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ABSTRACT

Four national surveys using personal interviews with independent samples of 1500+ adults each were reported. The surveys were conducted between December 1974 and June 1975. The surveys assessed awareness of the television program "Feeling Good," sources of awareness, incidence of viewing, and incidence of selected health care practices. Detailed data for each survey and subject is included. (Author/HAB)

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THE NATIONAL AUDIENCE  
FOR "FEELING GOOD"

- SURVEY ONE: January 24, 1975  
SURVEY TWO: March 6, 1975  
SURVEY THREE: May 23, 1975  
SURVEY FOUR: July 8, 1975

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Princeton, New Jersey

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THE NATIONAL AUDIENCE

FOR "FEELING GOOD"

SURVEY ONE

January 24, 1975

Conducted for:

Children's Television Workshop

THE GALLUP ORGANIZATION, INC.

53 BANK STREET

PRINCETON, NEW JERSEY

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GO 74144

## INTRODUCTION

This is a report on the first of a series of national surveys related to the program "Feeling Good". The objectives of this survey are to provide benchmark information on public awareness and viewing of the TV show "Feeling Good" and on the public's health care practices. Future surveys will repeat these measurements. The specific objectives of this survey were to:

1. Measure awareness of the show "Feeling Good".
2. Determine sources of information about "Feeling Good" among those adults who had seen or were aware of the show.
3. Measure the incidence of viewing of the initial two "Feeling Good" programs.
4. Measure the incidence of recent preventive health care practices among various demographic groups.

The questions were developed by The Gallup Organization, Inc. in consultation with Children's Television Workshop.

Interviews were completed with a national sample of 1517 adult men and women 18 years and older. Interviewing was conducted during the period of December 3 - 8, 1974.

A description of the design of the sample, the composition of the obtained sample, tables of recommended sampling tolerances and a copy of the questionnaire may be found in the Technical Appendix.

When using the recommended tables of sampling error, the reader should refer to the table "Number of Interviews" that appears in the Technical Appendix. The actual number of interviews as reported in this table should be used when estimating sampling tolerances and not the "Weighted Base" that appears in the detailed tables.

## SUMMARY

Just under one fifth (22%) of all respondents said they have heard of "Feeling Good". This compares with 86% who have heard of the established, successful "Kojac" and 61% who have heard of the then new show "Tony Orlando and Dawn". Awareness of "Feeling Good" within the PBS signal area is the same (23%) as it is nationally.

Awareness of "Feeling Good" varies by age, education, and family income.

	<u>Proportion Aware</u>
	%
<u>Age:</u> 18 - 34	27
35 - 49	21
50 and older	18
<u>Education:</u>	
College	27
High School	22
Grade School	14
<u>Family Income:</u>	
\$15,000 +	25
\$10,000 - \$14,999	23
\$7,000 - \$9,999	19
Under \$7,000	19

The single most important source of claimed awareness of "Feeling Good" is television advertising. One third of those who claimed awareness cited this as where they had heard of the show. Second most frequent mention was "listing in TV Guide".

<u>Source of Awareness</u>	<u>Only Those Aware</u>
	%
Advertisement on television	35
Listing in <u>TV Guide</u>	18
Advertisement in newspaper	10
<u>TV Guide</u> feature article	10

Seven percent of all those interviewed claimed to have seen "Feeling Good" recently. This contrasts with 68% who said they have seen "Kojak" recently and 27% "Tony Orlando and Dawn".

Among those living in PBS signal areas, 8% claimed viewership, as did 4% of those living outside the signal areas of participating PBS station. Claimed viewership outside PBS signal areas may be the result of viewership of the special preview if carried on commercial stations, confusion, topographic anomalies that enable some people to pull in a PBS signal even though they live outside the normal signal area, or difficulty in precisely defining signal area boundaries.

Viewership of the first two specific shows was measured by showing respondents descriptions of the content of each. (See Technical Appendix).

Among those aware of "Feeling Good", 17% (or 4% of the total sample) claimed to have seen at least one of the first two shows, with 13% claimed viewing of the November 20th show and 7% claimed viewing of the November 27th shows.

Among all those living in the PBS signal areas, 4% said they had seen at least one of the first two shows, compared with 2% of those living outside the PBS signal areas.

The tables on the following pages summarize the key survey results.

KNOWLEDGE OF VARIOUS TV SHOWS BASED ON  
ALL ADULTS

	<u>Aware of Show</u>		<u>Recently Watched Show</u>	
	<u>All Adults</u>	<u>Live in PBS Signal Area</u>	<u>All Adults</u>	<u>Live in PBS Signal Area</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Kojac	86	86	68	67
Little House on the Prairie	78	78	50	48
That's My Mama	71	72	45	44
Tony Orlando & Dawn	61	64	27	27
Masterpiece Theater	48	51	24	26
Feeling Good	22	23	7	8
None of the Shows	5	5	9	10
Couldn't Say	1	1	5	4

SOURCES OF KNOWLEDGE ABOUT FEELING GOOD

	<u>Aware Adults</u>	
	<u>All Signal</u>	<u>Live in Signal Area</u>
	<u>%</u>	<u>%</u>
Advertisement on television	35	34
Listing in TV Guide	18	19
Advertisement in newspaper	10	10
TV Guide feature article	9	9
Friends or relatives	5	5
Listing in weekly newspaper program guide	4	4
Articles in newspaper or magazine	3	3
Listing in daily newspaper	3	3
Advertisement in magazine	2	2
Half hour special preview	1	1
Poster or notice on bulletin boards	*	*
Don't remember	<u>24</u>	<u>25</u>
	114	115

Total is more than 100% because of multiple response.

\*Less than one percent



RECENT VIEWING OF FEELING GOOD BASED  
ON THOSE AWARE OF THE SHOW

	<u>All Aware Adults</u>	<u>Aware Adults In PBS Signal Areas</u>
	%	%
Saw at least one "Feeling Good" segment	17	17
<u>Shows seen</u>		
Week of Nov. 20, 1974	13	13
Week of Nov. 27, 1974	7	8
Have not seen "Feeling Good"	58	55
Don't Remember	<u>25</u>	<u>28</u>
Total Aware	100	100

RECENT VIEWING OF "FEELING GOOD"  
BASED ON ALL ADULTS

	<u>All Adults</u>	<u>Adults In PBS Signal Areas</u>
	%	%
Saw at least one "Feeling Good" segment	4	4
<u>Shows seen</u>		
Week of Nov. 20, 1974	3	3
Week of Nov. 27, 1974	2	2
Aware but not seen "Feeling Good"	13	13
Aware but don't remember if seen	5	6
Not aware	<u>78</u>	<u>77</u>
	100	100

STEPS TAKEN TOWARD BETTER HEALTH  
WITHIN PAST TWO MONTHS

	<u>All Adults</u>	<u>Adults who live In PBS Signal Areas</u>
	%	%
Read article about health	54	56
Had blood pressure checked	44	44
Had more fresh fruit	38	38
Had physical examination	34	35
Cut down on eggs, meat, butter or milk	30	30
Dieted to lose weight	28	28
Increased regular exercise	27	29
Had dental checkup	24	25
Self quiz on drinking	9	10
	<u>Among Women</u>	
	%	
Breast self-examination	51	53
Breast examination by doctor	32	33
Pap test	32	32
	<u>Among Parents</u>	
	%	
Cut down on children's snacks	50	51
Took pre-schoolers for shots	23	23

PBS SIGNAL RECEPTION

	<u>All Adults</u>
	%
<u>PBS Station in Area</u>	83
Can't receive signal	9
Poor reception	6
Fair reception	8
Good reception	38
Don't Know	22
 <u>No PBS Station in Area</u>	 <u>17</u>
	100



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DETAILED TABLES

KNOWLEDGE OF VARIOUS TV PROGRAMS  
BASED ON ALL ADULTS

TABLE 1

	SEX		AGE		EDUCATION			INCOME					
	ALL ADULTS	MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COLL -FGF	HIGH SCHOOL	GRADE	\$15M+	\$10000 -14999	\$7000 -9999	UNDER \$7000
<b>HEARD</b>													
WETHEATED PASF	2653 100.0	1258 100.0	1395 100.0	979 100.0	689 100.0	975 100.0	670 100.0	1468 100.0	507 100.0	751 100.0	639 100.0	324 100.0	877 100.0
<b>TV PROGRAMS HEARD OF</b>													
TONY ORLANDO & DAWN	162P 61.4	750 59.6	878 62.9	742 75.8	457 66.3	426 43.7	441 65.8	975 66.4	211 41.6	517 68.8	451 70.6	191 59.0	439 50.1
LITTLE HOUSE ON THE PRAIRIE	2061 77.7	898 71.4	1163 83.4	801 81.8	556 80.7	694 71.2	509 76.0	1203 81.9	343 67.7	535 83.7	535 83.7	242 75.7	628 71.6
THAT'S MY MAMA	1891 71.3	862 68.5	1029 73.8	801 81.8	505 73.2	579 59.4	465 69.4	1112 75.7	309 60.9	478 74.7	478 74.8	223 68.8	588 67.0
FEELING GOOD	592 21.9	282 22.4	300 21.5	264 27.0	145 21.0	173 17.7	182 27.2	330 22.5	69 13.6	189 25.2	147 23.0	62 19.1	168 19.2
KOJAC	2267 85.5	1083 86.1	1184 84.9	919 93.9	607 88.1	735 75.4	608 90.7	1282 87.3	370 73.0	696 92.7	587 91.9	278 85.8	658 75.0
MASTERS OF THEATRE	1262 47.6	540 42.9	722 51.8	560 57.2	316 45.9	384 39.4	447 66.7	694 47.3	118 23.3	470 62.6	306 47.9	130 40.1	324 36.9
NONE OF THE ABOVE	125 4.7	69 5.5	56 4.0	23 2.0	16 2.3	89 9.1	14 2.1	54 3.7	58 11.0	10 1.3	13 2.0	16 4.9	76 8.7
DON'T KNOW	17 .6	16 1.3	1 .1	2 .2	7 1.0	8 .8	3 .4	5 .3	9 1.8	6 .9	4 1.2	4 1.2	8 .8
<b>TV PROGRAMS WATCHED</b>													
TONY ORLANDO & DAWN	766 26.6	300 23.8	406 29.1	366 37.4	183 26.6	156 16.0	175 26.1	459 31.3	71 14.0	203 27.0	213 33.3	84 25.9	186 21.2
LITTLE HOUSE ON THE PRAIRIE	1375 49.9	511 40.6	814 58.4	485 49.5	235 45.6	497 51.0	254 37.9	794 54.1	274 54.0	326 46.6	326 51.0	165 50.9	452 51.5
THAT'S MY MAMA	1193 44.6	534 42.4	649 46.5	535 54.6	284 42.7	351 36.0	244 36.4	729 49.7	209 41.2	307 40.9	283 44.3	150 46.3	411 46.9
FEELING GOOD	191 7.2	89 7.0	103 7.4	88 9.0	40 5.8	63 6.5	53 7.9	106 7.2	32 6.3	147 8.3	30 4.7	30 9.3	74 8.4
KOJAC	1815 68.4	867 68.9	948 68.0	748 76.4	473 68.7	593 60.5	478 71.3	1027 70.0	307 60.6	563 75.0	464 72.6	217 67.0	528 60.2
MASTERS OF THEATRE	8627 24.0	266 21.1	371 26.8	281 28.7	142 20.6	214 21.9	243 36.3	333 22.7	160 11.8	227 30.2	142 22.2	64 19.8	179 20.4
NONE OF THE ABOVE	246 9.3	145 11.5	101 7.7	54 5.5	60 8.7	121 13.4	159 8.8	121 8.2	65 12.8	62 8.3	45 7.0	31 9.6	101 11.5
DON'T KNOW	122 4.6	67 5.3	55 3.9	32 3.3	33 4.5	57 5.8	26 3.9	65 4.4	29 5.7	28 3.7	28 4.4	12 3.7	49 5.6

KNOWLEDGE OF VARIOUS TV PROGRAMS  
BASED ON ALL ADULTS

TABLE 2

	PBS RECEPTION										NOT IN DON'T SIGNAL KNOW AREA		
	OCCUPATION					QUALITY OF RECEPTION							
	ALL ADULTS	PROF & RUS	CLERK SALES	MANUAL LABOR	FARMER	NON- LABOR	ALL	GOOD	FAIR	POOR		NONE	
WEIGHTED BASE	2653 100.0	615 100.0	260 100.0	1095 100.0	78 100.0	532 100.0	2205 100.0	1015 100.0	221 100.0	153 100.0	228 100.0	588 100.0	448 100.0
TV PROGRAMS HEARD OF	1678	420	192	699	30	242	1404	710	162	99	148	285	224
TONY ORLANDO & DAWN	61.4	68.3	73.8	63.8	38.5	45.5	63.7	70.0	73.3	64.7	64.9	48.5	50.0
LITTLE HOUSE ON THE PRAIRIE	2061	492	210	872	56	389	1731	820	189	131	199	392	330
THAT'S MY MAMA	77.7	78.4	80.8	79.6	71.8	73.1	78.5	80.8	85.5	85.6	87.3	66.7	73.7
FEELING GOOD	1891	435	209	849	34	305	1595	791	181	114	167	342	296
KOJAC	71.3	70.7	80.4	77.5	43.6	57.3	72.3	77.9	81.9	74.5	73.2	58.2	66.1
MASTERPIECE THEATRE	582	155	64	252	9	91	517	304	58	43	37	75	65
HOME OF THE ABOVE	21.9	25.2	24.6	23.0	11.5	17.1	23.4	30.0	26.2	28.1	16.2	12.8	14.5
DON'T KNOW	2767	566	243	955	54	385	1890	941	204	137	189	419	377
	85.5	92.0	93.5	87.2	69.2	72.4	85.7	92.7	92.3	89.5	82.9	71.3	84.2
	1262	371	142	493	25	191	1128	631	119	71	94	213	134
	47.6	60.3	54.6	45.0	32.1	35.9	51.2	62.2	53.8	46.4	41.2	36.2	29.9
	125	32	3	40	12	52	101	26	4	4	5	66	24
	4.7	1.0	1.2	3.7	15.4	9.8	4.6	2.6	1.8	2.2	2.2	11.2	5.4
	17	7	1	4	4	5	15	2	2	2	2	13	2
	.6	1.1	.4	.4	.9	.9	1.7	.9	2.2	.9	.9	2.2	.4

TV PROGRAMS WATCHED

TONY ORLANDO & DAWN	706	179	96	308	2	101	592	305	72	38	59	118	114
LITTLE HOUSE ON THE PRAIRIE	26.6	29.1	37.7	28.1	2.6	19.0	26.8	30.0	32.6	24.8	25.9	20.1	25.4
THAT'S MY MAMA	1325	254	119	588	50	286	1055	461	120	90	123	261	270
FEELING GOOD	49.9	41.3	45.8	53.7	64.1	53.8	47.8	45.4	54.3	58.8	53.9	44.4	60.3
KOJAC	1193	246	136	551	16	194	964	456	102	65	121	220	219
MASTERPIECE THEATRE	44.6	40.0	52.3	50.3	20.5	36.5	43.7	44.9	46.2	42.5	53.1	37.4	48.9
HOME OF THE ABOVE	191	51	13	80	7	43	173	87	23	11	17	35	18
DON'T KNOW	7.2	9.3	5.0	7.3	2.6	8.1	7.8	8.6	10.4	7.2	7.5	6.0	4.0
	1815	450	195	762	43	311	1484	727	161	107	149	340	331
	68.4	73.2	75.0	69.6	55.1	58.5	67.3	71.6	72.9	69.9	65.4	57.8	73.9
	637	207	61	242	11	92	563	348	60	22	40	93	74
	24.0	33.7	23.5	28.1	14.1	17.3	25.5	34.3	27.1	14.4	17.5	15.8	16.5
	248	49	19	82	13	71	221	78	23	15	16	89	25
	9.3	8.0	7.3	7.5	16.7	13.3	10.0	7.7	10.4	9.8	7.0	15.1	5.6
	122	31	12	50	2	27	99	40	4	3	9	43	23
DON'T KNOW	426	5.0	4.6	4.6	2.6	5.1	4.5	3.9	1.8	2.0	3.9	7.3	5.1

SOURCE OF KNOWLEDGE ABOUT 'FEELING GOOD' IN  
MUSIC 'FEELING GOOD' SEEN  
BASED ON THOSE AWARE OF 'FEELING GOOD'

TABLE 3

SOURCE OF KNOWLEDGE	SEX		AGE			EDUCATION			INCOME			
	ALL ADULTS	MALE	18-34 YEARS		35-49 YEARS		COLL -EGE SCHOOL	HIGH SCHOOL	\$15M+	\$10000 -14999	\$7000 -9999	UNDER \$7000
			YRS	OVER	YRS	OVER						
WEIGHTED BASE	582	282	264	145	173	182	330	69	189	147	62	168
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCE OF KNOWLEDGE	206	97	103	42	61	58	108	39	43	46	30	80
ADVERTISMENT ON TELEVISION	35.4	34.4	39.0	29.0	35.3	31.9	32.7	56.5	22.8	31.3	48.4	47.6
ADVERTISMENT IN NEWSPAPER	57	34	11	22	24	16	38	3	25	18	4	10
ADVERTISMENT IN MAGAZINE	9.8	12.1	7.7	15.2	13.9	8.8	11.5	4.3	13.2	12.2	6.5	6.0
ADVERTISMENT IN MAGAZINE	14	4	8	5	1	5	9	4	8	3	3	3
ADVERTISMENT IN MAGAZINE	2.4	1.4	3.0	3.4	.6	2.7	2.7	4	4.2	2.0	1	1.8
ADVERTISMENT IN MAGAZINE	8	2	6	8	8	7	1	1	7	1	1	1
ADVERTISMENT IN MAGAZINE	1.4	.7	2.0	5.5	12	3.8	.3	5	3.7	.7	9	19
ADVERTISMENT IN MAGAZINE	52	11	15	25	12	10	37	5	.9	15	14.5	7.7
ADVERTISMENT IN MAGAZINE	8.9	3.9	5.7	17.2	6.8	5.5	11.2	7.2	4.8	10.2	6	3
ADVERTISMENT IN MAGAZINE	15	7	6	4	15	7	7	1	3	3	9.7	1.8
ADVERTISMENT IN MAGAZINE	2.6	2.5	2.2	2.8	2.9	3.9	2.1	1.4	1.6	2.0	13	45
ADVERTISMENT IN MAGAZINE	107	49	55	24	28	28	64	15	33	16	21.0	26.8
ADVERTISMENT IN MAGAZINE	18.4	17.4	20.8	16.6	16.2	15.4	19.4	21.7	17.5	10.9	3	5
ADVERTISMENT IN MAGAZINE	74	10	11	6	7	15	9	5	10	5	4.8	3.0
ADVERTISMENT IN MAGAZINE	4.1	3.5	4.2	4.1	4.0	8.2	2.7	2	5.3	3.4	11	22
ADVERTISMENT IN MAGAZINE	16	11	12	12	2	10	6	5	10	5	1.6	6
ADVERTISMENT IN MAGAZINE	2.7	3.9	4.5	1.4	1.2	5.5	1.8	6	5.3	3.4	5	3.6
ADVERTISMENT IN MAGAZINE	31	16	14	6	11	10	15	6	6	11	8.1	3.6
ADVERTISMENT IN MAGAZINE	5.3	5.7	5.3	4.1	6.4	5.5	4.5	8.7	3.2	7.5	6.1	3.6
ADVERTISMENT IN MAGAZINE	2	2	2	2	2	2	2	2	2	2	2	2
ADVERTISMENT IN MAGAZINE	.3	.7	1.4	1.4	1.4	1.1	1.1	16	1.1	48	11	22
ADVERTISMENT IN MAGAZINE	138	82	55	28	52	40	82	23.2	28.0	32.7	17.7	13.1
ADVERTISMENT IN MAGAZINE	23.7	29.1	22.0	10.3	30.1	22.0	24.8	23.2	26.0	32.7	17.7	13.1
OTHER VIEWED	74	44	23	12	29	15	45	13	13	16	8	31
OTHER VIEWED	12.7	15.6	12.5	8.3	16.8	9.2	13.6	14.8	6.9	10.9	12.9	18.5
OTHER VIEWED	43	25	12	4	27	17	16	10	11	13	7	12
OTHER VIEWED	7.4	8.9	4.5	2.8	15.6	9.3	4.8	14.5	5.8	8.8	11.3	7.1
OTHER VIEWED	97	52	40	14	43	25	53	18	21	19	11	40
OTHER VIEWED	16.7	18.4	15.2	9.7	24.9	13.7	16.1	26.1	11.1	12.9	17.7	23.8
OTHER VIEWED	3.6	14.6	19.0	91	82	114	189	32	102	87	40	97
OTHER VIEWED	57.7	51.8	61.7	62.5	47.4	62.6	57.3	47.8	54.0	59.2	64.5	57.7
OTHER VIEWED	14.9	84	61	40	48	43	88	18	66	41	11	31
OTHER VIEWED	25.6	29.8	23.1	27.6	27.7	23.6	26.7	26.1	34.9	27.9	17.7	18.5

SOURCE OF KNOWLEDGE ABOUT 'FEELING GOOD'  
 AND 'FEELING GOOD' SEEN  
 BASED ON THOSE AWARE OF 'FEELING GOOD'

TABLE 4

	PES RECEPTION										NOT IN	
	IN SIGNAL AREA					QUALITY OF RECEPTION					DON'T KNOW	SIGNAL AREA
	OCCUPATION					RECEPTION					KNOW	AREA
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONF	
582 100.0	155 100.0	64 100.0	252 100.0	9 100.0	91 100.0	517 100.0	304 100.0	58 100.0	43 100.0	37 100.0	75 100.0	65 100.0
SOURCE OF KNOWLEDGE												
206	38	25	96	3	42	175	95	22	18	14	26	31
35.4	24.5	39.1	39.1	33.3	45.2	33.8	31.3	37.9	41.9	37.8	34.7	47.7
57	9	9	79	2	8	49	32	9	2	1	5	8
9.8	5.8	14.1	11.5	22.2	8.8	9.5	10.5	15.5	4.7	2.7	6.7	12.3
14	2	5	5		2	9	8	1				5
2.4	1.3	7.8	2.0		2.2	1.7	2.6	1.7				7.7
8	5	2	1			7	3		4			1
1.4	3.2	3.1	.4			1.4	1.0		5.3		3	1.5
52	14	10	70		6	48	29	8	7	1	3	4
8.9	9.0	15.6	7.9		6.6	9.3	9.5	13.8	16.3	2.7	4.0	6.2
15	9		3		3	14	11	2	1	1		1
2.6	5.8		1.2		3.3	2.7	3.6	3.4	2.7	2.7		1.5
107	77	9	46	1	18	96	67	13	6	5	5	11
18.4	17.4	14.1	18.3	11.1	19.8	18.6	22.0	22.4	14.0	13.5	6.7	16.9
24	11	3	3	2	5	22	11	8	3	3	5	2
4.1	7.1	4.7	1.2	22.2	5.5	4.3	3.6	13.8	8.1	8.1	5	3.1
16	8		5		2	16	10			1	5	
2.7	5.2	1.1	7.0		2.2	3.1	3.3	1		2.7	6.7	5
31	8		14		6	26	15			6	4	
5.3	5.2	3.1	5.6		6.6	5.0	4.9	1.7	16.2	16.2	5.3	7.7
2	2					2		2				
3	1.3			3	18	.4		3.4		8	33	9
138	46	9	62	33.3	19.8	129	74	6	18.6	21.6	44.0	13.8
23.7	29.7	14.1	24.6		25.0	25.0	24.3	10.3				
WHEN VIEWED												
74	12	6	42	2	11	66	40	9	3	11	3	8
12.7	7.7	9.4	16.7	22.2	12.1	12.8	13.2	15.5	7.0	29.7	4.0	12.3
43	10	2	15	2	14	41	33	3	1	2	2	2
7.4	6.5	3.1	6.0	22.2	15.4	7.9	10.9	5.2	2.3	5.4	2.7	9.1
97	19	8	47	2	20	89	58	11	3	11	5	9
16.7	12.3	12.5	18.7	22.2	22.0	17.0	19.1	19.0	7.0	29.7	6.7	19.8
346	96	37	142	4	48	286	158	35	29	17	47	50
57.7	61.9	57.8	56.3	44.4	52.7	55.3	52.0	60.3	67.4	45.9	62.7	76.9
149	40	19	63	3	23	143	88	12	11	9	23	6
25.6	25.8	29.7	25.0	33.3	25.3	27.7	28.9	20.7	25.6	24.3	30.7	9.2



STEPS TAKEN TO GET BETTER HEALTH CARE  
BASED ON ALL ADULTS

TABLE 5

	SEX		AGE		EDUCATION		INCOME		UNDER \$7000	
	ALL ADULTS	MALE	18-34 YEARS	35-49 YEARS	COLL -FGF SCHOOL	HIGH SCHOOL	\$15,000 -14,999	\$10,000 -9,999		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
WEIGHTED RATE	265.3	175.9	97.9	64.9	97.5	50.7	75.1	63.9	32.4	87.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>STEPS TAKEN - EVERYPYODY</b>	1444	655	789	390	515	487	777	480	369	156
READ ARTICLE ABOUT HEALTH	94.4	52.1	56.6	56.6	52.8	72.7	52.9	63.9	57.7	48.1
HAD BLOOD PRESSURE CHECKED	116.6	49.4	67.2	29.8	51.9	29.6	60.5	32.6	27.1	13.0
SELF QUIT 1+ DRINKING	44.0	39.3	48.2	43.3	53.7	44.2	41.2	43.4	42.4	40.1
HAD PHYSICAL EXAMINATION	24.9	12.5	17.4	5.0	8.0	9.2	13.1	8.0	6.8	4.3
HAD DENTAL CHECK-UP	9.4	9.0	8.9	7.3	8.2	13.7	8.9	10.7	10.6	13.3
CUT DOWN EGGS, MEAT, BUTTER OR MILK	89.7	34.7	45.0	21.2	38.3	22.1	48.3	23.8	21.8	9.0
DIETED TO LOSE WEIGHT	33.7	27.6	39.4	30.8	39.3	33.0	32.9	31.7	34.1	27.8
HAD MORE FRESH FRUIT	64.0	28.9	35.1	19.0	19.5	21.9	35.9	25.0	17.2	6.8
INCREASED REGULAR EXERCISE	24.1	23.0	25.2	27.6	20.0	32.7	24.5	33.3	26.9	21.0
NONE OF THEM	81.0	32.5	48.5	7.0	32.2	22.0	43.6	22.3	17.6	10.1
DON'T KNOW	30.5	25.8	36.8	31.9	33.0	32.8	29.7	29.7	27.5	31.2
	73.9	71.9	47.0	21.3	20.6	22.3	43.0	23.0	19.8	8.6
	27.9	17.4	37.3	30.9	21.1	33.3	29.3	30.6	31.0	26.5
	100.6	39.5	61.1	25.0	31.7	30.5	53.9	28.3	34.2	12.7
	37.9	31.4	43.8	36.3	35.6	45.5	36.7	37.7	37.9	39.2
	7.4	3.5	4.9	1.6	1.5	2.5	4.2	2.5	1.8	9.4
	27.3	26.6	27.9	24.4	16.1	37.9	28.7	33.7	29.0	19.7
	37.8	18.8	14.5	10.3	12.9	6.0	17.8	8.0	6.4	3.5
	17.4	14.9	10.0	9.7	13.2	9.0	12.1	10.7	10.0	10.8
	7.7	5.7	7.0	1.6	3.7	1.0	4.1	1.4	1.6	1.4
	2.9	4.5	1.4	2.3	3.8	1.5	2.8	1.9	2.5	4.3

STEPS TAKEN TOWARD BETTER HEALTH CARE  
BASED ON ALL ADULTS

TABLE 6

	OCCUPATION										IN SIGNAL AREA				NOT IN SIGNAL AREA	
	ALL ADULTS		PROF & BUS	CLERICAL	SALES	ANNUAL LABOR	FARMER	NON-ANNUAL LABOR	QUALITY OF RECEPTION				DON'T KNOW	NOT IN SIGNAL AREA		
	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	ALL	GOOD	FAIR	POOR	NONF	PERCENT	PERCENT	
WEIGHTED AVERAGE	2653	61.5	260	1095	78	532	100.0	100.0	100.0	2205	1015	221	153	228	588	448
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>STEPS TAKEN—EVERYBODY</b>																
READ ARTICLE ABOUT HEALTH	1444	42.9	143	557	27	252	1239	662	124	85	122	246	205			
	54.4	68.8	55.0	50.9	34.6	47.4	56.2	65.2	56.1	55.6	53.5	41.8	45.8			
HAD BLOOD PRESSURE CHECKED	1166	752	114	458	30	282	978	445	84	189	121	239	188			
	44.0	41.0	43.5	41.8	38.5	53.0	44.4	43.8	38.0	58.2	53.1	40.6	42.0			
SELF QUIZ IN DRINKING	249	74	24	103	3	41	222	134	26	11	23	28	27			
	9.4	12.0	9.2	9.4	3.8	7.7	10.1	13.2	11.8	1.2	10.1	4.8	6.0			
HAD PHYSICAL EXAMINATION	897	211	72	347	17	230	767	354	78	50	99	186	130			
	33.8	34.3	27.7	31.7	21.8	43.2	34.8	34.9	35.3	32.7	43.4	31.6	29.0			
HAD DENTAL CHECK-UP	640	194	62	261	19	96	544	284	43	41	59	117	96			
CUT DOWN EGGS, MEAT, BUTTER OR MILK	74.1	31.5	23.8	23.8	24.4	18.0	24.7	28.0	19.5	26.8	25.9	19.9	21.4			
	810	182	4.83	309	16	188	672	322	69	46	82	153	138			
DIFTED TO LOSE WEIGHT	30.5	29.6	31.9	28.2	20.5	35.3	30.5	31.7	31.2	30.1	36.0	26.0	30.8			
	739	226	83	277	24	109	627	317	59	42	76	133	112			
HAD MORE FRESH FRUIT	27.9	36.7	31.9	25.3	30.8	20.5	28.4	31.2	26.7	27.5	33.3	22.6	25.0			
	1006	259	101	390	37	203	848	423	84	62	94	185	158			
INCREASED REGULAR EXERCISE	724	222	100	275	17	94	637	361	68	40	59	109	87			
	27.3	36.1	38.5	25.1	21.8	17.7	28.9	35.6	30.8	26.1	25.9	18.5	19.4			
DON'T KNOW	328	65	27	142	20	69	248	75	35	13	26	97	80			
	12.4	10.6	10.4	13.0	25.6	19.0	11.2	7.4	15.8	8.5	12.3	16.5	17.9			
	77	19	3	31	20	20	66	21	3	2	1	39	11			
	2.9	3.1	1.2	2.4	7.9	7.9	3.0	2.1	1.4	1.3	.4	6.6	2.5			

STEPS TAKEN TOWARD BETTER HEALTH CARE  
 BASED ON HOUSEHOLD

TABLE 7

	SEX		AGE		EDUCATION			INCOME				
	MALE	FEMALE	18-34 YEARS	35-49 YEARS	50+ YEARS	COLL -HIG SCHOOL	HIG SCHOOL	GRADE	\$15M+	\$10000 -14999	\$7000 UNDER	
WEIGHTED BASE	1365	1395	512	362	513	304	836	253	356	323	146	933
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-WOMEN	450	450	180	176	143	104	271	75	115	112	54	164
BREASTS EXAMINED BY DOCTOR	32.3	32.3	35.2	34.8	27.9	34.2	32.4	29.6	32.3	34.7	37.0	30.8
BREASTS EXAMINED BY SELF	51.2	51.2	71.5	197	245	179	421	114	199	197	82	222
HAD A PAP TEST	31.7	31.7	44.2	54.4	47.2	58.9	50.4	45.1	55.9	61.0	56.2	41.7
NONE OF THEM	140	140	194	112	133	103	258	81	109	100	57	175
DON'T KNOW	10.0	10.0	37.9	31.2	25.9	33.9	30.9	32.0	30.6	31.0	39.0	32.8
	20	20	30	43	66	24	74	41	40	18	8	64
	1.4	1.4	5.9	11.9	12.9	7.9	8.9	16.2	11.2	5.6	5.5	12.0
	2	2	2	6	12	12	7	4	4	4	2	9
	1.4	1.4	.4	1.7	2.3	1.4	2.8	1.1	1.2	2.1	1.7	1.7



