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A Study of the
Television Viewing Behavior
of "FAVORITES"

HOME TESTING INSTITUTE/TvQ, INC. • MANHASSET • NEW YORK

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TvQ AND THE CONCEPT OF FAVORITES

Eventually all television audience measurements have to do with the selling and buying of time for advertising commercials. Since not all members of a present day television audience are of equal value, how one divides up the gross number of viewers has everything to do with how efficiently one is using the medium.

The TvQ service derives from an opinion scale which separates the audience to TV programs into two groups:

1. Those who consider a program to be "one of my favorites."
2. Those who express a lesser degree of liking for a program.

This division is very significant because FAVORITES exhibit more of the two characteristics that everyone is looking for in a viewer: They view more often -and- they get more out of what they view.

There are a large number of studies, most of them conducted independently, which over and over again show that FAVORITES do in real life behave the way TvQ says they do.

This recent full scale study addresses itself to one of the two distinguishing characteristics of FAVORITES: They view more often.

BACKGROUND FOR THE STUDY

The purpose of this study was to establish, definitively, differences in the viewing behavior of FAVORITES and NON-FAVORITES. Favorites are those individuals who consider a program to be "one of my favorites." Non-Favorites are those individuals who indicate a lesser degree of liking for a program. They consider a program to be "very good, good, fair or poor."

Each family member (6+ years) responding to the regular December 1964 TvQ questionnaire was re-interviewed immediately after completion and return of the questionnaire to HTI/TvQ. Each member was asked to report his viewing over a four week period for every evening program and over a two week period for every weekday daytime program.

Respondents to both questionnaires were divided into two groups according to whether they were favorites or non-favorites to each program and three measures of viewing behavior were computed: an average episode rating, a cume rating, and the episode frequency.

Two types of validation tests were performed:

1. Viewing levels were validated against an independent rating service. Viewing data were found to be comparable to ratings from the independent rating service (See pages 12, 13, 14).
2. The representativeness of the sample for the viewing data was evaluated against the December TvQ panel. The sample was found to be representative of the TvQ panel (See page 15).

GENERAL CONCLUSIONS

FOR ALL AGE GROUPS, FOR MEN OR WOMEN,
FOR EVENING OR DAYTIME PROGRAMS:

1. Favorites view the average episode at more than twice the rate of non-favorites.
2. Favorites come up on the average to more than twice the cume of non-favorites, and
3. Favorites view with significantly greater frequency than non-favorites.

A COMPARISON OF FAVORITE VS. NON-FAVORITE VIEWING OF EVENING NETWORK PROGRAMS

The following three tables show a comparison of average favorite and non-favorite viewing behavior to all evening network programs. The data indicate that:

1. Nearly one-half to 60 percent of all favorites viewed the average episode of an evening program. This is two to three times the non-favorite viewing rate.
2. In four weeks 60 to 80 percent of favorites saw one or more episodes, as compared to less than half of the non-favorites, and
3. Favorites were reached with a frequency more than one-third greater than non-favorites.

TABLE 1

A COMPARISON OF AVERAGE EPISODE RATINGS
FOR EVENING NETWORK PROGRAMS *

Favorites vs. Non-Favorites

	<u>Average Episode Rating</u>		<u>% Difference</u>
	<u>Favorites</u>	<u>Non-Favorites</u>	<u>Fav./Non-Fav.</u>
<u>Total Sample</u>	57.8	21.8	265
<u>Sex</u>			
Men	56.7	21.5	264
Women	53.8	21.8	247
<u>Age Groups</u>			
6-11	43.2	21.1	205
12-17	50.6	21.2	239
18-34	57.2	20.3	282
35-49	58.6	20.8	282
50 and over	62.3	23.0	271

* 97 programs 7:30-11 PM M-Sat.
7:00-11 PM Sun.

TABLE 2

A COMPARISON OF 4 WEEK CUME RATINGS
FOR EVENING NETWORK PROGRAMS *

Favorites vs. Non-Favorites

	<u>Average 4 Week Cume</u>		<u>% Difference</u>
	<u>Favorites</u>	<u>Non-Favorites</u>	<u>Fav./Non-Fav.</u>
<u>Total Sample</u>	75.7	40.2	188
<u>Sex</u>			
Men	71.5	39.5	181
Women	82.0	40.9	200
<u>Age Groups</u>			
6-11	60.9	36.6	166
12-17	67.6	37.6	180
18-34	76.7	38.3	200
35-49	77.8	39.9	195
50 and over	79.3	42.2	188

* 97 programs 7:30-11 PM M-Sat.
7:00-11 PM Sun.

TABLE 3

A COMPARISON OF 4 WEEK EPISODE FREQUENCY
FOR EVENING NETWORK PROGRAMS *

Favorites vs. Non-Favorites

	Average Number Episodes Viewed of Last Four		% Difference
	<u>Favorites</u>	<u>Non-Favorites</u>	<u>Fav./Non-Fav.</u>
<u>Total Sample</u>	3.0	2.2	136
<u>Sex</u>			
Men	3.0	2.1	143
Women	3.1	2.1	148
<u>Age Groups</u>			
6-11	2.7	2.2	123
12-17	2.9	2.2	132
18-34	3.0	2.1	143
35-49	2.9	2.1	138
50 and over	3.0	2.2	136

* 97 programs 7:30-11 PM M-Sat.
7:00-11 PM Sun.

A COMPARISON OF FAVORITE VS. NON-FAVORITE
VIEWING OF WEEKDAY DAYTIME NETWORK PROGRAMS

As the following tables reveal, differences were even greater for daytime programs. Data for women who make up the bulk of daytime viewers showed the following differences:

1. Women view the average episode of their favorite programs at more than three times the rate of non-favorites. More than 40 percent of the women favorites view the average episode compared to 13 percent of the non-favorites.
2. Nearly two-thirds of daytime favorites are reached in two weeks while less than one-third of the non-favorites are reached in this period of time, and
3. Women favorites are reached with more than 50 percent greater frequency than non-favorites.

