV Preferences

In Chapter III, programs which are listed as most often viewed by children are analyzed. In this analysis, five groups were distinguished according to how many programs listed are generally broadcast on public TV and commercial TV stations.

Those listing only Public TV programs were the lightest viewers, on the average, of all groups, whereas those listing only commercial TV programs or a majority of commercial TV programs showed the greatest amount of viewing on Saturdays and Sundays, although not during the week (Table 13).

Table 13

Amount of Viewing, by PBS-Commercial TV Program Preferences

<u>Public-Commercial Breakdown</u>	<u>Base (N=)</u>	<u>Average Hours Viewed</u>			
		<u>Weekdays</u>	<u>Sat.</u>	<u>Sun.</u>	<u>Total Week</u>
Only PBS programs listed	(54)	2.3	1.8	1.1	2.1
Majority of programs were PBS	(407)	3.3	3.2	2.1	3.1
Equal number of PBS and Comm'l	(69)	2.7	2.4	1.6	2.5
Majority of programs were Comm'l	(472)	3.1	3.5	2.5	3.1
Only commercial programs listed	(484)	2.8	4.2	2.8	3.0
Total, All Groups	(1493)	(3.0)	(3.5)	(2.4)	(3.0)

Summary

The age of the child seems to be the major determinant of amount of TV viewing. However, this is not consistent for the whole week, with younger children (2-6) watching a considerably higher amount during weekdays, whereas

older children (7-11) were reported to have viewed a greater amount on Saturdays and Sundays. In addition, there are generally heavier viewing patterns shown by those children who were reported to prefer commercial over Public TV programs. There is an age factor involved here also, however, since (as shown in the next chapter) PBS programs are geared to (or at least viewed mostly by) the younger child.

CHAPTER III

PROGRAMS VIEWED MOST OFTEN BY CHILDREN

Parents were asked to list up to five programs watched most often by their child. Nearly eight out of 10 listed five programs, one in 10 listed four, and the remainder listed three or less.

If there is one notable pattern in the responses as to which programs their children watch, it is the overwhelming vote of confidence given to the Public Broadcasting Service programs for children. Sesame Street, Electric Company, and Mr. Rogers Neighborhood rank first, second and third in total frequency of mention. These three programs accounted for 30 percent of all programs listed out of the hundreds of programs available for children to view.

Public and Commercial TV Program Viewers

Before examining in detail the actual programs watched most often, let us examine the frequency with which PBS and Commercial programs were listed. Although, as noted above, individual PBS programs were most frequently watched, this does not mean that the responses are completely slanted toward PBS viewers. On the contrary, one-third of the respondents listed no PBS programs, and nearly two-thirds listed four or five commercial TV programs watched (See Table 14, which gives a detailed breakdown of the number of PBS and commercial programs, and Table 15, in which five categories of PBS-Commercial TV preferences are derived).

Table 14

Number of Respondents Listing PBS and Commercial
TV Programs

<u>PBS-Commercial TV Listings</u>	<u>Number</u>	<u>Percent</u>
<u>Of Those Listing Five Programs:</u>		
0 PBS, 5 comm'l progs. listed	422	28%
1 " , 4 " " "	198	13
2 " , 3 " " "	221	15
3 " , 2 " " "	278	19
4 " , 1 " " "	52	4
5 " , 0 " " "	4	(*)
Total listing 5 programs	1175	79%
<u>Of Those Listing Four Programs:</u>		
0 PBS, 4 comm'l progs. listed	38	3%
1 " , 3 " " "	34	2
2 " , 2 " " "	51	3
3 " , 1 " " "	52	3
4 " , 0 " " "	7	1
Total listing 4 programs	182	12%
<u>Of Those Listing Three or Less Programs:</u>		
0 PBS, 0-3 comm'l progs.	30	2%
1 " , 0-2 " " "	39	3
2 " , 0-1 " " "	44	3
3 " , 0 " " "	23	1
Total listing 3 or less	136	9%
TOTAL, ALL LISTINGS	1493	100%

(*) Less than 1/2 of 1%

Table 15

PBS-Commercial Program Preferences

<u>PBS-Comm'l. Programs</u>	<u>Number</u>	<u>Percent</u>
Only PBS programs listed	54	4%
Majority were PBS programs	409	27
Equal number PBS-comm'l programs	59	5
Majority were comm'l programs	472	32
Only comm'l programs listed	486	32
None listed (no answer)	3	(*)
Totals	<u>1493</u>	<u>100%</u>

(*) Less than 1/2 of 1%

Programs Viewed by Children

The top 20 programs (each comprising one percent or more of all programs listed) are given in Table 16. Aside from the three PBS programs mentioned previously, the top network commercial programs were: Captain Kangaroo, Walt Disney, The Flintstones, The Brady Bunch, and The Partridge Family, each mentioned by 10 percent or more of the respondents.

Programs were classified into four basic groups: 1) PBS programs for children, 2) children's programs appearing on commercial television, 3) family or general audience programs, and 4) "adult." (*) This grouping made possible a comparison of how frequently program fare not specifically designed for children was reported. Overall, more than three out of 10 programs listed were PBS children's programs, more than four out of 10 commercial children's programs, almost two of 10 family- or general-audience programs, and less than one in 10 adult.

(*) There were, naturally, a few arbitrary decisions made in the classification of programs. Questions were whether such programs as "Lassie" or "Wild Kingdom" were primarily intended for the child audience, and whether re-runs of such programs as "Hogan's Heroes," "Lost in Space," etc. which are being shown during the children's hours should be classified into children's programs or family-general audience programs.

Table 16

Programs Most Frequently Listed as Watched
by Child

<u>Rank</u>	<u>Name of Program</u>	<u>Number Listing</u>	<u>Percent of Total Programs Listed</u>	<u>Percent of Respondents Listing The Program</u>
1	Sesame Street	931	13.4%	62.4%
2	Electric Company	606	8.7	40.6
3	Mr. Rogers (Neighborhood)	540	7.8	36.2
4	Captain Kangaroo	341	4.9	22.8
5	Walt Disney (Presents)	307	4.4	20.6
6	Flintstones	277	4.0	18.6
7	Brady Bunch	211	3.0	14.1
8	Partridge Family	150	2.2	10.0
9	Lassie	124	1.8	8.3
10	Gilligan's Island	120	1.7	8.0
11	Zoom!	102	1.5	6.8
12	Speed Racer	98	1.4	6.6
13	Romper Room	93	1.3	6.2
14	Wild Kingdom	93	1.3	6.2
15	New Zoo Revue	91	1.3	6.1
16	I Dream of Jeannie	88	1.3	5.9
17	The Waltons	72	1.0	4.8
18	Emergency	67	1.0	4.5
19	I Love Lucy	67	1.0	4.5
20	Mouse Factory	67	1.0	4.5

Table 17

Programs Listed by Respondents, by Type of Program
(Listed by Frequency of Mention)

<u>Name of Program</u>	<u>Number Listing Each Program</u>	<u>Percent of Total Programs Listed</u>	<u>Percent of Respondents Listing Each Program</u>
PBS PROGRAMS:			
Sesame Street	931	13.4%	62.4%
Electric Company	606	8.7	40.6
Mr. Rogers (Neighborhood)	540	7.7	36.2
Zoom!	102	1.5	6.8
Hodge Podge Lodge	32	0.5	2.1
Others (Listed by less than 1% of respondents)	22	0.3	(*)
Total, PBS listings	2233	32.1%	(*)
CHILDREN'S PROGRAMS ON COMM'L TV:			
Captain Kangaroo	341	4.9%	22.8%
Walt Disney (Presents)	307	4.4	20.6
Flintstones	277	4.0	18.6
Lassie	124	1.8	8.3
Speed Racer	98	1.4	6.6
Wild Kingdom	93	1.3	6.2
Romper Room	93	1.3	6.2
New Zoo Revue	91	1.3	6.1
Mouse Factory	67	1.0	4.5
Bugs Bunny	61	0.9	4.1
Scooby Doo	58	0.8	3.9
Underdog	39	0.6	2.6
Batman	39	0.6	2.6
Pink Panther	36	0.5	2.4
Bozo	33	0.5	2.2
Three Stooges	32	0.5	2.1
Popeye (Theater)	30	0.4	2.0
Munsters	29	0.4	1.9
Ultraman	28	0.4	1.9
CBS Children's Film Festival	28	0.4	1.9
Me Too Show	26	0.4	1.7
Wonderama	25	0.4	1.7
Sabrina (The Teenage Witch)	24	0.4	1.6

(Table continued next page)

(*) For categories combining several individual programs, the percent of respondents listing the program may be misleading. That is, respondents may have listed more than one program in the category. These percentages are thus omitted here.

(Table 17, continued)

<u>Name of Program</u>	<u>Number Listing Each Program</u>	<u>Percent of Total Programs Listed</u>	<u>Percent of Respondents Listing Each Program</u>
H.R. Puff n' Stuff	22	0.3%	1.5%
Banana Splits	21	0.3	1.4
Circus	19	0.3	1.3
Yogi Bear	19	0.3	1.3
Captain Noah	18	0.3	1.2
Kimba	18	0.3	1.2
Josie and the Pussycats	17	0.2	1.1
Flipper	17	0.2	1.1
Leave it to Beaver	17	0.2	1.1
Jackson Five	16	0.2	1.1
Fury	16	0.2	1.1
Spiderman	15	0.2	1.0
Superheroes	15	0.2	1.0
Saturday Superstar Theater	15	0.2	1.0
Others (Listed by less than 1% of respondents--164 programs)	503	7.2	(*)
"Cartoons" or "Saturday Cartoons"	224	3.2	(*)
"Children's Specials"	82	1.2	(*)
Total, Commercial Children's Programs	<u>3033</u>	<u>43.6%</u>	<u>(*)</u>
FAMILY--GENERAL AUDIENCE PROGRAMS:			
Brady Bunch	211	3.0%	14.1%
Partridge Family	150	2.1	10.0
Gilligan's Island	120	1.7	8.0
I Dream of Jeannie	88	1.3	5.9
The Waltons	72	1.0	4.8
Emergency	67	1.0	4.5
I Love Lucy (Lucy Show)	67	1.0	4.5
Bewitched	65	0.9	4.4
Lost in Space	42	0.6	2.8
Family Affair	34	0.5	2.3
Star Trek	26	0.4	1.7
Truth or Consequences	21	0.3	1.4
Hogan's Heroes	19	0.3	1.3
Room 222	19	0.3	1.3
Petticoat Junction	15	0.2	1.0
Others (Listed by less than 1% of respondents--39 different programs)	222	3.2	(*)
Total, Family, General Audience	<u>1238</u>	<u>17.8%</u>	<u>(*)</u>

(Table continued on next page)

(Table 17, continued)

<u>Name of Program</u>	<u>Number Listing Each Program</u>	<u>Percent of Total Programs Listed</u>	<u>Percent of Respondents Listing Each Program</u>
"ADULT" PROGRAMMING:			
Adam 12	35	0.5%	2.3%
All in the Family	23	0.3	1.5
Other (Listed by less than 1% of respondents, grouped by program category):			
Music & Variety	44	0.6	(*)
Sports	60	0.9	(*)
"Movies"	40	0.6	(*)
Quiz Programs	52	0.7	(*)
News	11	0.2	(*)
"Specials"	51	0.7	(*)
Action-Adventure-Crime-Western-Drama	116	1.7	(*)
Other Adult Programs	25	0.3	(*)
Total, "Adult"	<u>457</u>	<u>6.5%</u>	<u>(*)</u>
TOTAL, ALL PROGRAMS LISTED	6961	100.0%	(*)

Program Preference, by Age Groups

Programs viewed most often by younger children differ a great deal from those viewed by older ones. By general category of program there are some distinct patterns by age. As the child grows older, he watches progressively fewer PBS programs and more family-general audience and adult fare (see Table 18). Interestingly, commercial children's programs are listed consistently high for ages 2 through 9, and drop somewhat only for ages 10 and 11.

Table 18

Program Preferences, by Age of Child
and Type of Program

<u>Age of Child</u>	<u>Percent of Total Programs Listed</u>				<u>Total Programs Listed (=100%)</u>
	<u>PBS Programs</u>	<u>Commercial Children's Progs.</u>	<u>Family-Gen. Aud. Progs.</u>	<u>"Adult" Programs</u>	
2	49%	47%	3%	1%	(651)
3	48	46	4	2	(700)
4	45	46	8	1	(1490)
5	37	46	12	5	(786)
6	34	43	17	6	(888)
7	24	44	26	6	(547)
8	15	42	34	9	(570)
9	10	41	35	14	(441)
10	6	37	42	15	(574)
11	2	33	44	21	(297)
All Ages	(32%)	(44%)	(18%)	(6%)	(6944)*

To analyze individual program preferences, rather than attempting to list all programs mentioned, a tabulation was made of all programs listed by five percent or more of respondents reporting for their children in each age group.

* Total is less than that in Table 17 because of missing age data on 4 respondents.

Table 19

Program Preferences, by Age of Child
And Individual Program Title
(Listed in order of overall frequency of mention)

Percent of Respondents Listing for Each Age Group:

<u>Age of Child</u>	<u>Sesame Street</u>	<u>Electric Company</u>	<u>Mister Rogers</u>	<u>Captain Kangaroo</u>	<u>Walt Disney</u>	<u>Flintstones</u>	<u>Brady Bunch</u>
2	90%	46%	57%	47%	10%	16%	*
3	91	58	58	44	14	14	*
4	89	49	58	35	13	21	*
5	77	47	42	25	21	23	8%
6	65	51	33	15	22	19	18
7	45	44	17	6	28	21	25
8	26	27	9	*	27	17	30
9	18	16	8	*	30	17	28
10	9	11	*	*	38	16	34
11	*	*	*	*	25	15	28
All Ages	<u>62%</u>	<u>41%</u>	<u>36%</u>	<u>23%</u>	<u>21%</u>	<u>19%</u>	<u>14%</u>

	<u>Partridge Family</u>	<u>Lassie</u>	<u>Gilligan's Island</u>	<u>Zoom!</u>	<u>Speed Racer</u>	<u>Romper Room</u>	<u>Wild Kingdom</u>
2	*	6%	*	8%	*	13%	8%
3	*	15	*	7	*	16	*
4	*	8	5%	7	*	10	5
5	5%	11	7	*	8%	6	5
6	11	11	6	11	12	*	9
7	16	7	15	11	9	*	6
8	23	5	16	7	8	*	6
9	22	*	14	*	*	*	13
10	32	*	17	*	5	*	6
11	20	5	16	*	*	*	*
All Ages	<u>10%</u>	<u>8%</u>	<u>8%</u>	<u>7%</u>	<u>7%</u>	<u>6%</u>	<u>6%</u>

(Table continued next page)

* For illustrative purposes, only those programs listed by at least 5% of respondents in any age group are included. The asterisk means that less than 4.50% of respondents in that group listed the program.