STEPS TAKEN TOWARD BETTER HEALTH CARE  
BASED ON KNOWLEDGE

TABLE 8

STEPS TAKEN	OCCUPATION		QUALITY OF RECEPTION				NOT IN		
	IN SIGNAL AREA		IN SIGNAL AREA				KNOW		
	ALL ADULTS	NON-FARMERS	ALL	GOOD	FAIR	POOR	NONE	KNOW	AREA
WEIGHTED BASE	1395	269	1152	492	132	86	126	316	243
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN--NONFN									
PPEASTS EXAMINED BY DOCTOR	450	80	377	159	94	39	45	106	73
	32.3	27.7	32.7	32.3	25.8	38.4	35.7	33.5	30.0
PPEASTS EXAMINED BY SELF	715	128	610	277	65	50	69	149	105
	51.2	44.3	53.0	56.3	49.2	58.1	54.8	47.2	43.2
MAD A PAP TEST	447	92	372	132	45	30	45	120	70
	31.7	31.8	32.3	26.8	34.1	34.9	35.7	38.0	28.8
NONE OF THEM	140	42	95	27	14	7	12	95	45
	10.0	14.5	8.2	5.5	10.6	8.1	9.5	11.1	18.5
DON'T KNOW	270	5	17	6	2	9	9	9	3
	1.4	1.7	1.5	1.2	1.5	1.5	1.2	2.8	1.2

STEPS TAKEN TOWARD BETTER HEALTH CARE  
PARENTS ON PARENTS

TABLE 9

	SEX		AGE		EDUCATION			INCOME					
	ALL ADULTS	MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COLL -EGE	HIGH SCHOOL	GRADE SCHOOL	\$15M+	\$10000 -14999	\$7000 -9999	UNDER \$7000
W/UGHTER CASE	1273 100.0	577 100.0	696 100.0	527 100.0	507 100.0	134 100.0	309 100.0	812 100.0	150 100.0	441 100.0	367 100.0	162 100.0	276 100.0
STEPS TAKEN--PARENTS	639	213	426	307	259	70	149	417	72	201	210	91	179
CUT DOWN CHILDREN'S SNACKS	50.2	36.9	61.2	49.0	51.1	52.2	48.2	51.4	48.0	45.6	57.2	56.2	46.7
TOOK PRE-SCHOOLER FOR SHOTS	298	121	177	190	91	15	75	190	32	81	81	46	79
NONE OF THEM	155	98	57	61	75	19	27	104	23	45	37	21	42
DON'T KNOW	11	11	8.2	9.7	14.8	14.2	8.7	12.8	15.3	10.2	10.1	13.0	15.2
	.0	1.9	1.0	1.0	.8	.7	.3	1.2	.9	.5	.6	.6	1.4

STEPS TAKEN TO GET BETTER HEALTH CARE  
USED BY PARENTS

TARLF 10

	OCCUPATION				QUALITY OF RECEPTION				NOT IN SIGNAL AREA				
	ALL ADULTS	PROF	CLER	OTHER	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	SIGNAL AREA		
		LAPOP	SALES	FARMER		LAPOP	LAPOP	LAPOP				LAPOP	
WEIGHTED BASE	1273	337	143	652	33	74	1071	515	113	68	115	260	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-PARENTS	699	158	72	349	19	78	550	270	49	42	55	134	89
CUT DOWN CHILDREN'S SNACKS	50.2	46.9	50.3	52.6	57.6	37.3	51.6	52.4	43.4	61.8	47.8	51.5	44.1
TOOK PRE-SCHOOLER FOR SHOTS	298	71	26	164	8	19	243	108	21	11	30	73	55
NONE OF THEM	155	36	15	90	6	17	117	44	14	4	14	41	38
	12.2	10.7	10.5	13.8	18.2	9.5	10.9	8.5	12.4	5.9	12.2	15.8	18.8
DON'T KNOW	11	3	1	8	1	1	11	5	1	1	1	6	6
	.9	.9	.9	1.2	1.2	1.2	1.0	1.0	1.0	1.0	1.0	2.3	2.3



STATUS OF PBS IN AREA  
BASED ON ALL ADULTS

TABLE 11

	SEX		AGE		EDUCATION			INCOME				
	MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COLL -FGF SCHOOL	HIGH SCHOOL	GRADE SCHOOL	\$15K+	-14999	\$7000 UNDER	
			YEARS	YEARS	YEARS	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ALL ADULTS	2653	1758	1964	1394	975	670	1458	507	751	639	324	877
WEIGHTED PASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STATUS OF PBS	448	205	243	143	110	66	228	152	83	89	76	189
NO PBS STATION IN AREA	16.9	16.3	17.4	14.6	16.0	9.9	15.5	30.0	11.1	12.9	23.5	21.6
PBS STATION, NO RECEPTION	228	102	126	103	31	51	139	38	40	62	18	106
POOR RECEPTION	8.6	8.1	9.0	10.5	4.5	7.6	9.5	7.5	5.3	9.7	5.6	12.1
FAIR RECEPTION	153	67	86	78	56	54	72	26	61	28	13	47
GOOD RECEPTION	5.8	5.3	6.2	3.9	4.1	8.1	4.9	5.1	8.1	4.4	4.0	9.4
DON'T KNOW	271	89	137	80	72	66	127	27	72	62	27	59
	5.3	7.1	9.5	8.2	10.4	9.9	8.7	6.3	9.6	9.7	8.3	6.7
	1015	523	492	442	269	332	580	103	379	280	124	206
	38.3	41.6	35.3	45.1	39.0	49.6	39.5	20.3	50.5	43.8	38.3	23.5
	588	272	316	173	151	101	327	161	116	118	66	270
	22.2	21.6	22.7	17.7	21.9	15.1	21.9	31.8	15.4	18.5	20.4	30.8

STATUS OF PPS IN AFPA  
BASED ON ALL ADMITS

TABLE 12

STATUS OF PPS	PPS RECEPTION													
	OCCUPATION					IN SIGNAL AREA					NOT IN DON'T SIGNAL KNOW AREA			
	ALL ADULTS	PROF BUS	CLERK SALES	MANUAL LABOR	FARMER	LABOR	NO.:- LADIES	ALL	GOOD	FAIR		POOR	NONE	
WEIGHTED BASE	2653 100.0	615 100.0	260 100.0	1095 100.0	78 100.0	532 100.0		2205 100.0	1015 100.0	221 100.0	153 100.0	225 100.0	588 100.0	448 100.0
STATUS OF PPS	448 16.0	80 13.0	31 11.9	197 18.0	20 25.6	110 20.7		228 10.3			228 100.0			
NO PPS STATION IN AFPA	728 8.6	45 7.3	18 6.9	103 9.4	4 5.1	52 9.8		153 6.9			153 100.0			
PPS STATION, NO RECEPTION	153 5.8	48 7.8	13 5.0	53 4.8	8 10.3	30 5.6		221 10.0						
POOR RECEPTION	221 8.3	50 8.1	29 11.2	92 8.4	4 5.1	40 7.5		221 10.0						
FAIR RECEPTION	1015 38.3	300 48.8	121 46.5	410 37.0	16 20.5	114 25.2		1015 46.0	1015 100.0					
GOOD RECEPTION	588 22.2	92 15.0	48 18.5	240 21.9	26 33.3	166 31.2		588 26.7					588 100.0	



TECHNICAL APPENDIX

SAMPLE COMPOSITION

	<u>Total Sample</u>
	%
All Adults	100.0
<u>Sex</u>	
Male	47.4
Female	<u>52.6</u>
	100.0
<u>Age</u>	
18 - 34 years	36.8
35 - 49 years	26.0
50 years and older	36.8
Undesignated	<u>0.4</u>
	100.0
<u>Education</u>	
College	25.3
High School	55.3
Grade School	19.1
Undesignated	<u>0.3</u>
	100.0
<u>Annual Family Income</u>	
\$15,000 and over	28.4
\$10,000 - \$14,999	24.0
\$5,000 - \$9,999	25.7
Under \$5,000	19.6
Undesignated	<u>2.3</u>
	100.0
<u>Size of Community</u>	
1,000,000 and over, including urban fringe	16.1
250,000 - 999,999, including urban fringe	20.5
50,000 - 249,999, including urban fringe	19.4
2,500 - 49,999	16.7
Under 2,500	<u>28.0</u>
	100.0

Race

White	87.6
Black	10.6
Other	<u>1.8</u>
	100.0

Occupation of Chief Wage Earner

Professional & Business: Professional technical and kindred workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)	23.2
Clerical & Sales: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners)	9.8
Manual Workers: Foremen, craftsmen and kindred workers, (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, Laborers	41.2
Farmers: Farm owners, farm managers, farm foremen, farm laborers	2.9
Non-Labor Force	20.1
Undesignated	<u>2.8</u>
	100.0

Region of the Country

East:	Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	27.3
Midwest:	Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	27.4
South:	Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana	28.0
West:	Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii	<u>17.3</u>
		100.0

- N O T E -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample are based on data in which a "times-at-home" weighting has been incorporated. The actual number of interviews made for various population groups are reported in the findings.

## THE DESIGN OF THE SAMPLE

The Gallup Organization, Inc. maintains a national probability sample of interviewing areas that is used for all *TRENDS* surveys. *TRENDS* is the Gallup "omnibus" service. For each survey, a minimum of 1,500 individuals are personally interviewed. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central, West Central, South, Mountain, and Pacific. Within each city size-regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size, in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection-proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

Allowance for persons not at home is made by a "times-at-home" weighting\* procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Also minor adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

---

Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31

## NUMBER OF INTERVIEWS

	<u>All Adults</u>	<u>Aware of "Feeling Good"</u>	<u>Women</u>	<u>Parents</u>
All	1517	352	768	735
<u>Sex</u>				
Male	749	170	--	328
Female	768	182	768	407
<u>Age</u>				
18 - 34 years	566	168	283	354
35 - 49 years	391	87	212	296
50 years and older	550	102	265	80
<u>Education</u>				
College	491	146	213	224
High School	816	178	463	450
Grade School	202	27	90	59
<u>Income</u>				
\$15,000 and over	471	119	226	271
\$10,000 - \$14,999	371	92	185	214
\$7,000 - \$9,999	193	41	82	96
Under \$7,000	452	92	258	141
<u>Occupation</u>				
Professional and Business	373	100	185	203
Clerical and Sales	187	43	89	84
Manual	614	138	309	375
Farmer	36	5	20	16
Non-Labor Force	296	59	141	42
<u>PBS Reception</u>				
<u>In Signal Area Reception</u>	1274	315	638	617
Good	619	194	291	308
Fair	136	36	79	70
Poor	80	22	40	37
None	119	19	61	58
Don't Know	320	44	167	144
<u>Not in Signal Area</u>	243	37	130	118

## SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

### Recommended Allowance For Sampling Error of a Percentage

	In Percentage Points (at 95 in 100 confidence level)*						
	-----Sample Size-----						
	1500	1000	750	600	400	200	100
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

\* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error  
of the Difference

		In Percentage Points (at 95 in 100 confidence level)*			
		<u>Percentages near 20 or percentages near 80</u>			
TABLE A	Size of Sample	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
	750	5			
	600	5	6		
	400	6	6	7	
	200	8	8	8	10
		<u>Percentages near 50</u>			
TABLE B	Size of Sample	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
	750	6			
	600	7	7		
	400	7	8	8	
	200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

\* The chances are 95 in 100 that the sampling error is not larger than the figures shown.



Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

And now on another topic...

ASK EVERYONE

18a. (HAND RESPONDENT CARD C) Regardless of whether you have seen any of them or not, which of these TV programs have you heard of? (RECORD BELOW)

18b. (HAND RESPONDENT CARD C) During the past two or three months, that is, since the middle of September, which if any, of these programs have you actually watched at least once? (RECORD BELOW)

	Q. 18a Heard of	Q. 18b Seen
Tony Orlando & Dawn	1 ( )	1 ( )
Little House on the Prairie	2 ( )	2 ( )
That's My Mama	3 ( )	3 ( )
Feeling Good	4 ( )	4 ( )
Kojac	5 ( )	5 ( )
Masterpiece Theater	6 ( )	6 ( )
None of the above	V ( )	V ( )

ASK Q. 18c and 18d IF FEELING GOOD "HEARD OF" IN Q. 18a OR "SEEN" IN Q. 18b.

18c. Where have you heard or read about the program "Feeling Good"? (DO NOT READ LIST) Anyplace else?

- 1 ( ) Advertisement on television
- 2 ( ) Advertisement in newspaper
- 3 ( ) Advertisement in magazine
- 4 ( ) Half hour special preview
- 5 ( ) TV Guide feature article
- 6 ( ) Listing in daily newspaper
- 7 ( ) Listing in TV Guide
- 8 ( ) Listing in weekly newspaper program guide
- 9 ( ) Article in newspaper or magazine
- 0 ( ) Friends or relatives
- X ( ) Posters, Bulletin boards
- V ( ) Don't remember

18d. (HAND RESPONDENT CARD D) Did you happen to see either of these "Feeling Good" shows?

- 1 ( ) Week of Nov. 27 - Dec. 3
- 2 ( ) Week of Dec. 4 - 11
- 3 ( ) Neither
- V ( ) Don't know

ASK EVERYONE:

19a. (HAND RESPONDENT CARD E) Just thinking of the past two months, that is, from about the middle of October to now, which, if any, of the following have you done? (JUST READ OFF THE LETTERS --MULTIPLE RESPONSES)

- 1 ( ) A Looked at article or pamphlet about health
- 2 ( ) B Blood pressure checked by doctor/nurse
- 3 ( ) C Self quiz on drinking habits from/newspaper/TV
- 4 ( ) D Regular physical examination / nothing wrong
- 5 ( ) E Regular check-up by dentist / nothing wrong
- 6 ( ) F Cut down on eggs, meat, butter, or milk
- 7 ( ) G Started a diet to lose weight
- 8 ( ) H Made effort to have more fresh fruit or juice
- 9 ( ) I Increased regular exercise

FOR WOMEN ONLY

- 11 ( ) J Had a breast examination by doctor
- 12 ( ) K Examined your own breasts for lumps
- 13 ( ) L Had a Pap test

FOR PARENTS ONLY

- 14 ( ) M Cut down on coas, cookies, candies, etc. that your children eat
- 15 ( ) N Taken your pre-school child to get "shots" for measles, rubella, polio, or DTP
- 16 ( ) O None of them
- VV ( ) Don't know

ASK EVERYONE:

19. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD Y) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

- 1 ( ) No PBS station in area
- 2 ( ) PBS station, but can't get it
- 3 ( ) Poor reception
- 4 ( ) Fair reception
- 5 ( ) Good reception
- V ( ) Don't know

Tony Orlando & Dawn

Wednesday night on CBS

Little House on the Prairie

Wednesday night on NBC

That's My MAMA

Wednesday night on ABC

Feeling Good

Wednesday night or on the weekend on PBS

Kojac

Sunday night on CBS

Masterpiece Theater

Sunday or Friday night on PBS

- A. Looked at an article or pamphlet about health.
- B. Had your blood pressure checked by a doctor, nurse, or someone else who knows how.
- C. Taken a self quiz on drinking habits from newspapers, TV, or health pamphlets.
- D. Gone to a doctor or clinic for a regular physical examination, even though nothing was bothering you.
- E. Gone to a dentist for a regular check-up, even though your teeth were not bothering you.
- F. Purposely cut down on eggs, meat, butter, or milk, because they have a lot of cholesterol in them.
- G. Started a diet in order to lose weight.
- H. Made a special effort to have more fresh fruit or fruit juice.
- I. Increased the amount of regular exercise that you do.

FOR WOMEN ONLY

- J. Had a breast examination by a doctor.
- K. Examined your own breasts for lumps.
- L. Had a Pap test.

FOR PARENTS ONLY

- M. Made an effort to cut down on the amount of coke, cookies, candies, etc. that your children eat.
- N. Taken your pre-school child to a doctor or clinic to get "shots" for measles, rubella, polio, or DTP.

Week of November 20 - November 26

Guest Stars: Helen Reddy, B.B. King, and Johnny Cash

Health Topics: Pre-natal care

Nutrition

Mental Health

Mac's Place: Mac hurts his back and sees a doctor.

Week of November 27 - December 3

Guest Stars: Pearl Bailey and Anne Murray

Health Topics: Overweight

Heart Disease and heart attacks

Children's eyesight and hearing

Child Health Associates

Mac's Place: Jason and Melba have trouble talking things over with each other on their first anniversary

**THE NATIONAL AUDIENCE**

**FOR "FEELING GOOD"**

**SURVEY TWO**

**March 6, 1975**

**Conducted for:**

**CHILDREN'S TELEVISION WORKSHOP**

**THE GALLUP ORGANIZATION, INC. ©**

**53 BANK STREET**

**PRINCETON, NEW JERSEY**

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## INTRODUCTION

This is a report on the second of a series of national surveys related to the program "Feeling Good". The objectives of this survey are to provide information on the trend in public awareness and viewing of the TV show "Feeling Good" and on the public's health care practices. Future surveys will repeat these measurements. The specific objectives of this survey were to:

1. Measure the trend in awareness of the show "Feeling Good".
2. Determine sources of information about "Feeling Good" among those adults who had seen or were aware of the show.
3. Measure the trend in the incidence of viewing "Feeling Good".
4. Measure the trend in the incidence of recent preventive health care practices among various demographic groups.

The questions were developed by The Gallup Organization, Inc. in consultation with Children's Television Workshop. Identical questions were asked on both surveys.

Interviews were completed with a national sample of 1544 adult men and women 18 years and older. Interviewing was conducted during the period of February 1 - 3, 1975.

A description of the design of the sample, the composition of the obtained sample, tables of recommended sampling tolerances and a copy of the questionnaire may be found in the Technical Appendix.

When using the recommended tables of sampling error, the reader should refer to the table "Number of Interviews" that appears in the Technical Appendix. The actual number of interviews as reported in this table should be used when estimating sampling tolerances and not the "Weighted Base" that appears in the detailed tables.



**SUMMARY**



TREND IN AWARENESS OF THE TV SHOW "FEELING GOOD"

Public awareness of "Feeling Good" was established in the first week of the show's appearance. Since then awareness has plateaued.

About one fifth (22%) of all adults in the current survey said they have heard of the TV show "Feeling Good". This is identical to the 22% who had heard of "Feeling Good" in wave I of the survey. In contrast, 77% of all adults in the current survey were aware of "Tony Orlando and Dawn", (a new show) up 16 percentage points over wave I. The level of awareness of each of the other four shows remained about the same from wave I to wave II. Kojak again had the highest awareness level of the six shows tested, and "Feeling Good" the lowest.

Trend in awareness	Heard of Each TV Show	
	All Adults	
	Dec. 1974	Feb. 1975
	%	%
Kojak	86	88
Little House on the Prairie	78	82
That's My Mama	71	77
Tony Orlando and Dawn	61	77
Masterpiece Theat	48	43
Feeling Good	22	22
None of the Shows	5	3
Couldn't say	1	-

Awareness of "Feeling Good" varies by age, education, family income, and occupation of chief wage earner. It also varies by whether one lives within a PBS signal area or not. This has been true for both wave I and wave II.

Awareness is higher among persons 18 - 34 years than among older persons; among persons with family incomes above \$10,000 than those with lower family incomes; among white collar than among blue collar families; and awareness is positively related to education. Awareness is relatively high among those with good PBS signal/reception and low among those who live outside the signal area of a PBS station. In no segment does awareness rise above three in ten.



Proportion of All Adults Aware of "Feeling Good"

	<u>Dec.</u> <u>1974</u>	<u>Feb.</u> <u>1975</u>
	%	%
<u>Age</u>		
18 - 34	27	26
35 - 49	21	20
50 years or older	18	18
<u>Education</u>		
College	27	29
High School	22	21
Grade School	14	14
<u>Family Income</u>		
\$15,000 or more	25	25
\$10,000 - \$14,999	23	24
\$7,000 - \$9,999	19	19
Under \$7,000	19	19
<u>Occupation of Chief Wage Earner</u>		
Professional or Business	25	28
Clerical or Sales	25	31
Manual	23	19
Farmer	12	6
Non-Labor Force	17	17
<u>PBS Signal Reception</u>		
Live in Signal Area	23	23
<u>Quality of Reception</u>		
Good	30	32
Fair	26	20
Poor	28	20
None	16	14
Don't Know	13	13
Not in Signal Area	14	16



SOURCES OF AWARENESS ABOUT  
"FEELING GOOD"

The failure of "Feeling Good" to increase its awareness level is reflected in the sources by means of which awareness has been generated. Those aware of "Feeling Good" were asked on an unaided basis where they had heard about "Feeling Good". In both surveys, the most frequently named source of awareness about "Feeling Good" is television advertising. Advertising on TV was mentioned by 7% of all adults in the current survey and by 8% in wave I. Named somewhat less often were program listings in TV Guide, named by 4% in each interviewing wave. Other sources were each named by 2% or less of all adults. Word of mouth awareness, which is an indicator of growing public interest, is of trivial significance in both surveys.

	All Adults	
	Dec. 1974	Feb. 1975
<u>Sources of Information About "Feeling Good"</u>	%	%
Advertisement on television	8	7
Listing in TV Guide	4	4
Advertisement in newspaper	2	2
TV Guide feature article	2	2
Friends or relatives	1	2
Listing in weekly newspaper program guide	1	*
Articles in newspaper or magazine	1	1
Listing in daily newspaper	1	1
Advertisement in magazine	*	*
Half hour special preview	*	*
Poster or notice on bulletin boards	*	*
Don't remember	5	5

In wave II, there is a slight trend for the college educated, those living in white collar households and those who have better PBS reception to be relatively likely to mention TV advertising as a source of awareness. In contrast, in wave I there were no consistent patterns. A possible explanation is that wave I was conducted immediately after a period when there was

a considerable amount of general advertising for "Feeling Good" and wave II during a period of more limited advertising. In general, one would then expect the college educated, those in white collar households, and those living in PBS signal areas to have higher recall scores.

	Saw TV Advertising for "Feeling Good"	
	Dec. 1974	Feb. 1975
	%	%
All Adults	8	7
<u>Education</u>		
College	9	10
High School	7	7
Grade School	8	5
<u>Occupation of Head of Household</u>		
Professional or Business	6	10
Clerical or Sales	10	9
Manual	9	6
Farmer	4	2
Non-Labor Force	8	5
<u>PBS Signal Reception</u>		
All who receive signal	8	8
Good signal	9	11
Fair signal	10	8
Poor signal	12	4



### TREND IN RECENT VIEWING OF "FEELING GOOD"

The viewing audience for "Feeling Good" apparently was established when the show was initially introduced and has not changed since, either in size or characteristics.

In the current survey 7% of all adults report having recently seen "Feeling Good". This is virtually the same proportion as reported having seen "Feeling Good" during wave I.

Despite the fact that there is some variability between demographic segments in awareness, recent reported viewing of "Feeling Good" does not vary significantly by population group. That is, the 7% over-all figure is reflective of each population group rather than there being wide variations within the groups. This suggests that the relatively high awareness of "Feeling Good" among the young, well educated, and higher socio-economic strata reflects the fact that these demographic segments tend to be well informed in general rather than being an indicator of greater interest in the show. Also, it appears that interest in "Feeling Good" is likely to be related to attitudes that are not specific to any one segment of the national adult population.

Proportion of All Adults Who Reported Viewing "Feeling Good"

	<u>Dec. 1974</u>	<u>Feb. 1975</u>
	%	%
<u>Age</u>		
18 - 34	9	7
35 - 49	6	6
50 years and older	6	7
<u>Education</u>		
College	8	8
High School	7	6
Grade School	6	8
<u>Family Income</u>		
\$15,000 or more	6	6
\$10,000 - \$14,999	5	8
\$7,000 - \$9,999	9	8
Under \$7,000	8	8

(continued)



(continued)

Proportion of All Adults Who  
Reported Viewing "Feeling Good"  
Dec. 1974 Feb. 1975

	%	%
<u>Occupation of Chief Wage Earner</u>		
Professional or Business	8	9
Clerical or Sales	5	8
Manual	7	5
Farmer	3	2
Non-Labor Force	8	8
<u>PBS Signal Reception</u>		
Live in Signal Area	8	8
<u>Quality of Reception</u>		
Good	9	11
Fair	10	5
Poor	7	6
None	8	4
Don't Know	6	6
Not in Signal Area	4	4

## REPORTED VIEWING OF SPECIFIC "FEELING GOOD" SHOWS

The trend in the proportion who report seeing each week's show reflects the failure to build an audience. The proportion viewing each week's show fluctuates within a narrow range, and to the extent there has been any change it appears to be in the direction of a smaller audience.

In the current survey, aware adults were asked which if any, of nine "Feeling Good" segments they had watched. Six percent of all adults reported seeing at least one of the nine shows tested in wave II. This is essentially the same as the 4% who reported seeing at least one of the two shows tested in wave I.

There has been no increase in the proportion of all adults who report seeing individual "Feeling Good" shows. In fact, the 3% of all adults who reported seeing the "Feeling Good" show televised the week of November 20, 1974 is the highest score achieved.

	All Adults	
	Dec. 1974	Feb. 1975
	%	%
Saw at least one "Feeling Good" segment	4	6
<u>Shows Seen</u>		
Week of Nov. 20, 1974	3	NA
Week of Nov. 27, 1974	2	NA
Week of Dec. 4, 1974	NA	3
Week of Dec. 11, 1974	NA	2
Week of Dec. 18, 1974	NA	1
Week of Dec. 25, 1974	NA	2
Week of Jan. 1, 1975	NA	2
Week of Jan. 8, 1975	NA	2
Week of Jan. 15, 1975	NA	1
Week of Jan. 22, 1975	NA	2
Week of Jan. 29, 1975	NA	2

NA = Not Asked



In both interviewing waves, a minority of those aware of "Feeling Good" report having seen at least one show. This is another indication of the failure of the show to generate audience interest.

	All Adults 1	
	Dec. 1974	Feb. 1975
Saw at least one show	4	6
Aware, but saw no shows	13	11
Aware, don't know if saw any show	5	5
Total aware	22	22

The proportion who reported seeing at least one "Feeling Good" segment does not vary significantly between demographic segments. This is true for both interviewing waves.

However, there is slight variation by quality of PBS signal reception. In both surveys, those with good reception are the more likely to have seen at least one show.

Quality of PBS Signal Reception	Saw at Least One "Feeling Good" Show	
	Dec. 1974	Feb. 1975
All who receive signal	4	7
Good reception	6	10
Fair reception	4	6
Poor reception	2	5



## PBS SIGNAL RECEPTION

A severe limitation on audience size, measured in both surveys, is the fact that just over one third of all adults report receiving a good signal from the PBS station in their area. One sixth report receiving a fair or poor signal.

If knowledge of the quality of the PBS station signal can be taken as an indicator of viewing, a program available only on PBS has no chance of reaching more than half the national adult audience.

About one fourth don't know what quality reception they receive, in all likelihood because they have never attempted to view their local PBS station, while about one thirteenth cannot receive the signal even though they live within the signal area.

	<u>All Adults</u>	
	<u>Dec.</u> <u>1974</u>	<u>Feb.</u> <u>1975</u>
	%	%
<u>PBS Station in Area</u>	83	87
Can't receive signal	9	7
Poor reception	6	8
Fair reception	8	10
Good reception	38	36
Don't Know	22	26
 <u>No PBS Station in Area</u>	 <u>17</u>	 <u>13</u>
	100	100

## HEALTH CARE HABITS

In both surveys, all respondents were asked which, if any, of nine health related actions they had taken in "the past two months". In addition, women were asked which of three actions they had taken and parents were asked about two actions related to child care.

The rank order of mentions is virtually identical in both waves. However, the proportion of all adults saying they have read an article about health is lower in the current survey. This could reflect a diminution in interest or reduced availability of materials.

A slightly smaller proportion in the current than in the earlier survey reported having recently had a physical examination. Also, in the current survey, marginally smaller proportions reported dieting to lose weight or cutting down on consumption of meat and dairy products. There were no significant changes with respect to the other items.

	All Adults	
	Dec. 1974	Feb. 1975
	%	%
Read article about health	54	46
Had blood pressure checked	44	42
Had more fresh fruit	38	36
Cut down on eggs, meat, butter or milk	30	26
Dieted to lose weight	28	24
Increased regular exercise	27	25
Had dental checkup	24	22
Self quiz on drinking	9	7

Women are more actively health conscious than are men. Thus women are the more likely to read about health, to have had their blood pressure checked, to have increased their consumption of fresh fruit, to have dieted to lose weight, and to have had a physical examination.

	<u>December 1974</u>		<u>February 1975</u>	
	<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
	%	%	%	%
Read article about health	52	57	41	51
Had blood pressure checked	39	48	36	46
Had more fresh fruit	31	44	28	44
Had physical examination	28	39	23	33
Cut down on eggs, meat, butter or milk	26	35	25	27
Dieted to lose weight	17	37	17	30
Increased regular exercise	27	28	26	24
Had dental checkup	23	25	21	23
Took self quiz on drinking	10	9	7	8

Young people tend to be relatively oriented toward keeping "in shape", while older people are the more likely to have the state of their health checked. For example, young persons 18 - 34 are more likely than older persons to have dieted to lose weight and increased regular exercise. Persons over 50, on the other hand, are the more likely to have had a physical exam and to have had their blood pressure checked.

	<u>December 1974</u>			<u>February 1975</u>		
	<u>18-34</u>	<u>35-49</u>	<u>50 or older</u>	<u>18-34</u>	<u>35-49</u>	<u>50 or older</u>
	%	%	%	%	%	%
Read article about health	55	57	53	48	49	42
Had blood pressure checked	35	43	53	34	38	51
Had more fresh fruit	42	36	36	37	35	36
Had physical examination	30	31	39	26	25	32
Cut down on eggs, meat, butter or milk	27	32	33	23	28	28
Dieted to lose weight	32	31	21	31	22	18
Increased regular exercise	41	24	16	40	20	14
Had dental checkup	26	28	20	22	22	21
Took self quiz on drinking	12	7	8	8	9	5

The better educated one is, the more likely he is to inform himself about health, to try to keep "in shape", and to take care of his teeth. On the other hand, the college educated are somewhat less likely to have the state of their health checked. These differences are at least in part likely to be related

to the fact that younger people tend to be better educated than are older people.

The college educated are more likely than those with less education to have read an article on health, had a dental checkup, dieted to lose weight and increased regular exercise. There is also some tendency for the college educated to be relatively unlikely to have had a physical examination or to have had their blood pressure checked.

	<u>December 1974</u>			<u>February 1975</u>		
	<u>College</u>	<u>High School</u>	<u>Grade School</u>	<u>College</u>	<u>High School</u>	<u>Grade School</u>
	%	%	%	%	%	%
Read articles about health	73	53	35	65	44	27
Had blood pressure checked	44	41	52	36	42	45
Had more fresh fruit	46	37	32	38	36	34
Had physical examination	33	33	38	23	30	28
Cut down on eggs, meat, butter or milk	33	30	30	31	24	26
Dieted to lose weight	33	29	17	30	24	15
Increased regular exercise	38	29	9	36	25	12
Had dental checkup	33	24	12	33	20	12
Took self quiz on drinking	14	9	5	10	8	3

Since early December, there has been a sharp reduction in the proportion of women who have practiced breast self-examination, and smaller reductions in the proportions who had their breasts examined by a doctor or who had a Pap test. It is likely that this reflects a return to more usual behavior after the publicity given in the fall to Mrs. Ford's and Mrs. Rockefeller's surgery for breast cancer.

	<u>Among Women</u>	
	<u>Dec. 1974</u>	<u>Feb. 1975</u>
	%	%
Breast self-examination	51	38
Breast examination by doctor	32	26
Pap test	32	26

The proportion of parents who report cutting down on children's snacks and

taking pre-schoolers for shots is lower in the current survey than in wave I. Particularly with respect to the taking of shots, this may be a seasonal phenomenon.