TABLE 4

A COMPARISON OF AVERAGE EPISODE RATINGS
FOR WEEKDAY DAYTIME NETWORK PROGRAMS *

Favorites vs. Non-Favorites

	<u>Average Episode Rating</u>		<u>% Difference Fav./Non.Fav.</u>
	<u>Favorites</u>	<u>Non-Favorites</u>	
<u>Total Sample</u>	30.2	8.8	343
<u>Sex</u>			
Men	21.9	5.8	378
Women	42.1	12.9	326
<u>Age Groups</u>			
6-11	11.2	4.6	243
12-17	15.6	3.4	459
18-34	35.7	9.0	397
35-49	36.3	10.5	346
50 and over	37.5	12.3	305

* 35 programs

TABLE 5

A COMPARISON OF 2 WEEK CUME RATINGS
FOR WEEKDAY DAYTIME NETWORK PROGRAMS *

Favorites vs. Non-Favorites

	<u>Average 2 Week Cume</u>		<u>% Difference</u>
	<u>Favorites</u>	<u>Non-Favorites</u>	<u>Fav./Non.Fav.</u>
<u>Total Sample</u>	53.9	22.4	241
<u>Sex</u>			
Men	44.3	17.4	255
Women	66.3	31.4	211
<u>Age Groups</u>			
6-11	32.8	16.0	205
12-17	38.7	12.8	302
18-34	57.0	22.3	256
35-49	59.7	27.3	219
50 and over	61.7	30.9	200

* 35 programs

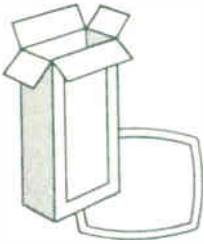
TABLE 6

A COMPARISON OF 2 WEEK EPISODE FREQUENCY
FOR WEEKDAY DAYTIME NETWORK PROGRAMS *

Favorites vs. Non-Favorites

	Average Number of Episodes of Last 10		% Difference Fav./Non. Fav.
	<u>Favorites</u>	<u>Non-Favorites</u>	
<u>Total Sample</u>	5.5	3.7	149
<u>Sex</u>			
Men	4.6	3.3	139
Women	6.2	4.0	155
<u>Age Groups</u>			
6-11	3.4	2.7	126
12-17	4.0	2.6	154
18-34	5.9	4.0	148
35-49	6.0	3.8	158
50 and over	5.9	3.9	151

*35 programs.



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September 1, 1965
SEP 28 1965

Mr. C. E. Wilson
Director, Marketing Research
The Nestle Company
100 Bloomingdale Road
White Plains, New York

Dear Mr. Wilson:

When we last spoke, you were interested to see definitive data on how Favorites actually behave in real life.

Here is a full scale study just completed on the viewing behavior of Favorites vs. Non-Favorites.

I shall call you right after Labor Day. Perhaps we can continue our dialogue about APT.

Sincerely,

Dr. Sidney Reisberg
CT

Dr. Sidney Reisberg, Consultant
Marketing Communications

SR:ct
Enclosure



1. ALTOGETHER, HOW MUCH TIME DO YOU, YOURSELF, SPEND VIEWING TELEVISION EACH WEEK?

None (10-1) 1-9 hours (-2) 10-19 hours (-3) 20-29 hours (-4) 30 hours or more (-5)

2. a. WHAT IS YOUR RELATIONSHIP TO THE HTI MEMBER?

I am HTI Member (11-1) Husband (-2) Son (-3) Daughter (-4)
Other Male _____ (Please Write In) (-5) Other Female _____ (Please Write In) (-6)

b. PLEASE CHECK YOUR AGE GROUP:

6-11 (12-1) 12-17 (-2) 18-34 (-3) 35-49 (-4) 50-59 (-5) 60 and over (-6)

c. WHAT IS YOUR OCCUPATION? (Please write in the activity you spend the most time with. Thus, if you are a student with a part time job, write in "student." Or if you are a housewife who works for pay a few hours a day or week, write in "housewife." If you are employed full time, describe the kind of work you do. If you are not working now, write in "unemployed" or "retired" as the case might be).
_____ (13-)

d. WHAT IS THE LAST GRADE YOU COMPLETED IN EACH OF THE FOLLOWING SCHOOLS?

Grade School (1-8 Grades) . Name of School _____ (14-1)
High School (9-12 Grades) . Name of School _____ (-2)
College (13-16 Grades) . . Name of School _____ (-3)
Other (No. of Years) . . . _____ Name of School _____ (-4)

(PLEASE PRINT) _____ Your First Name _____ Your Last Name _____ Your Exact Age _____
42-
43-

3. a. HAVE YOU EVER USED CELLOPHANE TAPE AT HOME? Yes (6-27-1) No (-X) (If "No," skip to Q. 6)

b. ABOUT HOW OFTEN DO YOU GENERALLY USE CELLOPHANE TAPE AT HOME?

Daily (28-1) Once a month (-5)
A few times a week (-2) Once every 2 months (-6)
Once a week (-3) Once every 3 to 6 months (-7)
2 or 3 times a month (-4) Less than once in 6 months (-8)

c. WHAT BRAND OR BRANDS OF CELLOPHANE TAPE DO YOU USE IN YOUR HOME? Place a "1" next to the brand you use most often, and a "2" next to any other brand that you also have in your home.

Lepage's _____ 29- Tower _____ 33-
Rocket _____ 30- Tuck _____ 34-
Scotch Magic Mending _____ 31- Other: _____ 35-
Scotch Transparent _____ 32- (Please Write In)

4. a. DO YOU, YOURSELF, EVER BUY CELLOPHANE TAPE? Yes (36-1) No (-X) (If "No," skip to Q. 5)

b. DO YOU USUALLY SPECIFY THE BRAND NAME OF THE CELLOPHANE TAPE YOU WANT WHEN YOU BUY CELLOPHANE TAPE?

Yes (37-1) No (-2)

c. HOW OFTEN DO YOU USUALLY BUY CELLOPHANE TAPE?

Once a week (38-1) Once every 2 months (-4)
2 or 3 times a month (-2) Once every 3 to 6 months (-5)
Once a month (-3) Less than once in 6 months (-6)

To Be Answered By FEMALES Only

5. a. HAVE YOU EVER HEARD OF USING CELLOPHANE TAPE WHEN SETTING YOUR HAIR?

Yes (39-1) No (-X) (If "No," skip to Q. 6)

b. WHICH BRAND ADVERTISES THIS USE OF THEIR PRODUCT?