(Table 19, continued)

<u>Age of Child</u>	<u>New Zoo Revue</u>	<u>I Dream Of Jeannie</u>	<u>The Waltons</u>	<u>Emergency</u>	<u>I Love Lucy</u>	<u>Mouse Factory</u>	<u>Bugs Bunny</u>
2	13%	*	*	*	*	6%	*
3	9	*	*	*	*	7	*
4	9	*	*	*	*	5	5%
5	5	5%	*	*	*	*	5
6	6	*	*	5%	*	*	*
7	*	12	*	5	5%	8	*
8	*	12	10%	11	7	*	*
9	*	16	12	10	11	*	*
10	*	14	14	9	12	*	9
11	*	5	10	15	13	*	*
All Ages	<u>6%</u>	<u>6%</u>	<u>5%</u>	<u>4%</u>	<u>4%</u>	<u>4%</u>	<u>4%</u>

<u>Age of Child</u>	<u>Scooby Doo</u>	<u>Be-witched</u>	<u>Lost in Space</u>	<u>Star Trek</u>	<u>CBS Film Festival</u>	<u>Pink Panther</u>	<u>Three Stooges</u>
2	*	*	*	*	*	*	*
3	*	*	*	*	*	*	*
4	*	5%	*	*	*	*	*
5	5%	5	*	*	*	*	*
6	5	*	*	*	*	*	*
7	*	*	7%	*	*	*	*
8	7	7	7	*	*	6%	*
9	5	*	6	*	*	*	*
10	6	*	*	5%	*	*	*
11	7	10	*	10	5%	*	7%
All Ages	<u>4%</u>	<u>4%</u>	<u>3%</u>	<u>2%</u>	<u>2%</u>	<u>2%</u>	<u>2%</u>

<u>Age of Child</u>	<u>Ultra-man</u>	<u>Under-dog</u>	<u>Adam 12</u>	<u>All in Family</u>	<u>Dick Van Dyke</u>	<u>Get Smart</u>	<u>Hogan's Heroes</u>
2	*	*	*	*	*	*	*
3	*	*	*	*	*	*	*
4	*	5%	*	*	*	*	*
5	5%	*	*	*	*	*	*
6	*	*	*	*	*	*	*
7	*	5	*	*	*	*	*
8	*	*	*	*	*	*	*
9	*	*	5%	*	*	*	*
10	*	*	*	*	*	6%	5%
11	*	*	11%	11%	5%	*	*
All Ages	<u>2%</u>	<u>2%</u>	<u>2%</u>	<u>2%</u>	<u>1%</u>	<u>1%</u>	<u>1%</u>

(Table continued, next page)

(Table 19, continued)

<u>Age of Child</u>	<u>Room 222</u>	<u>Temperatures Rising</u>	<u>Jackson Five</u>
2	*	*	*
3	*	*	*
4	*	*	*
5	*	*	*
6	*	*	*
7	*	*	*
8	*	*	6%
9	*	*	*
10	7%	*	*
11	5%	5%	*
All Ages	1%	1%	1%

<u>Age of Child</u>	<u>164 Other Children's Programs</u>	<u>"Cartoons"</u>	<u>39 Other Family-Gen. Aud. Programs</u>	<u>"Action-Adventure" Programs</u>	<u>"Children's Specials"</u>
2	31%	7%	*	*	*
3	40	15	*	*	*
4	38	13	5%	*	*
5	40	14	5	6%	6%
6	39	16	*	9	8
7	47	18	12	11	*
8	50	21	17	8	6
9	39	23	20	18	10
10	39	15	23	23	*
11	39	13	33	30	10
All Ages	40%	15%	15%	8%	5%

<u>Age of Child</u>	<u>"Sports"</u>	<u>"Quiz"</u>	<u>"Other Specials"</u>	<u>"Music-Variety"</u>	<u>"Movies"</u>	<u>"Other Adult Programs"</u>
2	*	*	*	*	*	*
3	*	*	*	*	*	*
4	*	*	*	*	*	*
5	*	*	*	*	*	*
6	*	5%	*	*	*	*
7	*	*	5%	*	*	*
8	12%	8	5	*	*	*
9	19	5	10	5%	*	*
10	9	9	9	6	9%	*
11	15	10	10	16	11	7%
All Ages	4%	4%	4%	3%	3%	2%

To demonstrate the age appeal of different programs more vividly, programs were grouped in Table 20 by two age categories:

Table 20

Program Preferences, by Age Grouping (a)

<u>Programs Listed More Frequently as watched by 2-6 year olds:</u>	<u>Percent of Respondents Listing for:</u>	
	<u>2-6 yr. olds</u>	<u>7-11 yr. olds</u>
Sesame Street	83%	22%
Electric Company	50	22
Mr. Rogers	50	8
Captain Kangaroo	33	3
Lassie	10	5
Romper Room	9	(*)
New Zoo Revue	8	2
<u>Programs Listed in Almost Equal Proportions for 2-6 and 7-11 year olds:</u>		
Flintstones	19%	18%
Speed Racer	7	6
Zoom	7	6
Wild Kingdom	6	7
Mouse Factory	5	4
Children's "Specials"	5	6
<u>Programs Listed More Frequently for 7-11 yr. olds:</u>		
"Other" Children's Shows	38%	44%
Walt Disney	16	30
Brady Bunch	6	29
Partridge Family	3	23
"Other" Family-General Audience Programs	4	20
"Cartoons"	13	18
Adult Action-Adventure Programs	3	17
Gilligan's Island	4	16
I Dream of Jeannie	3	12
"Sports"	1	11
The Waltons	2	10
Emergency	2	10
I Love Lucy	2	9
"Specials"	1	8
Quiz Programs	4	7
"Movies"	1	6
Lost in Space	2	5
Adam 12	1	5
Music-Variety Programs	2	5

(a) - Listed by at least 5% of either age group.

(*) - Less than 1/2 of 1%

Programs Viewed, by Region

It is sometimes difficult to tell whether the differences in types of programs listed in the different regions of the country are due entirely to regional preferences, to program availability, to availability of Public TV, or to some other factor (e.g., the different age patterns in some regions). Certainly some of the major network programs are widely available. Thus, regional differences in preferences (i.e., as measured by the percent of respondents who list each program) could be attributed to something other than availability of the programs. Other programs, such as re-runs of syndicated shows and some PBS programs are not readily available in all parts of the country and might account for the discrepancies in the preference figures.

Taking into account the above cautions in reading the data, there do seem to be some regional patterns with regard to children's viewing of programs. Again, using a five percent cut-off point for illustrative purposes, programs are listed by total percent of respondents in each region in Table 21.

The most notable patterns appear in responses from the Southeast region in which PBS children's programs are least frequently mentioned and family or adult fare listed more frequently. The Southeast had a much higher proportion of respondents who listed "The Brady Bunch," "The Partridge Family," "The Waltons," as well as adult action-adventure programs such as "Bonanza," "Dragnet," "Wild Wild West," etc. This is partially or maybe primarily due to the older age average in the Southeast. "Zoom" had a much greater listing in the Northeast, whereas "Sesame Street" was somewhat more frequently listed in the Southwest region. Other programs appear in Table 21.

Table 21

Program Preferences, by Region

Program Title (Individual Programs)	Percent of Parents in each Region Listing Each Program:					
	North- east	Mid- Atlantic	South- east	Mid- west	South- west	West
1. Sesame Street	64%	67%	47%	60%	70%	61%
2. Electric Company	47	42	25	35	45	43
3. Mr. Rogers	41	47	21	30	27	37
4. Captain Kangaroo	23	25	21	26	17	20
5. Walt Disney	18	21	23	18	24	22
6. Flintstones	20	21	13	17	10	23
7. Brady Bunch	14	10	21	16	12	13
8. Partridge Family	10	8	17	11	7	9
9. Lassie	*	13	9	12	*	8
10. Gilligan's Island	7	*	7	10	12	10
11. Zoom	17	*	*	6	*	5
12. Speed Racer	6	11	*	9	*	6
13. Romper Room	8	6	6	6	*	7
14. Wild Kingdom	6	5	11	6	7	5
15. New Zoo Revue	*	8	*	7	7	7
16. I Dream of Jeannie	*	6	10	9	*	*
17. The Waltons	*	*	10	5	*	5
18. Emergency	*	*	5	5	6	7
19. I Love Lucy	6	*	*	*	6	*
20. Mouse Factory	5	6	*	6	*	5
21. Bewitched	*	*	5	*	9	6
22. Bugs Bunny	5	*	5	*	*	*
23. Scooby Doo	*	*	8	5	*	*
24. Batman	9	*	*	*	*	*
25. Pink Panther	*	*	5	*	*	*
26. Adam 12	*	*	5	*	*	5
27. Bozo	*	*	*	5	5	*
28. Popeye	*	*	*	*	5	*
29. Munsters	*	*	5	*	*	*
<u>(Other Program Types)</u>						
1. Other Children's Shows	38%	39%	45%	48%	44%	28%
2. "Cartoons"	16	12	14	13	21	18
3. Other Family-General Aud.	9	9	12	9	13	8
4. Action-Adventure Drama	5	*	19	9	10	8
5. Children's Specials	5	5	*	7	10	5
6. "Sports"	*	5	7	*	*	5
7. Quiz Programs	5	*	8	7	*	*
8. "Specials"	*	*	*	*	*	6
9. Music and Variety	*	*	*	5	*	*

* - Less than 4.50% of respondents in the region mentioned the program.

Summary

When asked to list programs viewed by their child, nearly nine out of ten parents listed four or five programs. There were two striking features in the analysis of these listings. First, three PBS programs were listed far more frequently than any other programs, attesting to the high degree of popularity of these children's offerings. Second, age of child is highly related to program preferences, with younger children more frequently watching those programs designed for the younger child and older children choosing from a wide variety of children's, family, and adult programming. The largest change in viewing for most programs comes at about age six. Some programs, however, seem to have a much broader appeal than others. As the child grows older, it appears that there is a shift from the PBS children's programs to family and adult fare, perhaps because PBS provides fewer programs for the older child than for the pre-schooler. Commercial children's programs are listed in constant proportions at least through age nine. Regional differences in program preferences are also suggested, although difficult to explain from the data because of unknown factors of program availability throughout the country.

CHAPTER IV

PARENTAL ATTITUDES TOWARD COMMERCIALS ON CHILDREN'S TV

Two questions dealt specifically with attitudes toward commercials. Although concerns about commercials or the effects of commercialism were also expressed later in the questionnaire, they will be dealt with in the context of total parental concerns about children's TV in a later chapter.

The first question was: "There are commercials on children's TV programs at present. Would you prefer children's TV to have . . . (choices were: "no commercials," "fewer commercials," "commercials only at the beginning and end of the program," or "no change in the present system")? Overall results are given in Table 22 below. For all respondents combined, four out of ten

Table 22

Parents' Preferences for Options Dealing with
Commercial Announcements (*)

<u>Prefer:</u>	<u>Number</u>	<u>Percent</u>
No commercials	591	40%
Fewer commercials	343	23
Commercials only at the beginning and end of the program	373	25
No change in present system	62	4
No comm'ls or fewer comm'ls	14	1
No comm'ls or only at beginning and end of the program	37	2
Fewer comm'ls or at beginning and end of the program	57	4
No answer	16	1
Totals	1493	100%

(*) - Responses to the Question: "There are commercials on children's TV programs at present. Would you prefer children's TV to have . . .?"

indicated they would prefer no commercials and another five of ten indicated they would prefer fewer commercials or the clustering of commercials at the beginning and end of the programs. Only four out of 100 chose the alternative "no change in the present system."

Although this indicated an overwhelming sentiment toward some kind of change in policies with respect to commercials directed to children, there were variations in the figures by parent, region, total hours the child watches TV, age of child, and the number of PBS programs listed in the responses (see Table 23). By region, a considerably higher proportion of respondents in the Northeast, Mid-Atlantic, and West opted for a policy of no commercials, whereas the highest proportions opting for fewer commercials, the clustering of commercials, or "no change" came from the Southeast and Southwest. Rather than describing the latter group as endorsing present commercial practice, it would probably be more accurate to describe it as a "less negative" response.

Fathers who responded were slightly "less negative" than mothers, as were respondents with children who viewed four or more hours per day. In addition, less negative attitudes toward commercials seems also to be more frequent with parents with older children and parents whose children watch greater quantities of commercial TV programs (Table 23).

One might expect parents who restrict viewing by their children primarily to PBS programs to choose the "no commercials" alternative more often (as did more than one-half). Indeed, this may be one reason for the restriction in the first place. What is somewhat surprising is that those who reported only commercial programs also opted for a change. Only seven percent of "commercial only" viewers chose the "no change" in present system alternative.

Table 23

Parents' Attitudes Toward Commercials, By Region,
Parent, Amount of Viewing, Age of Child,
and Public-Commercial TV Preference

Category (N=100%)	Percent of Each Group who would prefer:					
	No Commercials	Fewer Comm'ls	Clustered Comm'ls	Combi- nations	No Change	No Answer
BY REGION:						
Northeast (307)	43%	22%	26%	6%	3%	(*)
Mid-Atlantic (303)	42	18	25	8	5	2%
Southeast (120)	27	29	27	9	7	1
Midwest (317)	37	25	28	5	4	1
Southwest (134)	31	22	29	10	6	2
West (261)	44	26	17	9	3	1
BY PARENT WHO ANSWERED:						
Mothers (1138)	40%	22%	26%	8%	3%	1%
Fathers (95)	40	19	25	4	10	2
BY DAILY HOURS VIEWED:						
0-2 hrs. (302)	50%	18%	19%	8%	4%	1%
2-3 " (524)	39	24	24	7	4	2
3-4 " (347)	39	24	25	8	3	1
4-5 " (196)	34	24	31	6	5	1
5 + " (121)	27	28	33	7	5	-
BY AGE OF CHILD:						
2 yrs. (155)	48%	18%	24%	5%	3%	1%
3 " (152)	40	25	21	9	5	1
4 " (322)	48	22	22	6	2	(*)
5 " (167)	46	22	23	7	3	-
6 " (185)	38	21	25	10	5	1
7 " (112)	32	28	29	6	3	2
8 " (121)	29	25	29	9	5	3
9 " (93)	33	27	27	6	4	2
10 " (117)	31	24	29	9	6	1
11 " (61)	20	31	33	7	10	-
BY PBS-COMM'L TV PREFERENCE:						
Only PBS Progs. (54)	70%	13%	13%	4%	-	-
Majority PBS (408)	54	18	19	7	2%	(*)
Equal PBS-Comm'l (69)	38	19	26	11	6	-
Majority Comm'l (472)	36	27	26	6	3	1%
Only Comm'l (486)	28	25	30	9	7	2
ALL RESPONDENTS: (1493)	40%	23%	25%	7%	4%	1%

(*) - Less than 1/2 of 1%.