	Among Parents	
	Dec. 1974	Feb. 1975
Cut down on children's snacks	50	41
Took pre-schoolers for shots	23	15

There is no consistent statistically significant relation between viewing of individual "Feeling Good" shows and whether one has taken any of the above health actions. In interpreting this, two factors should be taken into account: (1) The sample bases are in most cases too small for any reliable estimate to be made. (2) Much of the time period for which reported health behavior was measured actually preceded viewing of the specific shows, so that imputations about effect would at best be tenuous. Over-all, there appears to be some tendency for those aware of "Feeling Good" (whether or not they have watched it) to be more actively conscious than the unaware group.

This is summarized in the tables on the following two pages.



STEPS TAKEN TOWARD BETTER HEALTH AMONG  
THOSE WHO HAVE SEEN EACH "FEELING GOOD" SHOW

	Wave I Total	Shows Week of Nov. 20	Seen Week of Nov. 27	Aware of Show None Watched	Not Aware of Show
Read article about health	54	55	65	56	54
Had blood pressure checked	44	34	49	57	44
Had more fresh fruit	38	26	30	39	39
Had physical examination	34	36	35	44	33
Cut down on eggs, meat, butter or milk	30	28	33	25	31
Dieted to lose weight	28	27	23	35	28
Increased regular exercise	27	18	23	38	27
Had dental checkup	24	28	28	36	22
Self quiz on drinking	9	11	16	10	9
Number of interviews	(1517)	(44)	(30)	(197)	(1165)

Among Women

Breast self-examination	51	37	44	49	52
Breast examination by doctor	32	23	39	41	30
Pap test	32	17	20	41	29
Number of interviews	(768)	(20)	(13)	(108)	(584)

Among Parents

Cut down on children's snacks	50	55	72	48	46
Took pre-schoolers for shots	23	26	14	30	20
Number of interviews	(735)	(25)	(9)	(99)	(551)



STEPS TAKEN TOWARD BETTER HEALTH AMONG  
THOSE WHO HAVE SEEN EACH "FEELING GOOD" SHOW

	Shows Seen												Aware of Show		Not Aware of Show				
	Dec. 1974		Dec. 18, 1974		Dec. 25, 1974		Jan. 1, 1975		Jan. 8, 1975		Jan. 15, 1975		Jan. 22, 1975		Jan. 29, 1975		None Matched	%	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%			
Read article about health	46	65	61	60	48	48	66	67	46	45	46	46	58	43					
Had blood pressure checked	42	53	56	45	36	27	43	43	42	42	59	35	41						
Had more fresh fruit	36	45	46	65	50	43	51	42	42	82	46	21	28						
Had physical examination	28	41	52	35	38	30	41	30	42	41	21	28							
Cut down on eggs, meat, butter or milk	26	43	50	15	19	27	51	33	42	9	31	25							
Dieted to lose weight	24	13	33	40	19	18	26	36	30	55	24	24							
Increased regular exercise	25	24	39	35	19	46	47	9	35	14	30	24							
Had dental checkup	22	17	20	25	24	7	26	18	18	32	28	21							
Self quiz on drinking	7	9	24	5	7	14	16	24	2	9	8	7							
Number of interviews	(1544)	(48)	(27)	(14)	(25)	(27)	(29)	(18)	(21)	(15)	(175)	(1194)							
<u>Among Women</u>																			
Breast self-examination	38	64	72	82	60	37	79	59	47	91	47	35							
Breast examination by doctor	26	49	52	54	31	30	43	32	41	63	26	25							
Pap test	26	36	45	45	38	11	50	32	41	54	27	26							
Number of interviews	(765)	(28)	(18)	(8)	(16)	(17)	(15)	(11)	(9)	(8)	(87)	(586)							
<u>Among Parents</u>																			
Cut down on children's snacks	41	28	45	20	18	30	47	44	37	78	51	40							
Took pre-schoolers for shots	15	22	4	-	-	4	32	11	16	11	14	15							
Number of interviews	(721)	(24)	(12)	(3)	(9)	(15)	(12)	(6)	(9)	(6)	(82)	(556)							





DETAILED TABLES

ALSO SHARERS OF SELECTED TV PROGRAMS  
CLAIMED PROGRAM VIEWERSHIP  
BASED ON ALL ADULTS

TABLE 1

	SEX		AGE		EDUCATION		FAMILY INCOME		UNDER \$7000				
	ALL ADULTS	MALE	19-24 YEARS	25-49 YEARS	50 YRS & OVER	COLL -FGF SCHOL	HIGH SCHOOL	\$10000 -14999		\$7000 -9999			
WRIGHT'S GASE	2706	1292	1414	100.0	100.0	681	1477	541	815	679	951	821	100.0
	160.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ALBEN AWARENESS	2089	991	1092	940	506	626	643	559	259	600	600	600	600
TONY ORLANDO & DAWN	77.0	76.7	77.2	95.9	73.5	63.0	80.0	82.1	73.8	73.1	73.1	73.1	73.1
LITTLE HOUSE ON THE PRAIRIE	2208	1000	1208	885	554	799	581	1232	276	642	642	642	642
THAT'S MY MAMA	2075	942	1111	890	515	650	517	1192	84.4	78.2	78.2	78.2	78.2
FEELING GOOD	191	77.1	920	264	140	189	200	312	75	68	157	157	157
KOJAC	2370	1146	1224	948	623	764	637	1356	765	299	440	440	440
WASTED LIFE THEATRE	1168	549	619	526	290	342	453	590	284	153	257	257	257
NONE OF THE ABOVE	43.2	42.5	43.8	52.5	42.2	34.4	66.5	39.9	56.2	41.4	43.6	43.6	43.6
	78	43	35	7	14	37	5	28	9	11	9	9	9
	2.0	3.3	2.5	.7	2.0	5.7	.7	1.9	1.1	1.6	2.6	2.6	2.6
CLAIMED PROGRAM VIEWERSHIP	1298	572	721	595	316	374	292	772	992	357	160	370	370
TONY ORLANDO & DAWN	47.4	44.3	51.0	59.0	46.2	37.7	43.4	52.3	48.1	52.6	45.6	45.1	45.1
LITTLE HOUSE ON THE PRAIRIE	1984	603	781	577	376	574	282	817	390	353	180	430	430
THAT'S MY MAMA	51.1	46.7	55.2	52.3	47.4	52.8	41.4	55.3	47.9	52.0	51.3	52.4	52.4
FEELING GOOD	1301	575	726	574	309	412	257	778	354	344	181	400	400
KOJAC	48.1	44.5	51.3	56.9	44.9	41.5	37.7	52.7	43.4	50.7	51.6	48.7	48.7
WASTED LIFE THEATRE	101	74	117	74	42	72	54	92	47	52	27	83	83
NONE OF THE ABOVE	7.1	5.7	8.3	7.3	6.1	7.9	7.9	6.2	5.8	7.7	7.7	7.7	7.7
	1791	875	916	764	459	557	422	1076	550	487	235	497	497
	64.2	57.7	64.8	74.0	64.7	56.1	62.0	72.9	67.5	71.7	67.0	60.5	60.5
	560	279	281	240	144	170	725	274	237	148	63	108	108
	20.7	21.6	19.9	23.8	20.9	17.1	33.0	18.4	29.1	21.8	17.9	13.2	13.2
	179	96	83	33	39	104	38	75	40	46	17	76	76
	4.4	3.4	5.9	3.2	5.7	10.5	5.4	5.1	6.9	6.8	4.8	9.3	9.3
	201	97	109	70	48	73	66	101	70	52	23	53	53
	7.4	7.1	7.7	8.9	8.4	7.4	9.7	7.1	8.6	7.7	6.6	6.5	6.5

GRADE AWARENESS OF SELECTED TV PROGRAMS  
CLAIMED PROGRAM VIEWERSHIP  
BASED ON ALL ANALYS

TABLE 2

PROGRAM	OCCUPATION OF HEAD OF HOUSEHOLD				PROF. CLER & MANUAL LABOR SALES				QUALITY OF RECEPTION				DON'T KNOW		NOT IN SIGNAL AREA	
	ALL FAMILYS				ALL				ALL				NONE			
	2700 100.0	603 100.0	292 100.0	1108 100.0	53 100.0	519 100.0	2363 100.0	979 100.0	266 100.0	206 100.0	196 100.0	714 100.0	714 100.0	343 100.0		
WEIGHTED PASE																
AIRFF AWARENESS	2083	449	266	977	37	311	1838	815	223	175	143	482	245			
TONY BRIANDN & DAWN	77.0	74.5	91.1	83.2	69.8	59.9	77.8	82.2	83.2	85.0	79.0	67.5	71.4			
LITTLE HOUSE ON THE PRAIRIE	2704	573	249	910	40	385	1919	869	230	195	161	484	289			
THAT'S MY MAMA	2075	462	339	915	22	334	1829	804	218	174	131	502	246			
FEELING GOOD	76.7	76.6	81.8	82.6	41.5	44.4	77.4	82.1	81.3	84.9	66.8	70.3	71.7			
KOJAC	591	149	60	215	3	90	519	316	54	41	28	96	56			
MASTPIECE THEATRE	21.8	28.0	30.8	19.4	5.7	17.3	22.6	32.3	20.1	19.9	14.3	19.4	16.3			
WORK OF THE ABOVE	2370	560	272	1006	46	173	2077	920	244	181	144	587	293			
DON'T KNOW	87.6	97.9	93.2	90.8	86.8	71.9	87.9	94.0	91.4	87.9	83.7	79.4	85.4			
	1168	376	145	410	14	177	1072	589	124	182	73	190	96			
	41.2	62.4	49.7	37.0	30.2	34.1	49.4	59.6	46.3	49.2	37.2	26.6	28.0			
	79	27	2	22	2	42	72	7	2	2	7	54	6			
	2.0	2.0	2.0	2.0	3.8	4.1	3.0	.7	.7	1.0	3.6	7.6	1.7			
CLAIMED PROGRAM VIEWERSHIP	1793	243	184	609	20	178	1140	491	134	106	100	304	153			
TONY BRIANDN & DAWN	47.6	40.3	63.4	55.0	37.7	34.3	48.2	50.2	50.0	51.5	53.6	42.6	44.6			
LITTLE HOUSE ON THE PRAIRIE	1384	283	146	579	31	278	1196	495	151	115	127	308	188			
THAT'S MY MAMA	1301	240	144	601	7	219	1142	50.6	56.3	55.8	64.8	43.1	54.8			
FEELING GOOD	45.1	41.3	49.3	54.2	11.2	42.2	49.3	49.2	41	116	43.4	320	159			
KOJAC	191	54	24	56	1	42	179	106	12	13	8	44.8	46.4			
MASTPIECE THEATRE	7.1	9.0	8.2	5.1	1.9	8.1	7.6	10.8	4.9	6.3	4.1	5.9	3.9			
WORK OF THE ABOVE	1791	359	206	716	38	284	1552	679	180	166	127	426	239			
DON'T KNOW	66.2	59.4	70.5	73.6	71.7	54.7	65.7	68.7	67.2	70.9	64.8	59.7	69.7			
	560	188	74	147	6	24	526	307	64	50	28	73	34			
	90.7	91.2	24.3	16.9	15.1	16.2	27.3	31.4	25.4	24.9	14.3	10.2	9.9			
	170	44	11	30	4	76	163	29	9	12	17	100	16			
	6.6	7.3	3.8	3.4	7.5	14.5	6.9	3.0	1.9	5.8	8.7	14.0	4.7			
	201	63	16	74	4	35	164	81	19	16	10	38	37			
	7.4	10.8	3.3	6.7	7.5	6.7	6.9	8.3	7.1	7.8	5.1	5.3	10.8			





STEPS TAKEN TOWARD BETTER HEALTH CARE  
BASED ON ALL ADULTS

TABLE 5

STEPS TAKEN	SEX		AGE		EDUCATION			FAMILY INCOME			UNDER- \$7000	
	ADULTS		18-34 YEARS		COLL -FGE SCHOOL			\$15000 -14999				\$7000 -9999
	MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YEARS & OVER	HIGH SCHOOL	MIGR SCHOOL	GRADE SCHOOL	100.0	100.0		
WEIGHTED RASB	2706 100.0	1292 100.0	1414 100.0	668 100.0	993 100.0	681 100.0	1477 100.0	541 100.0	815 100.0	679 100.0	351 100.0	821 100.0
STEPS TAKEN-EVERYBODY	1251	533	718	486	339	418	444	658	144	353	135	276
READ ARTICLE ABOUT HEALTH	46.2	41.3	50.9	48.7	49.3	47.1	65.2	44.5	76.6	52.0	38.5	33.6
HAD BLOOD PRESSURE CHECKED	1122	471	651	347	259	509	247	626	245	289	140	378
SELF QUIZ IN DRINKING	41.5	36.5	46.0	34.4	37.6	31.3	36.3	42.4	45.3	35.5	39.9	46.0
HAD PHYSICAL EXAMINATION	200	92	108	83	63	53	66	115	18	46	28	47
CUT DOWN EGGS, MEAT, BUTTER OR MILK	7.4	7.1	7.6	8.2	9.2	5.3	9.7	7.8	3.3	8.8	8.0	5.7
DIETED TO LOSE WEIGHT	759	295	464	258	175	371	196	448	153	194	79	256
HAD DENTAL CHECK-UP	28.0	27.8	32.8	25.6	25.4	32.3	22.9	30.3	28.3	23.8	31.1	22.5
INCREASED REGULAR EXERCISE	590	270	320	226	154	206	222	301	66	262	46	127
WASHED HANDS REGULARLY	21.8	20.9	22.6	22.4	22.4	20.7	32.6	20.4	17.2	32.1	13.1	19.5
WASHED HANDS BEFORE EATING	709	324	385	236	192	275	212	355	141	248	89	205
WASHED HANDS AFTER USING TOILET	26.2	25.1	27.7	23.4	27.9	27.7	31.1	24.0	26.1	30.4	17.9	25.0
WASHED HANDS BEFORE HANDLING MONEY	644	210	425	308	150	178	201	361	79	262	66	141
WASHED HANDS BEFORE EATING	73.8	17.0	30.1	33.6	21.8	17.9	29.5	24.4	14.6	32.1	24.2	17.2
WASHED HANDS BEFORE ENTERING STORES	979	362	617	377	239	360	262	530	186	303	110	296
WASHED HANDS BEFORE HANDLING MONEY	36.7	28.0	43.6	37.4	34.7	36.3	38.5	35.9	34.4	37.2	31.3	38.1
WASHED HANDS BEFORE EATING	677	335	342	400	137	137	245	369	62	238	87	169
WASHED HANDS BEFORE ENTERING STORES	75.0	25.9	24.7	39.7	19.9	13.8	36.0	25.0	11.5	29.2	24.8	19.9
WASHED HANDS BEFORE ENTERING STORES	305	235	160	176	107	161	50	217	128	60	50	159
WASHED HANDS BEFORE ENTERING STORES	14.6	18.2	11.3	12.5	15.6	14.2	7.3	14.7	23.7	9.8	14.2	19.4
WASHED HANDS BEFORE ENTERING STORES	49	37	12	14	4	31	7	30	12	9	10	22
WASHED HANDS BEFORE ENTERING STORES	1.8	2.9	.8	1.4	.6	1.1	1.0	2.0	2.2	1.1	1.2	2.7

STEPS TAKEN TO ADD BETTER HEALTH CARE  
BASED ON ALL ADULTS

TABLE 6

	OCCUPATION OF HEAD OF HOUSEHOLD										QUALITY OF RECEPTION					NOT IN SIGNAL AREA					
	ALL ADULTS		PROF CLFR & BUS		% ANNUAL LABOR		FARMER		NON- LABOR		ALL	IN SIGNAL AREA			DON'T KNOW	SIGNAL AREA					
	2706 100.0	609 100.0	292 100.0	1108 100.0	59 100.0	519 100.0	17 32.1	39.5 762	17 22	205 50.5		205 30	1112 47.1	940 55.2			979 378	263 100.0	268 100.0	206 100.0	196 100.0
WEIGHTED BASE																					
STEPS TAKEN—EVERYBODY																					
READ ARTICLE ABOUT HEALTH	1251 46.2	366 60.7	179 61.3	440 39.7	17 32.1	205 39.5					1112 47.1	940 55.2	979 378	263 100.0	268 100.0	206 100.0	196 100.0	714 100.0	343 100.0		
HAD BLOOD PRESSURE CHECKED	1172 41.5	745 40.6	105 36.0	437 39.0	22 41.5	762 50.5					973 41.2	378 38.6	378	973 34.0	97 50.0	103 50.0	20 40.8	20 45.0	149 43.4		
SELF QUIZ IN DRINKING	200 7.4	43 7.1	35 12.0	77 6.9	8 15.1	30 5.8					186 7.9	103 10.5	103	186 34.0	18 8.7	13 6.6	13 6.6	41 9.7	14 4.1		
HAD PHYSICAL EXAMINATION	759 28.0	159 26.4	65 22.3	337 30.4	14 26.4	164 31.6					659 27.7	271 27.7	271	659 27.0	74 31.6	65 33.2	65 33.2	180 25.2	104 30.8		
HAD DENTAL CHECK-UP	590 21.8	188 31.2	90 30.8	199 18.0	11 20.2	80 15.4					521 22.0	274 28.0	274	521 22.0	59 23.3	27 13.8	27 13.8	113 15.8	69 20.1		
CUT DOWN EGGS, FAT, BUTTER OR MILK	709 26.2	158 26.2	86 29.5	266 24.0	17 32.1	149 28.7					626 26.5	300 30.6	300	626 25.4	68 25.4	43 21.9	43 21.9	163 22.8	83 24.2		
DIETED TO LOSE WEIGHT	644 23.8	197 32.7	86 29.5	238 21.5	14 26.4	79 15.2					567 24.0	275 28.1	275	567 29.1	78 18.4	42 21.4	42 21.4	134 18.8	77 22.4		
HAD MORE FRESH FRUIT	979 36.2	228 37.8	129 44.2	371 33.5	18 34.0	191 36.8					864 36.6	401 41.0	401	864 31.0	83 42.2	65 33.2	65 33.2	228 31.9	115 33.5		
INCREASED REGULAR EXERCISE	677 25.0	200 33.2	93 31.8	262 24.2	8 15.1	82 15.8					596 25.2	304 31.1	304	596 28.4	76 30.1	41 20.9	41 20.9	113 15.8	81 23.6		
NONF OF THEM	395 14.6	38 6.3	26 8.9	206 18.6	18 34.0	85 16.4					339 14.9	104 10.6	104	339 13.1	35 13.1	28 13.6	28 13.6	131 18.3	56 16.3		
DON'T KNOW	49 1.8	16 2.7	10 3.4	15 1.4	1 2.7	7 1.4					41 1.7	5 .5	5	41 .4	1 .4	2 1.0	2 1.0	33 4.6	8 2.3		

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DBS SIGNAL RECEPTION  
BASED ON ALL ADULTS

TABLE 7

DBS SIGNAL RECEPTION	SEX		AGE		EDUCATION		FAMILY INCOME		UNDER \$7000	
	ADULTS		18-34 YFARS		COLL -EGE SCHOOL		\$15,000 -100,000			\$7000 -9999
	MALE	FEMALE	100.0	100.0	100.0	100.0	100.0	100.0		100.0
ALL ADULTS	1297	1614	100.0	100.0	681	1477	615	679	351	821
UNREGISTERED CASE	100.0	100.0	100.0	100.0	999	999	100.0	100.0	100.0	100.0
DBS SIGNAL RECEPTION	343	159	174	172	134	134	63	68	49	136
NO DBS STATION IN AREA	17.7	13.0	13.0	12.1	15.9	14.3	7.7	13.0	14.0	16.6
DBS STATION, NO RECEPTION	196	95	101	71	80	110	37	57	36	60
POOR RECEPTION	7.2	7.4	7.1	7.0	8.1	7.4	4.5	8.4	10.3	7.3
FAIR RECEPTION	206	107	99	86	56	124	73	56	23	51
GOOD RECEPTION	7.6	8.3	7.0	8.5	9.6	8.4	9.0	8.2	6.6	6.2
NO DBS STATION IN AREA	249	128	140	132	77	146	90	81	38	57
DBS STATION, NO RECEPTION	9.9	9.9	9.9	13.1	7.8	9.9	11.0	13.9	10.8	6.9
POOR RECEPTION	970	499	480	419	268	514	390	292	121	223
FAIR RECEPTION	35.2	38.6	38.9	41.6	29.8	50.8	47.9	38.2	34.3	27.2
GOOD RECEPTION	714	304	410	174	346	372	162	163	84	294
	26.6	23.5	29.0	17.7	34.8	29.2	19.9	24.3	23.9	39.8



PBS SIGNAL RECEPTION  
BASED ON ALL ADULTS

TABLE 6

PBS RECEPTION	IN SIGNAL AREA				QUALITY OF RECEPTION				NOT IN SIGNAL AREA	
	ALL	GOOD	FAIR	POOR	NON*	NON*	KNOW	AREA	NOT IN SIGNAL AREA	
									KNOW	AREA
WEIGHTED BASE	2706	979	268	206	196	714	243	100.0	100.0	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

OCCUPATION OF HEAD OF HOUSEHOLD

ALL ADULTS	PROF CLERK & MANUAL LABOR		FARMER		LABOR		NON*
	6	292	1108	53	519	100.0	
343	54	19	163	6	84		
12.7	2.0	6.5	14.7	11.3	16.2		
106	24	15	82	12	49		
7.7	4.4	5.1	7.4	27.6	9.4		
206	56	25	79	1	32		
7.6	9.3	8.6	7.1	1.9	6.2		
268	61	47	117	5	33		
9.9	10.1	14.1	10.4	9.4	6.4		
979	294	130	352	17	140		
34.7	49.1	44.2	31.8	22.4	27.0		
714	108	56	315	17	181		
26.4	17.9	19.2	24.4	22.1	34.9		

PBS SIGNAL RECEPTION

NO PBS STATION IN AREA	NO PBS STATION, NO RECEPTION	POOR RECEPTION	FAIR RECEPTION	GOOD RECEPTION
343	196	206	268	979
100.0	100.0	100.0	100.0	100.0

STEPS TAKEN TOWARD BETTER HEALTH CARE  
BASED ON 1970

TABLE 9

	SEX		AGE		EDUCATION		FAMILY INCOME					
	ALL ADULTS	MALE FEMALE	18-34 YRS.	35-49 YRS.	50 YRS OR OVER	COLL GRAD	HIGH SCH	10000 OR OVER	5000- 9999	1000- 4999	UNDER \$7000	
FLIGHTER RISE	1414 100.0	1414 100.0	579 100.0	332 100.0	540 100.0	310 100.0	839 100.0	262 100.0	390 100.0	309 100.0	175 100.0	511 100.0
STEPS TAKEN:												
EXAMINED BY DOCTOR	373 26.4	373 26.4	134 26.1	107 32.5	124 23.0	73 23.5	249 29.7	48 18.3	115 29.5	92 29.8	33 16.9	122 23.9
EXAMINED BY SELF	590 41.5	590 41.5	211 39.9	146 44.0	149 27.3	140 45.2	301 35.9	86 32.8	158 40.5	146 47.2	60 29.3	155 30.3
WAS A PAP TEST	374 26.5	374 26.5	149 28.2	99 29.8	124 23.0	63 20.3	252 30.4	54 20.6	116 29.5	94 30.4	36 20.8	115 22.5
NAME OF THEM	477 33.8	477 33.8	233 44.0	179 55.2	298 54.8	141 45.5	392 46.7	144 55.0	175 44.9	319 39.5	94 53.7	276 54.0
DON'T KNOW	12 .8	12 .8	4 .7	3 .9	9 1.7	3 1.0	7 .8	2 .8	1 .3	1 .4	1 .5	6 1.2



STEPS TALKED TOWARD BETTER HEALTH CARE  
BASED ON WOMEN

TABLE 10

	OCCUPATION OF HEAD OF HOUSEHOLD				QUALITY OF RECEPTION				NOT IN				
	ALL ADULTS	PROF & BUS	CLERK & SALES	ANNUAL LABOR	FARMER	LABOR	NONE	POOR	FAIR	GOOD	ALL	SIGNAL KNOW	SIGNAL AREA
WEIGHTED BASE	1414 100.0	309 100.0	160 100.0	987 100.0	22 100.0	268 100.0	101 100.0	99 100.0	140 100.0	480 100.0	1230 100.0	410 100.0	304 100.0
STEPS TAKEN-WOMEN													
DOFASIS EXAMINED BY DOCTOR	373 26.4	98 31.7	35 21.9	157 24.7	8 36.4	61 22.8	27 26.7	35 35.4	32 22.9	119 24.8	309 25.1	96 23.4	64 34.8
APFASIS EXAMINED BY SELF	590 37.5	135 43.7	66 41.3	231 35.9	4 18.2	89 32.2	44 39.6	51 51.5	54 38.8	190 49.6	463 37.6	124 30.2	67 36.4
HAD A PAP TEST	375 26.5	99 32.0	30 18.8	169 28.8	4 18.2	34 20.1	31 30.7	39 39.4	39 27.9	118 24.6	316 25.7	89 21.7	59 32.1
HOME OF THEM	677 47.9	130 47.1	79 49.4	267 45.5	12 54.5	157 58.6	44 43.6	36 36.4	56 40.0	234 48.8	593 47.7	229 54.4	84 45.7
KNOW IT YOUR	12 .8	6 1.9		4 .7		2 .7				12 1.0	12 1.0		

STEPS TAKEN TOWARD BETTER HEALTH CARE  
BASED ON WEIGHT

TABLE 11

	SEX		AGE		EDUCATION			FAMILY INCOME						
	ALL ADULTS	MALE	18-24 YEARS	25-49 YEARS	50 YRS + (OVER)	COLL -FCF	HIGH SCHOOL	GRADE	SCHOOL	UNDER \$7000	\$7000 -9999	\$10000 -14999	\$15000 -19999	20000 +
		FEMALE												
WEIGHTED BASE	17.4	41.0	600	494	159	312	767	177	428	399	161	248	100.0	100.0
STEPS TAKEN-PARENTS	117	190	257	215	43	160	308	48	195	156	70	83	100.0	100.0
CUT DOWN CHILDREN'S SNACKS	41.1	31.1	42.8	43.5	27.0	51.3	40.2	27.2	45.6	39.1	43.5	33.5	100.0	100.0
TOOK BR-F-SCHOOLER'S SNACKS	194	40	134	49	5	53	120	21.0	57	55	22	34	100.0	100.0
TOOK BR-F-SCHOOLER'S SNACKS	177	9.8	207	9.9	3.1	17.0	15.6	11.9	13.3	13.8	19.7	21.8	100.0	100.0
TOOK BR-F-SCHOOLER'S SNACKS	53.4	39.8	740	745	114	127	419	125	202	225	89	147	100.0	100.0
TOOK BR-F-SCHOOLER'S SNACKS	7	5	48.3	53.6	71.7	70.7	54.6	70.6	47.2	56.4	55.3	59.3	100.0	100.0
TOOK BR-F-SCHOOLER'S SNACKS	0.6	0.8	1.0	2.0	4	1	4	4	2	2	3	2	100.0	100.0
TOOK BR-F-SCHOOLER'S SNACKS			0.2	0.4	2.9	0.4	0.4	2.3	0.5	0.5	1.9	0.8	100.0	100.0

STEPS TAKEN TOWARD BETTER HEALTH CARE  
BASED ON PARENTS

TABLE 12

	PBS RECEPTION										NET IN SIGNAL AREA	DON'T KNOW	SIGNAL AREA
	OCCUPATION OF HEAD OF HOUSEHOLD					QUALITY OF RECEPTION							
	ALL ADULTS	PROF & BUS	CLERK SALES	MANUAL LABOR	FARMER	NO. LABORS	ALL	GOOD	FAIR	POOR			
WEIGHTED BASE	1798 100.0	323 100.0	146 100.0	636 100.0	28 100.0	71 100.0	1106 100.0	478 100.0	390 100.0	116 100.0	88 100.0	294 100.0	152 100.0
STEPS TAKEN-PARENTS	917	172	57	274	8	23	463	234	57	44	31	97	34
CUT DOWN CHILDREN'S SPACES	41.1	53.3	39.0	36.8	28.6	17.4	41.9	49.0	43.8	37.9	35.2	33.0	35.5
TOOK PRE-SCHEMLED FOR SHOTS	194	58	12	97	2	13	174	78	26	23	20	27	20
NONE OF THEM	53.4	18.0	9.7	15.3	7.1	18.3	15.7	16.3	20.0	19.8	22.7	9.2	19.2
DON'T KNOW	53.4	38.1	59.6	37.9	71.4	63.4	52.8	46.2	49.2	50.0	58.0	64.6	57.9
	7	2	2	2	2	2	6	2	2	2	2	4	1
	0.6	0.6	0.6	0.3	0.3	2.0	0.5	0.7	1.0	1.7	1.4	1.4	0.7

MEMBERSHIP OF SPECIFIC OFFERING GOOD'S SHOWS  
PARTICIPATION ON ALL ADULTS

TABLE 13

WEIGHTED BASE	SFX		AGE		EDUCATION				FAMILY INCOME			
	ALL ADULTS	MALE FE/ALF	18-24 YFAPS	25-49 YFAPS	50 YRS & OVR	COLL -EGE SCHOOL	HIGH SCHOOL	GRADE SCHOOL	\$15K+ -19999	\$10000 -19999	\$7000 -9999	UNDER \$7000
	2706 100.0	1414 100.0	100.0	688 100.0	992 100.0	681 100.0	1477 100.0	541 100.0	815 100.0	679 100.0	531 100.0	821 100.0
MEMBERSHIP OF SPECIFIC OFFERING GOOD'S SHOWS	75	28	47	19	32	25	36	14	20	31	6	19
WEDNESDAY DEC 4	2.6	2.2	3.3	2.8	3.2	3.7	2.4	2.6	2.5	4.6	1.7	2.2
WEDNESDAY DEC 11	4.6	1.7	2.9	1.4	1.8	1.6	2.0	1.0	1.4	1.5	4	1.3
WEDNESDAY DEC 18	1.7	1.3	2.1	2.0	1.8	2.3	1.4	1.9	1.7	2.2	1.1	1.6
WEDNESDAY DEC 25	7.0	9	11	5	9	8	8	4	4	5	2	9
WEDNESDAY JAN 1	.7	.7	.8	.7	.9	1.2	.5	.7	.5	.7	.6	1.1
WEDNESDAY JAN 8	4.7	10	3.2	9	2.1	1.2	2.4	10	1.0	9	8	1.5
WEDNESDAY JAN 15	1.6	.8	2.3	1.3	2.1	1.2	1.6	1.8	1.2	1.3	2.3	1.8
WEDNESDAY JAN 22	4.4	1.7	2.7	8	14	10	22	12	9	17	6	12
WEDNESDAY JAN 29	1.6	1.3	1.8	1.2	1.4	1.5	1.5	2.2	1.1	2.5	1.7	1.3
WEDNESDAY JAN 5	4.9	2.1	2.8	8	15	14	27	8	6	12	9	2.2
WEDNESDAY JAN 12	1.8	1.6	2.0	1.7	1.5	2.1	1.8	1.5	.7	1.8	2.6	2.7
WEDNESDAY JAN 19	3.3	1.1	2.2	4	14	9	17	7	9	6	2	1.6
WEDNESDAY JAN 26	1.2	.9	1.6	.6	1.4	1.8	1.2	1.3	1.1	.9	.8	1.9
WEDNESDAY JAN 3	4.0	2.3	1.7	9	15	12	16	7/12	6	14	5	1.4
WEDNESDAY JAN 10	1.5	1.8	1.2	1.3	1.3	1.8	1.1	2.2	.7	2.1	1.4	1.7
WEDNESDAY JAN 17	7.2	1.1	1.1	6	8	5	13	6	7	5	1	9
WEDNESDAY JAN 24	.8	.9	.8	.8	.8	.7	.9	.7	.9	.7	.3	1.1
WEDNESDAY JAN 31	2.9	1.3	1.6	7.0	7.7	10.8	15.6	23	11.2	7.9	2.7	7.2
NONE	10.7	10.1	11.3	14.2	7.8	15.9	10.6	4.3	13.7	11.5	7.7	8.8
DOMIT KNOW	1.96	75	61	35	43	45	66	24	39	35	21	4.0
DOMIT KNOW	9.0	5.8	4.3	5.1	4.3	6.6	4.5	4.4	4.8	5.2	6.0	4.9