Lepage's (40-1) Tower (-5)
Rocket (-2) Tuck (-6)
Scotch Magic Mending (-3) Other: _____ (-7)
Scotch Transparent (-4) (Please Write In)

c. HAVE YOU EVER USED CELLOPHANE TAPE WHEN SETTING YOUR HAIR? Yes (41-1) No (-2)

6. a. HOW MANY TELEVISION SETS DO YOU HAVE IN YOUR HOME? (Check one box)

None One Two Three or more

b. ARE YOU NOW ABLE TO WATCH TELEVISION ON ONE OR MORE OF THESE SETS? Yes No

If "No," about how long ago did the set you were last using go out of order? _____ number of days

If "Yes," is one or more of these sets a color television set? Yes No

When was this set purchased? Month _____ Year _____

c. HOW LIKELY IS YOUR FAMILY TO BUY A COLOR TV SET IN THE NEXT 6 MONTHS?

Definitely Will (-1) Probably Will (-2) Might Buy One (-3) Probably Won't (-4) Definitely Won't (-5)

HTI Member's Name _____
In What County _____
do you live? _____
(15-25) (26-)

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PLEASE READ — SPECIAL INSTRUCTIONS FOR THIS PAGE ONLY

The following programs are televised during the daytime in most areas. Some of them have been shown in the evening. We would like to know your opinions of the television shows listed below considering all the times you have seen them during the daytime.

If the program is one you have never watched during the daytime, write in an "N" under the "Your Opinion" column.

If the program is one that you have definitely watched during the daytime, write in either a 1, 2, 3, 4 or 5, depending upon how you feel about each program.

HOW TO RATE THE DAYTIME PROGRAMS

Write in:	If the Program is:
1	one of your favorites
2	very good
3	good
4	fair
5	poor
N	a program you have never seen during the daytime

<u>PROGRAM</u>	<u>YOUR OPINION</u>
Monday thru Friday Morning and Afternoon	
Today	(79)
NBC News Morning Report - Ed Newman	(80)
You Don't Say	(4-27)
General Hospital	(28)
Andy Of Mayberry	(29)
What's This Song?	(30)
Get The Message	(31)
CBS Morning News With Mike Wallace	(32)
I Love Lucy	(33)
Make Room For Daddy	(34)
Jack Benny Daytime Show	(35)
CBS News - Doug Edwards	(36)
Jeopardy	(37)
NBC Mid-Afternoon Report - Floyd Kalber	(38)
CBS Mid-Day News - Robert Trout	(39)
Truth Or Consequences	(40)
Sunrise Semester	(41)
Say When	(42)
NBC News - Day Report - Ray Scherer	(43)
Loretta Young Theater	(44)
Trailmaster	(45)
Missing Links	(46)
Love Of Life	(47)
Guiding Light	(48)
Edge Of Night	(49)
The Young Marrieds	(50)
Price Is Right	(51)
Match Game	(52)
As The World Turns	(53)
Concentration	(54)
Hello, Peepickers	(55)
Captain Kangaroo	(56)
Let's Make A Deal	(57)
Search For Tomorrow	(58)
The Doctors	(59)
Secret Storm	(60)
News With The Woman's Touch With Marlene Sanders	(61)
Password	(62)
Day In Court	(63)
Father Knows Best	(64)
Art Linkletter's House Party	(65)
To Tell The Truth	(66)
NBC News - Afternoon Report	(67)
Another World	(68)
The McCoy's	(69)

<u>PROGRAM</u>	<u>YOUR OPINION</u>
Saturday and Sunday Daytime	
Dennis The Menace	(70)
Quick Draw McGraw	(71)
Tennessee Tuxedo	(72)
Annie Oakley	(73)
Lamp Unto My Feet	(74)
Camera Three	(75)
Magic Land Of Allakazam	(76)
Beany And Cecil	(77)
I Love Lucy	(78)
Hoppity Hooper	(79)
Buffalo Bill, Jr.	(80)
NBC Sports Special	(5-27)
Casper Cartoon Show	(28)
American Bandstand	(29)
Sky King	(30)
GE College Bowl	(31)
Sunrise Semester	(32)
Bugs Bunny	(33)
Exploring	(34)
Sunday	(35)
NBC News - Saturday Report	(36)
Directions '65	(37)
Bullwinkle Show	(38)
Porky Pig	(39)
Shenanigans	(40)
Alvin Show	(41)
Face The Nation	(42)
Underdog	(43)
Fireball XL-5	(44)
The Jetsons	(45)
Mister Mayor	(46)
Watch Mr. Wizard	(47)
Discovery '64	(48)
Issues And Answers	(49)
Mutual Of Omaha's Wild Kingdom	(50)
CBS Saturday News With Martin Agronsky	(51)
Sunday With Jack Benny	(52)
Linus The Lionhearted	(53)
Fury	(54)
Mighty Mouse Playhouse	(55)
ABC Wide World Of Sports	(56)
Frontiers Of Faith	(57)
My Friend Flicka	(58)
Original Amateur Hour	(59)
Hector Heathcote	(60)
Look Up And Live	(61)
College Football Close-up	(62)
NCAA Football Game	(63)
NCAA Football Scoreboard	(64)
NFL Countdown To Kickoff	(65)
NFL Today	(66)
NFL Football	(67)
Pro Football Report	(68)
AFL Football League	(69)
All Pro Scoreboard	(70)