Attitudes Toward Toy Commercials

A second set of questions focussed on the parents' experience with toy commercials. They were asked how often their child had asked them to buy toys advertised on TV; and if they had, whether they had purchased the toy; and if they did, whether they were satisfied or not; and if not, why not (see questionnaire).

Overall, almost 9 out of 10 parents reported that their children had asked them to buy a TV-advertised toy occasionally or frequently. Of these, almost 4 in 10 said they had purchased the toy, and about half who had purchased indicated they were not satisfied (Table 24).

Table 24

Experience and Satisfaction with TV Advertised Toys

	<u>Number</u>	<u>Percent of Total</u>	<u>Percent of Applicable Response</u>
A. "How often has your child asked you to buy a TV-advertised toy?"			
Never	162	11%	11%
Occasionally	638	43	43
Frequently	685	46	46
No Answer	8	*	*
Totals	<u>1493</u>	<u>100%</u>	<u>100%</u>
B. "If he has, did you buy the toy?"			
No	823	55%	62%
Yes	346	23	26
Sometimes (Yes and no)	142	10	11
No Answer	12	1	1
Total Applicable Response	<u>1323</u>	<u>89%</u>	<u>100%</u>
Not Applicable	<u>170</u>	<u>11</u>	
Total Responses	<u>1493</u>	<u>100%</u>	
C. "If you bought the toy, were you satisfied?"			
No	200	13%	41%
Yes	215	15	44
Sometimes (yes & no)	53	4	11
No Answer	20	1	4
Total Applicable Responses	<u>488</u>	<u>33%</u>	<u>100%</u>
Not Applicable	<u>1005</u>	<u>67</u>	
Total Responses	<u>1493</u>	<u>100%</u>	

* - Less than 1/2 of 1%

Reasons for Dissatisfaction with Purchase
of TV Advertised Toys

Why were parents dissatisfied? Almost one-half of the responses used words indicating that the TV commercials had somehow misrepresented the quality, beauty, strength or operation of the toy as compared to the real thing. The remainder did not directly mention TV presentations. Rather, the most frequent complaints were dissatisfaction in the poor quality, expense, or lack of creative possibilities of highly-advertised TV toys.

Reasons for dissatisfaction, including some typical remarks made by parents, are given in Table 25.

Toy Buying and Satisfaction, by Age Group

Although 89% of all parents indicated that their child had asked for TV advertised toys, parents of very young children often stated that their child was too young and hadn't asked "yet." When the child is four or older the percentage is much higher. For parents of 4-11 year olds, it was almost unanimous, with 97 percent indicating their child had asked for these toys either occasionally or frequently (see Table 26). Also, a higher proportion of parents of older children (7-11) indicated that they had bought a TV toy (41-49%) as compared with parents of 2-6 year olds (30-36%). As for satisfaction, again parents of older children generally indicated less satisfaction with toys purchased than did parents of younger children (Table 27).

Table 25

Parents' Reasons for Dissatisfaction with TV Advertised Toys

<u>Reasons for Dissatisfaction</u>	<u>Number</u>	<u>Percent of Total Reasons Given</u>	<u>Percent of Parents Giving Each Reason (a)</u>
MISREPRESENTATION:			
<u>General</u> ("overrated," "not what they cracked up to be," "seldom live up to advertising claims," etc.)	83	27%	33%
<u>Look Larger on TV</u> ("dissappointed as to size," "looked larger and more elaborate," etc.)	17	5	7
<u>Did Not Work as Shown on TV</u> ("don't function as shown," "looked more complex on TV," "didn't work at all like the commercials led the child to believe," etc.)	56	18	22
<u>Not as Strong as Shown</u> ("looked stronger than it was," etc.)	3	1	1
Total "Misrepresentation" Responses	159	51%	(c)
OTHER RESPONSES: (b)			
<u>Lack in Creativity</u> ("limited possibilities for creative play," "child lost interest," "not educational enough -- too automatic," etc.)	24	8%	10%
<u>Poor Quality, General</u> ("junk," "they usually break," "plastic and junk," "too fragile," "don't last," "cheaply made," "failed to operate," "not very durable," etc.)	83	26	33
<u>Too Expensive</u> ("TV toys usually high priced ones," "are overpriced," "most toys advertised are ridiculously expensive," etc.)	34	11	13
<u>Other Reasons</u> ("cereal premium toys are junk," "Hard to dress the doll," "they are dangerous," etc.)	12	4	5
Total "Other Responses"	153	49%	(c)
Total Responses	312	100%	(c)
Did not give reason	29	-	12

(a) - Tabulated for 253 parents: (1) whose child had asked them to buy the toy, (2) who said they had bought the toy, and (3) who indicated they were dissatisfied with the toy.

(b) - I.e., answers stated in terms referring to quality or other aspects of toy as compared with its representation in the TV commercials.

(c) - Not additive.

Table 26

How Often Child Has Asked for TV
Advertised Toys, by Age Group

<u>Age of Child</u>	<u>How Often Child Has Asked for Toy:</u>			<u>Total (= 100%)</u>
	<u>Never</u>	<u>Occasionally</u>	<u>Frequently</u>	
2	63%	28%	9%	(153)
3	15	40	45	(154)
4	5	34	61	(321)
5	1	42	57	(167)
6	2	41	57	(185)
7	2	49	49	(112)
8	2	56	42	(120)
9	3	52	45	(93)
10	4	61	35	(116)
11	15	56	29	(61)
All Ages	11%	43%	46%	(1482)

Table 27

Frequency of Buying and Satisfaction with
TV Advertised Toys, by Age Group

<u>Age of Child</u>	<u>Percent Whose Child has Asked Occasionally Or Frequently</u>	<u>Percent of Those Asked Who Bought The Toy</u>	<u>Percent of Those Who Bought Who were Dissatisfied or Only Sometimes Satisfied</u>
2	37%	36%	30%
3	85	34	38
4	95	31	44
5	99	36	58
6	98	30	52
7	98	41	51
8	98	46	57
9	97	49	66
10	96	42	64
11	85	48	52
All Ages	89%	37%	52%

Toy Buying and Satisfaction, by Amount of Viewing

Generally speaking, the greater the amount of viewing, the more apt is the child to ask for and receive toys advertised on TV. This is especially true of the child who is reported to watch an average of five or more hours of TV per day. Satisfaction (or dissatisfaction) with purchased toys does not seem highly related to the amount of viewing by the child, however. This is shown in Table 28.

Table 28

Frequency of Buying and Satisfaction with
TV Advertised Toys, by Amount of Viewing

<u>Daily Average Hours Viewed</u>	<u>Percent Whose Child Has Asked Occasionally Or Frequently</u>	<u>Percent of Those Asked Who Bought The Toy</u>	<u>Percent of Those Who Bought Who Were Dissatisfied Or Only Sometimes Satisfied</u>
0-2 hours	79%	28%	46%
2-3 hours	92	39	56
3-4 hours	90	37	54
4-5 hours	93	37	39
5 or more hours	<u>92</u>	<u>48</u>	<u>55</u>
Total Overall	89%	37%	52%

Toy Buying and Satisfaction, by Preference for
PBS and Commercial TV Programs

Being asked for toys, buying them and level of dissatisfaction all are positively related to the preference for commercial TV programs (as measured by the relative number of such programs listed). Ninety-three to ninety-four percent of those listing primarily commercial TV programs watched by their child indicated the child had asked for such toys as compared with only 57 percent of those listing only PBS programs. Similarly, 43 percent of those

listing only commercial TV and 17 percent of the only PBS listers said they had bought the toy; and 62 percent of those who bought said they were dissatisfied in the commercial TV group, compared with only 20 percent in the PBS only group (Table 29).

Table 29

Buying and Satisfaction of TV Advertised
Toys, PBS and Comm'l TV Viewers Compared

<u>PBS-Comm'l TV Preferences</u>	<u>Percent Whose Child Has Asked Occa- sionally or Frequently</u>	<u>Percent of Those Asked Who Bought The Toy</u>	<u>Percent of Those Who Bought Who Were Dissatisfied Or only Sometimes Satisfied</u>
Only PBS Programs Listed	57%	17%	20%
Majority were PBS Programs	85	30	40
Equal Number of PBS and Comm'l Programs	71	22	55
Majority were Comm'l Programs	93	35	55
Only Comm'l Programs Listed	<u>94</u>	<u>43</u>	<u>62</u>
Overall	89%	37%	52%

Summary

If the attitudes of the concerned parents in this study are any indication, there is a great amount of dissatisfaction with the present quantity and policies with respect to commercials on children's television. Overall, only 4 in 100 respondents saw no need for change in the present system. Even in the least negative groups (fathers, parents of older children, and parents of children who were listed as watching only commercial TV programs) 9 out of 10 or more indicated that some change would be desirable.

As far as past experiences with toy commercials, a similar picture emerges. (TV toy commercials comprise at least one-half of all TV advertising

for children during the pre-Christmas period when the questionnaires were sent in). According to our responses, all but the youngest children do ask for such toys, attesting to the persuasiveness of such advertising to children. However, 6 out of 10 parents resist buying the toys.* Of those that do, at least half indicated dissatisfaction, the majority of whom mentioned that the toys were not as advertised.

From responses to both questions dealt with above, one of the major concerns of the concerned parent is with both the quantity and quality of both the commercials and the products advertised to their children.

* - Although not asked specifically why they did not buy TV advertised toys, a large number of parents indicated they did not buy them for the same reasons given by those who did buy and indicated dissatisfaction with them.

CHAPTER V

HOW PARENTS VIEW TV INFLUENCES ON THEIR CHILD

When asked whether TV had had any influence on their child -- good or bad -- 87 percent said "yes," 9 percent weren't sure, and only 4 percent said "no." When asked to give an example of how it had influenced their child, the context and language used in the example permitted classification of what parents considered to be positive and negative influences. Approximately eight percent of the examples were influences which could not be classified as either positive or negative.

Of the total sample, 71 percent cited positive influences and 41 percent mentioned negative influences.* The high proportion mentioning positive influences was in large part due to the high proportion who listed PBS programs, citing the learning of communication skills (reading, learning the alphabet, spelling, counting, increased vocabulary, etc.), in reference to the Sesame Street and Electric Company programs. This was by far the largest single category of response -- positive or negative. Before examining these examples of influences, however, we shall look at the response patterns of those who felt that TV did indeed influence their child.

For the different sub-groups, parents of younger children, of those who watch greater amounts of public television, and of those whose child watches three or more hours of TV per day were more likely to feel that their child

* - Since many respondents mentioned both good and bad influences, the total number of influences were somewhat higher than total number of respondents.

had been influenced by TV -- and to give examples to support their feelings (see Table 30). Also, the fewer the number of children in the family, the more likely the parent was to report influences on their child.

Table 30

Parents Who Feel TV Has Influenced Their Child,
By Age Group, Daily Hours Viewed, Number
Of Children, and PBS-Commercial
Program Preference

<u>Category</u>	<u>Percent Who Said "Yes" to Question:</u> <u>"Do you think TV has influenced or</u> <u>Affected your child in any way?"</u>	
	(N=)	(100%)
BY AGE GROUP:		
2-6 year olds	92%	(985)
7-11 " "	77	(505)
BY DAILY HOURS VIEWED:		
0-2 hours	83%	(302)
2-3 "	84	(524)
3-4 "	90	(347)
4-5 "	89	(196)
5 or more hours	92	(121)
BY PBS-COMM'L TV PREFERENCE:		
Only PBS programs listed	91%	(54)
Majority of progs. were PBS	94	(407)
Equal PBS-comm'l progs. listed	86	(69)
Majority of progs. comm'l	91	(472)
Only comm'l progs. listed	76	(484)
BY NUMBER OF CHILDREN IN FAMILY:		
1 child	90%	(351)
2 children	88	(677)
3 "	84	(261)
4 "	81	(116)
5 or more children	79	(88)
TOTAL, ALL RESPONDENTS	87%	(1493)

Types of Influences Cited By Parents

Tables 31 and 32 provide data on the examples of influences which parents felt TV had had on their child. Aside from the learning of communication skills mentioned by four out of 10 parents, and "social learning" (sharing, manners, sympathy, understanding of others and self, among other things) given by another one in 10, positive responses were often stated in very general terms. Nearly two in 10 cited general learning from TV without specifying precisely the nature of that learning -- for example, "has picked up knowledge," "learns lots of new things," etc. Some were somewhat more specific, mentioning the area of learning (nature, geography, medicine, etc.)

As for examples of negative influences, responses were more specific. The most frequent example given had to do with the imitation of aggressive and violent behavior viewed on TV, followed by a feeling that the child's anxieties are aroused after viewing, or ^(THAT VIEWING CAUSED) fear leading to bad dreams and nightmares. Other negative factors included a kind of generalized feeling that TV has led to "passivity" in their child, that they have picked up bad language, that they sometimes tend to confuse the TV world and the real world, and that they have developed materialistic attitudes.

Examples of Influences on Younger and Older Children

Of all influences mentioned, parents of younger children (2-6) gave a larger number of positive influence examples than those of older ones (7-11). This was partly due to the higher viewing of PBS programs by the younger child, leading to larger numbers of specific responses in the learning of communication skills and social learning. Parents of older children were more apt to cite less specific learning or broadening of knowledge and interests (Table 33).

Table 31

Positive Influences Mentioned by Parents

<u>Influence Category (a)</u>	<u>Number of Responses</u>	<u>Percent of Total Positive Influences</u>	<u>Percent of Parents Citing Each Influence (b)</u>
LEARNED COMMUNICATION SKILLS: (learned reading, spelling, counting, vocabulary, making circles, shapes, etc.)	520	44%	40%
LEARNED SPECIFIC INFORMATION (OTHER THAN COMM. SKILLS ABOVE): (recognizes animals, learns slogans, play games they see, etc.)	106	9	8
BROADENED KNOWLEDGE AND INTERESTS, SPECIFIED: (learns from news, nature and geography, medicine, asks questions about news, etc.)	104	9	8
BROADENED KNOWLEDGE AND INTERESTS (UN- SPECIFIED): (has taught him much, they pick up good bits of knowledge, is more advanced educationally, much smarter than I was at that age, etc.)	242	20	19
SOCIAL LEARNING: (awareness of self and others, learned social graces, sharing, sympathy for animals, understands his own and others feelings, etc.)	133	11	10
ALL OTHER RESPONSES (stimulates imagination, learns values, moral lessons, is more dis- cerning, critical, attention span broadened, etc.)	86	7	7
Totals	1191	100%	

(a) See also Appendix C which contains many additional verbatim comments made by the respondents.