MEMBERSHIP OF SPECIFIC READING GROUPS SHOWS  
BASED ON ALL ADULTS

TABLE 14

WEIGHTED RASE	OCCUPATION OF HEAD OF HOUSEHOLD				QUALITY OF RECEPTION				NOT IN SIGNAL AREA				
	ALL ADULTS	PROF & BUS	CLERK & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	SIGNAL AREA
2704	603	292	1104	53	519	100.0	2963	979	268	206	196	714	943
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
75	19	8	32	1	21		70	47	9	6	3	5	9
2.2	2.7	2.7	2.9	1.9	4.0		3.0	4.8	3.4	2.9	1.5	.7	1.5
4.8	4	7	25	1	9		45	28	3	1	3	10	11
1.7	.7	2.4	2.3	1.9	1.7		1.9	2.9	1.1	.5	1.5	1.4	.3
20	3	8	4		5		20	14	2			4	
.7	.5	2.7	.4		1.0		.8	1.4	.7			.6	
42	7	4	16		11		42	20	4	9	3	10	
12.6	1.2	1.4	1.4		2.1		1.8	2.0	1.5	2.4	1.5	1.4	
44	7	8	19		6		39	25	2		5	7	
12.6	1.2	2.7	1.7		1.2		1.7	2.6	.7		2.6	1.0	5
49	6	9	16		14		48	36	2	3	2	5	11
1.8	1.0	3.1	1.4		2.7		2.0	3.7	.7	1.5	1.0	.7	.3
33	3	4	19		13		29	19	2			8	4
1.2	.5	1.4	1.2		2.5		1.2	1.9	.7			1.1	1.2
47	10	13	4		13		36	26	1			9	4
1.5	1.7	4.5	.4		2.5		4.5	2.7	.4			1.3	1.2
22	9	5	2		6		22	16	1		1	4	
.8	1.5	1.7	.2		1.2		.9	1.6	.4		.5	.6	
200	87	59	110	1	26		299	139	31	26	15	48	31
10.7	14.4	20.2	9.9	1.9	9.0		11.0	14.2	11.6	12.6	7.7	6.7	9.0
136	44	5	49	1	24		121	77	7	5	7	25	15
5.0	7.3	1.7	4.4	1.9	4.6		5.1	7.9	2.6	2.4	3.6	3.5	4.4

WHEN READING GROUPS SEEN

WEDNESDAY DEC 4	4.8	4	7	25	1	9	45	28	3	1	3	10	11
WEDNESDAY DEC 11	1.7	.7	2.4	2.3	1.9	1.7	1.9	2.9	1.1	.5	1.5	1.4	.3
WEDNESDAY DEC 18	20	3	8	4		5	20	14	2			4	
WEDNESDAY DEC 18	.7	.5	2.7	.4		1.0	.8	1.4	.7			.6	
WEDNESDAY DEC 25	42	7	4	16		11	42	20	4	9	3	10	
WEDNESDAY DEC 25	12.6	1.2	1.4	1.4		2.1	1.8	2.0	1.5	2.4	1.5	1.4	
WEDNESDAY JAN 1	44	7	8	19		6	39	25	2		5	7	
WEDNESDAY JAN 1	12.6	1.2	2.7	1.7		1.2	1.7	2.6	.7		2.6	1.0	5
WEDNESDAY JAN 8	49	6	9	16		14	48	36	2	3	2	5	11
WEDNESDAY JAN 8	1.8	1.0	3.1	1.4		2.7	2.0	3.7	.7	1.5	1.0	.7	.3
WEDNESDAY JAN 15	33	3	4	19		13	29	19	2			8	4
WEDNESDAY JAN 15	1.2	.5	1.4	1.2		2.5	1.2	1.9	.7			1.1	1.2
WEDNESDAY JAN 22	47	10	13	4		13	36	26	1			9	4
WEDNESDAY JAN 22	1.5	1.7	4.5	.4		2.5	4.5	2.7	.4			1.3	1.2
WEDNESDAY JAN 29	22	9	5	2		6	22	16	1		1	4	
WEDNESDAY JAN 29	.8	1.5	1.7	.2		1.2	.9	1.6	.4		.5	.6	
WEDNESDAY JAN 29	200	87	59	110	1	26	299	139	31	26	15	48	31
WEDNESDAY JAN 29	10.7	14.4	20.2	9.9	1.9	9.0	11.0	14.2	11.6	12.6	7.7	6.7	9.0
WEDNESDAY JAN 29	136	44	5	49	1	24	121	77	7	5	7	25	15
WEDNESDAY JAN 29	5.0	7.3	1.7	4.4	1.9	4.6	5.1	7.9	2.6	2.4	3.6	3.5	4.4

TECHNICAL APPENDIX



## SAMPLE COMPOSITION

	<u>Total Sample</u>
	%
All Adults	100.0
<u>Sex</u>	
Male	47.7
Female	<u>52.3</u>
	100.0
<u>Age</u>	
18 - 34 years	37.3
35 - 49 years	25.4
50 years and older	36.7
Undesignated	<u>.6</u>
	100.0
<u>Education</u>	
College	25.2
High School	54.5
Grade School	20.0
Undesignated	<u>.3</u>
	100.0
<u>Annual Family Income</u>	
\$15,000 and over	30.1
\$10,000 - \$14,999	25.1
\$5,000 - \$9,999	24.8
Under \$5,000	18.5
Undesignated	<u>1.5</u>
	100.0
<u>Size of Community</u>	
1,000,000 and over, including urban fringe	17.1
250,000 - 999,999, including urban fringe	21.9
50,000 - 249,999 including urban fringe	18.6
2,500 - 49,999	17.1
Under 2,500	<u>25.3</u>
	100.0

	<u>Total Sample</u>
	%
<u>Race</u>	
White	85.6
Black	12.7
Other	1.7
	<u>100.0</u>
<u>Occupation of Chief Wage Earner</u>	
Professional & Business: Professional technical and kindred workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)	22.3
Clerical & Sales: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners)	10.8
Manual Workers: Foremen, craftsmen and kindred workers, (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, Laborers	40.9
Farmers: Farm owners, farm managers, farm foremen, farm laborers	2.0
Non-Labor Force	19.2
Undesignated	4.8
	<u>100.0</u>
<u>Region of the Country</u>	
East: Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	27.3
Midwest: Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	28.8
South: Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana	27.3
West: Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii	16.6
	<u>100.0</u>

## - N O T E -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample are based on data in which a "times-at-home" weighting has been incorporated. The actual number of interviews made for various population groups are reported in the findings.

## THE DESIGN OF THE SAMPLE

The Gallup Organization, Inc. maintains a national probability sample of interviewing areas that is used for all *TRENDS* surveys. *TRENDS* is the Gallup "omnibus" service. For each survey, a minimum of 1,500 individuals are personally interviewed. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central, West Central, South, Mountain, and Pacific. Within each city size-regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

Allowance for persons not at home is made by a "times-at-home" weighting procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Also minor adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

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Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31

## NUMBER OF INTERVIEWS

	<u>All Adults</u>	<u>Women</u>	<u>Parents</u>
All	1544	765	721
<u>Sex</u>			
Male	779	—	351
Female	765	765	370
<u>Age</u>			
18 - 34 years	567	296	350
35 - 49 years	373	175	274
50 years and older	587	281	92
<u>Education</u>			
College	479	215	221
High School	828	441	431
Grade School	231	107	67
<u>Income</u>			
\$15,000 and over	500	232	268
\$10,000 - \$14,999	388	169	223
\$7,000 - \$9,999	201	100	90
Under \$7,000	433	250	128
<u>Occupation</u>			
Professional and Business	382	186	208
Clerical and Sales	166	85	80
Manual	593	305	352
Farmer	31	12	14
Non-Labor Force	310	144	39
<u>PBS Reception</u>			
<u>In Signal Area Reception</u>	1348	664	629
Good	590	281	286
Fair	156	77	74
Poor	117	55	67
None	103	51	46
Don't Know	382	200	156
<u>Not in Signal Area</u>	196	101	92

## SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

### Recommended Allowance For Sampling Error of a Percentage

In Percentage Points  
(at 95 in 100 confidence level)\*

	-----Sample Size-----						
	1500	1000	750	600	400	200	100
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

\* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. \*One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error  
of the Difference

		In Percentage Points (at 95 in 100 confidence level)*			
TABLE A		<u>Percentages near 20 or percentages near 80</u>			
Size of Sample		<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
	750	5			
	600	5	6		
	400	6	6	7	
	200	8	8	8	10
TABLE B		<u>Percentages near 50</u>			
Size of Sample		<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
	750	6			
	600	7	7		
	400	7	8	8	
	200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

\* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.



id now on another topic.....

ASK EVERYONE

26. (HAND RESPONDENT CARD G) Regardless of whether you have seen any of them or not, which of these TV programs have you heard of? (RECORD BELOW)

(HAND RESPONDENT CARD G) During the past two or three months, that is, since the middle of September, which if any, of these programs have you actually watched at least once? (RECORD BELOW)

	Q. 26a Heard of	Q. 26b Seen
Tony Orlando & Dawn	1 ( )	1 ( )
Little House on the Prairie	2 ( )	2 ( )
That's My Mama	3 ( )	3 ( )
Feeling Good	4 ( )	4 ( )
Kojac	5 ( )	5 ( )
Masterpiece Theater	6 ( )	6 ( )
None of the above	V ( )	V ( )

ASK Q. 26c and 26d IF FEELING GOOD "HEARD OF" IN Q. 26a

OR "SEEN" IN Q. 26b.

Where have you heard or read about the program "Feeling Good"? (DO NOT READ LIST) Anyplace else?

- 1 ( ) Advertisement on television
- 2 ( ) Advertisement in newspaper
- 3 ( ) Advertisement in magazine
- 4 ( ) Half hour special preview
- 5 ( ) TV Guide feature article
- 6 ( ) Listing in daily newspaper
- 7 ( ) Listing in TV Guide
- 8 ( ) Listing in weekly newspaper program guide
- 9 ( ) Article in newspaper or magazine
- 0 ( ) Friends or relatives
- X ( ) Posters, Bulletin boards
- V ( ) Don't remember

26d. (Hand Respondent Card H) Did you happen to see any of these "Feeling Good" shows?

BE SURE THAT RESPONDENT LOOKS AT BOTH SIDES OF THE CARD BEFORE ANSWERING.)

- 1 ( ) Wednesday Dec. 4 - (Or during following week)
- 2 ( ) Wednesday Dec. 11 - (Or during following week)
- 3 ( ) Wednesday Dec. 18 - (Or during following week)
- 4 ( ) Wednesday Dec. 25 - (Or during following week)
- 5 ( ) Wednesday Jan. 1 - (Or during following week)
- 6 ( ) Wednesday Jan. 8 - (Or during following week)
- 7 ( ) Wednesday Jan. 15 - (Or during following week)
- 8 ( ) Wednesday Jan. 22 - (Or during following week)
- 9 ( ) Wednesday Jan. 29 - (Or during following week)
- 0 ( ) None
- V ( ) Don't Know

ASK EVERYONE:

26e. (HAND RESPONDENT CARD I) Just thinking of the past two months, that is, from about the beginning of December to now, which if any, of the following have you done? (JUST READ OFF THE LETTERS -- MULTIPLE RESPONSES)

- 1 ( ) A Looked at article or pamphlet about health
- 2 ( ) B Blood pressure checked by doctor/nurse
- 3 ( ) C Self quiz on drinking habits from/newspaper/TV
- 4 ( ) D Regular physical examination / nothing wrong
- 5 ( ) E Regular check-up by dentist / nothing wrong
- 6 ( ) F Cut down on eggs, meat, butter, or milk
- 7 ( ) G Started a diet to lose weight
- 8 ( ) H Made effort to have more fresh fruit or juice
- 9 ( ) I Increased regular exercise

FOR WOMEN ONLY

- 11 ( ) J Had a breast examination by doctor
- 12 ( ) K Examined your own breasts for lumps
- 13 ( ) L Had a Pap test

FOR PARENTS ONLY

- 14 ( ) M Cut down on coke, cookies, candies, etc. that your children eat
- 15 ( ) N Taken your pre-school child to get "shots" for measles, rubella, polio, or DTP

16 ( ) O None of them

VV ( ) Don't Know

ASK EVERYONE:

27. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD J) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

- 1 ( ) No PBS station in area
- 2 ( ) PBS station, but can't get it
- 3 ( ) Poor reception
- 4 ( ) Fair reception
- 5 ( ) Good reception
- V ( ) Don't Know

Q. 26a,26b

922-K

CARD G

Tony Orlando & Dawn

Wednesday night on CBS

Little House on the Prairie

Wednesday night on NBC

That's My Mama

Wednesday night on ABC

Feeling Good

Wednesday night or on the weekend on PBS

Kojac

Sunday night on CBS

Masterpiece Theater

Sunday or Friday night on PBS

Q. 26d.

CARD H

922 -K

## FEELING GOOD

Wednesday Dec. 4 - (Or during following week)

Guest Stars: Bob & Ray, Howard CosellHealth Topics: Breast cancer  
Exercise  
High blood pressure  
"Shots" for children - polio, measles, DTP etc.  
Dental care - "disclosing tablets"Mac's Place: Hank tries to get in shape by exercising, but overdoes it. Jason recommends walking for exercise and warns against overexercise.

Wednesday Dec. 11 - (Or during following week)

Guest Stars: Bess Myerson, Tammy Grimes, B.B. KingHealth Topics: Patients' rights  
Nutrition - cholesterol  
Alcoholism - the "borderline" drinker  
Child care - preparing for a new babyMac's Place: Mac goes on a crash diet to get ready for Betty Merkle's play.

Wednesday Dec. 18 - (Or during following week)

Guest Stars: Ken Berry, Martin Mull, Charlie PrideHealth Topics: Nutrition - fruit  
Doctor/patient communication - how to talk to your doctor  
Uterine cancer - Pap test  
Medical emergencies - treating a woundMac's Place: Filipe goes to the hospital after everyone thinks he swallowed poison in the back room of Mac's store.

Wednesday Dec. 25 - (Or during following week)

Guest Stars: Pearl Bailey, Stiller and Meara, Helen Reddy, Mel TillisHealth Topics: Dental care and sugar  
Medical insurance  
Pre-natal care - expectant fathers  
Loneliness and depressionMac's Place: The people in Mac's Place react to the joy and sadness of the holiday season.

Wednesday Jan. 1 - (Or during following week)

Guest Stars: Sally Kellerman, Ken Berry, Tito PuenteHealth Topics: Alcoholism  
Heart disease - regular checkups  
Nutrition - variety in mealsMac's Place: Mac makes a New Year's resolution not to give his brother money for drinking.

PLEASE TURN CARD OVER

## FEELING GOOD

Wednesday Jan. 8 - (Or during following week)

Guest Stars: Trini Lopez, Bob & Ray, Arte Johnson, Bill Withers

Health Topics: High blood pressure  
Medical emergencies - hospital coronary unit  
Baby care - speech development

Mac's Place: While Mac is getting roped into a land deal, Jason is called by his hospital to help a man who has a heart attack.

---

Wednesday Jan. 15 - (Or during following week)

Guest Stars: Arte Johnson, John Davidson

Health Topics: Dental Care - avoiding loss of teeth  
Medical Insurance - group health policies  
Pre-natal care

Mac's Place: Melba has to choose a group health policy for the employee association to which she belongs.

---

Wednesday Jan. 22 - (Or during following week)

Guest Stars: Linda Hopkins, Johnny Mathis, Shari Lewis

Health Topics: High blood pressure  
Alcoholism - drinking and driving  
Children's hearing  
Child care - emotional preparation for hospital and surgery

Mac's Place: Filipe has his tonsils out and Mrs. Stebbins gets a driver's license.

---

Wednesday Jan. 29 - (Or during following week)

Guest Stars: Martin Mull, Charlie Rich, Labelle

Health Topics: Doctor/patient communication - questions to ask your doctor  
Rectal cancer - proctoscopic examination  
Medical emergencies - treating burns  
Child care - preparation for death of a pet  
Allied health professionals - career opportunities

Mac's Place: Jason interests Melba's down-and-out cousin in a career as a medical technician.

Q. 26e

CARD I

922-K

- A. Looked at an article or pamphlet about health.
- B. Had your blood pressure checked by a doctor, nurse, or someone else who knows how.
- C. Taken a self quiz on drinking habits from newspapers, TV, or health pamphlets.
- D. Gone to a doctor or clinic for a regular physical examination, even though nothing was bothering you.
- E. Gone to a dentist for a regular check-up, even though your teeth were not bothering you.
- F. Purposely cut down on eggs, meat, butter, or milk, because they have a lot of cholesterol in them.
- G. Started a diet in order to lose weight.
- H. Made a special effort to have more fresh fruit or fruit juice.
- I. Increased the amount of regular exercise that you do.

FOR WOMEN ONLY

- J. Had a breast examination by a doctor.
- K. Examined your own breasts for lumps.
- L. Had a Pap test.

FOR PARENTS ONLY

- M. Made an effort to cut down on the amount of coke, cookies, candies, etc. that your children eat.
- N. Taken your pre-school child to a doctor or clinic to get "shots" for measles, rubella, polio, or DTP.

THE NATIONAL AUDIENCE  
FOR "FEELING GOOD"

SURVEY THREE

May 23, 1975

Conducted for:

CHILDREN'S TELEVISION WORKSHOP

THE GALLUP ORGANIZATION, INC.  
53 BANK STREET  
PRINCETON, NEW JERSEY



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GO 7550T



## INTRODUCTION

This is a report on the third of a series of national surveys related to the program "Feeling Good". The first survey was conducted in December 1974 and the second in February 1975. Following the second survey "Feeling Good" was discontinued for a period of two months. Beginning in April, "Feeling Good" was reintroduced in a new half hour format. The current survey was conducted after the new format was introduced. In evaluating the trend data, the two month period in which "Feeling Good" was not televised should be kept in mind, as well as the change in format.

The objectives of this survey are to provide information on the trend in public awareness and viewing of the TV show "Feeling Good" and on the public's health care practices. One further survey will be conducted to repeat these measurements. The specific objectives of this survey were to:

1. Measure the trend in awareness of the show "Feeling Good".
2. Measure the trend in the incidence of ever having seen "Feeling Good" and viewership of specific "Feeling Good" segments.
3. Determine the reasons for viewing recent "Feeling Good" shows among recent viewers of "Feeling Good".
4. Measure the trend in the incidence of recent preventive health care practices among various demographic groups.

The questions were developed by The Gallup Organization, Inc. in consultation with Children's Television Workshop. Several of the questions were asked on the two earlier surveys, including the basic awareness and viewing questions.

Interviews were completed with a national sample of 1,599 adult men and women 18 years and older. Interviewing was conducted during the period of April 18 - 21, 1975.

A description of the design of the sample, the composition of the obtained sample, tables of recommended sampling tolerances and a copy of the questionnaire may be found in the Technical Appendix.

When using the recommended tables of sampling error, the reader should refer to the table "Number of Interviews" that appears in the Technical Appendix. The actual number of interviews as reported in this table should be used when estimating sampling tolerances and not the "weighted base" that appears in the detailed tables.

SUMMARY

### TREND IN AWARENESS OF THE TV SHOW "FEELING GOOD"

About one third of all adults (36%) are now aware of "Feeling Good". This compares with about one fifth of all adults (22%) who were aware in each of the earlier surveys.

Benchmark comparisons were obtained for five other shows -- Kojak (a top rated holdover from the 1973 - 74 season), Little House on the Prairie, That's My Mama, and Tony Orlando and Dawn (three new network shows appearing in the Wednesday evening time slot for Feeling Good), and Masterpiece Theater (a successful adult PBS show).

As in the earlier surveys, Kojak (90%) is the top scoring show and is followed by the three other commercial TV shows (about 80% each). Masterpiece Theater received an awareness score of 52%.

Heard of Each TV Show  
All Adults

Trend in Awareness	Dec.	Feb.	April
	1974	1975	1975
	%	%	%
Kojak	86	88	90
Little House on the Prairie	78	82	83
That's My Mama	71	77	81
Tony Orlando and Dawn	61	77	83
Masterpiece Theater	48	43	52
Feeling Good	22	22	36
None of the Shows	5	3	3
Couldn't say	1	-	-

Awareness of "Feeling Good" varies by age, education, income, occupation of chief wage earner and by whether one lives within a PBS signal area or not.



This has also been true for each of the two earlier surveys. Awareness does not vary by sex.

Awareness of "Feeling Good" tends to be "upscale". That is, awareness is to at least some extent positively related to education, income and occupation of chief wage earner. Also, awareness is higher among persons 18 - 34 years than among older persons. Awareness is also relatively high among persons who have good or fair PBS reception and low among those who live outside the signal area of a PBS station.

Proportion of All Adults Aware  
of "Feeling Good"

	Dec. 1974	Feb. 1975	April 1975
	%	%	%

All Adults

	22	22	36
--	----	----	----

Sex

Male

	22	21	36
--	----	----	----

Female

	22	23	35
--	----	----	----

Age

18 - 34

	27	26	40
--	----	----	----

35 - 49

	21	20	35
--	----	----	----

50 years or older

	18	18	32
--	----	----	----

Education

College

	27	29	40
--	----	----	----

High School

	22	21	39
--	----	----	----

Grade School

	14	14	21
--	----	----	----

Family Income

\$15,000 or more

	25	25	44
--	----	----	----

\$10,000 - \$14,999

	23	24	34
--	----	----	----

\$7,000 - \$9,999

	19	19	28
--	----	----	----

Under \$7,000

	19	19	32
--	----	----	----

(continued)

Proportion of All Adults Aware  
of "Feeling Good"

	Dec. 1974	Feb. 1975	April 1975
	%	%	%
<u>Occupation of Chief Wage Earner</u>			
Professional or Business	25	28	43
Clerical or Sales	25	31	35
Manual	23	19	35
Farmer	12	6	24
Non-Labor Force	17	17	27
<u>PBS Signal Reception</u>			
Live in Signal Area	23	23	38
<u>Quality of Reception</u>			
Good	30	32	43
Fair	26	20	40
Poor	28	20	30
None	16	14	40
Don't Know	13	13	29
Not in Signal Area	14	16	23

### TREND IN RECENT VIEWING OF "FEELING GOOD"

The proportion of all adults who report having seen "Feeling Good" has marginally increased since Wave II from 7% to 9%. Also, in the current survey, there is a slight tendency for a larger proportion of men than of women to report having seen "Feeling Good" (12% vs. 7%).

In all other respects the claimed audience for "Feeling Good" has remained unchanged since it was first measured in December 1974. There is little variation by demographic background. This suggests that the relatively high awareness of "Feeling Good" among the young, well educated, and higher socio-economic strata reflects the fact that these demographic segments tend to be well informed in general rather than being an indicator of greater interest in the show. Also, it appears that interest in "Feeling Good" is likely to be related to attitudes that are not specific to any one segment of the national adult population.

#### Proportion of All Adults Who Reported Viewing "Feeling Good"

	<u>Dec.</u> <u>1974</u>	<u>Feb.</u> <u>1975</u>	<u>April</u> <u>1975</u>
	%	%	%
All adults	7	7	9
<u>Sex</u>			
Male	7	6	12
Female	7	8	7
<u>Age</u>			
18 - 34	9	7	9
35 - 49	6	6	11
50 years and older	6	7	8
<u>Education</u>			
College	8	8	9
High School	7	6	10
Grade School	6	8	7





(continued)

Proportion of All Adults Who  
Reported Viewing "Feeling Good"

	Dec. 1974	Feb. 1975	April 1975
	%	%	%
<u>Family Income</u>			
\$15,000 or more	6	6	11
\$10,000 - \$14,999	5	8	9
\$7,000 - \$9,999	9	8	8
Under \$7,000	8	8	9
<u>Occupation of Chief Wage Earner</u>			
Professional or Business	8	9	4
Clerical or Sales	5	8	4
Manual	7	5	11
Farmer	3	2	6
Non-Labor Force	8	8	5
<u>PBS Signal Reception</u>			
Live in Signal Area	8	8	10
<u>Quality of Reception</u>			
Good	9	11	10
Fair	10	5	7
Poor	7	6	13
None	8	4	9
Don't Know	6	6	9
Not in Signal Area	4	4	6



## REPORTED VIEWING OF SPECIFIC "FEELING GOOD" SHOWS

The proportion of all adults who report having seen each week's show has remained unchanged since December 1974.

In the current survey, adults who reported ever having watched "Feeling Good" were asked which, if any, of three recent "Feeling Good" shows they had watched. Nine percent of all adults reported ever having watched "Feeling Good", and four percent reported having seen at least one of the three shows tested. This suggests that about half the total claimed "Feeling Good" audience have not seen the show since its re-introduction.

On the other hand the audience size for each of the new format shows is about the same as for each of the old format shows. Each of the new format shows was watched by two percent of all adults. There are no significant differences by background characteristics.

	<u>All Adults:</u>
	%
Saw at least one of two "Feeling Good" shows; Dec. 1974	4
Saw at least one of nine "Feeling Good" shows; Feb. 1975	6
Saw at least one of three "Feeling Good" shows; April 1975	4
 <u>Shows Seen</u>	
Week of Nov. 20, 1974	3
Week of Nov. 27, 1974	2
Week of Dec. 4, 1974	3
Week of Dec. 11, 1974	2
Week of Dec. 18, 1974	1
Week of Dec. 25, 1974	2
Week of Jan. 1, 1975	2

(continued)

<u>Shows Seen</u>	<u>All Adults</u>
	%
Week of Jan. 8, 1975	2
Week of Jan. 15, 1975	1
Week of Jan. 22, 1975	2
Week of Jan. 29, 1975	2
("Feeling Good" not telecast in February and March)	
Week of April 2, 1975	2
Week of April 9, 1975	2
Week of April 16, 1975	2

In each interviewing wave, a minority of those aware of "Feeling Good" report having seen at least one show. In the current survey the substantial increase in awareness is reflected only in the "aware, but saw no shows". Thus, the substantial increase in the proportion of all adults who are aware of "Feeling Good" registered in the current survey is not reflected in an increased audience size.

	<u>All Adults</u>		
	<u>Dec. 1974</u>	<u>Feb. 1975</u>	<u>April 1975</u>
	%	%	%
Saw at least one show	4	6	4
Aware, but saw no shows	13	11	31
Aware, don't know if saw any show	5	5	1
Total aware	22	22	36

While in the two earlier surveys, there was a slight tendency for those with "good reception to be more likely to have seen at least one show, this is not the

case in the current survey. Overall, therefore the quality of PBS reception is not a consistent factor in whether one watches "Feeling Good". It may be that much of the "Feeling Good" audience lives in fringe signal areas, that is, suburban areas.

	<u>Saw at Least One "Feeling Good" Show</u>		
	<u>Dec.</u> <u>1974</u>	<u>Feb.</u> <u>1975</u>	<u>April</u> <u>1975</u>
<u>Quality of PBS Signal Reception</u>	%	%	%
All who receive signal	4	7	5
Good reception	6	10	5
Fair reception	4	6	2
Poor reception	2	5	9

## REASONS WATCHED AT LEAST ONE "FEELING GOOD" SHOW

Persons who reported having watched at least one recent "Feeling Good" show (4% of all adults) were asked for which, if any, of 16 reasons they watched "Feeling Good".

No one reason was named by an appreciable proportion of all adults or of any population group. "General interest" was named by 2%, and each of the other reasons received a smattering of mentions.

	All Adults April 1975
	%
<u>Saw at least one "Feeling Good" segment</u>	4
Reasons:	
General interest	2
Watched channel	1
Specific topic	1
Curiosity	1
Newspaper ad	1
Listing in TV Guide	1
Earlier shows	*
Dick Cavett	*
Guest Stars	*
Nothing else liked	*
TV ad	*
Radio ad	*
Ad in TV Guide	*
Listing in Newspaper	*
Favorable review	*
Friends or relatives	*
Other	*
Don't remember	*

\*Less than one percent

## PBS SIGNAL RECEPTION

A severe limitation on audience size, measured in each survey, is the fact that just over one third of all adults report receiving a good signal from the PBS station in their area. One sixth report receiving a fair or poor signal.

If knowledge of the quality of a PBS station signal can be taken as an indicator of viewing that station, a program available only on PBS has no chance of reaching more than half the national adult audience.

About one fourth don't know what quality reception they receive, in all likelihood because they have never attempted to view their local PBS station. A small minority say they cannot receive the signal even though they live within the signal area, presumably because they do not own a TV set with UHF reception.

	All Adults		
	Dec. 1974	Feb. 1975	April 1975
	%	%	%
PBS Station in Area	83	87	84
Can't receive signal	9	7	5
Poor reception	6	8	5
Fair reception	8	10	11
Good reception	38	36	40
Don't Know	22	26	23
No PBS Station in Area	<u>17</u>	<u>13</u>	<u>16</u>
	100	100	100

## HEALTH CARE HABITS

Respondents were asked which, if any, of nine health related actions they had taken in "the past two months". Of these, three were new and six were repeated from the earlier surveys. In addition, women were asked about three actions. These were repeated from the earlier surveys. Parents were asked about two actions neither of which had been asked about previously.

In the current survey an investigation was made into the extent to which a "memory factor" serves to inflate the proportion of respondents who report having taken a particular health step within "the past two months". For example, are there people who had their blood pressure checked three months ago who reported having it checked within the past two months?

To answer this question a split sample design was used. Half of the respondents were first asked about which health steps they had taken within "the past six months" and then about "the past two months". The other half of the respondents were asked only about the past two months, thus preserving the trend data.

The following table summarizes the differences between the two groups. There is a sizable and systematic difference between the two sub samples that indicates over-reporting for a two month period when respondents were not first asked the past six months. The responses of those who were first asked about the six month period, provide a good estimate of the proportion of all adults who actually took each health step within the past two months.

	Asked About Past Two Months Only	First Asked About Past Six Months
	%	%

Health Steps Taken In Past Two Months

BASED ON ALL ADULTS

Read article about health	53	34
Had blood pressure checked	50	32
Had physical examination	31	18
Cut down on eggs, meat, butter, or milk	28	17
Attempted to lose weight	27	18
Increased regular exercise	33	21
Had eye examination	22	10
Had hearing examination	14	6
Made effort to quit smoking	12	8

BASED ON WOMEN

Breast self-examination	40	29
Breast examination by doctor	33	19
Pap test	28	12

BASED ON PARENTS

Had child's eyes examined	22	15
Had child's hearing checked	20	11

1983

The Gallup Organization, Inc.

## TREND IN HEALTH STEPS TAKEN BY ALL ADULTS

The following table measures the trend from the earlier surveys in the proportion of all adults who report having taken each of the health steps in the past two months. For trend purposes, the figures reported for the current survey are based on the sub-sample that was asked only about the past two months, since this is the version that was asked in the earlier surveys.

The rank order of mention of the six items asked about in each survey is essentially the same since the February survey, however, there have been slight increases in the proportion of all adults who report having "had their blood pressure checked" and "increased regular exercise". The latter, however, is probably due to the seasonal improvement in the weather.

The three new items "had an eye examination", "had a hearing examination" and "made an effort to quit smoking" were each mentioned by a relatively small proportion of all adults.

	ALL ADULTS		
	Dec. 1974	Feb. 1975	April 1975 *
	%	%	%
Read article about health	54	46	53
Had blood pressure checked	44	42	50
Had more fresh fruit	38	36	NA
Had physical examination	34	28	31
Cut down on eggs, meat, butter or milk	30	26	28
Dieted to lose weight	28	24	27
Increased regular exercise	27	25	33
Had dental check up	24	22	NA

NA = Not Asked

\* Based on the sub-sample which was asked only about the "past two months".

(continued)

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(continued)

	ALL ADULTS		
	Dec. 1974	Feb. 1975	April 1975 *
	%	%	%
Had eye examination	NA	NA	22
Had hearing examination	NA	NA	14
Self-quiz on drinking	9	7	NA
Made effort to quit smoking	NA	NA	12

NA=Not Asked

\* Based on the sub-sample which was asked only about "the past two months"

### Trend In Health Steps Taken By Women

The proportion of women who report having examined their own breasts is unchanged since the February survey. The proportion is, however, lower than that reported in December. It is likely that this reflects a return to more usual behavior after the publicity given in the fall to Mrs. Ford's and Mrs. Rockefeller's surgery for breast cancer.