<u>PROGRAM</u>	<u>YOUR OPINION</u>
Thursday Night (Continued)	
Perry Mason	(44)
Dr. Kildare	(45)
Defenders	(46)
The Munsters	(47)
Password	(48)
Friday Night	
Jack Paar Program	(49)
Valentine's Day	(50)
Rawhide	(51)
Bob Hope Chrysler Theater	(52)
Farmer's Daughter	(53)
Saturday Night	
The Reporter	(54)
12 O'Clock High	(55)
Addams Family	(56)
Gomer Pyle, U.S.M.C.	(57)
International Showtime	(58)
Jack Benny Program	(59)
The Entertainers	(60)
Jonny Quest	(61)
Saturday Night	
Mr. Broadway	(62)
Hollywood Palace	(63)
Saturday Night At The Movies	(64)
Kentucky Jones	(65)
Flipper	(66)
Gunsmoke	(67)
Lawrence Welk Show	(68)
Gilligan's Island	(69)
Famous Adventures Of Mr. Magoo	(70)
Jackie Gleason: American Scene Magazine	(71)
Outer Limits	(72)
Special Programs	
ABC Scope	
Pain Is My Enemy	(73)
It's A Mad, Mad, Mad, Mad Football Town	(74)
Churchill At 90: An Appreciation By Richard Burton	(75)
An Hour With Robert Goulet	(76)
Around The Beatles	(77)
Bob Hope Presents	
The Chrysler Theater - Parties To The Crime	(78)
The Burden And The Glory Of John F. Kennedy	(79)
Chrysler Presents A Bob Hope Comedy Special	(80)
Danny Kaye Show	(3-27)
Dinah Shore Special	(28)
Dr. Kildare	
Rome Will Never Leave You-Part I	(29)
Rome Will Never Leave You-Part II	(30)
Rome Will Never Leave You-Part III	(31)
Four Dark Days	(32)
Grey Cup Game	(33)

<u>PROGRAM</u>	<u>YOUR OPINION</u>
Specials (Continued)	
John F. Kennedy Remembered	(34)
John F. Kennedy: His Two Worlds	(35)
Jonathan Winters Show	(36)
The Louvre	(37)
Macy's Thanksgiving Day Parade	(38)
Man From U.N.C.L.E.	
The Giuoco Piano Affair	(39)
The Double Affair	(40)
The Project Strigas Affair	(41)
Memorial Mass For President John F. Kennedy	(42)
Miss Teenage America	(43)
NBC Follies Of 1965	(44)
NFL Spectacular	(45)
90 Bristol Court	(46)
Once Upon A Mattress	(47)
Saturday Night At The Movies	
Some Came Running	(48)
Three Violent People	(49)
Designing Woman	(50)
Sophia Loren In Rome	(51)
Sunday Night Movies	
The Last Days Of Pompeii	(52)
Birdman Of Alcatraz	(53)
The Naked Edge	(54)
Thanksgiving Parade Jubilee	(55)
Wednesday Night At The Movies	
The Sad Sack	(56)
The Hanged Man	(57)
The Rack	(58)
Your All-Time Favorite Songs	(59)
Night - Monday thru Friday	
Bob Young And The News	(60)
Huntley - Brinkley Report	(61)
CBS Evening News With Walter Cronkite	(62)
Ron Cochran And The News	(63)
Tonight - Johnny Carson	(64)
Les Crane Show	(65)
Various Nights	
Rocky And His Friends	(66)
Sam Benedict	(67)
The Third Man	(68)
M-Squad	(69)
Dick Powell Theater	(70)
Car 54, Where Are You?	(71)
Alumni Fun	(72)
King And Odie	(73)
Peter Gunn	(74)
Sea Hunt	(75)
Fractured Flickers	(76)
Esso World Theater	(77)
Cain's 100	(78)



Please disregard numbers. They are for tabulating purposes only.

PROGRAM POPULARITY POLL

We would like to know your over-all opinion of the television shows listed below, considering ALL the times you have seen them.

If the program is one that you have never watched, write in an "N" under the "Your Opinion" column.

If the program is one that you have definitely watched, write in either a 1, 2, 3, 4 or 5, depending on how you feel about the program. Be sure to rate each program.

HOW TO RATE THE PROGRAMS

<u>Write in:</u>	<u>If the Program is:</u>
1	one of your favorites
2	very good
3	good
4	fair
5	poor
N	a program you have never seen

The following programs are televised on these nights in most areas. However, they may be shown on different nights in your locality.

<u>PROGRAM</u>	<u>YOUR OPINION</u>
Sunday Night	
My Favorite Martian	(1-27)
Broadside	(28)
Sunday Night Movies	(29)
CBS News - Reasoner	(30)
Mr. Ed	(31)
The Rogues	(32)
Wagon Train	(33)
Lassie	(34)
My Living Doll	(35)
What's My Line?	(36)
Joey Bishop Show	(37)
Bill Dana Show	(38)
Ed Sullivan Show	(39)
Disney Wonderful World Of Color	(40)
Candid Camera	(41)
Twentieth Century	(42)
Meet The Press	(43)
Profiles In Courage	(44)
Bonanza	(45)
Monday Night	
I've Got A Secret	(46)
Ben Casey	(47)
Voyage To The Bottom Of The Sea	(48)
Slattery's People	(49)
Wendy And Me	(50)
Many Happy Returns	(51)
Andy Williams Show	(52)
Andy Griffith Show	(53)
Bing Crosby Show	(54)
Lucy Show	(55)
Alfred Hitchcock Hour	(56)
No Time For Sergeants	(57)
To Tell The Truth	(58)
90 Bristol Court	
Karen	(59)
Harris Against The World	(60)
Tom, Dick And Mary	(61)

<u>PROGRAM</u>	<u>YOUR OPINION</u>
Tuesday Night	
Combat	(62)
World War I	(63)
Mr. Novak	(64)
Peyton Place	(65)
Bell Telephone Hour	(66)
The Doctors And The Nurses	(67)
Man From U.N.C.L.E.	(68)
Petticoat Junction	(69)
Tycoon	(70)
Red Skelton Hour	(71)
McHale's Navy	(72)
The Fugitive	(73)
That Was The Week That Was	(74)
Wednesday Night	
The Virginian	(75)
Burke's Law	(76)
Beverly Hillbillies	(77)
Adventures Of Ozzie And Harriet	(78)
Wednesday Night At The Movies	(79)
Mickey	(80)
Shindig	(2-27)
Dick Van Dyke	(28)
Patty Duke Show	(29)
Cara Williams Show	(30)
ABC Scope	(31)
CBS Reports	(32)
Danny Kaye Show	(33)
Thursday Night	
Peyton Place	(34)
Bewitched	(35)
Donna Reed Show	(36)
Flintstones	(37)
Kraft Suspense Theater	(38)
Hazel	(39)
Daniel Boone	(40)
My Three Sons	(41)
Baileys Of Balboa	(42)
Jimmy Dean Show	(43)

Please disregard numbers. They
 are for tabulating purposes only.