(b) That is, the percent of 1293 parents who indicated that TV had influenced their child.

Table 32

Negative Influences Mentioned By Parents

<u>Influence Category (a)</u>	<u>Number of Responses</u>	<u>Percent of Total Negative Influences</u>	<u>Percent of Parents Citing Each Influence (b)</u>
IMITATES VIOLENT AND AGGRESSIVE BEHAVIOR SEEN ON TV: (too aggressive after watching, uses guns, has violent outbursts after watching, learned fighting and killing, always wants to "kill" something, etc.)	163	30%	13%
LEARNED, USES BAD LANGUAGE: (poor grammar, uses "jerk," "stupid," "dummy," learned slang and smart-alec remarks, talks back, name-calling, etc.)	48	9	4
CONFUSES TV WITH REALITY; FACT AND FANTASY: (believes real life should be like it is on TV, gets outlandish ideas from cartoons, imagined self as cartoon hero with cartoon strength, instant solutions to difficult problems, etc.)	68	13	5
HAS DREAMS, NIGHTMARES; CREATES FEAR AND ANXIETY: (has nightmares after watching, made him more tense, has fear of ghosts, thought a Brinks truck driver would shoot him after seeing on TV, etc.)	89	17	7
HAS LED TO PASSIVITY: (makes him passive, must be entertained, becomes dull and unresponsive, too dependent on TV, became "addicted," lack of interest in other things, etc.)	74	14	6
IS MATERIALISTIC: (wants everything, asks for toys, more materialistic because of commercials, spouts commercial jingles, at times makes her feel like she doesn't have as much as others, etc.)	44	8	3
OTHER RESPONSES: (commercials have taught him to distrust, has the idea if you don't get caught at wrong things its OK, difficult for her to slow down and relax, it desensitizes them, etc.)	49	9	4
	535	100%	

(a) See Appendix D for additional verbatim comments of respondents.

(b) I.e., percent of 1293 parents who felt TV had influenced their child.

Table 33

TV Influences, by Age Group

Type of Influence	Percent of Total Influences Mentioned		
	For 2-6 Yr. Olds	For 7-11 Yr. Olds	All ages
POSITIVE INFLUENCES:			
Learned communication skills	34%	13%	28%
Learned specific information	6	4	6
Broadened knowledge and interests (specified)	4	11	6
Broadened knowledge and interests (unspecified)	13	14	13
Social learning	8	6	7
Other positive responses	5	4	5
Total, Positive Influences	70%	52%	65%
NEGATIVE INFLUENCES			
Imitates violent and aggressive behavior	9%	9%	9%
Learned, uses bad language	2	3	2
Confuses TV with reality; fact & fantasy	3	6	4
Has dreams, nightmares; creates fear and anxiety	5	5	5
Has led to passivity	2	10	4
Is materialistic	2	3	2
Other Negative Responses	2	5	3
Total, Negative Influences	25%	41%	29%
OTHER INFLUENCES (b)	5%	7%	6%
Total, Percent	100%	100%	100%
Total Influences Mentioned	(1330)	(494)	(1824)

(a) See Tables 31 and 32 for more detailed categories of influence.

(b) Not readily classifiable as positive or negative.

In terms of negative influences, parents of both younger and older children mentioned the imitation of violent or aggressive behavior and the creation of fears and anxieties in equal proportions. However, parents of older children most often cited examples of "passivity" and the confusion of TV and reality by

child.

Influences, by Preferences for PBS and Commercial TV

Those respondents listing only PBS programs or a majority of PBS programs differed in the kinds of influences noted from those listing primarily commercial programs (Table 34). The most extreme discrepancies are found in the "commercial

Table 34

TV Influences, by PBS-Commercial
Program Preferences

Type of Influence	Percent of Influences Given by Those Listing:				
	Only PBS	Majority PBS	Equal PBS & Comm'l	Majority Comm'l	Only Comm'l
POSITIVE INFLUENCES:					
Learned communication skills	46%	41%	36%	28%	
Learned specific information	6	6	11	6	
Broadened knowledge (spec.)	4	4	1	6	9
Broadened knowledge (unspec.)	11	14	10	15	10
Social learning	14	8	6	7	6
Other Positive Responses	7	4	5	4	5
Total, Positive Resp.	88%	77%	69%	66%	46%
NEGATIVE INFLUENCES:					
Imitates violence & aggress.	4%	6%	10%	8%	13%
Uses bad language	-	2	1	3	4
Confuses TV & Reality	2	2	7	4	6
Has dreams-nightmares	3	5	6	5	5
Led to passivity	-	2	-	3	9
Is materialistic	1	2	1	2	3
Other Negative Responses	-	1	2	2	6
Total, Negative Resp.	9%	21%	27%	27%	46%
OTHER INFLUENCES:					
Total	3%	3%	4%	7%	8%
Total Influences Mentioned	100%	100%	100%	100%	100%
	(72)	(577)	(83)	(613)	(477)

only" group, only 10% of whose responses indicated the learning of communication skills, compared with the "PBS only" group, with 46%. Also, a much higher proportion of the commercial program preference group cited negative influences,

such as the imitation of violence, passivity, confusing TV and reality, the learning of bad language, and materialistic attitudes.

TV Influences, by the Amount of Viewing by the Child

The number of hours per day the child views TV -- not related to PBS or commercial TV program preferences (*) -- does indicate some differences in types of influences mentioned. According to parents, the child who views the heaviest (5 or more hours per day) was likely to imitate aggressive behavior, learn bad language, and confuse TV and reality more frequently than lighter viewers. (See Table 35).

Table 35

TV Influences, by Amount of Viewing

<u>Type of Influence</u>	<u>Average Number of Hours Viewed per Day:</u>				
	<u>0-2</u>	<u>2-3</u>	<u>3-4</u>	<u>4-5</u>	<u>5 or more</u>
POSITIVE INFLUENCES:					
Learned communication skills	32%	26%	29%	29%	25%
Learned specific information	7	5	6	5	5
Broadened knowledge (spec.)	6	6	6	6	5
Broadened knowledge (unspec.)	13	15	15	9	12
Social learning	9	8	6	7	3
Other positive responses	4	5	5	4	6
Total, Positive Responses	71%	65%	67%	60%	56%
NEGATIVE INFLUENCES:					
Imitates violence, aggression	8%	8%	8%	11%	15%
Uses bad language	2	3	2	4	6
Confuses TV-reality	3	4	3	3	6
Has dreams-nightmares	4	4	5	8	4
Led to passivity	3	5	4	3	3
Is materialistic	2	2	3	3	1
Other negative responses	1	4	3	2	1
Total, Negative Responses	23%	30%	28%	34%	35%
OTHER INFLUENCES:					
Total	6%	5%	5%	6%	8%
Total Influences Mentioned	100%	100%	100%	100%	100%
	(356)	(649)	(437)	(237)	(144)

As noted earlier in this report, the total amount of viewing is not highly correlated with age of child. Thus, the amount of viewing would seem to be an important factor related to the types of influences on their children, according to the respondents.

Summary

It could well be argued that parents may attribute both positive and negative behaviors of their children to television viewing, thus using TV as a scapegoat for their child's misbehavior and negative attributes. Similarly, as the child develops, the parent may also attribute to TV learning and positive behavior which may have occurred anyway.

There were enough specific examples given, however, to support the notion that the content of the child's viewing does indeed have both positive and negative influences and bears close scrutiny. A large proportion of all respondents did feel that TV had such an influence, and cited examples to illustrate their beliefs.

Generally speaking, such influences seemed most concrete and observable in connection with those PBS programs specifically designed to accomplish certain goals -- such as alphabet recognition, etc. These, also by design, are directed toward the younger child. For the older child, whose program preferences are much more diverse, the influences noted by parents seem more general and diffuse -- and generally are perceived as more negative by the parents.

CHAPTER VI
PARENTAL ATTITUDES AND CONCERNS ABOUT
CHILDREN'S TV PROGRAMS

Three items in the questionnaire shed light on general attitudes of parents toward children's television. The first asked about availability of such programs, the second asked them to rate the programs viewed by their children, and the third asked them to state their concerns in an open-ended fashion.

On the Availability of Children's Programs

When asked "Do you think there are enough programs in your area designed specifically for children?" more than six out of ten answered "no." (Table 36)

Table 36
Responses to the Question: "Do you think there are enough programs in your area designed specifically for children?"

<u>Answer</u>	<u>Number</u>	<u>Percent</u>
No	917	61%
Yes	532	36
Qualified (yes & no)	9	1
No Answer	<u>35</u>	<u>2</u>
Totals	1493	100%

Although in no sub-group analyzed did more than one-half indicate satisfaction with the quantity or availability of programs (i.e., answered "yes" to the question), there were some interesting differences in these sub-groups.

By region, the Southeast showed the least satisfaction with program availability (only 30 percent answered "yes") and the Southwest the most (41 percent answered "yes"). (See Table 37). By age group, parents of older children were least satisfied with program availability. This is supported also in figures

Table 37

Percent of Various Sub-Groups Answering "Yes" to
The Question: "Do you think there are enough programs
in your area designed specifically for children?"

<u>Categories</u>	<u>Base (N=)</u>	<u>Percent Answering "Yes"</u>
ALL RESPONDENTS	(1493)	36%
BY REGION:		
Northeast	(307)	35%
Mid-Atlantic	(303)	36
Southeast	(120)	30
Midwest	(317)	37
Southwest	(134)	41
West	(261)	36
BY AGE GROUP:		
2-6 year olds	(985)	38%
7-11 " "	(505)	32
BY FAMILY COMPOSITION:		
One or more under 6	(793)	38%
One or more 7-11 years	(118)	31
Two or more 2-11 years	(304)	33
Two or more, with one or more 12 and over	(272)	33
BY NUMBER OF CHILDREN IN FAMILY:		
1 child	(350)	37%
2 children	(677)	34
3 "	(261)	40
4 "	(116)	30
5 or more children	(88)	35
BY PBS-COMMERCIAL PROGRAM PREFERENCE:		
Only PBS programs listed	(54)	50%
Majority were PBS programs	(408)	40
Equal No. of PBS & Comm'l	(69)	33
Majority were Comm'l progs.	(472)	33
Only Comm'l programs listed	(486)	33
BY AMOUNT OF VIEWING:		
0-2 hours per day	(302)	39%
2-3 " " "	(524)	37
3-4 " " "	(347)	37
4-5 " " "	(196)	30
5 or more hours per day	(121)	30

for family composition, in which younger families generally showed greater satisfaction with program availability than older ones. The picture is somewhat mixed when computed by number of children per family, indicating little relationship between size of family and opinions as to availability of children's programs.

Differences in attitudes toward program availability is most clearly demonstrated by those parents whose children watch only or primarily PBS programs, 50% and 40% of whom said "yes" to the question respectively. This can be compared with those listing only or mostly commercial TV programs, only 33% of whom were satisfied with the amount of children's TV programs.

By amount of viewing there is also a consistent relationship, in which parents of light viewers indicate greater satisfaction with children's program availability than those of heavy viewers (Table 37).

Parents' Ratings of Programs Viewed by Their Children

After listing programs most often watched by their child, parents were asked to give a general rating of 1) excellent, 2) good, 3) fair, or 4) poor to them.* Overall, about four out of 10 rated programs as "excellent," and another four in 10 rated them as "good." (Table 38)

* About 10% of those answering could not supply an overall rating. Rather, they answered in such terms as "first three excellent, others fair," and so forth. In such cases, responses were classified according to the "modal" or most frequent rating--in this case, as "excellent."

Table 38
General Ratings Given to Programs
Listed

<u>Value-Rating (*)</u>	<u>Number</u>	<u>Percent</u>
1-Excellent	601	40%
2-Good	619	42
3-Fair	214	14
4-Poor	47	3
No Answer	12	1
Totals	<u>1493</u>	<u>100%</u>

(Average Rating = 1.80)

(*) A large majority of respondents made a general rating applicable to all programs listed. For those who did not (e.g., noted that "1st three good, others fair,") we used a "modal" or most frequent rating to code as to quality.

Although programs ratings were high overall, there were again some fairly large variations by sub-group. The most extreme differences were by age group and PBS-Commercial TV program preferences. (These two are related, of course). Whereas 50% of parents of 2-6-year-olds rated programs "excellent," only 22% of parents of 7-11-year-olds did so. None of the "PBS only" group rated programs either "fair" or "poor," whereas 27% of the "Commercial only" group rated programs "fair" and eight percent rated them "poor." Average ratings and the percent of each sub-group giving each rating are given in Table 39.

A similar but not as strong relationship exists by amount of viewing, with parents of heavy viewers (5 or more hours per day, on the average) rating programs somewhat lower than those of light viewers. By region, only small differences were noted with the Mid-Atlantic parents rating programs slightly higher and the West slightly lower.

Table 39

Parents' Ratings of Programs Their Children Watch,
By Region, Age of Child, PBS-Commercial TV
Preferences, and Amount of Viewing

Category (a)	Percent Rating as:				Average Rating (b)
	Excellent	Good	Fair	Poor	
ALL RESPONDENTS	41%	42%	14%	3%	1.80
BY REGION:					
Northeast	39%	43%	16%	2%	1.82
Mid-Atlantic	45	41	13	1	1.70
Southeast	38	45	16	1	1.79
Midwest	38	45	15	2	1.81
Southwest	45	36	14	5	1.79
West	40	40	14	6	1.86
BY AGE OF CHILD:					
2 years old	61%	36%	3%	-	1.41
3 " "	58	37	5	-	1.46
4 " "	50	38	10	2%	1.64
5 " "	40	43	13	4	1.82
6 " "	41	43	13	3	1.77
7 " "	28	37	32	3	2.09
8 " "	25	45	24	6	2.11
9 " "	14	59	20	7	2.19
10 " "	22	52	20	6	2.10
11 " "	20	44	26	10	2.26
BY COMBINED AGE GROUP:					
2-6 year olds	50%	39%	9%	2%	1.63
7-11 " "	22	47	25	6	2.14
BY PBS-COMM'L PROG. PREFERENCE:					
Only PBS programs listed	81%	19%	-	-	1.18
Majority PBS programs	71	28	1%	-	1.30
Equal No. PBS & Comm'l	40	49	11	-	1.70
Majority Comm'l programs	34	49	15	2%	1.85
Only Comm'l programs	17	48	27	8	2.26
BY AMOUNT OF VIEWING:					
0-2 hours per day	43%	42%	13%	2%	1.75
2-3 " " "	40	43	14	3	1.81
3-4 " " "	41	41	16	2	1.79
4-5 " " "	40	43	12	5	1.81
5 or more hours per day	37	39	18	6	1.93

(a) See Table 37 for numbers in each subgroup; 12 respondents who did not answer are excluded from this tabulation.