	Among Women		
	Dec. 1974	Feb. 1975	April 1975
	%	%	%
Breast self-examination	51	38	40
Breast examination by doctor	32	26	33
Pap test	32	26	28

\*Based on women who were asked only about the "past two months"

### Health Steps Taken By Parents

Relatively small proportions of parents report having had their children's eyes or hearing examined within the past two months.

	Among Parents		
	Dec. 1974	Feb. 1975	April 1975
	%	%	%
Cut down on children's snacks	50	41	NA
Took pre-schoolers for shots	23	15	NA
Had child's eyes examined	NA	NA	22
Had child's hearing checked	NA	NA	20

\*Based on parents who were asked only about "the past two months"

VARIATIONS BETWEEN DEMOGRAPHIC SEGMENTS IN THE INCIDENCE  
OF HEALTH STEPS TAKEN IN THE PAST TWO MONTHS

The figures used in the following analysis are based on the combined, total sample. That is, they include those who were first asked about health steps taken within the past six months as well as those asked only about the past two months. This was done in order to have an adequate sample base for each demographic segment. While this procedure means that the absolute incidence for each segment is somewhat inflated, the data do indicate the relative incidence between demographic segments in the proportion who have taken each health step.

Women are more actively health conscious than are men. Thus women are the more likely to read about health, to have had their blood pressure checked, to have increased their consumption of fresh fruit, to have dieted to lose weight, and to have had a physical examination.

	Dec. 1974		Feb. 1975		April 1975	
	Men	Women	Men	Women	Men	Women
	%	%	%	%	%	%
Read article about health	52	57	41	51	40	47
Had blood pressure checked	39	48	36	46	35	46
Had more fresh fruit	31	44	28	44	NA	NA
Had physical examination	28	39	23	33	22	27
Cut down on eggs, meat, butter, or milk	26	35	25	27	22	22
Dieted to lose weight	17	37	17	30	14	31
Increased regular exercise	27	28	26	24	25	29
Had dental checkup	23	25	21	23	NA	NA
Had eye examination	NA	NA	NA	NA	17	15
Had hearing examination	NA	NA	NA	NA	12	8
Made effort to quit smoking	NA	NA	NA	NA	12	7
Took self quiz on drinking	10	9	7	8	NA	NA

NA= Not Asked

While persons of all ages are interested in health, certain health steps are more salient for different age groups. For example, young persons are more likely than older persons to have increased regular exercise. Older persons, on the other hand, are the more likely to have the "state" of their health checked.

	December 1974			February 1975			April 1975		
	18-34	35-49	50 or Older	18-34	35-49	50 or Older	18-34	35-49	50 or Older
	%	%	%	%	%	%	%	%	%
Read article about health	55	57	53	48	49	42	48	41	41
Had blood pressure checked	35	43	53	34	38	51	37	34	48
Had more fresh fruit	42	36	36	37	35	36	NA	NA	NA
Had physical examination	30	31	39	26	25	32	26	21	25
Cut down on eggs, meat, butter or milk	27	32	33	23	28	28	18	22	26
Dieted to lose weight	32	31	27	31	22	18	26	24	20
Increased regular exercise	41	24	16	40	20	14	41	23	17
Had dental checkup	26	28	20	22	22	21	NA	NA	NA
Had eye examination	NA	NA	NA	NA	NA	NA	12	16	20
Had hearing examination	NA	NA	NA	NA	NA	NA	8	9	12
Made effort to quit smoking	NA	NA	NA	NA	NA	NA	12	12	7
Took self quiz on drinking	12	7	8	8	9	5	NA	NA	NA

In the current survey, college educated persons are at least as likely as those with less education to have taken each of the nine health steps. They are considerably more likely than those with less education to have read an article about health and somewhat more likely to have increased regular exercise. This is shown on the following page.

	December 1974			February 1975			April 1975		
	College	High School	Grade School	College	High School	Grade School	College	High School	Grade School
	%	%	%	%	%	%	%	%	%
Read article about health	73	53	35	65	44	27	64	42	20
Had blood pressure checked	44	41	52	36	42	45	39	41	42
Had more fresh fruit	46	37	32	38	36	34	NA	NA	NA
Had physical examination	33	33	38	23	30	28	23	25	24
Cut down on eggs, meat, butter or milk	33	30	30	31	24	26	26	21	21
Dieted to lose weight	33	29	17	30	24	15	28	25	11
Increased regular exercise	38	29	9	36	25	12	38	28	12
Had dental checkup	33	24	12	33	20	12	NA	NA	NA
Had eye examination	NA	NA	NA	NA	NA	NA	16	16	17
Had hearing examination	NA	NA	NA	NA	NA	NA	9	10	12
Made effort to quit smoking	NA	NA	NA	NA	NA	NA	11	10	8
Took self quiz on drinking	14	9	5	10	8	3	NA	NA	NA

NA = Not Asked

DETAILED TABLES

1  
AIDED AWARENESS OF SELECTED TV PROGRAMS  
CLAIMED PROGRAM VIEWERSHIP

TABLE 1

WEIGHTED BASE	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

WEIGHTED BASE

2  
AIDED AWARENESS

TONY ORLANDO & DAWN	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

TONY ORLANDO & DAWN

3  
LITTLE HOUSE ON THE PRAIRIE

LITTLE HOUSE ON THE PRAIRIE	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

LITTLE HOUSE ON THE PRAIRIE

4  
WHAT'S MY MAMA

WHAT'S MY MAMA	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

WHAT'S MY MAMA

5  
FEELING GOOD

FEELING GOOD	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

FEELING GOOD

6  
KOJAK

KOJAK	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

KOJAK

7  
MASTERPIECE THEATRE

MASTERPIECE THEATRE	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

MASTERPIECE THEATRE

8  
NONE OF THE ABOVE

NONE OF THE ABOVE	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

NONE OF THE ABOVE

9  
CLAIMED PROGRAM VIEWERSHIP

TONY ORLANDO & DAWN	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

TONY ORLANDO & DAWN

10  
LITTLE HOUSE ON THE PRAIRIE

LITTLE HOUSE ON THE PRAIRIE	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

LITTLE HOUSE ON THE PRAIRIE

11  
WHAT'S MY MAMA

WHAT'S MY MAMA	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

WHAT'S MY MAMA

12  
FEELING GOOD

FEELING GOOD	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

FEELING GOOD

13  
KOJAK

KOJAK	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

KOJAK

14  
MASTERPIECE THEATRE

MASTERPIECE THEATRE	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

MASTERPIECE THEATRE

15  
NONE OF THE ABOVE

NONE OF THE ABOVE	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

NONE OF THE ABOVE

16  
DON'T KNOW

DON'T KNOW	SEX		AGE		EDUCATION				FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-30 YEARS	35-49 YEARS	50 YRS & OVER	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	6 OVER	915H & OVER	910M- 9999	97H- 9999	UNDER \$7000

DON'T KNOW

ADDED AWARENESS OF SELECTED TV PROGRAMS  
CLAIMED PROGRAM VIEWERSHIP

TABLE 2

	OCCUPATION OF HEAD OF HOUSEHOLD				OCCUPATION OF RECEPTION				NOT IN SIGNAL AREA				
	OCCUPATION OF HEAD OF HOUSEHOLD				OCCUPATION OF RECEPTION								
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABORS	FARMERS	NON-LABOR	ALL	GOOD		FAIR	POOR	NONE	DOMESTIC KNOW
WEIGHTED BASE	2793 100.0	560 100.0	276 100.0	1109 100.0	79 100.0	589 100.0	2351 100.0	1119 100.0	303 100.0	151 100.0	143 100.0	639 100.0	642 100.0
AIDED AWARENESS	2316	479	247	1016	49	491	2011	1006	262	123	130	492	305
TONY ORLANDO & DAWN	87.9	86.7	80.5	85.4	62.0	74.0	85.9	89.7	86.5	81.5	89.0	77.5	69.0
LITTLE HOUSE ON THE PRAIRIE	2320	482	233	1005	66	446	1950	974	269	126	126	463	302
WHAT'S MY MAMA	83.1	88.0	84.4	84.5	83.9	76.0	83.3	87.0	88.0	83.4	88.1	72.9	81.9
FEELING GOOD	2263	443	231	1010	59	390	1963	972	260	124	112	497	300
FOJAY	81.0	83.2	83.7	89.6	74.7	60.0	83.6	86.0	85.0	82.1	70.3	70.3	67.4
MASTERSPIECE THEATRE	993	295	96	421	19	157	693	406	122	45	57	103	100
MCNE OF THE ABOVE	39.6	42.9	36.0	35.4	24.1	27.1	38.0	43.4	40.3	29.0	39.0	20.0	22.0
	74.1P	51.9	26.8	1095	72	448	2144	1046	205	144	140	529	374
	90.2	94.7	57.1	92.1	91.1	77.2	91.2	93.5	94.1	95.4	97.9	83.3	84.0
	1069	343	141	602	74	269	1310	749	109	75	65	250	153
	52.4	69.0	91.1	50.6	32.9	42.2	55.7	66.6	55.0	49.7	49.0	40.3	34.0
	81	10	4	20	4	43	61	17	9	5	30	30	20
	2.9	1.8	1.4	1.7	5.1	7.4	2.6	1.5	3.0	3.3	4.7	4.7	4.5
CLAIMED PROGRAM VIEWERSHIP	1425	262	156	670	24	266	1230	613	150	80	88	299	199
TONY ORLANDO & DAWN	91.0	47.0	56.1	56.3	30.4	45.9	52.3	54.8	49.9	53.0	61.5	47.1	44.1
LITTLE HOUSE ON THE PRAIRIE	1392	224	111	615	56	278	1065	507	127	70	82	270	207
WHAT'S MY MAMA	47.0	40.9	40.2	51.7	70.9	47.9	45.9	45.9	41.9	52.0	57.3	42.5	40.4
FEELING GOOD	1376	220	123	661	37	217	1112	540	136	00	63	285	214
MCNE OF THE ABOVE	47.0	40.1	44.6	55.6	46.8	37.4	47.3	49.0	44.9	53.0	44.1	44.9	40.4
FOJAY	254	67	11	131	5	30	228	117	20	20	19	58	20
MASTERSPIECE THEATRE	9.2	11.3	4.0	11.0	6.3	5.2	5.7	10.5	6.6	13.2	9.1	9.1	6.3
TONY ORLANDO & DAWN	1749	365	180	477	46	319	1505	721	207	90	106	979	284
LITTLE HOUSE ON THE PRAIRIE	640.1	43.0	65.2	60.1	58.2	55.0	64.0	64.0	60.9	44.0	74.8	90.7	64.3
WHAT'S MY MAMA	559	164	62	218	10	90	484	284	65	24	14	97	79
FEELING GOOD	200.0	32.9	22.5	19.1	12.7	15.5	20.6	25.4	21.5	15.4	9.8	15.3	17.0
MASTERSPIECE THEATRE	313	70	25	97	7	43	275	135	26	11	8	95	38
TONY ORLANDO & DAWN	11.2	14.2	9.1	6.2	7.4	16.0	11.7	12.1	8.6	7.3	5.6	15.0	8.6
LITTLE HOUSE ON THE PRAIRIE	106	20	6	37	3	15	81	25	5	3	0	30	23
WHAT'S MY MAMA	3.7	3.6	2.2	3.1	3.8	6.0	3.4	2.2	1.7	3.3	5.6	6.0	5.2



VIEWSHIP OF SPECIFIC 'FEELING GOOD' SHOWS  
 PPS SIGNAL RECEPTION

TABLE 3

	SEX		AGE		EDUCATION		FAMILY INCOME					
	ALL ADULTS	MALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL	GRADE SCHOOL	\$19K & OVER	\$10K-\$19K	\$7K-\$9K	UNDER \$7000
WEIGHTED RASE	2793	1334	1010	677	1089	699	1541	549	807	665	340	074
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	296	154	96	72	07	03	194	39	07	50	26	75
	9.2	11.5	9.4	10.6	8.0	9.0	10.0	7.1	10.0	0.7	7.0	0.0
TOTAL CLAIMED VIEWSHIP	64	26	17	20	27	12	41	11	25	16	7	16
WHEN 'FEELING GOOD' SEEN	2.3	1.0	1.7	3.0	2.9	1.7	2.7	2.0	2.8	2.4	2.1	1.0
WEDNESDAY APRIL 2	64	30	10	29	21	15	39	10	30	13	6	19
THURSDAY APRIL 9	2.3	2.5	1.8	3.7	1.0	2.1	2.5	1.8	3.4	2.0	1.0	1.7
FRIDAY APRIL 16	90	25	14	14	26	9	24	17	16	8	9	21
	1.8	1.9	1.0	2.1	2.4	1.3	1.6	3.1	1.0	1.2	1.9	2.0
	108	68	40	23	30	26	68	14	30	27	16	27
	3.9	5.1	4.0	3.4	3.6	3.7	4.4	2.6	4.0	4.1	4.7	3.1
NONF	79	20	9	7	4	8	16	5	11	4	2	12
	1.0	1.5	1.0	1.0	.4	1.1	1.0	.9	1.2	.6	.6	1.0
DON'T KNOW	119	66	33	42	44	29	70	20	40	27	0	36
	4.9	4.9	3.2	6.2	4.0	4.1	4.5	3.6	5.0	4.1	2.0	4.1
NET SAV AT LEAST ONE SEGMENT	602	222	160	02	199	49	239	153	71	107	67	107
PPS SIGNAL RECEPTION	15.8	16.6	19.7	12.1	10.9	7.0	15.5	27.9	0.0	16.1	10.7	22.9
NO PPS STATION IN AREA	163	74	59	31	53	34	71	33	31	39	20	52
PPS STATION AND RECEPTION	5.1	5.5	4.7	4.8	4.9	5.4	4.6	6.0	3.5	5.9	5.9	5.0
POOR RECEPTION	151	77	40	53	58	35	85	31	37	44	22	40
	5.4	5.8	3.9	7.8	9.3	5.0	5.9	5.6	4.2	6.6	6.5	5.9
FAIR RECEPTION	309	154	116	85	100	104	174	25	125	70	34	63
	10.8	11.9	11.6	12.6	9.2	14.9	11.9	4.6	14.1	11.7	10.0	7.2
GOOD RECEPTION	1119	452	432	203	400	368	646	103	474	272	119	241
	40.1	41.4	42.4	17.8	36.7	52.4	41.9	18.8	53.4	40.9	35.0	27.0

VIEWERSHIP OF SPECIFIC 'FEELING GOOD' SHOWS  
PPS SIGNAL RECEPTION

TABLE 6

	OCCUPATION OF HEAD OF HOUSEHOLD										QUALITY OF RECEPTION				DON'T KNOW	NOT IN SIGNAL AREA								
	ALL ADULTS & RUS		CLERK & SALES		MANUAL LABORS		FARMERS		NON-LABOR		ALL	GOOD	FAIR	POOR			NONE							
	2793	100.0	548	130.0	270	100.0	1189	100.0	79	100.0								580	100.0	220	117	10.5		
HEIGHTFD BASE	2793	100.0	548	130.0	270	100.0	1189	100.0	79	100.0	580	100.0	220	117	10.5	9.7	10.5	6.6	20	13	9.1	9.1	0.3	
TOTAL CLAIMED VIEWERSHIP	9.7	11.3	6.2	11.0	6.3	5.2																		
WEN 'FEELING GOOD' SEEN	64	10	10	60	10	10																		
WEDNESDAY APRIL 2	2.3	1.0	1.7	3.4	1.7	1.7																		
WEDNESDAY APRIL 9	66	19	5	38	5	5																		
WEDNESDAY APRIL 16	2.3	3.5	0.7	3.2	0.8	0.8																		
WEDNESDAY APRIL 16	90	12	6	20	6	6																		
WEDNESDAY APRIL 16	1.0	2.2	0.4	2.0	1.0	1.0																		
WEDNESDAY APRIL 16	108	29	5	53	5	5																		
WEDNESDAY APRIL 16	3.9	9.3	1.4	6.5	2.4	2.4																		
WEDNESDAY APRIL 16	20	5	2	11	2	2																		
WEDNESDAY APRIL 16	1.0	0.9	0.3	0.9	0.3	0.3																		
WEDNESDAY APRIL 16	119	28	14	67	14	14																		
WEDNESDAY APRIL 16	4.9	9.1	3.0	9.8	3.0	3.0																		
NET SAW AT LEAST ONE SEGMENT	4.9	9.1	3.0	9.8	3.0	3.0																		
PPS SIGNAL RECEPTION	4.9	9.1	3.0	9.8	3.0	3.0																		
NO PPS STATION IN AREA	15.0	8.0	6.2	18.3	6.1	6.1																		
PPS STATION NO RECEPTION	14.3	10	15	69	2	20																		
PPS STATION NO RECEPTION	5.1	3.3	5.0	5.0	2.5	2.5																		
PPS STATION NO RECEPTION	151	26	14	67	4	37																		
PPS STATION NO RECEPTION	5.0	4.7	5.1	5.6	5.1	6.0																		
PPS STATION NO RECEPTION	303	77	39	108	8	54																		
PPS STATION NO RECEPTION	10.8	13.1	14.1	9.1	10.1	9.3																		
PPS STATION NO RECEPTION	1119	903	144	420	12	196																		
PPS STATION NO RECEPTION	40.1	55.3	52.2	36.0	15.2	33.8																		

REASONS WATCHED AT LEAST ONE 'FEELING GOOD' SEGMENT

TABLE 5

	SEX		AGE		EDUCATION				FAMILY INCOME														
	ALL ADULTS		18-34 YEARS		35-49 YEARS		50 YRS & OVER		COL-LEGE		HIGH SCHOOL		GRADE 6 & OVER		\$15M & OVER		\$10M-\$14,999		\$7M-\$9,999		UNDER \$7000		
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
WHITENED RACE	2793 100.0	1334 100.0	1859 100.0	1018 100.0	677 100.0	1089 100.0	699 100.0	1541 100.0	549 100.0	997 100.0	665 100.0	340 100.0	874 100.0										
GENERAL INTEREST	48 1.7	30 2.2	18 1.7	16 1.6	15 2.2	17 1.6	10 1.4	30 1.9	8 1.5	17 1.7	10 1.5	5 1.5	16 1.0										
SPECIFIC TOPIC	76 2.9	70 1.9	6 0.6	11 1.1	11 1.6	4 0.6	13 1.9	11 0.7	2 0.4	13 1.3	9 1.0	1 0.3	3 0.9										
CURIOSITY	23 0.8	7 0.5	10 1.1	8 0.8	5 0.7	10 0.9	5 0.7	14 0.9	4 0.7	5 0.6	5 0.8	4 1.2	9 1.0										
FAMLIER SHOWS	9 0.3	3 0.2	6 0.4	2 0.2	1 0.1	6 0.6	4 0.6	5 0.3	5 0.3	7 0.8	7 0.8	2 0.6	2 0.6										
DICK CAVETT	13 0.5	8 0.6	5 0.3	1 0.1	5 0.7	7 0.6	4 0.6	4 0.3	7 0.3	5 0.5	4 0.6	3 0.9	4 0.8										
GUEST STARS	7 0.3	4 0.3	3 0.2	3 0.3	4 0.6	3 0.3	1 0.1	4 0.3	4 0.4	2 0.2	1 0.5	3 0.9	3 0.8										
WATCHED CHANNEL	91 1.1	15 1.1	16 1.1	2 0.2	12 1.8	17 1.6	9 1.3	17 1.1	5 0.9	14 1.6	4 0.6	3 0.9	10 1.1										
NOTHING ELSE LIKED	14 0.5	8 0.6	6 0.4	5 0.5	5 0.8	9 0.8	3 0.3	5 0.3	7 1.3	3 0.3	3 0.6	7 1.8	7 0.7										
NEWSPAPER AD	16 0.6	2 0.1	14 1.0	3 0.3	3 0.4	10 0.9	1 0.1	0 0.9	7 1.3	6 0.7	4 0.6	3 1.1	4 0.7										
TV AD	12 0.4	3 0.2	9 0.6	1 0.1	1 0.1	10 0.9	2 0.3	3 0.2	7 1.3	6 0.7	1 0.2	1 0.3	4 0.5										
RADIO AD	2 0.1	1 0.1	1 0.1	1 0.1	1 0.1	1 0.1	1 0.1	2 0.1	1 0.1	1 0.2	1 0.2	1 0.3	1 0.1										
AD IN TV GUIDE	14 0.5	6 0.4	8 0.9	11 1.1	1 0.1	2 0.2	9 0.7	9 0.6	9 1.6	0 0.0	3 0.9	3 0.9	3 0.9										
LISTING IN TV GUIDE	24 0.9	7 0.5	17 1.2	8 0.8	4 0.6	12 1.1	3 0.6	10 1.2	3 0.5	12 1.4	6 0.9	1 0.3	5 0.6										
LISTING IN NEWSPAPER	16 0.5	3 0.2	11 0.8	7 0.7	2 0.3	12 1.1	1 0.1	10 0.6	5 0.5	4 0.5	3 0.6	2 0.6	5 0.6										
FAVORABLE REVIEW	12 0.4	2 0.1	10 0.7	7 0.7	6 0.9	6 0.6	2 0.3	10 0.6	2 0.3	3 0.3	6 0.9	1 0.3	2 0.2										
FRIENDS OR RELATIVES	15 0.5	7 0.5	8 0.5	7 0.7	2 0.2	6 0.6	5 0.7	7 0.5	3 0.5	3 0.3	4 0.6	4 1.2	6 0.5										
OTHER	12 0.4	7 0.5	5 0.3	5 0.3	9 1.3	3 0.3	7 0.8	12 0.8	6 1.0	6 0.7	5 0.8	5 1.2	4 0.1										
DON'T REMEMBER	1 0.0	1 0.0	1 0.0	1 0.1	1 0.1	1 0.1	1 0.1	1 0.1	1 0.1	1 0.1	1 0.1	1 0.1	1 0.1										
AT LEAST ONE SEGMENT	119 4.3	66 4.9	53 3.5	33 3.2	42 6.2	46 4.0	29 4.1	70 4.5	25 3.8	48 5.4	27 4.1	8 2.6	36 4.1										

REASONS WATCHERS AT LEAST ONE 'FEELING GOOD' SEGMENT

TABLE 6

	OCCUPATION OF HEAD OF HOUSEHOLD				QUALITY OF RECEPTION				DON'T KNOW	NOT IN SIGNAL AREA					
	IN SIGNAL AREA				IN SIGNAL AREA										
	ALL ADULTS	PROF & BUS	CLER & SALES	FARMERS	MANUAL LABOR	NON-LABOR	ALL	GOOD			FAIR	POOR	NONE		
WEIGHTED BASE	2793	960	276	79	900	100.0	100.0	100.0	100.0	100.0	100.0	695	100.0	695	100.0
GENERAL INTEREST	1.7	1.9	1.6	2.6	1.9	1.7	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
SPECIFIC TOPIC	.9	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
CURIOSITY	.8	.5	.5	1.5	.2	.2	.7	.7	.7	.7	.7	.7	.7	.7	.7
EARLIER SHOWS	.9	1.9	1.9	1.9	.2	.2	.7	.7	.7	.7	.7	.7	.7	.7	.7
DICK CAVETT	.5	.5	.5	.5	.7	.7	.6	.6	.6	.6	.6	.6	.6	.6	.6
GUEST STARS	.3	.2	.2	.3	.3	.3	.4	.4	.4	.4	.4	.4	.4	.4	.4
HATCHED CHANNEL	1.1	2.0	2.0	.6	1.6	1.6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
NOTHING ELSE LIKED	.5	.2	.2	.7	.9	.9	.4	.4	.4	.4	.4	.4	.4	.4	.4
NEWSPAPER AD	.6	.5	.5	.8	.7	.7	.1	.1	.1	.1	.1	.1	.1	.1	.1
TV AD	.4	.2	.2	.6	.6	.6	.3	.3	.3	.3	.3	.3	.3	.3	.3
RADIO AD	.2	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1
AC TV GUIDE	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5
LISTING IN TV GUIDE	.9	1.9	1.9	.6	1.6	1.6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
LISTING IN NEWSPAPER	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5
FAVORABLE REVIEW	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5
FRIENDS OR RELATIVES	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5
OTHER	.4	.4	.4	.4	.4	.4	.4	.4	.4	.4	.4	.4	.4	.4	.4
COST REMOVED	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1
NET SAM AT LEAST ONE SEGMENT	119	28	4	67	16	16	107	52	5	14	6	30	12	30	12
	4.3	5.1	1.6	5.0	2.6	2.6	4.6	4.6	1.7	9.3	4.2	6.7	4.2	6.7	4.2

STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS  
BASED ON THOSE ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 7

	SEX		AGE		EDUCATION			FAMILY INCOME					
	ALL ADULTS	MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COLLEGE LEGF	HIGH SCHOOL	GRADE SCHOOL	\$15M & OVER	\$10M- \$14,999	\$7M- \$9,999	UNDER \$7000
WEIGHTED BASE	1390	669	711	522	305	511	356	755	267	406	304	163	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

PAST TWO MONTHS

READ ARTICLE ABOUT HEALTH	732	336	402	307	165	260	262	399	67	306	181	79	159
	53.0	49.9	56.5	58.8	47.8	50.9	73.6	52.8	25.8	68.6	59.5	68.9	35.7
HAD BLOOD PRESSURE CHECKED	691	286	405	238	144	309	168	376	149	220	139	74	249
	50.1	42.8	57.0	45.6	41.7	60.5	47.2	49.5	55.8	51.3	44.4	49.4	39.7
HAD EYES EXAMINED	379	148	199	70	69	170	61	168	76	114	53	38	99
	27.1	21.4	27.4	13.4	18.8	33.3	17.1	22.3	28.5	25.6	17.4	22.1	21.7
HAD PHYSICAL EXAMINATION	427	174	253	163	91	183	96	262	91	132	103	52	132
	30.9	26.0	35.6	31.7	23.5	39.8	26.0	32.1	34.1	29.6	33.9	31.9	20.0
HAD HEARING CHECKED	196	111	85	65	33	98	36	111	49	86	34	25	69
	14.2	16.6	12.0	12.5	9.6	19.2	10.1	14.7	18.4	19.3	11.2	19.3	10.7
TOOK MORE THAN ONE PINT OF BUTTER OR MILK	374	182	202	117	94	173	95	227	71	134	57	38	121
	27.8	27.2	28.4	22.4	27.2	33.9	26.7	28.7	26.6	30.0	28.9	23.3	26.5
DIETED TO LOSE WEIGHT	376	114	262	144	82	170	113	225	37	169	74	32	95
	27.2	17.0	36.8	31.6	26.7	23.5	31.7	29.8	19.9	37.9	20.3	19.8	20.0
INCREASED REGULAR EXERCISE	456	204	252	259	86	111	157	246	52	171	108	70	111
	33.0	30.5	35.4	49.6	24.9	21.7	44.1	32.6	19.5	38.3	34.2	42.9	24.9
MADE EFFORT TO QUIT SMOKING	164	97	67	45	57	47	48	99	14	88	38	25	50
	11.8	14.5	9.4	12.5	16.5	8.2	12.9	13.1	6.7	10.8	12.5	15.3	11.0
SMOKED CIGARETTES	401	203	198	150	109	101	100	250	50	120	103	46	132
	29.1	30.3	27.8	36.0	31.6	19.8	28.1	33.1	18.7	26.9	33.9	28.2	28.0

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS  
BASED ON THOSE ASKED ABOUT PAST SIX MONTHS

	SFX		MVF		EUCATION		FAMILY INCOME				TABLE 70		
	ALL ADULTS	MALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL	CRADF SCHOOL	\$15M & OVER	\$10M- \$14.999	\$7M- \$9.999	\$7000 UNDER	
WEIGHTED PASE	1413 100.0	665 100.0	748 100.0	496 100.0	578 100.0	343 100.0	786 100.0	282 100.0	441 100.0	361 100.0	177 100.0	610 100.0	
PAST TWO MONTHS													
READ ARTICLE ABOUT HEALTH	34.0	30.2	37.3	34.6	31.5	33.6	32.4	14.5	40.4	36.6	32.8	25.0	
HAD BLOOD PRESSURE CHECKED	45.0	18.4	26.6	89	218	103	263	84	118	110	60	156	
HAD EYES EXAMINED	31.8	27.7	35.6	26.2	37.7	30.0	33.5	29.8	26.8	30.5	33.9	37.3	
HAD PHYSICAL EXAMINATION	14.2	10.0	12.5	9.7	12.7	14.0	9.5	6.7	10.7	10.2	9.0	9.6	
HAD HEARING CHECKED	25.7	11.9	13.8	63	94	67	149	41	71	70	30	86	
CUT DOWN ON EGGS, FAT, BUTTER OR MILK	18.2	17.9	18.4	19.8	16.3	19.5	19.0	14.5	16.1	19.4	16.9	20.6	
DIETED TO LOSE WEIGHT	7.0	4.8	3.0	17	26	28	36	14	26	23	9	19	
INCREASED REGULAR EXERCISE	5.5	7.2	4.0	3.4	5.9	8.2	4.6	5.0	5.9	6.4	5.1	4.5	
MADE EFFORT TO QUIT SMOKING	24.0	11.6	12.2	70	56	69	107	44	86	58	34	56	
STOPPED CIGARETTES	17.0	17.7	16.3	14.1	16.9	25.9	13.6	15.6	19.5	16.1	19.2	13.4	
	26.2	7.8	18.4	96	71	82	158	22	103	62	28	67	
	18.5	11.7	24.6	19.4	15.9	23.9	20.1	7.8	23.4	17.2	15.8	16.0	
	30.0	12.4	17.6	15.4	68	109	178	13	110	75	35	74	
	11.1	7.0	6.1	5.6	3.1	2.8	6.0	4.6	24.9	20.8	19.8	17.7	
	7.9	10.5	5.5	11.3	7.2	8.2	7.6	8.2	5.7	8.3	10.2	9.1	
	34.9	15.3	15.6	14.3	96	65	210	74	109	89	42	104	
	24.7	29.0	20.9	28.8	28.9	19.0	26.7	26.2	24.7	24.7	23.7	24.9	

STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS  
 BASED ON THOSE ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 0

	OCCUPATION OF HEAD OF HOUSEHOLD										QUALITY OF RECEPTION					DON'T KNOW	NOT IN SIGNAL AREA			
	ALL ADULTS 6		PROF BUS		CLER & SALES		MANUAL LABOR		FARMERS		NON-LABOR		ALL	GOOD	FAIR			POOR	NONE	
	1380	100.0	270	100.0	136	100.0	569	100.0	33	100.0	288	100.0								
WEIGHTED BASE	1380	100.0	270	100.0	136	100.0	569	100.0	33	100.0	288	100.0	1171	515	167	85	75	929	200	100.0
<u>PAST TWO MONTHS</u>																				
READ ARTICLE ABOUT HEALTH	792	53.0	209	75.2	89	61.9	285	50.1	10	30.3	113	39.2	659	339	98	35	28	149	39.7	100.0
HAD BLOOD PRESSURE CHECKED	691	50.1	178	60	44.8	284	49.9	14	42.4	59.0	170	59.0	592	266	58	51	40	177	99	100.0
HAD EYES EXAMINED	305	22.1	58	21.5	78	119	20.9	13	39.4	73	25.3	260	137	17	15	20	71	71	65	100.0
HAD PHYSICAL EXAMINATION	627	45.4	65	24.1	49	192	33.7	15	45.5	85	29.5	362	173	32	22	24	24	111	69	100.0
HAD HEARING CHECKED	196	14.2	34	12.6	20	86	15.1	8	27.3	37	12.8	163	74	17	11	11	11	48	33	100.0
CUT DOWN ON EGGS, MEAT, BUTTER OR MILK	384	27.8	74	27.4	50	156	27.6	7	21.2	78	27.1	321	158	50	25	16	16	72	63	100.0
TRIED TO LOSE WEIGHT	376	27.2	112	41.5	38	141	24.8	2	6.1	63	22.2	313	153	50	25	24	24	61	63	100.0
INCREASED REGULAR EXERCISE	446	32.3	103	37.1	46	228	39.8	6	18.2	58	20.1	384	205	53	26	20	80	72	100.0	
MADE EFFORT TO QUIT SMOKING	166	12.0	42	15.6	13	69	12.1	2	6.1	25	8.7	161	67	22	11	11	11	30	23	100.0
STOPPED CLIPPING	401	29.1	70	25.9	30	210	36.9	10	30.3	51	17.7	361	167	60	17	27	50	50	60	100.0