PROGRAM VIEWING POLL

Would you please write in the number of times, out of the last four telecasts, you viewed all (or almost all) of each of the television programs listed below.

If you viewed all of the last 4 telecasts of a particular program, write in "4"; if you viewed 2 out of the last 4 telecasts of a program, write in "2," etc. If you did not view any of the last 4 telecasts, write in "0."

The following programs are televised on these nights in most areas. However, they may be shown on different nights in your locality.

<u>PROGRAM</u>	<u>Number Viewed Of Last 4 Telecasts</u>
<u>Sunday Night</u>	
My Favorite Martian	(1-27)
Broadside	(28)
Sunday Night Movies	(29)
CBS News - Reasoner	(30)
Mr. Ed	(31)
The Rogues	(32)
Wagon Train	(33)
Lassie	(34)
My Living Doll	(35)
What's My Line?	(36)
Joey Bishop Show	(37)
Bill Dana Show	(38)
Ed Sullivan Show	(39)
Disney Wonderful World Of Color	(40)
Candid Camera	(41)
Twentieth Century	(42)
Meet The Press	(43)
Profiles In Courage	(44)
Bonanza	(45)
<u>Monday Night</u>	
I've Got A Secret	(46)
Ben Casey	(47)
Voyage To The Bottom Of The Sea	(48)
Slattery's People	(49)
Wendy And Me	(50)
Many Happy Returns	(51)
Andy Williams Show	(52)
Andy Griffith Show	(53)
Bing Crosby Show	(54)
Lucy Show	(55)
Alfred Hitchcock Hour	(56)
No Time For Sergeants	(57)
To Tell The Truth	(58)
90 Bristol Court	
Karen	(59)
Harris Against The World	(60)
Tom, Dick and Mary	(61)
<u>Tuesday Night</u>	
Combat	(62)
World War I	(63)
Mr. Novak	(64)
Peyton Place	(65)
Bell Telephone Hour	(66)
The Doctors And The Nurses	(67)
Man From U.N.C.L.E.	(68)
Petticoat Junction	(69)
Tycoon	(70)
Red Skelton Hour	(71)
McHale's Navy	(72)
The Fugitive	(73)
That Was The Week That Was	(74)

<u>PROGRAM</u>	<u>Number Viewed Of Last 4 Telecasts</u>
<u>Wednesday Night</u>	
The Virginian	(75)
Burke's Law	(76)
Beverly Hillbillies	(77)
Adventures Of Ozzie And Harriet	(78)
Wednesday Night At The Movies	(79)
Mickey	(80)
Shindig	(2-27)
Dick Van Dyke	(28)
Patty Duke Show	(29)
Cara Williams Show	(30)
ABC Scope	(31)
CBS Reports	(32)
Danny Kaye Show	(33)
<u>Thursday Night</u>	
Peyton Place	(34)
Bewitched	(35)
Donna Reed Show	(36)
Flintstones	(37)
Kraft Suspense Theater	(38)
Hazel	(39)
Daniel Boone	(40)
My Three Sons	(41)
Baileys Of Balboa	(42)
Jimmy Dean Show	(43)
Perry Mason	(44)
Dr. Kildare	(45)
Defenders	(46)
The Munsters	(47)
Password	(48)
<u>Friday Night</u>	
Jack Paar Program	(49)
Valentine's Day	(50)
Rawhide	(51)
Bob Hope Chrysler Theater	(52)
Farmer's Daughter	(53)
The Reporter	(54)
12 O'Clock High	(55)
Addams Family	(56)
Gomer Pyle, U.S.M.C.	(57)
International Showtime	(58)
Jack Benny Program	(59)
The Entertainers	(60)
Jonny Quest	(61)
<u>Saturday Night</u>	
Mr. Broadway	(62)
Hollywood Palace	(63)
Saturday Night At The Movies	(64)
Kentucky Jones	(65)
Flipper	(66)
Gunsmoke	(67)
Lawrence Welk Show	(68)
Gilligan's Island	(69)
Famous Adventures Of Mr. Magoo	(70)
Jackie Gleason: American Scene Magazine	(71)
Outer Limits	(72)

The following programs are televised on Monday to Friday during the daytime in most areas.

Would you please write in the number of times you viewed all (or almost all) of the last ten telecasts of each of the television programs listed below.

If you viewed all of the last 10 telecasts of a particular program, write in "10"; if you viewed 5 out of the last 10 telecasts of a program, write in "5," etc. If you did not view any of the last 10 telecasts, write in "0."

PROGRAM	Number Viewed of Last 10 Telecasts
<u>Monday thru Friday Morning and Afternoon</u>	
You Don't Say	(3-27)
General Hospital	(28)
Andy Of Mayberry	(29)
What's This Song?	(30)
Get The Message	(31)
CBS Morning News With Mike Wallace	(32)
I Love Lucy	(33)
Make Room For Daddy	(34)
Jack Benny Daytime Show	(35)
CBS News - Doug Edwards	(36)
Jeopardy	(37)
NBC Mid-Afternoon Report - Floyd Kalber	(38)
CBS Mid-Day News - Robert Trout	(39)
Truth Or Consequences	(40)
Sunrise Semester	(41)
Say When	(42)
NBC News - Day Report - Ray Scherer	(43)
Loretta Young Theater	(44)
Trailmaster	(45)
Missing Links	(46)
Love Of Life	(47)
Guiding Light	(48)
Edge Of Night	(49)

PROGRAM	Number Viewed of Last 10 Telecasts
<u>Monday thru Friday Morning and Afternoon (Continued)</u>	
The Young Marrieds	(50)
Price Is Right	(51)
Match Game	(52)
As The World Turns	(53)
Concentration	(54)
Hello, Peepickers	(55)
Captain Kangaroo	(56)
Let's Make A Deal	(57)
Search For Tomorrow	(58)
The Doctors	(59)
Secret Storm	(60)
News With The Woman's Touch With Marlene Sanders	(61)
Password	(62)
Day In Court	(63)
Father Knows Best	(64)
Art Linkletter's House Party	(65)
To Tell The Truth	(66)
NBC News - Afternoon Report	(67)
Another World	(68)
The McCoys	(69)
Today	(70)
NBC News Morning Report - Ed Newman	(71)

1. ALTOGETHER, HOW MUCH TIME DO YOU, YOURSELF, SPEND VIEWING TELEVISION EACH WEEK?

None (10-1) 1-9 hours (-2) 10-19 hours (-3) 20-29 hours (-4) 30 hours or more (-5)

2. a. WHAT IS YOUR RELATIONSHIP TO THE HTI MEMBER?