(b) Average ratings computed on basis of 1=excellent, 2=good, 3=fair, and 4=poor.

Parental Concerns about Children and Television

Probably the clearest reflection of parental attitudes can be seen in the responses to the final item on the questionnaire: "We know that a short questionnaire can't cover everything of interest to you. What are your concerns about children and TV?" More than 95% of the respondents took the opportunity to use this section of the questionnaire to express their concerns. They were expressed through direct criticisms of TV, concerns about its effects on their children, and suggestions as to what might be done. Their comments, concerns, suggestions, and criticisms were carefully read and classified and are summarized in general terms in Table 40.*

Table 40

Concerns, Criticisms, Comments and Suggestions, Summary Table

	<u>Percent of Total Responses</u>
I. CONCERNS, CRITICISMS:	
A. General criticisms and negative comments	3%
B. Concerns about the content of programs	38
C. Concerns about scheduling, availability, variety of programs	10
D. Concerns about commercial aspects of children's progs.	12
E. Concerns about the effects of TV on the child	6
F. Other concerns	<u>4</u>
Total Concerns, Criticisms	73%
II. OTHER COMMENTS AND SUGGESTIONS MADE:	
A. General comments supporting TV as it is	1
B. Praise for PBS programs	7
C. Other programs or program types cited as "good"	18
D. Other comments, suggestions	<u>1</u>
Total Comments, Suggestions	27%
TOTAL RESPONSES: (3,044)	100%

* - Classification procedures allowed for up to three different concerns, suggestions, criticisms, or other comments by each respondent to be tabulated. It should be noted that many people included much longer comments in the form of attached letters, not all of which could be accounted for in these tabulations.

Overall, over one-half of the 3,044 responses concerned some criticism or suggestion dealing with Program content. Parents stated concerns over such aspects as the quantity or nature of violence in the programs, the types of ideas or portrayals, "adult" content, the number or content of cartoons, or other content concerns. In a similar manner, many made suggestions as to type of programs which they considered worthwhile or would like to see more of, rather than directly criticizing present content. Following content concerns were the closely related aspects of commercials and the scheduling, availability or variety of programs for children.

Table 41 provides a more detailed breakdown of all the comments, concerns, criticisms, and suggestions made by parents. Since they were so wide-ranging, it is somewhat difficult here to reproduce the "flavor" of these responses in categorized form. For this reason, many comments are copied verbatim and reproduced in Appendix F for the reader.

The most frequent complaint dealt with the amount of violence on children's programs, mentioned by nearly one out of every three parents. Many parents also noted the unrealistic or distorted portrayals in children's shows, as well as objecting to the many facets of the content of cartoon programs -- other than the violence in them.

Other concerns, not expressed in terms of content dealt with the scheduling of programs. Often mentioned were "children's specials" (several of which appeared during the pre-Christmas period of this study) and other programs which were felt to be scheduled too late for younger children. The complement to this criticism concerned the showing of "adult" programs at too early an hour.

Criticisms of commercial aspects of children's programs ranged widely over the number, quality, nature, and possible effects of the commercials on their children.

Table 41

Concerns, Criticisms, Comments and Suggestions,
Detailed Table (*)

I. CONCERNS, CRITICISMS:	<u>Number</u>	<u>Percent Of Total Comments</u>	<u>Percent of Respondents Who made Each Comment</u>
<u>A. General Criticisms and Negative Comments:</u>			
1. Negative comments on TV in general	14	0.5%	0.9%
2. Negative comments on children's TV	12	0.4	0.8
3. TV's potential is wasted	40	1.3	2.7
4. Other general criticisms	<u>15</u>	<u>0.5</u>	1.0
Total, General Criticisms	81	2.7%	
<u>B. Concerns About Content or Type of Programs:</u>			
1. Too much violence	480	15.8%	32.2%
2. True nature of violence not shown	41	1.3	2.7
3. Unrealistic, distorted, stereotyped portrayals	129	4.2	8.6
4. Adult themes unsuitable to children	90	2.9	6.0
5. Too many cartoons (esp. Saturday)	81	2.7	5.4
6. Object of content of cartoons	142	4.7	9.5
7. Don't like cartoons (no spec. reason given)	50	1.6	3.3
8. Objections to aspects of PBS programs	23	0.8	1.5
9. Objections to other specified programs	23	0.8	1.5
10. Other content concerns	<u>97</u>	<u>3.2</u>	6.5
Total, Content Concerns	1156	38.0%	
<u>C. Comments About Scheduling, Availability or Variety of Programs for Children:</u>			
1. Children's programs & specials on too late	111	3.7%	7.4%
2. Adult programs on too early	65	2.1	4.4
3. Need more variety in children's programs	18	0.6	1.2
4. Need more programs for older children	25	0.8	1.7
5. Need more programs for younger children	19	0.6	1.3
6. Other scheduling/variety comments	<u>70</u>	<u>2.3</u>	4.7
Total, Scheduling/Variety Concerns	308	10.1%	
<u>D. Concerns about Commercials or Commercial Aspects of Children's Programs:</u>			
1. Too many commercials	71	2.3%	4.8%
2. Poor quality of commercials	36	1.2	2.4
3. Commercials are misleading	67	2.2	4.5
4. Objections to high-pressure manipulation of children by advertising	62	2.0	4.2
5. Concerns about commercialism, effects of commercials on children	47	1.5	3.1
6. Specific types of commercials cited as "bad" or harmful	48	1.6	3.2
7. Object to commercials (no specific reason given)	24	0.8	1.6
8. Other commercial concerns	<u>12</u>	<u>0.4</u>	0.8
Total, Commercial Aspect Concerns	367	12.0%	

(*) See Appendix F for typical comments in each detailed category in this table

Table 41 (continued):

	<u>Number</u>	<u>Percent Of Total Comments</u>	<u>Percent of Respondents Who Made Each Comment</u>
E. <u>Concerns about Effects of TV on the Child (excluding commercial effects):</u>			
1. Distorts child's values	54	1.8%	3.6%
2. Distracts from more useful activities and makes child "passive"	107	3.5	7.2
3. Specific effects noted	18	0.6	1.2
4. Other effects noted	<u>21</u>	<u>0.7</u>	1.4
Total, Concerns about Effects of TV	200	6.6%	
F. <u>Other Concerns Expressed:</u>			
1. Parents' responsibilities noted	108	3.5%	7.2%
2. Other, miscellaneous concerns	<u>8</u>	<u>0.3</u>	0.5
Total, Other Concerns	116	3.8%	
TOTAL CONCERNS, CRITICISMS EXPRESSED (I)	<u>2,228</u>	<u>73.2%</u>	
II. OTHER COMMENTS AND SUGGESTIONS:			
A. <u>Comments Supportive of TV as it is:</u>			
	46	1.5%	3.1%
B. <u>Praise Given for PBS Programs:</u>			
1. Praise for PBS programs generally	119	3.9%	8.0%
2. Praise for Sesame Street	53	1.7	3.5
3. Praise for other specified PBS programs	<u>33</u>	<u>1.1</u>	2.2
Total, PBS Program Praise	205	6.7%	
C. <u>Programs or Program Types Cited as "Good":</u>			
1. Family-type programs	50	1.6%	3.3%
2. Children's classics	32	1.1	2.1
3. True-life adventures	21	0.7	1.4
4. Nature and animal programs	43	1.4	2.9
5. Documentaries, history & biographies	10	0.3	0.7
6. "Specials"	47	1.5	3.1
7. Music and art	8	0.3	0.5
8. Old-fashioned cartoons (or "better cartoons")	42	1.4	2.8
9. "Educational programs" (unspecified)	73	2.4	4.9
10. "Fun-learning-type shows"	57	1.9	3.8
11. "Activity-oriented shows"	12	0.4	0.8
12. Programs dealing with "real-life problems"	20	0.7	1.3
13. "Uplifting" programs	74	2.4	5.0
14. Other programs and content suggestions	<u>53</u>	<u>1.7</u>	3.5
Total, Programs Cited or Suggested	542	17.8%	
D. <u>Other, Miscellaneous Comments and Suggestions:</u>			
	23	0.8%	1.5%
TOTAL COMMENTS AND SUGGESTIONS (II)	<u>816</u>	<u>26.8%</u>	
TOTAL RESPONSES	3,044	100.0%	

Other parents expressed concern about the "passive" nature of TV viewing or the fact that it tended to substitute for "better things to do." Along the same lines, some parents also felt that unrealistic or distorted values were being learned by their children from watching television, and a smaller number cited some specific instances of effects -- such as imitation, dreams, and language learned from the programs.

Interestingly, a fairly large minority of parents noted that other effects might be minimized were parents to assume their responsibilities in better supervision of the child's viewing -- and not using TV as a "babysitter."

Approximately one in ten parents also made comments praising PBS programs in general or naming specific PBS programs which they felt were of high quality. And many program suggestions were made in such statements as "we need more programs like" These suggestions varied widely by type of program, ranging from general suggestions of "more educational programs," or more "uplifting type" programs to more specific types such as "children's classics," "nature programs," and so forth. If parents are consulted, they also seem to prefer the "old-fashioned" cartoons to the ones now being viewed by their children.

There was also a small minority of parents who felt that TV was not really as bad as many have tried to make it out to be, supporting the children's program fare as it is.

Again, the reader is referred to Table 41 showing the relative proportions of parents who made the foregoing comments and criticisms and to Appendix F which lists the actual comments made by many parents.

Parental Concerns, by Age of Child

Parents of younger children appear more concerned with the violent content and the number and nature of the cartoons, whereas those of older children more frequently mentioned unsuitable adult themes and other content concerns. Older children's parents also more frequently mentioned the scheduling of children's programs and specials too late and adult programs too early, and felt that TV viewing by children has caused their child to become more "passive" when they could be doing other activities. Younger children's parents more frequently criticized the commercials -- especially their quality and the "high-pressure manipulation" which they felt might affect their younger children. They also were more likely to praise PBS children's programs. Detailed data are given in Table 42.

Parental Concerns, by PBS-Commercial Program Preferences

Table 43 gives data on the concerns of parents whose children watch primarily PBS or Commercial TV programs. As might be expected, those in the primarily PBS groups criticized the number and content of cartoons more than the commercial program preference group. In contrast, the commercial preference groups were more concerned about the scheduling and variety of programs and the so-called "adult" themes their children were being exposed to. In addition, a larger proportion also felt that TV viewing was leading to passivity in their child. At the same time, however, more of the commercial program preference group were supportive of TV as it is now.

As might be expected, a considerably higher proportion of comments praising PBS programs were made by parents of children who watched PBS programs more often.

Table 42

Parental Concerns, by Age of Child

<u>Type of Comment, Criticism, Concern (*)</u>	<u>Percent of Total Responses by Parents of:</u>	
	<u>2-6 year olds</u>	<u>7-11 year olds</u>
I. CONCERNS, CRITICISMS:		
A. General Criticisms and Negative Comments	2%	4%
B. Concerns about Content or Type of Program:		
1. Amount or nature of violence	19	14
2. Unrealistic, stereotyped portrayals	4	5
3. Adult themes unsuitable	1	7
4. Object to number, content of cartoons	11	5
5. All other content concerns	<u>4</u>	<u>5</u>
Total, Content Concerns	39%	36%
C. Scheduling, Availability, Variety of Programs:		
1. Children's programs too late/adult too early	5	8
2. All other scheduling, variety comments	<u>4</u>	<u>4</u>
Total, Scheduling, Variety Comments	9%	12%
D. Concerns about Commercials		
1. Too many commercials	2	2
2. Criticisms of quality, manipulation, etc.	9	6
3. Commercial effects on children	<u>2</u>	<u>1</u>
Total, Commercial Concerns	13%	9%
E. Concerns about TV Effects on Child:		
1. Distortion of values	1	3
2. Passivity, detraction from other activities	3	6
3. All other effects comments	<u>1</u>	<u>1</u>
Total, Effects Concerns	5%	10%
F. Parental Responsibilities Noted	4%	4%
TOTAL CONCERNS, CRITICISMS	<u>72%</u>	<u>75%</u>
II. OTHER COMMENTS AND SUGGESTIONS:		
A. Comments Supportive of TV as it is	1%	2%
B. Praise for PBS Programs	8	4
C. Programs or Program Types Suggested	18	18
D. All Other Comments & Suggestions	<u>1</u>	<u>1</u>
TOTAL COMMENTS AND SUGGESTIONS	28%	25%
TOTAL RESPONSES	<u>100%</u>	<u>100%</u>
BASE (N=)	(2047)	(988)

(*) - Some categories collapsed for clarity. See Table 41 for detailed categories.

Table 43

Parental Concerns, by PBS-Commercial TV
Program Preferences

Type of Comment, Criticism, Concern	Percent of Responses of Those Listing:				
	Only PBS Programs	Majority PBS	Equal P & C	Majority Comm'l	Only Comm'l
I. CONCERNS, CRITICISMS:					
A. General Criticisms, Negative Comm.:	4%	2%	5%	2%	3%
B. Concerns about Content/Type of Prog.:					
1. Amount, nature of violence	18	17	16	19	16
2. Unrealistic portrayal	5	4	4	4	4
3. Adult themes unsuitable	1	1	2	2	6
4. Number, content of cartoons	10	12	11	9	6
5. All other content concerns	6	5	4	4	5
Total, Content Concerns	<u>40%</u>	<u>39%</u>	<u>37%</u>	<u>38%</u>	<u>37%</u>
C. Scheduling, Variety of Programs:					
1. Ch. progs. too late/ adult too early	3	5	4	6	7
2. All other scheduling, variety	<u>2</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>5</u>
Total, Scheduling, Variety	<u>5%</u>	<u>9%</u>	<u>8%</u>	<u>10%</u>	<u>12%</u>
D. Concerns about Commercials:					
1. Too many commercials	4	2	3	2	2
2. Criticisms of quality, etc.	9	8	13	10	5
3. Effects on children	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>1</u>
Total, Commercial Concerns	<u>16%</u>	<u>12%</u>	<u>18%</u>	<u>14%</u>	<u>8%</u>
E. Concerns about TV Effects on Child:					
1. Distortion of values	1	1	2	2	2
2. Passivity, prev. other activities	3	3	3	3	5
3. All other effects, comments	<u>-</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>
Total, Effects Concerns	<u>4%</u>	<u>5%</u>	<u>6%</u>	<u>6%</u>	<u>9%</u>
F. Parental Responsibilities Noted:	<u>3%</u>	<u>4%</u>	<u>2%</u>	<u>5%</u>	<u>3%</u>
TOTAL CONCERNS AND CRITICISMS	72%	71%	76%	75%	72%
II. OTHER COMMENTS AND SUGGESTIONS:					
A. Supportive of TV as it is	-	1	1	1	3
B. Praise for PBS Programs	13	9	11	6	4
C. Program Types Suggested	15	18	10	17	20
D. All Other Comments & Suggestions	<u>-</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>
TOTAL, OTHER COMMENTS & SUGGESTIONS	<u>28%</u>	<u>29%</u>	<u>24%</u>	<u>25%</u>	<u>28%</u>
TOTAL RESPONSES	100%	100%	100%	100%	100%
BASE (N=)	(107)	(864)	(135)	(992)	(933)

Summary

On the whole, responding parents felt that not enough programs specifically designed for children were being offered in their areas. This was especially true for parents of older children, of those who viewed mostly commercial TV programs, and of those who were heavy viewers of TV.