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS  
 BASED ON THOSE ASKED ABOUT PAST SIX MONTHS

TABLE 10

	OCCUPATION OF HEAD OF HOUSEHOLD										PRS RECEPTION IN SIGNAL AREA					DON'T KNOW	NOT IN SIGNAL AREA
	ALL ADULTS		PROF & BUS	CLERK & SALES	FARM ANNUAL	FARM NON- LARGO	QUALITY OF RECEPTION			NONE	POOR	FAIR	GOOD	ALL	NONE		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
WEIGHTED BASE	1413	270	142	620	46	292	1180	604	136	66	68	306	306	100.0	100.0	233	100.0
PAST TWO MONTHS	480	121	62	189	15	92	429	236	62	33	16	76	76	100.0	100.0	57	100.0
READ ARTICLE ABOUT HEALTH	34.0	44.8	61.7	29.5	32.6	31.5	35.8	39.1	45.6	50.0	23.5	24.8	24.8	100.0	100.0	24.5	100.0
HAD BLOOD PRESSURE CHECKED	450	69	43	195	9	130	383	179	50	18	29	107	107	100.0	100.0	67	100.0
HAD EYES EXAMINED	31.8	29.6	30.3	31.5	19.6	44.5	32.5	29.6	36.8	27.3	42.6	35.0	35.0	100.0	100.0	28.0	100.0
HAD PHYSICAL EXAMINATION	142	25	11	73	33	33	120	73	4	3	10	30	30	100.0	100.0	22	100.0
HAD HEARING CHECKED	10.0	9.3	7.7	11.8	5	11.3	10.2	12.1	2.9	4.5	14.7	9.8	9.8	100.0	100.0	9.6	100.0
CUT DOWN ON EGGS, MEAT, BUTTER OR MILK	257	42	17	121	5	63	223	116	31	13	11	12	12	100.0	100.0	34	100.0
ATTEMPTED TO LOSE WEIGHT	18.2	15.6	12.0	19.5	10.9	21.6	18.9	19.2	22.8	19.7	16.2	17.0	17.0	100.0	100.0	14.6	100.0
INCREASED REGULAR EXERCISE	78	14	7	36	3	17	64	27	6	4	4	23	23	100.0	100.0	14	100.0
MADE EFFORT TO QUIT SMOKING	5.5	5.2	4.9	5.8	6.5	5.8	5.4	4.5	4.6	6.1	5.9	7.5	7.5	100.0	100.0	6.0	100.0
SMOKED CIGARETTES	240	53	30	90	7	57	206	124	23	7	15	37	37	100.0	100.0	34	100.0
	17.0	19.6	21.1	14.5	15.2	19.5	17.5	20.5	16.9	10.6	22.1	12.1	12.1	100.0	100.0	14.6	100.0
	262	52	34	108	10	69	222	122	35	15	7	43	43	100.0	100.0	40	100.0
	18.5	19.3	23.9	17.4	21.7	16.8	18.2	20.2	25.7	22.7	10.3	14.1	14.1	100.0	100.0	17.2	100.0
	300	80	48	124	2	38	261	143	39	12	10	57	57	100.0	100.0	39	100.0
	21.2	29.6	33.8	20.0	6.3	13.0	22.1	23.7	28.7	18.2	14.7	18.6	18.6	100.0	100.0	16.7	100.0
	111	19	11	59	2	16	87	47	15	6	3	18	18	100.0	100.0	24	100.0
	7.9	5.6	12.7	8.9	4.3	9.5	7.4	7.8	11.0	6.1	4.4	5.9	5.9	100.0	100.0	10.3	100.0
	969	56	49	169	6	61	288	152	36	14	21	65	65	100.0	100.0	61	100.0
	24.7	20.7	34.5	27.3	8.7	20.9	24.4	29.2	26.5	21.2	30.9	21.2	21.2	100.0	100.0	26.2	100.0



STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS  
 BASED ON WOMEN ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 9

	SEX		AGE		EDUCATION		FAMILY INCOME		UNDER 18										
	MALE	FEMALE	18-29	30-49	50 YRS & OVER	COLLEGE	HIGH SCHOOL	UNDER 6		\$10K-15K	\$15K-25K	\$25K-35K	35K-45K	45K-55K	55K-65K	65K-75K	75K-85K	85K-95K	95K-100K
WEIGHTED BASE	711	711	298	105	266	158	607	165	196	161	87	250							
PAST TWO MONTHS	235	245	103	55	77	60	162	33	66	66	32	66							
PHYSICIAN EXAMINED BY DOCTOR	33.1	39.0	122	79.7	20.0	30.0	34.0	22.0	33.7	51.0	36.0	24.7							
PHYSICIAN EXAMINED BY SELF	60.6	67.9	87	49.0	31.6	51.2	42.3	21.6	43.4	49.5	41.4	39.9							
HAD A PAP TEST	28.6	28.4	34.5	39.5	19.2	31.6	31.9	19.2	27.0	39.8	34.5	20.1							
NONE OF THESE	40.9	40.9	97	66	131	56	156	78	72	57	33	120							
	40.9	39.7	39.7	39.7	39.7	39.7	39.7	39.7	39.7	39.7	39.7	39.7							

STEPS TAKEN IMPROVING HEALTH IN THE PAST TWO MONTHS  
 BASED ON PEOPLE ASKED ABOUT PAST SIX MONTHS

TABLE 90

FAMILY INCOME

EDUCATION

AGE

SEX

	SEX		AGE		EDUCATION			FAMILY INCOME				
	MALE	FEMALE	14-34 YEARS	35-49 YEARS	50 YRS & OVER	COLLEGE LEVE	HIGH SCHOOL	GRADE	\$15K & OVER	\$10K- \$14,999	\$7K- \$9,999	UNDER \$7000
WEIGHTED BASE	748	748	269	159	316	167	462	118	211	186	81	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS	165	145	66	36	43	67	88	10	61	43	14	47
REFRISTS EXAMINED BY DOCTOR	19.4	19.4	24.5	27.6	13.6	28.2	19.0	8.9	19.4	23.1	17.3	17.9
REFRISTS EXAMINED BY SELF	215	215	70	61	82	69	150	16	66	55	23	70
HAD A PAP TEST	28.7	28.7	26.0	38.4	25.9	29.3	32.5	13.6	31.3	29.6	28.4	26.6
NONE OF THEM	91	91	45	31	15	30	56	5	28	26	10	27
	17.2	17.2	16.7	19.5	4.7	18.0	12.1	4.2	13.3	14.0	12.3	10.3
	463	463	158	88	215	93	273	96	125	116	49	167
	61.9	61.9	58.7	55.3	68.0	55.7	59.1	81.4	59.2	62.4	60.5	63.5



STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS  
BASED ON WOMEN ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 10

PBS RECEPTION

IN SIGNAL AREA

OCCUPATION OF HEAD OF HOUSEHOLD

	ALL ADULTS & BOYS		CLERICAL SALES		MANUAL LABORS		FARMERS		NON-LABOR		QUALITY OF RECEPTION			DON'T KNOW		NOT IN SIGNAL AREA	
	711	197	61	293	19	172	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WEIGHTED AVERAGE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

PAST TWO MONTHS

ALL ADULTS & BOYS	255	45	33	181	11	37	201	90	22	14	11	62	34
PROF	32.6	36.1	34.5	57.9	21.5	60	92.8	37.2	77.8	37.2	26.2	30.0	34.7
CLERICAL	55	33	119	6	60	255	119	37	37	18	17	69	32
SALES	40.4	40.1	40.6	31.6	34.9	41.6	49.2	40.5	40.5	41.9	40.5	33.3	32.7
MANUAL	202	34	25	100	3	31	181	74	23	14	19	51	21
FARMERS	28.4	24.6	41.0	34.1	35.8	18.0	29.5	30.6	29.1	32.6	33.2	24.6	21.4
NON-LABOR	241	291	12	119	4	90	245	82	29	21	20	93	46
WEIGHTED AVERAGE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

HAD A PAST TEST

ALL ADULTS & BOYS	60.9	60.1	19.7	40.6	21.1	52.3	40.0	33.9	36.7	48.8	47.6	44.9	44.9
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FOR SOME OF THEM

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS  
 BASED ON NUMBER ASKED ABOUT PAST SIX MONTHS

TABLE 10a

WEIGHTED PASE	OCCUPATION OF HEAD OF HOUSEHOLD				PHS RECEPTION IN SIGNAL AREA				NOT IN SIGNAL AREA		
	ALL ADULTS & BUS		FARMERS		QUALITY OF RECEPTION		DON'T KNOW				
	PROF & BUS	CLER & SALES	MANUAL	NON-LABOR	ALL	GOOD	FAIR	POOR		NONE	
748 100.0	148 100.0	84 100.0	28 100.0	167 100.0	626 100.0	325 100.0	70 100.0	31 100.0	27 100.0	173 100.0	122 100.0
145 19.4	33 27.3	7 8.3	3 10.7	37 22.2	195 21.6	69 21.2	21 30.0	5 16.1	4 14.8	36 20.8	10 8.2
215 28.7	44 79.7	32 38.1	3 10.7	40 24.0	192 90.7	92 28.3	27 38.6	11 35.5	6 22.2	56 32.4	23 18.9
91 17.2	28 18.9	4 4.8	1 3.6	14 8.4	84 13.4	32 9.8	16 22.9	5 16.1	4 14.8	27 15.6	7 5.7
463 61.9	91 61.9	47 56.0	23 82.1	105 62.9	367 58.6	191 58.8	37 52.9	15 48.4	21 77.8	103 59.5	96 78.7

PAST TWO MONTHS

PREASTS EXAMINED BY DOCTOR

PREASTS EXAMINED BY SELF

HAD A PAP TEST

NUMBER OF THEM

STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS  
BASED ON PARENTS ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 11

	SEX		AGE		EDUCATION				FAMILY INCOME				
	ALL	MALE	FFEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COLLEGE & OVER	HIGH SCHOOL	GRADE SCHOOL	6 & OVER	\$10M-\$14.99	\$15M-\$19.99	\$20M-UNDER \$7000
WEIGHTED BASE	683	312	371	335	263	184	181	439	62	257	188	77	154
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS	149	44	103	69	67	12	42	97	10	62	35	18	31
HAD CHILD'S EYES EXAMINED	21.8	15.7	27.8	20.6	29.5	16.3	23.2	22.1	16.1	24.1	19.6	23.4	20.1
	137	30	99	71	56	9	44	81	12	47	34	10	31
HAD CHILD'S HEARING CHECKED	20.1	12.2	26.7	21.2	21.3	10.7	24.9	18.5	19.6	18.3	18.1	23.4	20.1
	139	25	239	239	185	69	124	315	50	186	137	52	113
NONE	72.2	81.4	64.4	71.3	70.3	82.1	70.7	71.5	80.6	72.4	72.9	67.5	76.6



STEPS TAKEN AFFECTING HEALTH IN THE PAST TWENTY MONTHS  
 BASED ON PARENTS ASKED ABOUT PAST SIX MONTHS

	SEX		AGE		EDUCATION			FAMILY INCOME			TABLE JOB				
	ALL	ADULTS	MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL	GRADE SCHOOL		\$15K & OVER	\$10K-\$14K	\$7K-\$9K	\$5K-\$6K
W-FIGHTED BASH	798	341	397	260	134	165	464	108	257	227	86	164	100.0	100.0	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS	113	48	65	50	15	29	70	15	29	55	8	21	15.0	13.0	24.0
HAD CHILD'S EYES EXAMINED	15.0	14.1	16.4	14.6	11.2	17.0	15.1	13.9	11.3	24.2	9.3	12.8	100.0	100.0	100.0
HAD CHILD'S HEARING CHECKED	81	27	54	39	8	19	54	0	20	43	2	16	100.0	100.0	100.0
NONE	611	292	319	287	118	134	383	93	222	165	77	143	100.0	100.0	100.0
	87.8	85.6	80.4	83.7	88.1	81.2	82.5	86.1	86.4	72.7	89.5	87.2	100.0	100.0	100.0



STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS  
BASED ON PARENTS ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 12

	PARENTS ASKED ONLY ABOUT PAST TWO MONTHS											
	OCCUPATION OF HEAD OF HOUSEHOLD					QUALITY OF RECEPTION					NOT IN SIGNAL AREA	
	ALL ADULTS	PROF & BUS	CLER & SALES	FARMERS	LABOR & NON-LABOR	ALL	GOOD	FAIR	POOR	NONE		DON'T KNOW
FLIGHTED BASE	683	157	80	362	22	40	278	102	53	31	131	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	PARENTS ASKED ONLY ABOUT PAST TWO MONTHS											
	OCCUPATION OF HEAD OF HOUSEHOLD					QUALITY OF RECEPTION					NOT IN SIGNAL AREA	
	ALL ADULTS	PROF & BUS	CLER & SALES	FARMERS	LABOR & NON-LABOR	ALL	GOOD	FAIR	POOR	NONE		DON'T KNOW
PAST TWO MONTHS	169	39	23	76	2	6	73	13	15	5	26	17
HAD CHILD'S EYES EXAMINED	21.8	27.3	28.8	22.2	9.1	15.0	26.3	12.7	34.9	16.1	19.8	17.3
	137	39	17	71	5	5	66	14	10	5	21	21
HAD CHILD'S HEARING CHECKED	20.1	21.0	21.3	20.8	22.7	12.5	23.7	19.7	23.3	16.1	16.0	21.4
	493	115	48	266	17	33	187	83	26	24	98	75
NONE	72.2	73.2	60.0	71.9	77.3	82.5	67.3	81.4	60.5	77.4	74.8	76.9

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS  
 BASED ON PARENTS ASKED ABOUT PAST SIX MONTHS

TABLE 120

	PRR RECEPTION										NOT IN SIGNAL AREA		
	IF SIGNAL AREA					QUALITY OF RECEPTION							
	ALL	GOOD	FAIR	POOR	NONE	ALL	GOOD	FAIR	POOR	NONE			
WEIGHTED BASE	72R	164	71	384	21	73	618	360	79	92	31	136	120
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS	113	21	15	59	2	13	101	58	11	3	5	24	12
	15.3	12.8	21.1	15.6	9.5	17.8	16.3	17.1	13.9	9.6	16.1	17.6	10.0
HAD CHILD'S EYES EXAMINED	81	15	12	42		8	70	42	9	1		18	11
	11.0	9.1	16.9	10.9		11.0	11.3	12.6	11.4	3.1		13.2	9.2
HAD CHILD'S HEARING CHECKED	611	140	55	316	19	60	506	275	65	29	26	111	105
	82.8	85.4	77.5	82.3	90.5	82.2	81.9	80.9	82.3	90.6	83.9	81.6	87.5
NONE													



STEPS TAKEN EFFECTIVELY HEALTHY IN THE PAST SIX MONTHS  
BASED ON ALL ADULTS-SUB-SAMPLE

TABLE 13

	SEX		AGE				EDUCATION				FAMILY INCOME							
	ADULTS		14-34	35-44	45-54	55-64	65-74	75-84	85-94	95-100	COL-LEGE	HIGH SCHOOL	GRADE SCHOOL	\$15K & OVER	\$15K - \$19.9K	\$20K - \$29.9K	\$30K - \$39.9K	UNDER \$7000
	MALE	FEMALE	YEARS	YEARS	YEARS	YEARS	YEARS	YEARS	YEARS	YEARS	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT
WEIGHTED BASE	1419	665	760	332	970	363	786	202	361	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST SIX MONTHS																		
READ ARTICLE ABOUT HEALTH	759	305	694	293	178	267	621	69	215	89	174							
HAD BLOOD PRESSURE CHECKED	59.7	45.9	60.7	59.1	53.6	77.8	53.6	24.5	59.6	50.9	41.0							
HAD EYES EXAMINED	861	350	691	283	186	218	685	137	219	108	252							
HAD PHYSICAL EXAMINATION	55.5	42.6	65.6	57.1	56.0	63.6	61.7	48.6	60.7	61.0	60.3							
HAD HEARING CHECKED	368	173	195	119	83	114	203	50	89	48	119							
CUT DOWN ON EGGS, MEAT, BUTTER OR MILK	26.0	26.0	26.1	24.0	25.0	33.2	25.8	17.7	24.7	27.1	27.9							
DIFFICULT TO LOSE HEIGHT	608	253	355	232	132	151	349	108	172	76	176							
INCREASED REGULAR EXERCISE	49.0	30.0	47.9	46.8	39.8	44.0	44.4	30.3	47.0	42.0	42.1							
MADE EFFORT TO QUIT SMOKING	190	110	80	53	39	56	103	37	51	10	57							
SMOKED CIGARETTES	13.9	16.5	11.5	10.7	11.7	16.3	13.1	13.1	14.1	10.7	13.0							
	305	158	227	114	75	124	179	82	119	45	111							
	27.2	23.8	30.3	23.2	22.6	36.2	22.8	79.1	27.0	25.4	20.0							
	690	123	310	159	110	135	248	96	166	48	116							
	31.1	10.9	42.2	32.1	33.1	39.4	31.6	19.4	37.6	27.1	27.0							
	29.2	26.9	26.9	20.0	103	107	24.1	35	100	42	101							
	171	101	70	81	34	63	91	37	44	27	54							
	12.1	15.2	9.4	16.3	10.2	12.5	11.6	13.1	14.0	15.3	12.9							
	463	228	215	183	116	76	263	106	142	52	136							
	31.4	34.3	20.7	34.9	34.9	22.2	33.5	36.9	32.2	29.4	32.9							



STEPS TAKEN EFFECTING HEALTH IN THE PAST SIX MONTHS  
 BASED ON WOMEN-SUB-SAMPLE

TABLE 15

	SEX		AGE		EDUCATION			FAMILY INCOME				
	ALL ADULTS	M-F	16-34 YEARS	35-49 YEARS	50 YRS 6 OVR	COL- LEGE	HIGH SCHOOL	GRADE SCHGOL	\$15M & OVR	\$10'- \$14999	\$7M- \$9999	UNDER \$7000
WEIGHTED BASE	749 100.0	748 100.0	269 100.0	159 100.0	316 100.0	167 100.0	462 100.0	118 100.0	211 100.0	190 100.0	81 100.0	269 100.0
<u>PAST SIX MONTHS</u>	391	391	130	73	120	99	209	23	99	93	39	109
AHEADS EXAMINED BY DOCTOR	44.3	44.3	51.3	45.9	30.0	59.3	45.2	19.5	46.9	50.0	40.7	39.0
AHEADS EXAMINED BY SELF	304	304	130	04	118	92	218	24	109	84	36	108
HAD A PAP TEST	40.7	40.7	48.3	52.8	37.3	55.1	47.2	20.3	49.6	45.2	44.4	41.1
NONE OF THEM	301	301	148	71	82	85	192	24	93	41	32	94
	40.2	40.2	55.0	44.7	25.9	50.9	41.6	20.3	44.1	43.5	39.5	39.7
	246	246	61	53	130	36	129	80	60	52	34	94
	32.0	32.0	22.7	33.3	41.1	21.6	27.9	67.0	30.4	20.0	42.0	39.7



STEPS TAKEN EFFECTING HEALTH IN THE LAST SIX MONTHS  
BASED ON HOME-SUR-SAMPLE

TABLE 16

	OCCUPATION OF HEAD OF HOUSEHOLD										QUALITY OF RECEPTION					DON'T KNOW	NOT IN SIGNAL AREA
	PAST SIX MONTHS					IN SIGNAL AREA					NONE	POOR	FAIR	GOOD			
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMERS	NON-LABOR	ALL	GOOD	FAIR	POOR					NONE		
REGULATED BASE	748	169	94	209	28	167	626	925	76	31	27	173	122	100.0	100.0	100.0	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST SIX MONTHS	391	86	65	113	9	66	296	154	49	12	16	67	39	47.3	70.0	38.7	51.9
FASTS EXAMINED BY DOCTOR	336	90	39	136	2	62	201	154	36	16	11	76	43	46.5	60.6	51.0	60.7
FASTS EXAMINED BY SELF	301	80	40	107	5	50	276	152	66	0	10	60	29	44.1	65.7	25.0	37.0
HAD A PAP TEST	206	37	25	89	19	69	101	88	12	6	12	73	59	30.5	17.1	19.6	46.6
NONE OF THEM	32.9	25.0	29.8	30.3	67.9	61.3	30.5	27.1	17.1	19.6	46.6	62.2	69.1				

STEPS TAKEN EFFECTING HEALTH IN THE PAST SIX MONTHS  
BASED ON PARENTS-SUR-SAMPLE

	SEX		AGE		EDUCATION				FAMILY INCOME				TABLE 17								
	ADULTS		10-34 YEARS		35-49 YEARS		50 YRS & OVER		COLLEGE		HIGH SCHOOL			GRADE 6 OVER		\$15K-\$29K		\$30K-\$99K		\$100K UNDER	
	798	341	343	260	136	165	464	188	257	227	96	164		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS	798	341	343	260	136	165	464	188	257	227	96	164	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MALE	341	147	100	100	36	65	165	34	09	88	19	60	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
FEMALE	341	190	92	67	27	45	115	26	50	64	24	62	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
ADULTS	186	29.2	26.0	25.0	20.8	27.3	24.0	24.1	21.0	20.2	27.9	25.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MALE	97	20.4	16.4	15.1	11.1	19.2	15.1	15.1	11.1	10.1	16.1	14.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
FEMALE	89	13.8	10.6	9.9	9.7	8.1	9.9	9.0	9.9	10.1	11.8	10.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
ADULTS	447	22.9	22.4	22.9	22.9	22.9	22.9	22.9	22.9	22.9	22.9	22.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MALE	243	22.4	22.4	22.4	22.4	22.4	22.4	22.4	22.4	22.4	22.4	22.4	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
FEMALE	204	23.4	23.4	23.4	23.4	23.4	23.4	23.4	23.4	23.4	23.4	23.4	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

STEPS TAKEN EXPECTING HEALTH IN THE PAST SIX MONTHS  
 BASED ON PARENTS' SUR-SAMPLE

TABLE 18

	PRS RECEPTION										NOT IN SIGNAL AREA		
	IN SIGNAL AREA												
	OCCUPATION OF HEAD OF HOUSEHOLD					QUALITY OF RECEPTION							
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM -ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	
WEIGHTED BASE	798	164	71	304	21	73	610	940	79	92	91	136	120
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST SIX MONTHS	344	61	27	122	4	10	203	119	22	9	13	40	41
HAD CHILD'S EYES EXAMINED	33.1	37.2	38.0	31.8	19.0	24.7	32.8	95.0	27.8	28.1	41.0	29.4	34.2
HAD CHILD'S HEARING CHECKED	186	41	22	94		22	144	93	12	3	9	37	38
NONE	25.2	25.0	31.0	24.5		30.1	29.0	27.4	15.2	9.4	9.7	27.2	21.7
	467	95	60	233	17	50	392	206	55	23	10	90	73
	69.9	57.0	56.3	65.9	81.0	68.9	69.4	69.6	69.6	71.0	58.1	66.2	62.9

TECHNICAL APPENDIX

— The Valley Organization, Inc. —

## SAMPLE COMPOSITION

	<u>Total Sample</u>
All Adults	100.0
<u>Sex</u>	
Male	47.8
Female	52.2
	<u>100.0</u>
<u>Age</u>	
18 - 34 years	36.5
35 - 49 years	24.2
50 years and older	39.0
Undesignated	0.3
	<u>100.0</u>
<u>Education</u>	
College	25.0
High School	55.2
Grade School	19.7
Undesignated	0.1
	<u>100.0</u>
<u>Annual Family Income</u>	
\$15,000 and over	31.8
\$10,000 - \$14,999	23.8
\$5,000 - \$9,999	23.1
Under \$5,000	20.3
Undesignated	1.0
	<u>100.0</u>
<u>Size of Community</u>	
1,000,000 and over, including urban fringe	18.2
250,000 - 999,999, including urban fringe	20.3
50,000 - 249,999 including urban fringe	17.4
2,500 - 49,999	17.2
Under 2,500	26.9
	<u>100.0</u>
<u>Race</u>	
White	82.5
Black	15.3
Other	2.3
	<u>100.0</u>



Total  
Sample  
%

Occupation of Chief Wage Earner

Professional & Business: Professional technical and kindred workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)	19.6
Clerical & Sales: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners)	9.9
Manual Workers: Foremen, craftsmen and kindred workers. (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, Laborers	42.6
Farmers: Farm owners, farm managers, farm foremen, farm laborers	2.8
Non-labor Force	20.8
Undesignated	4.3
	<u>100.0</u>

Region of the Country

East: Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	27.4
Midwest: Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	28.2
South: Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana	27.5
West: Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii	16.9
	<u>100.0</u>

- N O T E -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample are based on data in which a "times-at-home" weighting has been incorporated. The actual number of interviews made for various population groups are reported in the Technical Appendix.

## THE DESIGN OF THE SAMPLE

The Gallup Organization, Inc. maintains a national probability sample of interviewing areas that is used for all *TRENDS* surveys. *TRENDS* is the Gallup "omnibus" service. For each survey, a minimum of 1,500 individuals are personally interviewed. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central, West Central, South, Mountain, and Pacific. Within each city size-regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

Allowance for persons not at home is made by a "time-at-home" weighting<sup>o</sup> procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Also minor adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

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<sup>o</sup> Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31

## NUMBER OF INTERVIEWS

	All Adults		Women		Parents	
	Total Sample	Sub Sample	Total Sample	Sub Sample	Total Sample	Sub Sample
All	1599	814	799	412	803	411
<u>Sex</u>						
Male	800	402	---	---	365	189
Female	799	412	799	412	438	222
<u>Age</u>						
18 - 34 years	571	275	289	141	386	193
35 - 49 years	374	186	198	96	290	146
50 years and older	645	346	306	171	125	71
<u>Education</u>						
College	480	237	217	111	230	109
High School	897	459	493	260	506	261
Grade School	218	116	87	40	65	40
<u>Family Income</u>						
\$15,000 and over	547	278	249	131	313	159
\$10,000 - \$14,999	388	202	198	101	234	120
\$7,000 - \$9,999	193	103	90	43	85	47
Under \$7,000	458	223	255	134	166	83
<u>Occupation of Head of Household</u>						
Professional and Business	354	171	179	90	198	98
Clerical and Sales	165	87	84	49	90	46
Manual	649	334	318	157	400	207
Farmer	38	22	21	14	21	10
Non-Labor Force	327	172	165	86	55	33
<u>PBS Reception</u>						
<u>In Signal Area Reception</u>	1352	687	674	347	678	346
Good	679	371	328	188	362	199
Fair	173	81	85	41	96	44
Poor	87	36	38	14	41	15
None	79	38	37	15	33	18
Don't Know	334	161	186	87	146	70
<u>Not in Signal Area</u>	247	127	125	67	125	65

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The Valley Organizations, Inc.

## SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

	Recommended Allowance For Sampling Error of a Percentage						
	In Percentage Points (at 95 in 100 confidence level) <sup>o</sup>						
	-----Sample Size-----						
	<u>1500</u>	<u>1000</u>	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>	<u>100</u>
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	3	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

<sup>o</sup> The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error  
of the Difference

		In Percentage Points (at 95 in 100 confidence level) <sup>a</sup>			
TABLE A		<u>Percentages near 20 or percentages near 80</u>			
Size of Sample		<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
750		5			
600		5	6		
400		6	6	7	
200		8	8	8	10
TABLE B		<u>Percentages near 50</u>			
Size of Sample		<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
750		6			
600		7	7		
400		7	8	8	
200		10	10	10	12

Here<sup>a</sup> is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

<sup>a</sup> The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

## THE QUESTIONNAIRE

And now on another topic....

ASK EVERYONE

4. (HAND RESPONDENT CARD C) Regardless of whether you have seen any of them or not, which of those TV programs have you heard of? (RECORD BELOW)
5. (HAND RESPONDENT CARD C) During the past two or three weeks, that is, since the beginning of April, which if any, of those programs have you actually watched at least once? (RECORD BELOW)

	Q. 4 Heard of	Q. 5 Seen
Tony Orlando & Dawn	1 ( )	1 ( )
Little House on the Prairie	2 ( )	2 ( )
That's My Mama	3 ( )	3 ( )
Feeling Good	4 ( )	4 ( )
Kojak	5 ( )	5 ( )
Masterpiece Theater	6 ( )	6 ( )
None of the above	7 ( )	7 ( )

ASK Q. 6 IF FEELING GOOD "SEEN" IN Q. 5.

6. (HAND RESPONDENT CARD D) Did you happen to see any of those "Feeling Good" shows?
1. "Am I My Father's Keeper" - April 2
  2. "A Little Pick Me Up" - April 9
  3. "Coming Back" - April 16
  4. None
  5. Don't Know

ASK Q. 7 IF AT LEAST ONE SHOW SEEN IN Q. 6.

7. (HAND RESPONDENT CARD E) Which, if any, of those items interested you in, or attracted you to, watching "Feeling Good" since the beginning of April? Just read off the letters. (MULTIPLE RESPONSES)
- |                         |                            |
|-------------------------|----------------------------|
| 1. A General interest   | 11. I Ad newspaper         |
| 2. B Specific topic     | 20. J Ad TV                |
| 3. C Curiosity          | 30. K Ad on radio          |
| 4. D Earlier shows      | 40. L Ad TV guide          |
| 5. E Dick Cavett        | 50. M Listing TV guide     |
| 6. F Host stars         | 60. N Listing newspaper    |
| 7. G Watched channel    | 70. O Favorable review     |
| 8. H Nothing else liked | 80. P Friends or relatives |
|                         | X Other specify _____      |
|                         | 9. Don't remember          |



## ASK EVERYONE

8. (MAND RESPONDENT CARD F) Just thinking of the past two months, that is, since the middle of February, which if any of these have you done? Just read off the letters. (MULTIPLE RESPONSES - RECORD BELOW)

	Q. 8 Done in Past <u>2 Mo.</u>
A. Article/Pamphlet about health	1( )
B. Blood pressure checked	2( )
C. Eyes examined	3( )
D. Reg. physical exam.	4( )
E. Hearing checked	5( )
F. Cut down eggs, meat, etc.	6( )
G. Started diet lose weight	7( )
H. Increased reg. exercise	8( )
I. Effort to quit smoking	9( )
J. Smoked cigarettes	0( )
FOR WOMEN ONLY	
K. Breast exam. by doctor	1( )
L. Examined own breasts	2( )
M. Had a Pap test	3( )
FOR PARENTS ONLY	
N. Had children's eyes examined	4( )
O. Had children's hearing examined	5( )
P. Have no children	6( )

9. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (MAND RESPONDENT CARD G) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

- 1( ) No PBS station in area  
 2( ) PBS station, but can't get it  
 3( ) Poor reception  
 4( ) Fair reception  
 5( ) Good reception  
 6( ) Don't know

## ASK EVERYONE

- 8a. (MAND RESPONDENT CARD F) Thinking back over the past six months, that is, since about the middle of October, which if any of these have you done? Just read off the letters. (MULTIPLE RESPONSES -RECORD BELOW)
- b. Which have you done in the past two months, that is, since the middle of February? Just read off the letters. (MULTIPLE RESPONSE - RECORD BELOW)

	Q. 8a. Done in Past <u>6 Mo.</u>	Q. 8b. Done in Past <u>2 Mo.</u>
A. Article/Pamphlet about health	1 ( )	1 ( )
D. Blood pressure checked	2 ( )	2 ( )
C. Eyes examined	3 ( )	3 ( )
D. Reg. physical exam.	4 ( )	4 ( )
E. Hearing checked	5 ( )	5 ( )
F. Cut down eggs, meat, etc.	6 ( )	6 ( )
G. Started diet lose weight	7 ( )	7 ( )
H. Increased reg. exercise	8 ( )	8 ( )
I. Effort to quit smoking	9 ( )	9 ( )
J. Smoked cigarettes	0 ( )	0 ( )
FOR WOMEN ONLY		
K. Breast exam, by doctor	1 ( )	1 ( )
L. Examined own breasts	2 ( )	2 ( )
M. Had a Pap test	3 ( )	3 ( )
FOR PARENTS ONLY		
N. Had children's eyes examined	4 ( )	4 ( )
O. Had children's hearing examined	5 ( )	5 ( )
P. Have no children	6 ( )	6 ( )

9. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (MAND RESPONDENT CARD G) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

- 1 ( ) No PBS station in area  
 2 ( ) PBS station, but can't get it  
 3 ( ) Poor reception  
 4 ( ) Fair reception  
 5 ( ) Good reception  
 6 ( ) Don't know

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CARD C

Tony Orlando & Dawn  
Little House on the Prairie  
That's My Mama  
Feeling Good  
Kojak  
Mastorpioco Thoator

CARD G

No PBS station in area  
PBS station, but can't get it  
Poor reception  
Fair reception  
Good reception

Q. 6

928-K

CARD 0

Wednesday April 2 - (or during following week)

*"Am I My Father's Keeper?"*

TOPIC: How to care for the aging.