I am HTI Member (11-1) Husband (-2) Son (-3) Daughter (-4)

Other Male _____ (Please Write In) (-5) Other Female _____ (Please Write In) (-6)

b. PLEASE CHECK YOUR AGE GROUP:

6-11 (12-1) 12-17 (-2) 18-34 (-3) 35-49 (-4) 50-59 (-5) 60 and over (-6)

c. WHAT IS YOUR OCCUPATION? (Please write in the activity you spend the most time with. Thus, if you are a student with a part time job, write in "student." Or if you are a housewife who works for pay a few hours a day or week, write in "housewife." If you are employed full time, describe the kind of work you do. If you are not working now, write in "unemployed" or "retired" as the case might be.)

_____ (13-)

d. WHAT IS THE LAST GRADE YOU COMPLETED IN EACH OF THE FOLLOWING SCHOOLS?

Grade School (1-8 Grades) . . . <input type="checkbox"/>	Name of School _____	(14-1)
High School (9-12 Grades) . . . <input type="checkbox"/>	Name of School _____	(-2)
College (13-16 Grades) . . . <input type="checkbox"/>	Name of School _____	(-3)
Other (No. of Years) . . . _____	Name of School _____	(-4)

(PLEASE PRINT)

Your First Name

Your Last Name

Your Exact Age

72-
73-

SAMPLE COPY

HTI Member's Name _____

In What County _____

(15-25)

do you live? _____

(26-)

VALIDITY TEST OF VIEWING DATA

Average telecast ratings from the special viewing study were compared with ratings commonly used (Total Audience* Homes X Viewers Per Set).

This test was conducted with the full realization that interviewing techniques, data collection procedure, viewing unit measured and sample were different and could affect results.

Interviewing Technique

HTI/TvQ used the mail questionnaire; the rating service used combination of audimeter for homes, and diary for audience composition.

Data Collection Procedure

The HTI/TvQ study used viewing recall over 4 and 2 weeks for evening and daytime programs, respectively. The rating service used daily record of audimeter and diary.

Viewing Unit Measured

The HTI/TvQ measure is a total audience for individuals for the entire program. The rating service is homes tuned more than 5 minutes for the entire program and individuals viewing more than 5 minutes for the quarter hour only.

Sample

The HTI/TvQ sample uses specific households --- families where two or more members, one a housewife, are related. The rating service uses all households including single occupancy and non-related dwelling units.

* Total audience used to correspond with the special viewing study which obtained viewing data for the entire program (see "Viewing Unit Measured").

VALIDITY TEST OF VIEWING DATA (Cont.)

Sample (Cont.)

Because of these differences, the special viewing study produced average telecast ratings that were, on the average, 4 and 2 rating points higher than the rating service for Evening and Weekday Daytime programs, respectively.

	<u>Evening</u>	<u>Weekday Daytime</u>
Special Study	20	5
Rating Service	16	3
Special Study	+ 4	+ 2

However, despite the differences in technique, data collection, measurement unit and sample, it was judged reasonable that the two sets of data should have a direct relationship. Correlation analysis shows this is true.

The coefficient of correlation ranges from about .8 to .9 for the total sample and by sex and age.

<u>Evening</u>	<u>Coefficient of Correlation</u>
Total 6+ years	.84
Children 6-11 years	.93
Teenagers 12-17 years	.89
Adult Males 18+ years	.86
Adult Females 18+ years	.75

<u>Weekday Daytime</u>	<u>Coefficient of Correlation</u>
Total 6+ years	.77
Adult Females 18+ years	.81

VALIDITY TEST OF VIEWING DATA (Cont.)

Another way of showing the relationship between the special viewing study and ratings, is to determine the probable error if the special data were used to estimate ratings.

The probable error means half of the cases are within the range, half outside it. Probable rating point errors for total sample and age and sex groups appear below.

<u>Nighttime</u>	<u>Probable Error (In Rating Points)</u>
Total 6+ years	1.8
Children 6-11 years	1.2
Teenagers 12-17 years	1.6
Adult Males 18+ years	1.6
Adult Females 18+ years	2.3
<u>Weekday Daytime</u>	
Total 6+ years	.6
Adult Females 18+ years	1.2

COMPARISON OF SAMPLES
DECEMBER TvQ PANEL VS. VIEWING RECALL SAMPLE

Sample	Total Respondents		Total, 6+				Adults, 18+			
	No.	%	Male		Female		Men		Women	
			No.	%	No.	%	No.	%	No.	%
December TvQ	2131	100	985	46	1146	54	692	32	866	41
Viewing Recall	1496	100	686	46	810	54	494	33	625	41
Percent Return	70%		70%		71%		71%		72%	

	Age									
	6-11 Years		12-17 Years		18-34 Years		35-49 Years		50 Years & over	
	No.	%	No.	%	No.	%	No.	%	No.	%
December TvQ	287	13	286	13	421	20	503	24	634	30
Viewing Recall	183	12	194	13	252	17	372	25	495	33
Percent Return	64%		68%		60%		74%		78%	

Source: December 1964 TvQ and Viewing Recall

A PROGRAM BY PROGRAM COMPARISON
OF FAVORITE VS. NON-FAVORITE VIEWING BEHAVIOR

The following tables show a comparison of favorite to non-favorite viewing of the total sample by each of 97 evening and 35 daytime network programs.

These data indicate that the average differences discussed previously hold for all program types and time periods with only small variations.