Although eight out of ten parents rated programs their children watch as "good" or "excellent," this was not true for parents of older children and of those who watched primarily commercial children's TV -- both groups with more than three of ten rating programs either "fair" or "poor." PBS programs were rated much higher than commercial TV programs, with more than 80% "excellent" ratings given by those listing only PBS programs as viewed by their child, as compared with only 17% "excellent" ratings for those listing only commercial TV programs.

Parental concerns centered primarily around program content -- especially the amount and nature of violence in them, and the number and content of cartoon shows. Other major concerns related to various aspects of commercials -- their frequency, quality, effects, etc. -- and with the scheduling of programs for children. Here the most frequent complaint related to the children's specials and other children's programs scheduled too late in the evening. Although not as frequently mentioned, another concern was with the actual or potential effects of TV on their children -- especially on the child's values or lack of other activities.

Many parents also made suggestions and gave examples of "desirable" programs or types of programs, and PBS programs were especially singled out for praise.

APPENDIX A

TECHNICAL APPENDIX ON PROCEDURES AND SAMPLING ACCURACY

The Parade/ACT quiz and questionnaire were printed and circulated in the Parade magazine issue of December 3, 1972. A total of nearly 25,000 questionnaires was received altogether. Upon receipt, they were opened and the state indicated by the postmark noted on the questionnaires. All questionnaires received within approximately one month of publication (22,785) were then numbered so that processing could begin. Those received after January 5 were excluded.

Sampling Procedures

Independent, successive samples were selected from the total by means of three sets of 550 computer generated random numbers between 00001 and 23000. After incomplete questionnaires were discarded and duplicates eliminated, three samples totaling 512, 499, and 482 were selected. After preliminary analysis, those were combined--yielding a total sample of 1493 returns. The three samples were processed separately in order to get a better indication of sampling error or accuracy. Selected data is presented in Appendix Table A-1 which illustrates the small degree of error in the samples. The conclusion is that the total sample of 1493 is more than a sufficient number to describe the total returns statistically.

Another method of determining sample accuracy is to compare the total sample with known data about the total returns. Since a tally was kept of total returns by state, the sample percentages could be compared with this known statistic. The largest discrepancy on a state-by-state basis was about two percentage points with Pennsylvania, New Jersey and New York slightly "over-

sampled" and Oregon and Virginia slightly "undersampled." The discrepancy was one percent or less on a region-by-region basis. These comparisons are given in Appendix Table A-2.

Table A-1

Comparison of Three Independent Samples
of Returns on Selected Items

	<u>Sample 1</u>	<u>Sample 2</u>	<u>Sample 3</u>	<u>Combined Samples</u>
Total Number (N=)	512	499	482	1493
Parents Who Returned Questionnaire:				
Mother	76.2%	76.2%	76.3%	76.2%
Father	6.8	7.0	5.2	6.4
Both	2.9	1.2	2.3	2.1
Not Indicated	14.1	15.6	16.2	15.3
Totals	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>
Average Number of Children in the Family:				
	2.36	2.33	2.31	2.34
Average Number of Hours of TV Watched by Child:				
Weekdays	2.83	3.02	3.08	2.98
Saturdays	3.62	3.47	3.48	3.52
Sundays	2.39	2.39	2.31	2.36
Weekly Average	20.23	21.06	21.20	20.82
Preferences for Policies on Commercial Annmcs:				
No Commercials	38.8%	40.7%	39.2%	39.6%
Fewer Commercials	25.0	23.7	20.1	23.0
Comm'ls at Beginning & End of Programs	25.0	24.2	25.7	25.0
No Change in Present System	4.9	3.8	3.7	4.1
Other Combinations (e.g., none or fewer, fewer or beginning & end, etc.)	5.3	7.0	9.6	7.2
No Answer	1.0	0.6	1.7	1.1
Totals	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

(Table A-1, continued):

<u>Age of Child Referred to:</u>	<u>Sample 1</u>	<u>Sample 2</u>	<u>Sample 3</u>	<u>Combined Samples</u>
2	12.0	8.2	11.6	10.6
3	8.4	11.8	10.8	10.3
4	20.2	23.5	21.2	21.7
5	12.1	11.0	10.4	11.2
6	13.5	11.4	12.3	12.4
7	7.2	7.8	7.5	7.5
8	8.0	8.0	8.3	8.1
9	5.9	6.0	7.1	6.3
10	8.0	8.0	7.5	7.8
11	4.7	4.2	3.3	4.1
Total	100.0%	100.0%	100.0%	100.0%
Average Age of Child	4.44	4.47	4.52	4.47

Table A-2

State-by-State Comparisons of Sample, Total Questionnaires
Received, and Parade Circulation

<u>State</u>	<u>Total Q's Received</u>	<u>Sample Total</u>	<u>Rec'd Percent</u>	<u>Sample Percent</u>	<u>Parade Circu- lation Percent</u>
1. Alabama	277	24	1.2%	1.6%	2.1%
2. Alaska	2	-	(*)	-	-
3. Arizona	172	5	0.7	0.3	0.6
4. Arkansas	170	12	0.7	0.8	0.8
5. California	2413	157	10.3	10.5	8.1
6. Colorado	256	18	1.1	1.2	1.2
7. Connecticut	710	39	3.0	2.6	2.4
8. Delaware	59	5	0.3	0.3	-
9. Florida	476	37	2.0	2.5	3.8
10. Georgia	151	9	0.6	0.6	1.1
11. Hawaii	-	-	-	-	1.0
12. Idaho	46	2	0.2	0.1	-
13. Illinois	1131	76	4.8	5.1	6.3
14. Indiana	385	23	1.6	1.5	1.3
15. Iowa	197	8	0.8	0.5	1.2
16. Kansas	357	26	1.5	1.8	1.4
17. Kentucky	21	1	0.1	0.1	-
18. Louisiana	102	9	0.4	0.6	0.5
19. Maine	194	11	0.8	0.7	0.6
20. Maryland	799	43	3.4	2.9	1.7
21. Massachusetts	1363	85	5.9	5.7	4.3
22. Michigan	848	57	3.6	3.8	3.8
23. Minnesota	318	14	1.4	0.9	1.3
24. Mississippi	88	4	0.4	0.3	0.6
25. Missouri	792	51	3.4	3.4	3.4
26. Montana	17	2	0.1	0.1	-
27. Nebraska	110	11	0.5	0.7	0.4
28. Nevada	40	-	0.2	-	-
29. New Hampshire	58	4	0.3	0.3	-
30. New Jersey	1040	52	4.4	3.5	3.2
31. New Mexico	232	10	1.0	0.7	0.6
32. New York	1584	114	6.8	7.7	7.4
33. No. Carolina	317	13	1.4	0.9	2.2
34. No. Dakota	94	6	0.4	0.4	0.3
35. Ohio	707	49	3.0	3.3	3.6
36. Oklahoma	5	1	(*)	0.1	-
37. Oregon	760	39	3.2	2.6	2.3
38. Pennsylvania	2318	180	9.9	12.1	11.1
39. Rhode Island	22	-	0.1	-	-
40. So. Carolina	182	20	0.8	1.3	1.1

(Table continued on next page)

(Table A-2, continued)

<u>State</u>	<u>Total Q's Received</u>	<u>Sample Total</u>	<u>Rec'd Percent</u>	<u>Sample Percent</u>	<u>Parade Circu- lation Percent</u>
41. So. Dakota	84	5	0.4	0.3	0.3
42. Tennessee	172	13	0.7	0.9	1.3
43. Texas	981	55	4.2	3.7	6.6
44. Utah	303	18	1.3	1.2	1.0
45. Vermont	27	2	0.1	0.1	-
46. Virginia	1051	58	4.5	3.9	3.2
47. Washington	589	39	2.5	2.6	2.3
48. W. Virginia	98	8	0.4	0.5	1.0
49. Wisconsin	324	19	1.4	1.3	0.6
50. Wyoming	6	-	(*)	-	-
51. Dist. of Columb.	236	8	1.0	0.5	3.9
52. Canada	7	1	(*)	0.1	-
UNKNOWN	739	50	3.2	3.4	-
Totals	23,430	1493	100.0%	100.0%	100.0%

(*) = Less than 0.05 percent

The Returns and Parade Circulation

Table A-2 also provides information as to known circulation figures (supplied by Parade magazine). Although total returns and circulation figures are not strictly comparable because circulation sometimes overlaps state lines (e.g., District of Columbia, Maryland and Virginia), nevertheless, the returns generally correspond to circulation patterns for the magazine.

Some regions responded in greater proportion to circulation than others, however. For example, a higher proportion in states in the Northeast and the West responded than in the other four regions, with those in the Southeast and Southwest responding less--proportionate to circulation. This is perhaps partly due to the location and activity of groups such as ACT in these regions.

Speak Out on Children's TV—Mail This Quiz

Part II: How do you feel about children's TV?

1. I am the mother of _____ children.
father of _____ (how many)

Ages: _____

(For the purposes of the test, we suggest you choose one child between the ages of 2 and 11 and answer the following questions. You can then repeat the test for other children, using different colored ink, if you want to.)

2. The following answers refer to my child aged _____

3. How many hours of TV does your child watch each weekday (Monday through Friday) on the average _____

How about Saturday? _____

4. a) Do you think there are enough programs in your area designed specifically for children?
Yes No

b) How often do you watch TV programs for children with your child?
Never Quite often ..

Occasionally Almost always
5. Which programs does your child watch most often? (LIST UP TO FIVE)

6. In general, how would you rate the programs you have listed above?

Excellent Fair
Good Poor

Comments

7. There are commercials on children's TV programs at present. Would you prefer children's TV to have:

a) No commercials?
b) Fewer commercials?
c) Commercials only at the begin-

ning and end of program?
d) No change in the present system?

8. How often has your child asked you to buy a TV-advertised toy?

a) Never (If you check this, skip to next question)
b) Occasionally
c) Frequently
d) If he has, did you buy the toy?
Yes No

e) If you bought the toy, were you satisfied?
Yes No

f) If no, why not? _____

9. a) Television may have both good and bad influences on children. Do you think TV watching has influenced or affected your child in any way?

Yes No Not sure
b) Can you give an example? _____

10. We know that a short questionnaire can't cover everything of interest to you. What are your concerns about children and TV?

(Completed questionnaire should be clipped out and mailed to Action for Children's Television, 46 Austin St., Newtonville, Mass. 02160.)

APPENDIX C

POSITIVE INFLUENCES OF TV CITED BY RESPONDENTS

1. LEARNED COMMUNICATION SKILLS:

Helps to learn alphabet, numbers, etc.

Word concepts, numbers, letters.

Number and letter identification.

Sesame Street and Electric Co. proves to promote good reading and spelling.

My two year old son has a much larger vocabulary than average -- partly from educational programs he watches.

Very quick to pick up new words and phrases.

Thru Sesame Street they have learned to count and their ABC's.

Watching Sesame has improved his speech.

Shows like Sesame Street, etc. encourages learning.

My child knows all the characters on Sesame Street, etc. She is learning her letters and numbers.

Learning to read from Sesame Street and Electric Company.

Electric Company has initiated a great interest for my child to learn spelling and rhyming.

By the age of 4 1/2 he was able to read.

Sesame Street, Mr. Rogers, Electric Company and Captain Kangaroo all have helped my child develop her vocabulary.

Increased vocabulary.

The influence of Sesame Street is terrific for number concepts and vocabulary.

He's beginning to count.

Learn numbers and letters.

Electric Company has helped with phonetics in first grade reading.

Sesame Street and Mr. Rogers taught our children the alphabet and numbers and shapes.

Public television children's programs have definitely helped my children in language skills, numeral recognition, and reasoning.

2. LEARNED SPECIFIC INFORMATION (OTHER THAN COMMUNICATION SKILLS):

Recognition of animals.

They learn many of the slogans, and they try to duplicate the games.

Recognized animals.

Recognizes many unusual animals.

May repeat or sing key phrases from the program.

Repeats songs even when not watching TV from Mr. Rogers Neighborhood.

Animals and fish learned from Zoorama, Wild Kingdom, and Safari.

Learned names of many animals.

Loves to see the animals and has learned what each is.

He learned very much from Animal World and Jacques Cousteau.

Identifies animals and dances with music on TV.

Asks to brush her teeth.

Starts them playing, jumping, acting, etc., games.

She loves to sing what other children do or play games she has seen them experience. Enjoys animal learning-type films.

Also gave both her and I new ideas for activities and ways of learning.

3. BROADENING OF KNOWLEDGE AND INTERESTS (SPECIFIED):

Has got interested in different things and followed them up with library readings.

Has sharpened his interest in music.

He is better informed on many subjects such as nature and geography and science.

Mr. Rogers helps with visits to Doctor, Dentist, etc.

And she questions what she sees.

The many excellent programs (Cousteau, Underwater, National Geographic and many specials) are very informative.

Interest in current events.

Recently asked question about octopus seen on H. P. Lodge.

More knowledge about the news of the world.

Prompts questions that I have to answer.

He has learned from the Jacques Cousteau specials.

Interests in things seen on TV.

Helps in nature study.

Educational programs prompt questions from the children.

4. BROADENED KNOWLEDGE AND INTERESTS (UNSPECIFIED):

Sesame has been a very good influence. Also Electric Company.

Has become aware of basic concepts sooner than if he'd not watched Sesame Street.

Romper Room is an educational show, and my child learned much from it before he started school.

Learned many good things from shows previously mentioned (Mr. Rogers, Sesame Street, Electric Company) which I probably wouldn't have thought to teach myself.

PBS programs have had only good influence and have taught hundreds of things.

Sesame Street has taught many fine things.

Educational or Public TV has been a good influence in learning.

Educational programs have taught my child many good things.

Sesame Street program has taught my 4 year old quite a few things -- good things!

They repeat things directly seen on TV at a later time.

Sesame Street has taught her a lot.

Has learned many things watching TV that she would not know about otherwise.

Learned much from Sesame Street.

Knows several other things she would not know if it had not been for Sesame Street.

Sesame Street and Electric Company have positive educational value and results in helping children learn.