Nursing homes vs. family care.

SPECIAL FEATURES:

- Dick Cavett interviews Maggie Kuhn, founder of the Gray Panthers.
- Family takes care of their aging grandfather, a retired mine worker.

Wednesday April 9 - (or during following week)

*"A Little Pick Me Up"*

TOPIC: Alcoholism and its treatment.

SPECIAL FEATURES:

- Estelle Parsons plays a housewife who drinks her way through the day.
- Group therapy sessions at a treatment center on Long Island.

Wednesday April 16 - (or during following week)

*"Coming Back"*

TOPIC: Heart attacks and their treatment.

SPECIAL FEATURES:

- Pearl Bailey sings "I'm Coming Back Into the World" and talks about her two heart attacks.
- Interviews with a sheet metal worker who suffered a heart attack, and with his family.
- Women whose husbands have had heart attacks talk about their experience.

Q. 7

## CARD E

- A. General interest in health
- B. Interested in specific topic
- C. Curiosity about changes made in show
- D. Liked earlier shows
- E. Dick Cavett is the host
- F. Special guest stars
- G. Its on a channel I watch often
- H. Nothing else on at the time that interested me
- I. Advertisement in newspaper
- J. Advertisement on television
- K. Advertisement on radio
- L. Advertisement in TV Guide
- ii. Listing in TV Guide
- ii. Listing in newspaper
- O. Heard or read favorable reviews
- P. Comments by friends or relatives

Q. 8

928-k

## CARD F

- A. Looked at an article or pamphlet about health.
- B. Had your blood pressure checked by a doctor, nurse, or someone else who knows how.
- C. Had eyes examined by a doctor.
- D. Gone to a doctor or clinic for a regular physical examination, even though nothing was bothering you.
- E. Had your hearing checked by a doctor.
- F. Purposely cut down on eggs, meat, butter, or milk, because they have a lot of cholesterol in them.
- G. Started a diet in order to lose weight.
- H. Increased the amount of regular exercise that you do.
- I. Made a special effort to quit smoking.
- J. Smoked cigarettos

FOR WOMEN ONLY

- K. Had a breast examination by a doctor
- L. Examined your own breasts for lumps.
- M. Had a Pap test.

FOR PARENTS ONLY

- N. Had your children's eyes examined by a doctor.
- O. Had your children's hearing checked by a doctor.
- P. Have no children

THE NATIONAL AUDIENCE

FOR "FEELING GOOD"

- SURVEY FOUR

July 8, 1975

Conducted for:

CHILDREN'S TELEVISION WORKSHOP

THE GALLUP ORGANIZATION, INC.

53 BANK STREET

PRINCETON, NEW JERSEY

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(continued)

*The Goddard Organization, Inc.*



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Q 7577T

## INTRODUCTION

This is a report on the fourth and final survey in a series of national surveys related to the program "Feeling Good". The first survey was conducted in December 1974 and the second in February 1975. Following the second survey "Feeling Good" was discontinued for a period of two months. Beginning in April, "Feeling Good" was reintroduced in a new half hour format. The third survey was conducted shortly after the new format was introduced and the current survey two months after its introduction. In evaluating the trend data, the two month period in which "Feeling Good" was not televised should be kept in mind, as well as the change in format.

The objectives of this survey are to provide information on the trend in public awareness and viewing of the TV show "Feeling Good" and on the public's health care practices. The specific objectives of this survey were to:

1. Measure the trend in awareness of the show "Feeling Good".
2. Measure the trend in the incidence of ever having seen "Feeling Good" and viewership of specific "Feeling Good" segments.
3. Determine the reasons for viewing recent "Feeling Good" shows among recent viewers of "Feeling Good".
4. Measure the trend in the incidence of recent preventive health care practices among various demographic groups.

The questions were developed by The Gallup Organization, Inc. in consultation with Children's Television Workshop. Several of the questions were asked on the three earlier surveys, including the basic awareness and viewing questions.

Interviews were completed with a national sample of 1626 adult men and women 18 years and older. Interviewing was conducted during the period of

May 30, 1975 - June 1, 1975.

A description of the design of the sample, the composition of the obtained sample, tables of recommended sampling tolerances and a copy of the questionnaire may be found in the Technical Appendix.

When using the recommended tables of sampling error, the reader should refer to the table "Number of Interviews" that appears in the Technical Appendix. The actual number of interviews as reported in this table should be used when estimating sampling tolerances and not the "weighted base" that appears in the detailed tables.

S U M M A R Y

## TREND IN AWARENESS OF THE TV SHOW "FEELING GOOD"

One third of all adults (33%) are now aware of "Feeling Good". This represents no change since April 1975. It does, however, represent an increase over the 22% of all adults who were aware of "Feeling Good" in the first two surveys.

Benchmark comparisons were obtained for five other shows -- Kojak (a top rated holdover from the 1973 - 74 season), Little House on the Prairie, That's My Mama, and Tony Orlando and Dawn (three new network shows appearing in the Wednesday evening time slot for Feeling Good), and Masterpiece Theater (a successful adult PBS show).

As in the earlier surveys, Kojak (91%) is the top scoring show and is followed by the three other commercial TV shows. Masterpiece Theater received an awareness score of 52%.

Trend in Awareness	Heard of Each TV Show All Adults			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
Kojak	86	88	90	91
Little House on the Prairie	78	82	83	85
That's My Mama	71	77	81	79
Tony Orlando and Dawn	61	77	83	83
Masterpiece Theater	48	43	52	52
Feeling Good	22	22	36	33
None of the Shows	5	3	3	2
Couldn't say	1	-	-	*

\*Less than one percent

Awareness of "Feeling Good" varies by age, education, income, and by whether one lives within a PBS signal area or not.

Awareness does not vary by sex or between white collar and blue collar households.

Awareness of "Feeling Good" tends to be "unscale". That is, awareness is to at least some extent positively related to education and income. Also, awareness is higher among persons 18 - 34 years than among older persons. Awareness is also relatively high among persons who have good or fair PBS reception and low among those who live outside the signal area of a PBS station.

Proportion of All Adults Aware of  
"Feeling Good"

	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
All Adults	22	22	36	33
<u>Sex</u>				
Male	22	21	36	33
Female	22	23	35	32
<u>Age</u>				
18 - 34	27	26	40	40
35 - 49	21	20	35	35
50 years or older	18	18	32	24
<u>Education</u>				
College	27	29	40	41
High School	22	21	39	33
Grade School	14	14	21	21
<u>Family Income</u>				
\$15,000 or more	25	25	44	35
\$10,000 - \$14,999	23	24	34	35
\$7,000 - \$9,999	19	19	28	40
Under \$7,000	19	19	32	25

(continued)

Proportion of All Adults Aware of  
"Feeling Good"

	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
<u>Occupation of Chief Wage Earner</u>				
Professional or Business	25	28	43	37
Clerical or Sales	25	31	35	38
Manual	23	19	35	35
Farmer	12	6	24	19
Non-Labor Force	17	17	27	23
<u>PBS Signal Reception</u>				
Live in Signal Area	23	23	38	34
<u>Quality of Reception</u>				
Good	30	32	43	41
Fair	26	20	40	38
Poor	28	20	30	35
None	16	14	40	29
Don't Know	13	13	29	24
Not in Signal Area	14	16	23	21

## TREND IN RECENT VIEWING OF "FEELING GOOD"

The proportion of all adults who report having seen "Feeling Good" has remained essentially unchanged since it was first measured. The current survey does not reflect the slight tendency, evident in the last survey, for a larger proportion of men than of women to report having seen "Feeling Good".

Therefore, the claimed audience for "Feeling Good" has remained unchanged since it was first measured in December 1974. There is little variation by demographic background. This suggests that the relatively high awareness of "Feeling Good" among the young, well educated, and higher socio-economic strata reflects the fact that these demographic segments tend to be well informed in general rather than being an indicator of greater interest in the show. Also, it appears that interest in "Feeling Good" is likely to be related to attitudes that are not specific to any one segment of the national adult population.

	Proportion of All Adults Who Reported Viewing "Feeling Good"			
	Dec. 1974	Feb. 1975	April 1975	May/ June 1975
	%	%	%	%
All Adults	7	7	9	8
<u>Sex</u>				
Male	7	6	12	8
Female	7	8	7	9
<u>Age</u>				
18 - 34	9	7	9	9
35 - 49	6	6	11	11
50 years and older	6	7	8	6

(continued)



(continued)

Proportion of All Adults Who  
Reported Viewing "Feeling Good"

Dec. 1974	Feb. 1975	April 1975	May/June 1975
%	%	%	%

Education

College	8	8	9	9
High School	7	6	10	9
Grade School	6	8	7	6

Family Income

\$15,000 or more	6	6	11	7
\$10,000 - \$14,999	5	8	9	9
\$7,000 - \$9,999	9	8	8	13
Under \$7,000	8	8	9	8

Occupation of Chief Wage Earner

Professional or Business	8	9	4	7
Clerical or Sales	5	8	4	5
Manual	7	5	11	11
Farmer	3	2	6	5
Non-Labor Force	8	8	5	7

PBS Signal Reception

Live in Signal Area	8	8	10	9
<u>Quality of Reception</u>				
Good	9	11	10	8
Fair	10	5	7	10
Poor	7	6	13	13
None	8	4	9	11
Don't Know	6	6	9	9
Not in Signal Area	4	4	6	5

REPORTED VIEWING OF SPECIFIC "FEELING GOOD" SHOWS

The proportion of all adults who report having seen each week's show has remained unchanged since December 1974.

In the current survey, adults who reported ever having watched "Feeling Good" were asked which, if any, of six recent "Feeling Good" shows they had watched. Eight percent of all adults reported ever having watched "Feeling Good", and five percent reported having seen at least one of the three shows tested.

The audience size for each of the new format shows is about the same as for each of the old format shows. Each of the new format shows was watched by one or two percent of all adults.

While the difference is too small to be of statistical significance, there does appear to be some tendency for the late spring shows to have a smaller audience than the earlier shows. To the extent that this is a real change, and not merely the result of sampling fluctuation, this is likely to be reflective of seasonal changes in the size of the audience for television.

There are no significant differences by background characteristics in the proportion who saw each show.

	<u>All Adults</u>
	%
Saw at least one of two "Feeling Good" shows; Dec. 1974	4
Saw at least one of nine "Feeling Good" shows; Feb. 1975	6
Saw at least one of three "Feeling Good" shows; April 1975	4
Saw at least one of six "Feeling Good" shows; May/June 1975	5

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(continued)

*The Gallup Organization, Inc.*

(continued)

<u>Shows Seen</u>	<u>All Adults</u>
	%
Week of Nov. 20, 1974	3
Week of Nov. 27, 1974	2
Week of Dec. 4, 1974	3
Week of Dec. 11, 1974	2
Week of Dec. 18, 1974	1
Week of Dec. 25, 1974	2
Week of Jan. 1, 1975	2
Week of Jan. 8, 1975	2
Week of Jan. 15, 1975	1
Week of Jan. 22, 1975	2
Week of Jan. 29, 1975	2
(“Feeling Good” not telecast in February and March)	
Week of April 2, 1975	2
Week of April 9, 1975	2
Week of April 16, 1975	2
Week of April 23, 1975	1
Week of April 30, 1975	2
Week of May 7, 1975	2
Week of May 14, 1975	1
Week of May 21, 1975	1
Week of May 28, 1975	1

In each interviewing wave, a minority of those aware of “Feeling Good” report having seen at least one show. In the current survey, as in the April survey, the substantial increase in awareness over the two earlier surveys, is reflected only in the “aware, but saw no shows”. Thus, the substantial increase in the proportion of all adults who are aware of “Feeling Good” registered in

the last two surveys is not reflected in an increased audience size.

	All Adults			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
Saw at least one show	4	6	4	5
Aware, but saw no shows	13	11	31	24
Aware, don't know if saw any show	5	5	1	4
Total aware	22	22	36	33

While in the first two surveys there was a slight tendency for those with "good reception" to be more likely to have seen at least one show, this is not the case in the current survey. Overall, therefore the quality of PBS reception is not a consistent factor in whether one watches "Feeling Good". In fact, it may be that much of the "Feeling Good" audience this spring lives in fringe signal areas, that is, suburban areas.

Quality of PBS Signal Reception	Saw at Least One "Feeling Good" Show			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
All who receive signal	4	7	5	5
Good reception	6	10	5	4
Fair reception	4	6	2	7
Poor reception	2	5	9	9

## PBS SIGNAL RECEPTION

If knowledge of the quality of a PBS station signal can be taken as an indicator of viewing that station, a program available only on PBS has little chance of reaching more than about half the national adult audience.

A severe limitation on audience size, measured in each survey, is the fact that just about four out of ten adults report receiving a good signal from the PBS station in their area. One sixth report receiving a fair or poor signal.

About one fourth don't know what quality reception they receive, in all likelihood because they have never attempted to view their local PBS station. A small minority say they cannot receive the signal even though they live within the signal area, presumably because they do not own a TV set with UHF reception.

	All Adults			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
PBS Station in Area	83	87	84	88
Can't receive signal	9	7	5	6
Poor reception	6	8	5	7
Fair reception	8	10	11	10
Good reception	38	36	40	40
Don't Know	22	26	23	25
No PBS Station in Area	<u>17</u>	<u>13</u>	<u>16</u>	<u>12</u>
	100	100	100	100

## HEALTH CARE HABITS

Respondents were asked which, if any, of nine health related actions they had taken in "the past two months". Of the nine health steps, six were repeated from each of the earlier surveys and three were first asked about on the April survey. In addition, women were asked about three actions. These were repeated from all the earlier surveys. Parents were asked about two actions both of which were repeated from the April survey.

In the current survey, as in the April survey, an investigation was made into the extent to which a "memory factor" serves to inflate the proportion of respondents who report having taken a particular health step within "the past two months". For example, are there people who had their blood pressure checked three months ago who reported having it checked within the past two months?

To answer this question a split sample design was used. Half of the respondents were first asked about which health steps they had taken within "the past six months" and then about "the past two months". The other half of the respondents were asked only about the past two months, thus preserving the trend data.

The following table summarizes the differences between the two groups in the current and in the April surveys. There is a sizable and systematic difference between the two sub-samples that indicates over-reporting for a two month period when respondents were not first asked about the past six months. The responses of those who were first asked about the six month period, provide a good estimate of the proportion of all adults who actually took each health step within the past two months.

This analysis also shows that there is virtually no difference between the

current and April surveys in the proportion saying they took each health step, regardless of which questioning method was used.

<u>Health Steps Taken In Past Two Months</u>	<u>Asked About Past Two Months Only</u>		<u>First Asked About Past Six Months</u>	
	<u>April</u>	<u>May/ June</u>	<u>April</u>	<u>May/ June</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>BASED ON ALL ADULTS</u>				
Read article about health	53	55	32	35
Had blood pressure checked	50	46	32	32
Had physical examination	31	32	18	21
Cut down on eggs, meat, butter, or milk	28	29	17	19
Dieted to lose weight	27	32	18	20
Increased regular exercise	33	36	21	23
Had eye examination	22	24	10	12
Had hearing examination	14	13	6	6
Made effort to quit smoking	12	12	8	7
<u>BASED ON WOMEN</u>				
Breast self-examination	40	46	29	36
Breast examination by doctor	33	32	19	20
Pap test	28	30	12	16
<u>BASED ON PARENTS</u>				
Had child's eyes examined	22	23	15	17
Had child's hearing checked	20	18	11	13

## TREND IN HEALTH STEPS TAKEN BY ALL ADULTS

The following table measures the trend from the earlier surveys in the proportion of all adults who report having taken each of the health steps in the "past two months". For trend purposes, the figures reported for the current survey are based on the sub-sample that was asked only about the past two months, since this is the version that was asked in the earlier surveys.

While the exact proportion of all adults who report having taken each of the six health steps asked about in each survey vary somewhat, the rank order of mention remains essentially the same. In the current survey versus the December survey, there are slight increases in the proportion of all adults who report having "increased their regular exercise" and "dieted to lose weight". These increases are probably due to the seasonal factors.

The three items first asked about on the April survey - "had an eye examination", "had a hearing examination" and "made an effort to quit smoking" - were again mentioned by relatively small proportions of all adults.

	All Adults			
	Dec. 1974	Feb. 1975	April 1975*	May/June 1975*
	%	%	%	%
Read article about health	54	46	53	55
Had blood pressure checked	44	42	50	46
Had more fresh fruit	38	36	NA	NA
Had physical examination	34	28	31	32
Cut down on eggs, meat, butter or milk	30	26	28	29
Dieted to lose weight	28	24	27	32
Increased regular exercise	27	25	33	36
Had dental check up	24	22	NA	NA
Had eye examination	NA	NA	22	24
Had hearing examination	NA	NA	14	13
Self-quiz on drinking	9	7	NA	NA
Made effort to quit smoking	NA	NA	12	12

NA = Not Asked

\*Based on the sub-sample which was asked only about the "past two months"



### Trend in Health Steps Taken by Women

The proportion of women who report having examined their own breasts has increased slightly since the February and April surveys. The proportion is, however, lower than that reported in December. The relatively large proportion of women who reported examining their own breasts in the December survey was undoubtedly due to the publicity given in the fall to Mrs. Ford's and Mrs. Rockefeller's surgery for breast cancer.

	Among Women			
	Dec. 1974	Feb. 1975	April 1975*	May/June 1975*
	%	%	%	%
Breast self-examination	51	38	40	46
Breast examination by doctor	32	26	33	32
Pap test	32	26	28	30

\*Based on women who were asked only about the "past two months"

### Health Steps Taken by Parents

In the current survey, as in the April survey, relatively small proportions of parents report having had their children's eyes or hearing examined within the past two months.

	Among Parents			
	Dec. 1974	Feb. 1975	April 1975*	May/June 1975*
	%	%	%	%
Cut down on children's snacks	50	41	NA	NA
Took pre-schoolers for shots	23	15	NA	NA
Had child's eyes examined	NA	NA	22	23
Had child's hearing checked	NA	NA	20	18

\*Based on parents who were asked only about the "past two months"

NA = Not Asked

VARIATIONS BETWEEN DEMOGRAPHIC SEGMENTS IN THE  
INCIDENCE OF HEALTH STEPS TAKEN IN THE PAST TWO MONTHS

The following analysis about health steps taken in the past two months is based on the combined responses of those persons who in the April survey and in the current survey were first asked which of the nine health steps they had taken in the past six months and then about the past two months. The two sub-samples have been combined to provide an adequate sample base for each demographic segment. Their responses to the later question about health steps taken in the past two months is the best available estimate of their actual health care behavior.

Women are more actively health conscious than men. Women are more likely than men to have taken four of the nine health steps tested, namely, "dieted to lose weight", "had their blood pressure checked", "read an article about health" and to have "cut down on eggs, meat, butter or milk". On the other hand, men are slightly more likely to have "made an effort to quit smoking".

	May/June 1975*	
	Men	Women
Read article about health	32	38
Had blood pressure checked	29	36
Increased regular exercise	21	24
Started diet to lose weight	14	25
Had physical examination	19	21
Cut down on eggs, meat, butter or milk	16	20
Had eye examination	13	10
Had hearing examination	7	5
Made effort to quit smoking	10	6

\*Based on the combined sub-samples that were first asked about the past six months.

Young persons are more likely than older persons to have increased regular exercise and older persons are the more likely to have had their blood pressure checked.

	May/June 1975*		
	AGE		
	18-34 yrs.	35-49 yrs.	50 yrs. +
	%	%	%
Read article about health	38	34	33
Had blood pressure checked	28	29	37
Increased regular exercise	33	21	14
Started diet to lose weight	20	22	17
Had physical examination	20	19	20
Cut down on eggs, meat, butter or milk	17	16	20
Had eye examination	11	13	10
Had hearing examination	5	6	7
Made effort to quit smoking	10	7	5

College educated persons are considerably more likely than those with less education to have read an article about health and to have increased their regular exercise. Also, the college educated are somewhat more likely than those with less education to have cut down on eggs, meat, butter or milk or to have started a diet to lose weight.

	May/June 1975*		
	EDUCATION		
	College	High School	Grade School
	%	%	%
Read article about health	52	32	21
Had blood pressure checked	30	32	34
Increased regular exercise	34	22	8
Started diet to lose weight	25	20	12
Had physical examination	20	19	19
Cut down on eggs, meat, butter or milk	24	16	17
Had eye examination	13	11	10
Had hearing examination	8	5	6
Made effort to quit smoking	7	7	9

\*Based on the combined sub-samples that were first asked about the past six months.

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DETAILED TABLES

... The Middle Organization. For ...

ADIFF AWARDNESS OF SELECTION TV PROGRAMS  
CLAIMED PROGRAM VIFPQRSWIP

TABLE 1

	SPX		AGE		EDUCATION			FAMILY INCOME					
	ALL	ADULTS	18-26	27-49	50 YRS	COL	HIGH	GRAD	119000	11000	87000	UNDER	
	MALE	FFEMALE	YFAPS	YFAPS	6 OVR	LFGR	SCHOOL	SCHOOL	5 OVER	81000	80000	87000	
BEHINTEN DASE	2219	1907	1037	606	1007	710	1976	921	007	076	100.0	100.0	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INDR AWARDNESS	2009	1006	966	576	700	012	1001	929	764	010	276	007	000
YORY GALANDON 6 DASH	0900	01.0	00.2	00.2	70.0	09.7	00.0	09.1	00.1	01.0	00.7	00.7	70.0
LITTLE HOUSE ON THE PRAIRIE	2900	1121	000	575	000	090	1009	002	000	992	200	200	070
WHAT'S MY NAME	227	906	917	992	706	09.9	00.0	70.9	691	979	270	270	70.0
REPLYING GOOD	020	000	019	200	200	209	021	108	910	207	100	100	70.0
KOJAK	2902	1227	1009	090	097	077	1009	309	009	000	299	299	20.1
WASTEPAPER THEATRE	1090	039	087	996	009	00.0	00.1	70.9	07.9	09.1	00.0	00.0	00.0
HOME OF THE ARROW	01	90	0	10	30	12	10	09	7	0	0	0	30
CONTRAST	202	200	00	200	000	107	00	007	00	00	200	200	000

CLAIMED PROGRAM VIFPQRSWIP

YORY GALANDON 6 DASH	1000	069	029	979	099	000	000	109	000	022	170	000	000
LITTLE HOUSE ON THE PRAIRIE	9900	090	010	370	000	000	000	370	900	020	900	000	07.2
WHAT'S MY NAME	1001	090	000	370	000	000	000	273	000	000	192	000	000
REPLYING GOOD	1090	010	000	990	000	000	000	920	000	000	000	000	00.1
KOJAK	0000	090	000	000	000	000	000	000	000	000	000	000	00.0
WASTEPAPER THEATRE	2000	108	007	73	70	09	101	00	00	00	00	00	00
HOME OF THE ARROW	1090	097	078	000	000	000	000	000	000	000	000	000	000
CONTRAST	0600	000	000	000	000	000	000	000	000	000	000	000	000
DO-IT-YOURSELF	1000	1000	000	000	000	000	000	000	000	000	000	000	000

VIEW ADDRESS OF SELECTED TV PROGRAMS  
CLASSIFIED BY CLIPPER

TABLE 2

QUALITY OF RECEPTION  
IN SIGNAL AREA

ALL	GOOD	FAIR	POOR	WORST	DON'T KNOW	NOT IN SIGNAL AREA
2006	1117	200	191	149	749	952
100.0	100.0	100.0	100.0	100.0	100.0	100.0

REGISTRATION & RECEPTION

ALL	GOOD	FAIR	POOR	WORST	DON'T KNOW	NOT IN SIGNAL AREA
2074	1007	263	157	129	529	275
04.1	49.7	93.9	82.2	70.9	79.8	70.1
2005	990	291	166	137	599	305
04.9	09.4	09.0	09.0	81.1	79.9	06.0
1094	916	296	197	191	914	266
79.2	82.0	84.9	82.2	77.5	72.9	79.0
090	454	106	67	49	174	74
94.5	40.6	37.9	35.1	29.0	24.9	21.0
2239	1080	262	175	148	564	310
94.9	94.9	93.0	91.6	87.6	83.0	00.9
1919	723	171	93	60	272	130
93.9	64.7	61.1	48.7	39.9	30.4	39.9
93	6	3	1	10	33	0
2.1	.4	1.1	.5	5.9	4.7	2.9
2					2	4
.1					.9	1.1

REGISTRATION & RECEPTION

ALL	GOOD	FAIR	POOR	WORST	DON'T KNOW	NOT IN SIGNAL AREA
1911	616	102	90	93	326	109
93.7	59.1	69.0	49.2	99.0	46.0	92.0
1290	909	160	100	97	316	222
90.2	82.4	90.0	90.0	97.4	44.3	69.1
1186	914	149	90	81	350	160
48.1	40.0	51.1	51.9	47.9	49.0	47.7
221	87	20	29	10	69	17
9.0	7.0	10.0	13.1	10.7	0.9	4.0
1020	790	211	121	120	424	249
49.0	47.1	79.4	69.4	71.0	99.0	70.7
506	289	62	34	30	91	94
20.5	29.9	22.1	17.8	17.8	12.0	19.9
200	69	17	13	14	90	10
0.9	0.2	3.0	4.0	0.9	13.0	9.1
00	40	9	7	6	24	14
9.9	9.0	3.2	3.7	3.0	3.4	4.0

CLASSIFIED PROGRAM VIEW

ALL	GOOD	FAIR	POOR	WORST	DON'T KNOW	NOT IN SIGNAL AREA
267	212	671	34	220	102	109
49.0	61.0	50.9	44.3	42.9	69.0	92.0
744	191	644	43	290	160	222
49.0	49.0	99.8	94.4	54.0	90.0	69.1
1994	160	130	47	772	149	160
19.0	40.9	47.9	47.7	41.9	51.1	47.7
98	17	131	4	38	20	17
7.1	4.0	11.0	9.1	7.1	10.0	4.0
931	294	849	44	304	211	249
61.9	79.0	71.0	99.7	96.4	79.4	99.0
129	60	214	4	114	62	91
24.1	20.1	18.1	11.4	21.2	22.1	12.0
62	21	62	5	47	17	14
11.0	4.1	6.9	4.9	0.0	3.0	9.0
20	0	32	3	24	9	14
4.0	2.9	2.7	3.0	4.9	3.2	4.0



VIFERSHIP OR OFFICIAL 'REPLY' ...

TABLE 3

ADULTS  
MALE FEMALE

AGE  
15-19  
20-29  
30-39  
40-49  
50-59  
60-69  
70-79

EDUCATION  
COLLEGE  
HIGH SCHOOL  
SCHOOL 6

FAMILY INCOME  
\$10,000  
\$10,000-19,999  
\$20,000-29,999  
\$30,000-39,999  
\$40,000-49,999  
\$50,000-59,999  
\$60,000-69,999  
\$70,000-79,999  
\$80,000-89,999  
\$90,000-99,999  
\$100,000+

ADULTS	MALE	FEMALE	AGE	EDUCATION	FAMILY INCOME
2018	1807	1671	1007	1070	581
19-29	100.0	100.0	100.0	100.0	100.0
30-39	101	197	92	101	50
40-49	7.9	0.9	8.9	8.9	12.9
50-59	7.9	0.9	8.9	8.9	12.9
60-69	7.9	0.9	8.9	8.9	12.9
70-79	7.9	0.9	8.9	8.9	12.9
80-89	7.9	0.9	8.9	8.9	12.9
90-99	7.9	0.9	8.9	8.9	12.9
100+	7.9	0.9	8.9	8.9	12.9
COLLEGE	710	581	710	581	581
HIGH SCHOOL	1070	1070	1070	1070	1070
SCHOOL 6	100.0	100.0	100.0	100.0	100.0
\$10,000	100.0	100.0	100.0	100.0	100.0
\$10,000-19,999	100.0	100.0	100.0	100.0	100.0
\$20,000-29,999	100.0	100.0	100.0	100.0	100.0
\$30,000-39,999	100.0	100.0	100.0	100.0	100.0
\$40,000-49,999	100.0	100.0	100.0	100.0	100.0
\$50,000-59,999	100.0	100.0	100.0	100.0	100.0
\$60,000-69,999	100.0	100.0	100.0	100.0	100.0
\$70,000-79,999	100.0	100.0	100.0	100.0	100.0
\$80,000-89,999	100.0	100.0	100.0	100.0	100.0
\$90,000-99,999	100.0	100.0	100.0	100.0	100.0
\$100,000+	100.0	100.0	100.0	100.0	100.0

UNION 'REPLY' ...