TABLE 7

COMPARISON OF FAVORITE VS. NON-FAVORITE VIEWING BEHAVIOR
FOR 97 EVENING NETWORK PROGRAMS
TOTAL SAMPLE 6+ YEARS

	Average Episode Rating		4 Week Cume Rating		4 Week Episode Frequency	
	Fav.	Non-Fav.	Fav.	Non-Fav.	Fav.	Non-Fav.
<u>Sunday Night</u>						
My Favorite Martian	67.3	25.2	86.0	46.3	3.1	2.2
Broadside	76.2	33.3	93.7	56.5	3.2	2.4
Sunday Night Movies	58.7	26.7	83.0	54.9	2.8	2.0
Mr. Ed	44.6	13.1	67.3	29.0	2.6	1.8
The Rogues	61.2	21.7	82.9	42.7	3.0	2.0
Wagon Train	52.3	16.8	72.7	31.8	2.9	2.1
Lassie	62.3	22.6	83.2	41.1	3.0	2.2
My Living Doll	61.7	24.7	81.4	50.2	3.0	2.0
What's My Line	68.9	18.0	82.1	30.4	3.4	2.4
Joey Bishop Show	47.0	14.8	69.0	31.7	2.7	1.9
Bill Dana Show	49.1	19.7	64.2	36.8	3.1	2.1
Ed Sullivan	66.9	26.6	83.4	47.4	3.2	2.3
Disney World of Color	62.8	30.4	82.7	51.5	3.0	2.4
Candid Camera	58.4	22.7	73.8	38.3	3.2	2.4
Profiles in Courage	46.3	16.4	76.1	35.5	2.4	1.8
Bonanza	66.2	28.1	83.2	49.1	3.1	2.3
<u>Monday Night</u>						
I've Got A Secret	59.8	17.2	75.3	28.6	3.2	2.4
Ben Casey	50.9	16.1	67.1	30.9	3.0	2.1
Voyage To Bottom of Sea	68.2	30.4	85.2	51.7	3.2	2.4

TABLE 7 (Cont.)

	Average Episode Rating		4 Week Cume Rating		4 Week Episode Frequency	
	Fav.	Non-Fav.	Fav.	Non-Fav.	Fav.	Non-Fav.
<u>Monday Night (Cont.)</u>						
Slattery's People	55.5	17.7	79.1	38.0	2.8	1.9
Wendy & Me	69.8	25.3	81.0	43.4	3.4	2.3
Many Happy Returns	59.4	28.5	80.2	50.0	3.0	2.3
Andy Williams Show	57.4	21.2	80.2	40.8	2.9	2.1
Andy Griffith Show	59.4	24.0	75.2	43.0	3.2	2.2
Bing Crosby Show	47.6	19.6	66.9	37.1	2.8	2.1
Lucy Show	50.1	18.7	67.7	34.5	3.0	2.2
Alfred Hitchcock Hour	39.6	14.7	57.9	28.7	2.7	2.1
No Time For Sergeants	65.8	28.5	81.3	48.5	3.2	2.4
To Tell The Truth	64.0	16.2	77.6	27.3	3.3	2.4
90 Bristol Court						
Karen	66.9	26.9	82.7	50.4	3.2	2.1
Harris Against World	71.1	28.6	83.1	46.4	3.4	2.5
Tom, Dick & Mary	65.7	23.0	82.5	37.9	3.2	2.4
<u>Tuesday Night</u>						
Combat	65.6	22.8	81.4	40.2	3.2	2.3
World War I	33.2	16.6	55.3	34.1	2.4	1.9
Mr. Novak	55.1	20.9	78.4	41.0	2.8	2.0
Peyton Place	76.6	25.5	85.8	43.9	3.6	2.3
Bell Telephone Hour	37.2	10.9	62.3	25.2	2.4	1.7
Doctors & The Nurses	54.0	17.0	70.2	33.7	3.1	2.0
Man From U.N.C.L.E.	65.7	26.8	81.3	49.7	3.2	2.2
Petticoat Junction	57.6	24.9	74.7	42.8	3.1	2.3
Tycoon	62.8	24.6	78.1	45.1	3.2	2.2
Red Skelton Hour	61.2	24.8	75.1	43.2	3.3	2.3
McHale's Navy	59.1	22.3	76.3	38.0	3.1	2.4
The Fugitive	61.3	22.1	79.0	38.7	3.1	2.3
That Was Week That Was	55.4	15.6	75.5	31.3	2.9	2.0

TABLE 7 (Cont.)

	Average Episode Rating		4 Week Cume Rating		4 Week Episode Frequency	
	Fav.	Non-Fav.	Fav.	Non-Fav.	Fav.	Non-Fav.
<u>Wednesday Night</u>						
The Virginian	61.4	19.5	79.3	37.0	3.1	2.1
Burke's Law	50.6	17.9	69.5	36.2	2.9	2.0
Beverly Hillbillies	55.6	22.5	74.7	38.8	3.0	2.3
Adv. of Ozzie & Harriet	54.5	18.3	72.6	31.5	3.0	2.3
Wednesday Night Movies	53.4	28.1	72.6	52.9	2.9	2.1
Mickey	49.2	16.9	66.3	35.2	3.0	1.9
Shindig	63.6	21.7	80.4	42.7	3.2	2.0
Dick Van Dyke Show	57.6	25.0	75.6	44.1	3.0	2.3
Patty Duke Show	62.7	25.1	79.4	45.2	3.2	2.2
Cara Williams Show	53.3	26.0	75.5	49.8	2.8	2.1
ABC Scope	24.4	7.1	48.7	14.1	2.0	2.0
CBS Reports	35.4	16.3	52.6	28.3	2.7	2.3
Danny Kaye Show	57.9	19.6	78.8	39.4	2.9	2.0
<u>Thursday Night</u>						
Peyton Place	75.4	25.8	85.4	41.7	3.5	2.5
Bewitched	73.9	34.6	89.7	61.0	3.3	2.3
Donna Reed Show	60.0	19.7	77.6	36.4	3.1	2.2
Flintstones	49.7	13.3	67.9	24.5	2.9	2.2
Kraft Suspense Theater	49.0	19.2	72.8	36.0	2.7	2.1
Hazel	50.3	15.4	68.3	29.8	3.0	2.1
Daniel Boone	57.8	26.6	74.7	46.3	3.1	2.3
My Three Sons	53.2	22.2	71.9	39.5	3.0	2.2
Baileys of Balboa	55.9	26.5	72.1	46.5	3.1	2.3
Jimmy Dean Show	61.9	16.6	75.8	32.6	3.3	2.0
Perry Mason	55.8	16.6	75.1	31.5	3.0	2.1
Dr. Kildare	55.3	12.5	71.8	24.9	3.1	2.0

TABLE 7 (Cont.)