He has learned so much through Sesame Street!

Sesame Street and Zoom and Mr. Rogers -- learns a lot.

Sesame Street has helped develop her knowledge.

Increased knowledge.

She has learned many things on Sesame Street.

5. SOCIAL LEARNING:

Child aware that other people do not live as we do -- especially apparent after National Geographic or Jacques Cousteau specials.

The kind ways of Mr. Rogers delight.

Yes, from watching Romper Room and Sesame Street, she has discovered that it is fun to play and share with other children.

He has learned about cooperation and puts it to practice.

And to be less afraid of new situations.

She is aware of the many kinds of people around her.

My child, an only child, has few playmates. Programs featuring children doing things (hopping, jumping, playing, etc.) has taught him a lot about other children and how they play together.

She learns attitudes and thoughts of others.

Sense of self has improved.

Teaching to share.

Sympathy for animals.

Animal world -- made child aware of plight of animals and environment.

Aware of what goes on in life.

Watching Mr. Rogers has helped her understand feelings of others and herself.

Both children get a certain view of themselves and the world from to which comes out in their conversations.

She has learned some insight into other's lives.

He knows he has feelings and can talk things over.

He is aware of people who speak other languages.

More awareness of people and the world.

6. OTHER RESPONSES:

Sesame, etc., increases imagination.

Flintstones -- imagination.

Does satisfy curiosity and imagination at times.

Much imaginative play development from ideas on Mister Rogers.

And good shows stimulate her imagination.

Has got interested in different things and followed them up with library references.

He has learned he can make things with his hands.

She is much more attentive and can point out specific things she would like to see.

Sesame Street increases her imagination.

Imagination revolves around shows seen.

Learned creativity.

Influence greatly by the programs that teach a lesson of the "Golden Rule" type of thing.

Taught values and educational values all for the good.

Definitely good influence from "David and Goliath" (Lutheran Church cartoon).

Gaining moral values -- Sesame Street, Kid Power.

Has taught her not to believe what she sees or hears. She investigates claims, then tries to make a reasonable decision.

They have learned not to believe everything they see.

She is much more attentive.

He really appreciates Masterpiece Theater and gets involved with the characters.

Have long attention spans.

Considering the programs he has watched I feel they have had a good influence. (Sesame Street, Electric Company, Mr. Rogers).

Good programs give her very pleasant moods.

His memory is very good from repeated TV programs.

Increasing attention span.

He loves to enact cartoons and adult shows he is allowed to watch -- role plays the character.

Ability to concentrate for a longer period of time.

He's hyperactive and TV caught his attention and helped channel his energy.

Son plays ambulance a lot.

APPENDIX D

NEGATIVE INFLUENCES OF TV CITED BY RESPONDENTS

1. IMITATES VIOLENT AND AGGRESSIVE BEHAVIOR SEEN ON TV:

He seems quite aggressive in imitating things that he has seen on TV

He is a physical child and TV directs his actions in a violent, hurting way rather than a loving, helpful way.

Violence and sadism.

In their play and talk they often talk of dying and killing, shooting and stealing.

Inclination towards violence and/or destructive tendencies.

He has become more aggressive & justifies his behavior by saying, "the three stooges do it and it's funny."

He has picked up violence.

Three Stooges -- violence, hitting each other & making it seem funny.

War and talk of killing and monsters coming.

He asks if they really kill each other on westerns and sometimes he says he'd like to kill such a person.

Affected by the violence sometimes.

Ties up dolls to make prisoners of them.

When he watches Batman he tends to imitate his kicking when he "plays" with his sister.

Aggressiveness.

There is a definite personality change -- a wild program -- a hopped-up kid, etc.

Seems more aggressive.

Cartoons like Bugs Bunny with shooting -- gave my son ideas to be a tough guy -- he doesn't understand violence yet.

After watching TV such as the Three Stooges -- child much more aggressive & physically abusive to his sister.

If he is reprimanded he threatens to get revenge, in some violent fashion.

From Saturday cartoons they have learned to play monster.

They imitate violence in their games.

2. LEARNED, USES BAD LANGUAGE:

She uses slangier English as a result.

She feels since some of the cartoon kids talk back and fight, so can she.

Shouting names that are used -- especially expressions from Electric Company.

Kids talk "smart alec" like Hanna-Barbera cartoons.

From Saturday morning cartoons he picks up all kinds of expressions and words used.

Some slang words not permitted at home.

Their grammar has deteriorated.

Thinks it is alright to argue and talk back like they do in some of the shows.

They repeat too much of TV.

Increased vocabulary -- some good -- some not desirable.

Some of the vocabulary she uses. Such as "That smarts" from Quick Draw McGraw.

3. CONFUSES TV WITH REALITY; FACT AND FANTASY:

Role plays the characters and becomes totally involved in the plots, however, he often misinterprets the stories.

She identifies with the character, she brings them in as friends.

Does not believe a cartoon character who falls off a cliff will be hurt or injured.

TV gives children an impression that what they see on TV is really much like the world around them.

Biggest peeve -- cartoon "no goods" who come out unharmed from doing dangerous stunts.

Tends to take the situations shown as real and assume that real people behave that way.

Repeats things and songs -- was sure she could fly with a cape on.

Our daughter wants us to go to Hawaii like the Brady Bunch.

When I have rolls for dinner he expects the "poppin-do" man to come out.

We explain to our son that we live our lives according to the Golden Rule not by what we see on TV.

Instant solutions to difficult problems.

Situations are unique to TV or not really like they are portrayed in real life.

She fantasizes over reality situations.

My daughter believes there are what you call supermen -- ghosts, mean police and fighting to see who is the baddest.

When child was younger could not tell difference between a made up story and a real one. Sometimes now still asks if something is real or made up.

The sneaky and tricky behavior on Sesame Street confuses.

He accepts the stereotypes of characters on cartoons. He feels that all children but him must have the latest toy.

4. HAS DREAMS, NIGHTMARES; CREATES FEAR AND ANXIETY:

If it is upsetting she is unbearable.

Cartoons have made her afraid. Must sleep with light because of fearing someone or "Thing" harming her.

It has made him much more Monster conscious.

Lost in Space scares the five year old enough to result in nightmares.

But has bad dreams about monsters.

The violence occasionally scares her.

After certain frightening cartoons both of my children have had nightmares.

Violence caused nightmares.

Bad dreams.

Our child has become overly scared because of incidents that are portrayed in such programs as "Batman."

My son thought a Brinks' truck driver would shoot him after seeing a gun fight on a TV show.

My child learned about monsters thru watching TV. At night all drapes in her room must be closed tightly.

These TV shows during the day (soap shows) upset her very much.

If they would put these bloody wierd shows on after 10 pm my child wouldn't see them and be upset.

Cartoons with monsters worries and upsets child.

Is frightened by some shows.

5. HAS LED TO PASSIVITY:

He gradually supended other activities.

It tends to give the child desire to be entertained with no self-effort.

They do not develop the ability to entertain themselves with arts, crafts, games as before TV.

Instant entertainment leads to lose imagination and creativity.

He is much more passive.

Made her more passive.

He lost interest in reading. I think its mainly because it is easier to turn on the TV.

Some boredom with the real world.

I feel it has become a lazy way of entertaining himself. Little physical activity.

Lack of imagination in playing or making up things to do.

His present viewing habits weaken his creativity, physical activity.

The way they look when they watch is hardest for me to adjust to --
dropped jaw, vacant expression.

That constant uses deprives them of the ability to occupy themselves.

It takes away from her imagination.

He seems to react to all circumstances with passiveness.

This child became used to clicking the set on after school and on Saturdays
-- was unable to play by himself.

Hard to get her attention at times.

It contributes to all children's sense of boredom when they are not being
entertained.

But we don't play games together. They don't read books and we don't talk much.

Less willing to spend time "doing nothing" (dreaming, etc.). Wants to be
entertained.

All either does is turn on TV when nothing to do.

Child is less inclined to use her imagination. She requires constant
entertainment.

6. IS MATERIALISTIC:

Develops materialistic and sensual concepts which are difficult to
counter-teach.

Child is becoming very consumption oriented.

Wants things -- cereals, toys, snacks (what they advertised).

Wants everything.

At times it makes her feel that she doesn't have as much as other children
on TV (materially).

They repeat what is said and ask for some silly little toy or ask to buy
a certain cereal.

He learns to sing all the commercials word for word.

Makes them spout commercial jingles.

My child will only eat Jif peanut butter, no other brand.

I feel it has caused her to ask for more things.

Taught him to want everything shown.

It has given the Madison Ave. idea that toys, etc., are theirs for the asking.

Commercials are bad. Very chauvinistic and teach severe materialism.

She repeats the commercials.

7. OTHER NEGATIVE RESPONSES:

Commercials have taught him to distrust.

Has the idea if you don't get caught at wrong things it's OK.

In a disturbing way it has made him more suspicious.

We have been embarrassed by "Love American Style" at times. They are quite free in things children shouldn't know.

They are affected in knowing many things before they are prepared to handle them.

She is definitely more keyed up after a lively show.

Difficult for her to slow down and relax.

Evidence of fingernails around chair and near TV set.

Already becoming cynical knowing that TV advertising is grossly exaggerated.

It desensitizes them. A constant diet of violence may not make a murderer but it does create condoners.

Made had an episode on about a boy & girl his age undressing in front of each other. He talked about it quite a bit, it gave him ideas.

APPENDIX E

OTHER INFLUENCES CITED--NOT CLASSIFIED POSITIVE
OR NEGATIVE

Monkey see--monkey do.

Tries to copy the characters in the Partridge Family.

Many programs and commercials have suggestive ideas and motions, etc.

He acts some of the characters.

He is an only child so pretends that he is Cap't Kirk from Star Trek.

Imitates characters in shows.

He play acts being sick when a commercial is on.

Speech, Characters, Situations are re-enacted.

When my five year old is playing she sometimes uses word for word things she has heard on TV, mostly Flintstones.

Child imitates "heroes" of adventure cartoons.

Acting out a program.

They try to act out some of the things they see.

Cartoons affect negatively for him to try antics seen on these programs.

"Bang--your dead or Puff-you're a dog."

She tries to act like the main character at times.

He just plays make-believe of what he sees on television.

But he has seen some cartoons and other shows that have raised many questions in his mind about the behavior, fighting, etc.

They do imitate Sesame Street. If programs are not screened I'm sure it would have a bad effect.

APPENDIX F

VERBATIM RESPONSES TO THE QUESTION: ". . .WHAT ARE YOUR CONCERNS ABOUT CHILDREN AND TV?"

I. CONCERNS, CRITICISMS

A. GENERAL CRITICISMS AND NEGATIVE COMMENTS

1. NEGATIVE COMMENTS ON TV IN GENERAL:

Poor quality of shows not only for children but for adults as well.

I feel TV will be an important factor as anything in the destruction of our "American Society."

As a community involved father it is obvious to me that indifferent televising as much as indifferent parents are doing the most to destroy our children...

I wish television could be stopped from brainwashing the American Public. Adults and children combined.

2. NEGATIVE COMMENTS ON CHILDREN'S TV:

Most commercial TV for children is either too ridiculous or violent; very un-educational--what happened to programs like Daktari or musical shows for the entire family. Our TV gets little viewing because of the poor quality of programs.

...I think there is nothing more nauseating than this adult hokum being served up to the "kiddies."

The poor quality of regular network Saturday programming--which I boycott.

I think childrens TV is too phoney, too much violence and nothing good is taught.

I do not see the problems of childrens TV are too different from those of adult TV--basically the inability of any commercial operation to provide balanced programming when their major incentive is to sell.

3. TV'S POTENTIAL IS WASTED:

Children can really learn a lot but it's too bad they can't learn any time of day from TV.

I believe TV is failing miserably in what it could do for children.

TV offers an excellent opportunity to broaden the interests of children. It doesn't do it.

...with a media like TV it could be fantastic benefit to people.

One picture is worth a thousand words, but the picture (without supervision) on TV exerts a poor influence on young children because they're so impressionable & not mature enough to sift values.

4. OTHER GENERAL CRITICISMS:

TV is simply the most effective sales medium ever invented. As such it has to be watched over closely.

My foremost concern is that government controls TV. It ought to be completely open to free enterprise & owners of each airwave determine the content they will present.

It seems that most programs (and the commercials) seem to be destroying the very morals we parents try to raise kids by...

Many programs accept the theory of evolution & billions of years as a fact. I think the belief in God's creation of the world should also be expressed. That is easier for me to believe than evolution.

B. CONCERNS ABOUT CONTENT OR TYPE OF PROGRAMS

1. TOO MUCH VIOLENCE:

Many of the cartoons are quite violent.

Violence, even in cartoons, is wrong as far as I'm concerned. There's enough violence in everyday life without having to see it on TV too.

The violence is truly staggering...

I'm disgusted by the amount of unnecessary violence.

Less violence, please. I refuse now to watch detective shows when she is still awake.

Too much violence.

Less of this violence & abuse to people and animals.

As I see it, there is extremely too much violence on television. The subject of "murder" or killing someone just because one feels like it is played up to a dangerous level.

The violence on Saturday morning TV.

My main concern is what the violence on shows like "Speed Racer" & "Batman" are doing to my 3 1/2 year old boy. His entire thought system is "bam," "crash," & deals with monsters, snakes & ways of dealing with them.

Excessive amount of violence. My biggest concerns are with ghost and witch stories, blowing people apart and all around violence.

I am disturbed by the effect that indiscriminate violence has on children between 7 & 12, particularly.

2. TRUE NATURE OF VIOLENCE NOT SHOWN:

Mainly the violence in cartoons--where one second the character is blown up or hurt badly and the next second they are fine even to their clothes.

I always point out that it doesn't hurt Mickey Mouse when he falls over a cliff or is treated badly, however it does hurt real people.

TV doesn't make violence and danger seem as harmful as they are.

When something can fall off a cliff, get run over or what have you & still get up as though nothing happens gives a very false impression of violence.

Violence portrayed in a humorous fashion.

A child does not understand why the same violent act he saw in a cartoon on TV (where no one was hurt), could seriously hurt a real live person.

Injuring a person in a blase manner.

3. UNREALISTIC, STEREOTYPED, DISTORTED PORTRAYALS:

So many times TV blows out of proportion or distorts the actual point it is trying to get across, if any.

Strict male-female roles.

They see too much glamour that the average person will never be involved in.

Too many unreal situations. Also distorted sex & sexuality in programs & commercials.

Not enough shows with real people.

Some childrens specials are duds--they are too sweet or they are too phoney.

Sexist role playings.

Unrealistic view of life pictured on TV.

4. ADULT THEMES NOT SUITABLE:

I have to be extremely cautious as to what I let my son watch--so many, many programs are extremely inappropriate or distasteful for a young person to be exposed to.