	Average Episode Rating		4 Week Cume Rating		4 Week Episode Frequency	
	Fav.	Non-Fav.	Fav.	Non-Fav.	Fav.	Non-Fav.
<u>Thursday Night (Cont.)</u>						
Defenders	44.5	13.3	64.8	27.7	2.8	1.9
The Munsters	62.8	24.0	79.5	44.0	3.2	2.2
Password	52.9	12.3	65.9	23.3	3.2	2.1
<u>Friday Night</u>						
Jack Paar Show	56.6	18.4	75.2	34.0	3.0	2.2
Valentine's Day	63.9	23.4	79.7	45.9	3.2	2.0
Rawhide	56.6	20.4	75.7	37.3	3.0	2.2
Bob Hope Chrysler Theater	52.2	20.5	73.1	42.3	2.9	1.9
Farmer's Daughter	54.8	20.0	75.6	36.8	2.9	2.2
The Reporter	44.3	21.8	62.0	37.2	2.9	2.3
12 O'clock High	55.3	24.7	75.6	44.5	2.9	2.2
Addams Family	70.0	29.2	86.0	51.2	3.2	2.3
Gomer Pyle, U.S.M.C.	75.6	34.0	90.3	59.0	3.4	2.3
International Showtime	57.2	19.2	74.0	37.4	3.1	2.1
Jack Benny Show	48.3	14.0	68.6	28.4	2.8	2.0
The Entertainers	40.9	21.6	61.2	42.7	2.7	2.0
Jonny Quest	64.9	26.0	80.1	48.2	3.2	2.2
<u>Saturday Night</u>						
Mr. Broadway	49.3	18.7	67.6	35.1	2.9	2.1
Hollywood Palace	62.3	23.9	79.9	43.8	3.1	2.2
Saturday Night Movies	60.5	28.7	82.4	55.9	2.9	2.0
Kentucky Jones	62.2	21.7	79.3	42.1	3.1	2.1
Flipper	68.2	28.8	84.6	52.5	3.2	2.2
Gunsmoke	59.4	18.9	76.1	37.4	3.1	2.0
Lawrence Welk Show	67.6	20.7	84.9	39.0	3.2	2.1
Gilligan's Island	65.5	29.5	81.1	53.6	3.2	2.2
Mr. Magoo	42.8	16.9	55.9	30.5	3.1	2.2
Jackie Gleason	65.5	28.9	81.1	51.3	3.2	2.2
Outer Limits	45.9	13.0	65.4	27.1	2.8	1.9

TABLE 8

COMPARISON OF FAVORITE VS. NON-FAVORITE VIEWING BEHAVIOR
FOR 35 WEEKDAY DAYTIME NETWORK PROGRAMS

TOTAL SAMPLE 6+ YEARS

	Average Episode Rating		2 Week Cume Rating		2 Week Episode Frequency (No. of 10)	
	Fav.	Non-Fav.	Fav.	Non-Fav.	Fav.	Non-Fav.
<u>Monday-Friday Daytime</u>						
You Don't Say	41.6	12.9	66.1	33.4	6.3	3.9
General Hospital	38.3	8.5	63.1	24.5	6.1	3.5
Andy of Mayberry	23.6	13.2	49.4	31.2	4.8	4.2
What's This Song	34.2	10.5	55.9	27.5	6.1	3.8
Get The Message	20.8	6.1	42.1	18.7	4.9	3.3
I Love Lucy	15.3	8.1	40.5	24.8	3.8	3.2
Make Room For Daddy	11.3	5.5	31.3	18.6	3.6	2.9
Jack Benny Daytime Show	20.0	8.6	47.9	23.9	4.2	3.6
Jeopardy	37.4	13.3	64.4	32.1	5.8	4.1
Truth or Consequences	27.6	8.0	50.7	21.0	5.4	3.8
Say When	34.7	9.1	64.1	24.6	5.4	3.7
Loretta Young Theater	15.9	6.1	42.7	19.6	3.7	3.1
Trailmaster	23.1	7.8	53.4	22.3	4.3	3.5
Missing Links	19.1	5.8	32.8	19.2	5.8	3.0
Love of Life	45.4	9.4	63.5	21.4	7.2	4.4
Guiding Light	46.1	10.6	65.8	22.6	7.0	4.7
Edge of Night	39.7	8.5	60.3	20.7	6.6	4.1
The Young Marrieds	29.2	11.8	56.0	31.8	5.2	3.7
Price Is Right	22.2	6.3	47.7	19.6	4.7	3.2
Match Game	32.3	10.5	58.8	30.5	5.5	3.4
As The World Turns	45.3	9.6	61.2	24.4	7.4	3.9

TABLE 8 (Cont.)

	Average Episode Rating		2 Week Cume Rating		2 Week Episode Frequency (No. of 10)	
	Fav.	Non-Fav.	Fav.	Non-Fav.	Fav.	Non-Fav.
<u>Monday-Friday Daytime (Cont.)</u>						
Concentration	33.3	8.0	56.1	22.6	5.9	3.5
Hello, Peapickers	22.2	7.6	45.6	23.6	4.9	3.2
Captain Kangaroo	22.3	4.9	48.5	13.8	4.6	3.6
Let's Make A Deal	29.1	7.7	49.6	20.1	5.9	3.8
Search For Tomorrow	44.6	10.6	64.0	21.7	7.0	4.9
The Doctors	28.3	9.6	53.5	25.0	5.3	3.8
Secret Storm	46.3	9.8	65.4	21.6	7.1	4.6
Password	39.3	9.0	67.0	24.4	5.9	3.7
Day In Court	25.7	4.4	48.9	15.7	5.2	2.8
Father Knows Best	16.2	5.8	40.7	18.0	4.0	3.2
Art Linkletter's House Party	31.6	10.4	61.1	28.3	5.2	3.7
To Tell The Truth	33.3	9.4	58.5	23.3	5.7	4.0
Another World	40.5	18.8	63.2	22.7	6.4	4.8
The McCoys	21.6	8.3	45.3	23.6	4.8	3.5