We have to turn many of the shows off because of swearing and sex.

I'm very upset by programs that project an immoral theme.

This year many situation comedy and variety shows insert material of loose moral tone--in an otherwise good show.

Too many early evening programs showing either violence or sex with "off color" jokes.

They are being brainwashed about abortion, sex and immorality, every talk show has too many jokes which make fun of good moral people and too many off color jokes.

5. CONTENT OF CARTOONS:

Saturday morning cartoons are horrible. I detest such shows as "Johnny Quest" which is filled with violence & the "Funky Phantom" which has a lot of smart-aleck conversations.

Saturday morning cartoons are terrible; dull, over child's head & violent.

Cartoons aren't funny anymore.

Seems as though cartoons could have lots of action without hero-badman plots. That seems to require violence for the hero to win.

Too many cartoons that don't give a moral at the end.

My most strong objection is to the Saturday morning cartoons. They are unrealistic and at times violent.

6. TOO MANY CARTOONS (ESP. ON SATURDAY):

Would like to Saturday a.m. cartoons abolished.

Cut down on the cartoon shows.

I sincerely wish Saturday cartoons could be banned.

I feel we should have less cartoons.

Fewer stupid cartoons.

Re place all cartoons.

Biggest concern is the 7,590 cartoons being shown. My husband and I were shocked at the childrens Saturday shows.

7. DON'T LIKE CARTOONS (GENERAL):

I intensely dislike all the cartoon programs on Saturday.

As for childrens cartoons--most are absolutely forbidden at our house.

Terrible cartoon shows.

I think most cartoons should be barred.

9 out of 10 cartoons are terrible (esp. "Three Stooges").

I cannot stand these cartoons on TV Saturday a.m.

8. OBJECTIONS TO ASPECTS OF PBS PROGRAMS:

Those grunch and mean character in the Sesame Street should be done away with.

There is too much Spanish spoken on Sesame Street.

Sesame Street has plenty of violence on it...there are a million overpriced toys & games based on Sesame Street--puppets, colorforms, etc.

9. OTHER CONTENT CONCERNS:

Few childrens shows are about the child in the city--most are about children living on a farm or in an isolated area.

Sunday TV is a total loss.

Most programs lack any point that might help child's understanding.

I'm mostly concerned about the quality of the shows.

C. COMMENTS ABOUT SCHEDULING, AVAILABILITY
OR VARIETY OF PROGRAMS

1. CHILDREN'S PROGRAMMING (INCLUDING SPECIALS) ON TOO LATE:

Many childrens shows are on too late.

Not enough childrens programs on at 6:30-8:30 prime young childrens TV time.

Kids specials should begin at 7:00, not 8:00.

Evening specials for children should be shown earlier in the evening. Before 7:30.

Wish for more programs scheduled during early evening hours (between 7 & 8:30).

Many good programs for children, especially specials, begin too late (8 p.m. & later).

TV specials are on too late in the evening.

I think that the Christmas specials for children are on too late at night (7:30 & 8).

2. ADULT PROGRAMS ON TOO EARLY:

The shows not designed for childrens viewing should be shown after 8 p.m.

Subjects unsuitable for childrens viewing shown during family hour or early evening TV.

Suggestive programming available to children during early hours.

I think they should have shows with violence on after 9:00 at night, by the time all children should be in bed.

Movies of poor taste are shown at family time.

I feel the violent shows come on too early in the evening and usually on all channels so theres no choice except to turn the TV off.

3. MORE PROGRAMS FOR CHILDREN:

They should have more childrens shows on during 1:00 & 4:00 in the afternoon.

My older kids need an educational program in cartoon form after 3:30...put the pre-school programs on during school hours, not after.

More good quality education type films be available in early afternoon.

I feel more early evening TV programs for children would be great.

The absence of children-oriented programs for 7-12 year age.

Lack of educational programs for older children.

4. OTHER SCHEDULING AND VARIETY COMMENTS:

The scheduling of good shows opposite each other.

That there be enough good programs available at the right hour (esp. Sat. a.m. and during dinner preparation) to satisfy both children and parents without having to permit them to watch the usual junk on commercial TV.

Sunday seems to be devoid of any really good shows.

I feel that childrens programming is too closely grouped & good programs compete.

Will get cable TV soon & thus have a greater variety of shows to watch.

It constantly aggravates me that when a TV show does come along that is geared to children it is generally opposite a popular adult show and shortly lost in the ratings.

Too many childrens programs offered on Saturday mornings.

On Sunday mornings they need more cartoons and throughout the day.

D. CONCERNS ABOUT COMMERCIALS OR COMMERCIAL ASPECTS

1. TOO MANY COMMERCIALS:

My child loves cartoons at 12:30 but there are only three cartoons and the rest is commercials.

Commercials on Saturday a.m. should be cut drastically

All commercials should be banned for children.

There should be a definite amount of time one toy can be advertised.

Many less commercials would help their attention span.

Too many commercials.

Personally, I think too much time is consumed by commercials.

I would like to see less push on advertising.

2. POOR QUALITY OF COMMERCIALS:

Channel ads to things more healthful etc.

Better emphasis on nutritious foods, not any snack type foods.

Bad manners in commercials.

Many commercials are so poor. Don't companies realize tasteless commercials lose customers?

3. COMMERCIALS MISLEADING:

Untruthful commercials are a great source for dispute about the value of a product.

Misrepresentative advertising.

Even my 6 year old can see through the lies in commercials...untrue commercials should be eliminated.

The commercials show toys in very unrealistic situations...toys are shown in better quality than they are sold.

I would also like to see an end to ads which give the impression a toy will perform much better than it actually does or even that it will do things it cannot do.

Toy commercials advertise too many expensive toys besides misrepresenting them.

Ads mislead and grossly exaggerate qualities of toys and their importance.

The misconceptions involved in advertising and the outright lies that are told to children via camera angles etc. I find this damaging to the child's sense of trust.

Toy commercials should be banned. Most of the toys are overpriced, badly constructed & and a lot dangerous.

4. OBJECT TO HIGH PRESSURE MANIPULATION:

I object to the hard-sell commercials for things I don't want to buy etc.

Commercials are high pressure sales techniques.

Companies who tell kids to ask mom & dad to buy their product for them.

Kids want everything they see advertised--too much push for buying their toys.

Ads should not tell kids to tell parents to go out and buy this toy or that cereal.

Our children must not be brainwashed by hard-sell commercials.

The practice of repeating one or two commercials several times during a single program constitutes brainwashing and should not be allowed.

I don't like the propaganda aspects to all of the commercials.

5. CONCERNS ABOUT EFFECTS OF COMMERCIALS, COMMERCIALISM:

The materialistic effect commercials have on my son is deplorable.

Less emphasis on the "Mommy, I need this" syndrome in relation to products.

As my child grows older he is more impressed by the commercials and asks more frequently for things he sees.

The outrageous commercialism on the non-educational stations.

I also resent the emphasis on material acquisitions...as presented by commercials.

Too many ads encourage greed.

6. SPECIFIC TYPES OF COMMERCIALS CITED AS BAD:

It is not necessary to be explicit on commercials for personal hygiene items.

Too much junk food advertising.

I'm tired of toys being advertised on TV.

Much less advertising about aspirin, pain-relievers, etc.

7. OBJECT TO COMMERCIALS (GENERAL):

I can control what they watch, but cannot do anything about commercials during the shows I allow.

The commercial messages are not a good influence.

Most commercials tend to insult my intelligence as a consumer.

I find the amount and type of advertising is unacceptable.

E. CONCERNS ABOUT EFFECTS OF TV ON THE CHILD

1. DISTORTS CHILD'S VALUES:

That the violence and magic will influence him to approve of revenge and whatever means to achieve his ends or the escape into pretending your way out or unpleasant situations.

The values taught are increasingly those of immediacy and sensual experience. Values like discipline and responsibility are ignored.

They learn to be amused at the misfortunes of others through witchcraft.

I worry that poor values of person and property are being stressed.

My concerns are that children will not accept the good moral standards when these programs constantly make light of lying, deceit and violence.

I feel dreadfully concerned about the values stressed on most programs--on things rather than relationships.

I don't like my child seeing characters she admires on TV overcome their problems by fighting or destroying.

2. DETRACTS FROM OTHER CHILD ACTIVITIES:

I think it tends to make them watchers instead of doers.

They are often too lazy to find something else to do.

Excess TV watching crowds out reading time.

My biggest concern is that they will become too dependent on TV and not realize there are other things to do.

TV limits physical exercise that children need.

I feel my daughter watches too much--doesn't play actively enough.

Children become so passive that they cannot think of amusements or entertainment in which they must supply thought, creativity or initiative.

3. SPECIFIC EFFECTS NOTED:

...Bad dreams, copying bad behavior, shouting and imitating the heroes.

Poor language.

They believe what they see and sometimes try it.

F. OTHER CONCERNS EXPRESSED

1. PARENTS' RESPONSIBILITIES NOTED:

I believe it is the responsibility of the parent to know and care about what the child watches. TV should never be a substitute babysitter.

We are all guilty of using it as a babysitter.

Parents need to help guide and create some interest in programs too.

The concern should not be with the child but with the parent. If a program is not suited to a child it is the parents purpose of life to say so.

I still feel it is up to the parents--not government--to control what programs their children watch through that miraculous device known as the on-off switch.

My concern is that it is necessary for groups such as yours to assume a responsibility that parents should be meeting.

Parents can limit the amount of TV their child watches and by discussing what's watched, make TV a learning experience.

2. OTHER MISCELLANEOUS CONCERNS:

The sounds on the cartoon programs is too loud & too irritating on the ears. Leaves children all worked up and irritable.

Group pressure to watch certain programs.

II. OTHER COMMENTS AND SUGGESTIONS

A. COMMENTS SUPPORTIVE OF TV AS IT IS

I think the TV sessions on now are OK. The children watch it and I occasionally watch too. And it seems alright to my family and my friends agree too.

I have very little concern about my childs TV watching habits. I do not think the violence on TV has affected her at all.

TV cannot supply a whole life of experience for any child. It cannot be completely educational either. I think there is too much fuss being made. TV should be for light entertainment--education can be gained in school.

With the programs I allow her to watch I have no concern.

I think on the whole TV programs have started to come around to the fact that they do have a great influence on children and they have started to "play down" the bad impression they were creating especially in the previous couple of years.

I am so disgusted with this small group that's complaining about childrens' TV. I have some friends that removed TV sets from their homes. I feel that there are a lot of good shows. Do some parents really want to forbid laughter in their child or to exclude fantasy or imagination from the child?

...I believe that as long as there isn't violence and fighting in the home he won't be adversely affected with a little on TV.

B. POSITIVE COMMENTS ON PUBLIC TV

1. PRAISE FOR PBS PROGRAMS (GENERAL):

By far the most worthwhile and exciting shows for children are found on public TV.

Should have more educational TV.

PBS is a pleasure.

If possible, increase educational television programming and good shows like Zoom.

Education programs such as Sesame Street are really great for children.

I try to get mine to watch the PBS station.

Public TV has done a superb job with childrens programs

I don't understand how NET can provide such good programming with very little funds in comparison to commercial TV.

We do not have a UHF set. More TV would be allowed if such programs as Sesame Street and the Electric Co. were offered on commercial TV.

2. PRAISE FOR PARTICULAR PBS PROGRAMS:

I would like to see more programs like Sesame Street--it's more realistic than cartoons yet imaginative enough to stir the child's creative urges.

To have more programs like Sesame Street.

I would like to see more Sesame Street type of programs.

Kerry loves Sesame Street & Electric Co. and always chooses them over cartoons.

Am glad to see more programs intended to educate coming in more attractive, competitive style--(Electric Co.)

C. OTHER PROGRAMS OR PROGRAM TYPES CITED OR SUGGESTED AS GOOD

1. GENERAL:

Some specials like Jacques Cousteau.

Good programs such as National Geographic.

Adventure classics made available to children through TV.

We need more documentaries & National Geographic programs as well as natural history and American history programs.

Where are all those beautiful classics?

More wholesome family-oriented shows.

We all like the little rascals & Animal Kingdom or live animal programs.

I would like to see more programs like Wild Kingdom, Walt Disney and Lassie on.

Specials are good.

More programs showing normal happy family situations involving children, such as Family Affair of the Waltons.

Stories of animals and real life. Most childrens specials are really great & hold interest even when repeated year after year.

I'd like literature--good stories, plays enrichment stuff keyed to kids.

2. BETTER CARTOONS:

More educational cartoons.

Cartoons should be like the Disney stories.

Bring back Bugs Bunny, Woody Woodpecker and the Little Rascals.

Need to go back to Disney type cartoons instead of violent ones.

More funny cartoons--I hate these new cartoon programs.

Cartoons aren't even funny anymore.

3. EDUCATIONAL PROGRAMS (GENERAL):

There should be more educational programs & less cartoons.

I wish there would be far more programs with an educational format.

During winter months I feel there should be more educational programs on instead of sports.

Saturday a.m. viewing should include more educational TV along with the comedy.

Have more educational programs.

4. FUN LEARNING TYPE SHOWS:

If they must watch have it programmed to be entertaining but also educational.

Need better shows for them--more educational without being "school-ish" or lecture type.

There should be more "light-hearted" educational shows.

Not enough entertainingly educational shows.

Not enough "easy to take" educational programs.

5. REAL-LIFE PROBLEMS:

That TV eliminate the falsehoods of life & focus more on reality than the fantasy.

I feel we need more real-life situation programs for children.

I think we need more shows about life and how it really is.

6. "UPLIFTING" PROGRAMS:

To show wholesome good human relationships...accent the positive.

They need more examples of love, kindness, sympathy and friendship.

It is obvious that an inspirational program (or book) makes us feel good--it is equally obvious that the reverse would be true.

...if TV tried to show some good maybe by repetition some of it would sink in.

Childrens programs should be uplifting and enlightening, not violent and mean.

Insufficient coverage for ideals of cooperation, generosity, peaceful world presented in realistic and meaningful way.

7. OTHER PROGRAM SUGGESTIONS AND COMMENTS

There should be more restful programming.

I would like to see a program about religion, so that children can understand the different religions.

I think childrens TV should challenge their learning ability and not plant seeds that lead to wild imaginations and situations that children are not able to cope with.

I would like to see mathematical concepts given more emphasis along with the language skills

D. OTHER MISCELLANEOUS COMMENTS AND SUGGESTIONS

Beneficial announcements on such topics as drugs etc. for older children are desirable.

Commercials of air & water pollution are great for children.

Would also like to see newspapers publicize good childrens TV more---perhaps a box with "Guide to Good Childrens Programs" in Sunday paper for a start.

To protect American children an agency should review all childrens programs.

All childrens shows should be observed by educators and changed to suit the youngsters needs.