ADULTS	MALE	FEMALE	AGE	EDUCATION	FAMILY INCOME
2018	1807	1671	1007	1070	581
19-29	100.0	100.0	100.0	100.0	100.0
30-39	101	197	92	101	50
40-49	7.9	0.9	8.9	8.9	12.9
50-59	7.9	0.9	8.9	8.9	12.9
60-69	7.9	0.9	8.9	8.9	12.9
70-79	7.9	0.9	8.9	8.9	12.9
80-89	7.9	0.9	8.9	8.9	12.9
90-99	7.9	0.9	8.9	8.9	12.9
100+	7.9	0.9	8.9	8.9	12.9
COLLEGE	710	581	710	581	581
HIGH SCHOOL	1070	1070	1070	1070	1070
SCHOOL 6	100.0	100.0	100.0	100.0	100.0
\$10,000	100.0	100.0	100.0	100.0	100.0
\$10,000-19,999	100.0	100.0	100.0	100.0	100.0
\$20,000-29,999	100.0	100.0	100.0	100.0	100.0
\$30,000-39,999	100.0	100.0	100.0	100.0	100.0
\$40,000-49,999	100.0	100.0	100.0	100.0	100.0
\$50,000-59,999	100.0	100.0	100.0	100.0	100.0
\$60,000-69,999	100.0	100.0	100.0	100.0	100.0
\$70,000-79,999	100.0	100.0	100.0	100.0	100.0
\$80,000-89,999	100.0	100.0	100.0	100.0	100.0
\$90,000-99,999	100.0	100.0	100.0	100.0	100.0
\$100,000+	100.0	100.0	100.0	100.0	100.0

NET SAY AT LEAST ON SEGMENT

ADULTS	MALE	FEMALE	AGE	EDUCATION	FAMILY INCOME
2018	1807	1671	1007	1070	581
19-29	100.0	100.0	100.0	100.0	100.0
30-39	101	197	92	101	50
40-49	7.9	0.9	8.9	8.9	12.9
50-59	7.9	0.9	8.9	8.9	12.9
60-69	7.9	0.9	8.9	8.9	12.9
70-79	7.9	0.9	8.9	8.9	12.9
80-89	7.9	0.9	8.9	8.9	12.9
90-99	7.9	0.9	8.9	8.9	12.9
100+	7.9	0.9	8.9	8.9	12.9
COLLEGE	710	581	710	581	581
HIGH SCHOOL	1070	1070	1070	1070	1070
SCHOOL 6	100.0	100.0	100.0	100.0	100.0
\$10,000	100.0	100.0	100.0	100.0	100.0
\$10,000-19,999	100.0	100.0	100.0	100.0	100.0
\$20,000-29,999	100.0	100.0	100.0	100.0	100.0
\$30,000-39,999	100.0	100.0	100.0	100.0	100.0
\$40,000-49,999	100.0	100.0	100.0	100.0	100.0
\$50,000-59,999	100.0	100.0	100.0	100.0	100.0
\$60,000-69,999	100.0	100.0	100.0	100.0	100.0
\$70,000-79,999	100.0	100.0	100.0	100.0	100.0
\$80,000-89,999	100.0	100.0	100.0	100.0	100.0
\$90,000-99,999	100.0	100.0	100.0	100.0	100.0
\$100,000+	100.0	100.0	100.0	100.0	100.0

NET SAY AT LEAST ON SEGMENT

ADULTS	MALE	FEMALE	AGE	EDUCATION	FAMILY INCOME
2018	1807	1671	1007	1070	581
19-29	100.0	100.0	100.0	100.0	100.0
30-39	101	197	92	101	50
40-49	7.9	0.9	8.9	8.9	12.9
50-59	7.9	0.9	8.9	8.9	12.9
60-69	7.9	0.9	8.9	8.9	12.9
70-79	7.9	0.9	8.9	8.9	12.9
80-89	7.9	0.9	8.9	8.9	12.9
90-99	7.9	0.9	8.9	8.9	12.9
100+	7.9	0.9	8.9	8.9	12.9
COLLEGE	710	581	710	581	581
HIGH SCHOOL	1070	1070	1070	1070	1070
SCHOOL 6	100.0	100.0	100.0	100.0	100.0
\$10,000	100.0	100.0	100.0	100.0	100.0
\$10,000-19,999	100.0	100.0	100.0	100.0	100.0
\$20,000-29,999	100.0	100.0	100.0	100.0	100.0
\$30,000-39,999	100.0	100.0	100.0	100.0	100.0
\$40,000-49,999	100.0	100.0	100.0	100.0	100.0
\$50,000-59,999	100.0	100.0	100.0	100.0	100.0
\$60,000-69,999	100.0	100.0	100.0	100.0	100.0
\$70,000-79,999	100.0	100.0	100.0	100.0	100.0
\$80,000-89,999	100.0	100.0	100.0	100.0	100.0
\$90,000-99,999	100.0	100.0	100.0	100.0	100.0
\$100,000+	100.0	100.0	100.0	100.0	100.0



VISITORS OF SPECIFIC INTEREST TO GROUP STAYS  
FOR SIGNAL RECEPTION

TABLE 4

PAS RECEPTION IN SIGNAL AREA

	OCCUPATION OF HEAD OF HOUSEHOLD				QUALITY OF RECEPTION				DORIT ENOV AREA	NOY IN SIGNAL AREA	
	ADULTS 6 BUS	POOP CLER 6	MANUAL FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR			NONF
APRIL 29	999	900	1101	79	577	1117	280	191	149	709	392
MAY 7	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
MAY 14	298	98	131	4	38	87	28	29	18	69	17
TOTAL CLAIMED MEMBERSHIP	0.6	7.1	6.0	9.1	7.1	7.0	10.0	10.1	10.7	0.0	6.0

APRIL 29

APRIL 30	202	100	202	100	100	202	100	100	100	100	100
MAY 7	100	100	100	100	100	100	100	100	100	100	100
MAY 14	99	7	29	7	39	10	7	7	7	7	7
MAY 21	101	6	18	6	91	12	2	7	7	7	7
MAY 28	72	9	16	2	21	9	9	9	9	9	9
DORIT ENOV	109	11	61	20	100	60	60	7	7	7	7
YET SAW AT LEAST ON SCHEDULE	129	27	70	4	121	69	19	10	19	26	0
	6.6	5.0	9.9	9.1	6.9	9.0	6.8	9.6	8.9	3.7	2.9

PAS SIGNAL RECEPTION

NO PAS STATION IN AREA	PAS STATION, NO RECEPTION	GOOD RECEPTION	FAIR RECEPTION	GOOD RECEPTION	DORIT ENOV
397	92	20	162	22	90
1209	600	700	1900	2700	1600
169	99	12	77	6	96
600	600	300	600	700	600
101	61	16	109	2	20
600	707	601	902	907	707
200	50	90	199	1	200
900	1000	1100	1102	100	8100
1117	205	170	621	29	1117
3906	500	6107	1900	3000	6500
709	80	79	289	19	789
2907	1601	2100	2609	2601	3606
					2800
					700
					10000
					10000
					191
					10000
					200
					16000
					1117
					10000
					6500
					789
					10000
					10000
					392
					10000





STEPS TOWARD IMPROVING HEALTH IN THE LAST 2 MONTHS  
BASED ON ALL ADULTS ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 9

	SEX		AGE		EDUCATION		FAMILY INCOME		NUMBER UNDER \$7000	
	MALE	FEMALE	18-24 YEARS	25-49 YEARS	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	\$1000 OVER		\$1000 UNDER
WEIGHTED BASE	1000	890	790	1000	1000	1000	1000	1000	1000	1000
NONE IN PAST 2 MONTHS	771	759	672	900	179	202	202	202	170	109
READ ARTICLE ABOUT HEALTH	900	897	829	972	99.9	92.0	92.0	92.0	90.0	90.0
BLOOD PRESSURE CHECKED	809	787	770	819	129	201	201	201	190	190
EYES EXAMINED	809	787	770	819	129	201	201	201	190	190
REGULAR PHYSICAL EXAM.	809	787	770	819	129	201	201	201	190	190
HEARDING CHECKED	809	787	770	819	129	201	201	201	190	190
TOOK CARE OF EGGS, MEAT, ETC.	809	787	770	819	129	201	201	201	190	190
STARTED RISE LOSS WEIGHT	809	787	770	819	129	201	201	201	190	190
INCREASED REGULAR EXERCISE	809	787	770	819	129	201	201	201	190	190
EFFORT TO QUIT SMOKING	809	787	770	819	129	201	201	201	190	190
QUITTED CIGARETTES	809	787	770	819	129	201	201	201	190	190

STEPS WHICH AFFECTING HEALTH IN THE PAST 3 MONTHS  
BASED ON ALL ADULTS - ASSESSMENT ABOUT PAST 3 MONTHS

TABLE 6

PRE RECEPTION

	QUALITY OF RECEPTION				TOTAL	NOT IN SIGNAL AREA
	ALL	GOOD	FAIR	POOR		
ALL	1225	930	195	101	91	179
IN SIGNAL AREA	1000	1000	1000	1000	1000	1000

OCCUPATION OF HEAD OF HOUSEHOLD

ALL	PROF	CLER	LABOR	MANUAL	FARMER	LADDER	OTHER
1000	275	175	500	44	255		

DONE IN PAST 3 MONTHS

READ ARTICLES ABOUT HEALTH	54.0	112	81	217	57.8	29	177	609	345	8	54	149	76
ALONG PROFESSIONAL CHECKERS	49.0	112	81	217	57.8	29	177	609	345	8	54	149	76
EYES EXAMINED	39.0	62	50	126	42.0	19	76	300	192	40	20	97	28
PERSONAL PHYSICAL EXAM.	31.0	26.9	27.4	30.4	29.2	19	106	300	205	37.4	16.0	27.0	10.0
WEARING Goggles	13.1	8.0	12.0	15.1	14.1	12	30	100	83	19	6	57	10
USE OF SUNGLASSES, VEILS, ETC.	28.0	20.9	28.0	20.6	29.5	19	76	300	162	37	37	101	37
STARTED TO USE EYEGLASSES	40.0	17.6	40.9	20.0	29.5	13	64	302	170	96	28	80	51
INCREASED REGULAR EXERCISE	17.0	7.0	17.0	7.0	17.0	8	61	300	217	69	37	90	46
EFFORT TO QUIT SMOKING	40.1	9.9	10.0	12.9	6.9	2	20	191	91	28	0	10	10
SMOKING CIGARETTES	31.0	26.9	27.4	30.4	29.2	19	106	300	205	37.4	16.0	27.0	10.0



STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS  
 BASED ON ALL ADULTS - ASKED ABOUT PAST 6 MONTHS

TABLE 7

	AGE		SEX		EDUCATION		FAMILY INCOME				INDEX	
	18-34 YEARS	35-49 YEARS	MALE	FEMALE	COL- LEGE	HIGH SCHOOL	GRADE SCHOOL	\$1000 & OVER	\$1000- \$1999	\$2000- \$9999		\$10000 ->\$99999
WEIGHTED BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NONE IN PAST 2 MONTHS	506	219	241	109	117	172	247	76	190	120	49	110
READ ARTICLE ABOUT HEALTH	39.7	41.0	39.2	37.7	39.5	39.3	31.3	27.4	45.0	35.0	26.0	20.0
PLANNED PHYSICAL CHECKUP	27.4	27.0	26.5	28.4	30.4	29.4	30.6	38.6	29.2	122	43	150
TOOK PHYSICAL INFO	12.7	12.0	12.4	11.8	13.3	17.0	11.5	19.7	15.0	54	10.7	10.7
REGULAR PHYSICAL EXAM.	20.7	17.0	16.0	10.2	12.9	6.9	15.7	6.6	0.4	65	42	9.1
WEARING CHECKER / CUT DOWN ON EGGS, FAT, ETC.	6.7	6.9	5.6	5.6	6.7	7.3	5.8	6.1	5.6	7.2	4.8	6.0
STARTED RISE LOSS WEIGHT	14.7	13.4	17.1	19.7	15.3	7.7	13.0	4.9	8.2	6.9	9.7	7.0
INCREASED REGULAR EXERCISE	20.7	14.3	29.0	20.6	22.5	22.5	17.5	17.7	19.0	19.2	22.2	16.0
EFFORT TO QUIT SMOKING	29.9	15.2	17.2	20.6	22.5	25.7	19.3	16.2	26.0	29.4	10.0	10.0
SMOKED CIGARETTES	10.4	21.9	24.7	14.1	21.9	16.5	22.0	11.2	39.9	22.9	27.9	11.7
	7.4	4.4	6.4	7.0	6.9	5.0	6.9	10.6	6.3	7.2	3.6	10.5
	9.4	2.1	1.9	19.1	10.6	10.9	2.1	0.0	19.4	9.4	3.2	11.7
	27.2	40.4	24.1	30.9	29.4	30.7	20.0	24.5	91.0	20.2	19.2	27.0



STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS  
BASED ON ALL ADULTS - ASKED ABOUT PAST 6 MONTHS

TABLE 8

	PRE RECEPTION										QUALITY OF RECEPTION										DON'T KNOW	NOT IN SIGNAL AREA	
	OCCUPATION OF HEAD OF HOUSEHOLD					IN SIGNAL AREA					FAIR					POOR							NONE
	ALL ADULTS & RUD	POOR CLERK	SALED	MANUAL	FARMER	LABOR	NON-MANUAL	ALL	GOOD	FAIR	POOR	NONE	ALL	GOOD	FAIR	POOR	NONE						
WEIGHTED BASE	1410	260	169	597	39	782	1297	587	329	90	76	1297	587	329	90	76	361	173					
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
<u>BONE IN PAST 2 MONTHS</u>	406	171	77	188	10	86	468	206	90	30	90	468	206	90	30	90	99	40					
HEAD ARTICLE ABOUT HEALTH	99.7	66.9	65.6	91.5	27.6	79.8	30.2	39.9	47.2	99.9	40.9	30.2	39.9	47.2	99.9	40.9	20.9	27.7					
ALSO PRESSURE CHECKED	497	81	44	184	9	117	395	104	37	25	25	395	104	37	25	25	120	57					
EYES EXAMINED	172	60	8	77		47	150	70	15	11	16	150	70	15	11	16	46	16					
REGULAR PHYSICAL EXAM.	12.2	19.4	0.7	12.9	4	10.7	12.0	11.9	12.0	12.2	10.0	12.0	11.9	12.0	12.2	10.0	12.0	0.2					
HEARING CHECKED	292	98	29	129	4	72	254	128	31	7	14	254	128	31	7	14	74	30					
CUT DOWN ON EGGS, MEAT, ETC.	20.7	10.0	14.0	20.9	11.4	29.9	20.9	21.0	24.0	7.0	10.0	20.9	21.0	24.0	7.0	10.0	20.9	22.0					
STARTED NIEY LOSE WEIGHT	28	19	7	37		28	74	47	6	2	1	74	47	6	2	1	20	12					
INCREASED REGULAR EXERCISE	6.7	9.0	4.1	0.7		9.0	6.1	0.0	4.0	2.2	1.0	6.1	0.0	4.0	2.2	1.0	9.0	6.0					
WENT TO QUIT SMOKING	204	60	20	91	10	99	230	169	13	22	19	230	169	13	22	19	79	20					
SMOKED CIGARETTES	18.7	29.4	16.6	19.2	28.6	19.9	19.1	10.0	10.0	24.0	29.7	19.1	10.0	10.0	24.0	29.7	20.2	16.2					
	289	78	49	117	7	64	269	139	20	14	19	269	139	20	14	19	69	30					
	20.2	10.0	19.5	18.8	9.7	16.0	20.1	19.7	16.0	19.6	17.6	20.1	19.7	16.0	19.6	17.6	17.9	20.0					
	920	93	39	135	6	40	287	169	23	29	18	287	169	23	29	18	60	24					
	29.9	39.0	29.1	22.6	17.1	14.2	29.2	27.0	10.0	25.0	24.0	29.2	27.0	10.0	25.0	24.0	10.0	24.0					
	166	14	18	40	3	29	89	50	7	0	3	89	50	7	0	3	28	10					
	7.4	5.4	10.7	6.7	8.6	10.0	7.2	8.5	9.6	10.0	4.1	7.2	8.5	9.6	10.0	4.1	9.9	0.7					
	9.4	7.2	5.7	14.4	1	5.9	9.9	16.6	9.5	24	15	9.9	16.6	9.5	24	15	9.9	4.9					
	27.7	21.7	99.7	90.8	2.9	20.9	27.4	28.3	28.0	26.7	20.9	27.4	28.3	28.0	26.7	20.9	27.4	26.0					

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS  
BASED ON ALL ADULTS ASKED ABOUT PAST 6 MONTHS

TABLE

	AGE		SEX		AGE		FAMILY INCOME		UNDER \$7000	
	10-14		15-19		20-29		\$10000 - \$19999			
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	\$10000 - \$19999	\$20000 - \$29999		
WEIGHTED BASE	1410	1410	699	717	300	909	277	432	167	429
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>ONE IN PAST 6 MONTHS</b>										
READ ARTICLE ABOUT HEALTH	819	860	351	509	213	202	279	309	109	160
	97.8	64.7	49.5	99.2	99.2	91.7	79.0	70.6	63.0	61.7
ALSO DOES UP CHECKUP	801	901	276	210	210	302	109	264	229	94
	59.4	69.9	49.1	58.9	68.6	68.6	56.6	56.5	63.8	56.9
EYES EXAMINED	67	270	133	96	709	102	102	153	119	34
	30.0	29.4	26.7	26.7	17.2	17.2	29.8	1.4	1.5	23.8
REGULAR PHYSICAL EXAM.	676	243	219	166	297	196	141	179	160	76
	64.9	30.1	33.9	40.6	47.2	47.2	90.8	40.0	44.6	47.6
HEARING CHECKED	291	101	61	49	109	62	62	67	52	22
	16.4	14.1	16.2	11.9	19.3	10.1	10.1	15.5	14.9	19.2
CUT DOWN ON EGGS, MEAT, ETC.	610	265	139	88	106	115	115	118	106	59
	29.1	34.2	26.7	24.4	34.1	34.1	33.6	27.3	29.0	31.7
STARTED RIFT LOSS WEIGHT	609	909	170	124	199	199	196	102	140	92
	32.0	49.1	39.7	39.6	20.6	20.6	39.8	42.1	41.2	23.4
INCREASED REGULAR EXERCISE	907	108	266	129	119	170	170	219	199	62
	36.0	40.7	53.9	34.2	21.1	21.1	49.7	49.8	38.7	37.1
EFFORT TO QUIT SMOKING	179	75	64	49	64	64	49	48	59	21
	12.7	10.9	13.6	11.9	12.5	12.5	12.6	11.1	15.3	12.6
SMOKED CIGARETTES	600	290	260	192	190	190	127	192	190	99
	39.6	32.1	41.5	36.7	20.2	20.2	37.1	39.2	37.9	32.9

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS  
BASED ON ALL ADULTS ASKED ABOUT PAST 6 MONTHS

D

PRE RECEPTION

IN SIGNAL AREA

OCCUPATION OF HEAD OF HOUSEHOLD

WEIGHTED PAGE	ALL ADULTS 6 MONTHS		CLERICAL		MANUAL		FARMER		LABORER		QUALITY OF RECEPTION				NOT IN SIGNAL AREA		
	ADULTS 6 MONTHS	PERCENT	ADULTS 6 MONTHS	PERCENT	ADULTS 6 MONTHS	PERCENT	ADULTS 6 MONTHS	PERCENT	ADULTS 6 MONTHS	PERCENT	ALL	GOOD	FAIR	POOR		NONE	COMMUNITY INDEX
1410	260	100.0	109	597	39	242					1297	507	125	90	76	361	179
100.0	100.0	100.0	100.0	100.0	100.0	100.0					100.0	100.0	100.0	100.0	100.0	100.0	100.0

SCORE IN PAST 6 MONTHS

READ ARTICLE ABOUT HEALTH	014	200	110	329	16	114					701	390	95	90	30	160	74
ALSOO PREVIOUS CHECKED	970	70.9	60.0	90.1	45.7	41.9					59.9	67.0	76.0	60.0	45.9	44.3	42.0
EYES EXAMINED	841	152	90	356	14	180					755	350	78	90	39	238	80
PHYSICAL EXAM.	590	90.9	90.0	90.0	40.0	69.0					61.0	59.0	62.0	59.0	52.7	49.0	49.7
READING CHECKED	597	80	49	164	9	100					400	109	41	39	26	109	32
CUT DOWN ON EGGS, MEAT, ETC.	300	90.0	29.0	32.9	14.3	30.0					32.0	32.2	32.0	30.0	39.1	30.8	10.0
STARTED DIET LOSS WEIGHT	674	170	66	260	12	139					556	270	76	29	30	191	60
INCREASED ALCOHOL EXERCISE	443	61.9	99.1	44.9	34.9	67.9					44.9	40.0	60.0	40.9	40.9	41.6	39.0
PROPY TO GUY SWIMING	231	98	21	100	4	02					211	110	18	12	9	98	20
SMOKED CIGARETTES	160	10.6	12.0	16.0	11.0	22.3					17.1	20.1	14.0	13.0	6.0	10.1	11.0
	29.1	39.0	29.1	29.0	42.9	90					309	29.0	22.0	39.0	39.1	30.2	20.0
	469	116	60	196	6	90					409	213	40	41	23	40	90
	507	190	90	232	7	59					448	36.9	39.2	49.6	31.1	23.9	39.9
	30.0	90.0	90.0	90.0	20.0	10.0					30.2	39.0	39.2	39.0	39.2	39.1	30.1
	190	39	10	00	9	30					199	02	10	7	4	40	20
	12.7	13.0	11.0	13.0	0.0	13.0					12.0	11.0	10.0	7.0	9.0	13.0	11.0
	499	47	66	241	7	79					448	196	42	19	19	139	91
	39.0	19.9	39.1	42.0	9.7	26.0					36.7	39.0	39.0	39.7	29.7	38.9	29.0

SYDPO TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS  
 BASED ON ALL BIRTHS - ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 11

SFX		AGE		95-99 90 YRS		EDUCATION		FAMILY INCOME				
ALL	MALE	ADULTS	1A-99	YEARS	95-99	COL-	HIGH	GRADE	\$19000	\$10 -	\$7000	UNDER
750	740	200	200	107	200	177	100	100	200	172	90	250
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
200	200	103	103	45	95	97	102	23	53	65	21	93
92.5	92.5	34.6	34.6	26.9	93.0	32.2	90.0	17.7	25.9	37.0	23.3	36.0
908	908	167	167	89	127	01	220	44	88	59	43	100
46.1	46.1	49.7	49.7	41.3	45.4	45.8	90.0	99.8	40.4	57.6	47.8	41.9
777	777	174	174	18	84	59	138	29	55	41	24	77
90.3	90.3	34.8	34.8	22.8	30.0	33.3	91.4	77.3	26.4	35.5	26.7	29.0
202	202	110	110	77	104	68	159	44	94	50	37	104
98.9	98.9	96.8	96.8	65.1	37.1	38.4	90.1	49.2	49.2	29.1	41.1	40.0

DOSE IN PAST 2 MONTHS  
 ALREADY EXAM. BY DOCTOR  
 EXAMINED OUT PRESENTS  
 HAD A PAP TEST  
 MOST OF THEM



STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS  
 BASED ON ALL WOMEN - ASKED ABOUT ABOUT PAST 2 MONTHS

TABLE 12

	PERCEPTION OF HEAD OF HOUSEHOLD										QUALITY OF RECEPTION				DON'T KNOW	NOT IN SIGNAL AREA			
	ALL ADULTS & RUD		PROX CLER & SALES		MANUAL FARMER		LABOR		NONE		GOOD	FAIR	POOR	NONE					
	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER									
WEIGHTED BASE	290	100	290	27	195	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WENT IN PAST 2 MONTHS	204	99	92	9	60	217	98	92	98	98	98	98	98	98	98	98	98	98	98
- RECEIVED FROM, BY DOCTOR	172	81	81	81	81	172	81	81	81	172	81	81	81	172	81	81	81	172	81
- EXAMINED OWN BREASTS	166	83	83	83	83	166	83	83	83	166	83	83	83	166	83	83	83	166	83
- HAD A PAP TEST	102	51	51	51	51	102	51	51	51	102	51	51	51	102	51	51	51	102	51
- KNOW OF THEM	102	51	51	51	51	102	51	51	51	102	51	51	51	102	51	51	51	102	51



STEPS TAKEN AFFECTED QUALITY IN THE PAST 2 MONTHS  
BASED ON ALL GROUPS - ANSWERED IN PAST 2 MONTHS

TABLE 13

SEX	AGE	18-24 YEARS		25-49 YEARS		50 YRS OVER		EDUCATION				FAMILY INCOME				
		MALE	FEMALE	YEARS	PERCENT	YEARS	PERCENT	YEARS	PERCENT	COLLEGE	HIGH SCHOOL	GRADE SCHOOL	\$1,000	\$10K-	\$70.0	UNDER
717	100.0	717	100.0	102	100.0	201	100.0	107	100.0	100	100.0	102	100.0	72	20.0	100.0
161	19.7	161	22.4	41	25.5	44	27.3	20	12.4	21	12.4	20	11.4	17	9.9	10.0
297	34.8	297	35.1	79	26.6	86	28.9	71	23.9	67	22.2	69	22.9	26	8.1	20.0
116	14.0	116	14.1	37	31.9	22	19.0	18	15.5	11	9.5	34	29.3	13	11.2	20.0
416	49.7	416	50.0	98	23.6	109	26.2	79	19.0	81	19.5	92	22.1	30	7.2	20.0
97.7	100.0	97.7	100.0	50.8	52.0	62.0	63.5	51.0	52.5	52.0	53.5	57.7	58.0	52.0	53.5	55.0

STEPS TAKEN AFFECTED QUALITY IN THE PAST 2 MONTHS  
BASED ON ALL GROUPS - ANSWERED IN PAST 2 MONTHS

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS  
BASED ON ALL -OVER - ASKED ABOUT PAST 6 MONTHS

TABLE 14

WEIGHTED RASE	OCCUPATION OF HEAD OF HOUSEHOLD				QUALITY OF RECEPTION				NOI IN SIGNAL AREA	
	ALL ADULTS & SUB		PROF CLER & LABOR		ALL	GOOD	FAIR	POOR	NOI	AREA
	717	199	92	18	191	209	62	97	96	100
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
101	77	19	3	20	100	90	14	10	9	90
10.0	20.0	20.7	10.7	19.2	21.9	10.7	22.0	77.0	75.0	21.5
247	67	90	9	40	222	116	25	13	19	57
39.0	50.0	41.9	20.0	20.0	30.0	30.0	60.0	39.1	30.1	31.0
116	22	19	9	19	165	90	19	4	10	29
10.2	10.9	10.0	10.7	9.0	17.0	10.0	21.0	10.0	27.0	16.0
416	64	91	9	50	364	169	95	22	19	109
97.7	44.1	95.4	90.0	69.0	90.9	39.9	90.5	90.9	92.0	90.0

COME IN PAST 6 MONTHS  
APPEAS FEAR, BY DOCTOR  
SHARPER ON PRECASTS  
HAR A PAP TEST  
MORE OF THEM?

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS  
 BASED ON ALL WOMEN ASKED ABOUT PAST 6 MONTHS

TABLE 15

SFX		AGE			EDUCATION			FAMILY INCOME			
ALL	ADULTS	18-24	25-49	50 YRS	COLLEGE	HIGH SCHOOL	GRADE SCHOOL	\$15,000	\$10,000	\$7,000	UNDETER
717	717	240	102	201	147	100	100	100	100	100	100
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
980	980	134	62	112	76	212	41	104	97	90	70
40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0
200	200	100	100	100	100	100	100	100	100	100	100
50.1	50.1	50.1	50.2	50.1	50.1	50.1	50.1	50.1	50.1	50.1	50.1
90.0	90.0	100	100	100	100	100	100	100	100	100	100
40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0
211	211	50	50	101	50	128	50	50	50	50	50
20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0

WOMEN BASED

ONE IN PAST 6 MONTHS  
 RELATIVELY UNCOMMON BY CATEGORY  
 ESTABLISHED OWN POSITIONS  
 HAD A RAPID FIRST  
 RATE OF GROWTH



STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS  
 ASKED ABOUT PAST 6 MONTHS

TABLE 16

OCCUPATION OF HEAD OF HOUSEHOLD	PDS RECEPTION IN SIGNAL AREA						NOT IN SIGNAL AREA
	QUALITY OF RECEPTION						
	ALL	GOOD	FAIR	POOR	SOME	NO SIGNAL	
ALL ADULTS 6 AND OVER	611	295	62	37	96	181	100.0
PROF CLER & SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MANUAL FARMER	10	270	10	10	10	10	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS 6 AND OVER	207	100	60	20	17	70	92
PROF CLER & SALES	90.0	90.0	90.0	90.0	90.0	90.0	90.0
MANUAL FARMER	10	107	10	10	10	10	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS 6 AND OVER	272	135	30	21	16	62	96
PROF CLER & SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MANUAL FARMER	10	270	10	10	10	10	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS 6 AND OVER	169	92	11	12	19	51	92
PROF CLER & SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MANUAL FARMER	10	70	6	6	6	6	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS 6 AND OVER	270	100	17	20	17	70	92
PROF CLER & SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MANUAL FARMER	10	107	10	10	10	10	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS 6 AND OVER	272	135	30	21	16	62	96
PROF CLER & SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MANUAL FARMER	10	270	10	10	10	10	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS 6 AND OVER	169	92	11	12	19	51	92
PROF CLER & SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MANUAL FARMER	10	70	6	6	6	6	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS 6 AND OVER	270	100	17	20	17	70	92
PROF CLER & SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MANUAL FARMER	10	107	10	10	10	10	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS 6 AND OVER	272	135	30	21	16	62	96
PROF CLER & SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MANUAL FARMER	10	270	10	10	10	10	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULTS 6 AND OVER	169	92	11	12	19	51	92
PROF CLER & SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MANUAL FARMER	10	70	6	6	6	6	100.0
LABOR	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1000

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS  
 ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 17

	SEX		AGE		EDUCATION		FAMILY INCOME	
	MALE	FEMALE	10-14 YEARS	15-19 YEARS	COLLEGE SCHOOL	HIGH SCHOOL	\$15000 OVER	\$10000 - \$14999
ALL ADULTS	320	370	944	236	117	270	177	60
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

DEFINITION

ONE IN PAST 2 MONTHS  
 HAD CHILD'S EYES EXAMINED  
 HAS CHILD'S WEARING  
 GLASSES

100	67	93	69	67	29	90	55	16	61
22.9	20.9	24.0	20.1	20.3	24.0	21.1	19.7	20.0	24.0
18.9	19.0	17.0	17.2	17.8	18.0	16.7	14.6	16.9	19.0
17.4	14.0	18.6	17.2	17.8	18.0	16.7	14.6	16.9	19.0
91.4	74.0	77.9	76.3	76.3	79.2	72.1	71.3	72.9	77.0
73.9	74.0	72.0	76.5	69.1	79.2	75.6	76.3	72.9	78.7

PERCENT OF THESE

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS  
BASED ON ALL PARENTS - ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 10

	OCCUPATION OF HEAD OF HOUSEHOLD				QUALITY OF RECEPTION				NOT IN OFFICIAL AREA	
	IN SIGNAL AREA				IN SIGNAL AREA					
	ALL ADULTS	PROF & BUS	CLER & SALES	HANDL FARMER	ALL	GOOD	FAIR	POOR		GOOD
AFFLICTED CASE	161	161	94	366	22	47	100.0	100.0	192	82
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOYS IN PAST 2 MONTHS HAD CHILD'S EYES EXAMINED HAD CHILD'S HEARING EXAMINED	90	90	23	73	6	20	197	60	21	13
	10.6	10.6	24.4	21.1	27.9	62.0	27.2	23.0	23.6	26.5
MOTHER OF THESE	20	20	10	52	0	23	182	49	15	12
	18.6	18.6	10.0	19.0	27.9	60.0	16.0	16.0	16.9	24.9
	116	116	71	209	10	23	497	217	65	50
	72.0	72.0	79.9	77.7	72.7	60.0	70.2	73.9	73.9	73.0

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS  
 BASED ON ALL PARENTS - ALL AGES

TABLE 14

	SEX		AGE		EDUCATION		FAMILY INCOME	
	ALL ADULTS	MALE	FFEMALE	18-19 YRS	20-29 YRS	30-39 YRS	40-49 YRS	50 YRS & OVER
UNEMPLOYED RATE	709	921	906	399	279	00	00	00
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

STEP TAKEN IN PAST 2 MONTHS

HAD CHILD'S EYES EXAMINED	170	66	66	68	68	0	0	0
	17.0	16.0	17.0	16.0	16.0	0.0	0.0	0.0
HAD CHILD'S EYES HEARIED EXAMINED	01	06	05	07	00	0	0	0
	12.7	11.2	14.0	17.0	11.0	0.2	0.2	0.2
NONE OF THESE	564	741	509	276	209	89	89	89
	60.3	61.9	70.9	81.0	74.0	89.9	89.9	89.9



STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS  
BASED ON ALL PARENTS - ALL AT EAST C HUNTS

TABLE

WEIGHTED BASE	OCCUPATION OF HEAD OF HOUSEHOLD				QUALITY OF RECEIPT				POP IN SIGNAL AREA	
	ALL ADULTS	PROF & BUS SALES	CLER & HARCAL	CLER & FARMER	ALL	GOOD	FAIR	POOR	POP	AREA
	100.0	150.0	98.0	369.0	100.0	100.0	100.0	100.0	100.0	100.0
12.0	33.0	10.0	71.0	2.0	101.0	53.0	5.0	0.0	10.0	25.0
17.0	22.0	10.2	19.6	9.3	16.2	16.6	7.7	21.1	20.6	15.2
01.0	17.0	0.0	61.0	0.0	70.0	34.0	6.0	7.0	9.0	15.0
12.9	11.0	4.1	16.0	19.0	12.2	10.6	9.2	10.6	10.0	10.0
20.0	11.0	07.0	270.0	32.0	907.0	250.0	39.0	30.0	29.0	134.0
00.0	70.0	00.0	70.0	04.2	01.4	08.0	98.0	70.0	71.4	01.2

POP IN PAST 2 MONTHS  
HAD CHILD'S EYES EXAMINED  
HAD CHILD'S HEARING EXAMINED  
% OF THESE



STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS  
BASED ON ALL PARENTS - ASKED ABOUT PAST 6 MONTHS

TABLE 21

	SEX		AGE		EDUCATION		FAMILY INCOME	
	ALL ADULTS	MALE	10-24 YEARS	25-49 YEARS	COLLEGE	HIGH SCHOOL	\$15000 & OVER	\$10000 - \$14999
WEIGHTED BASE	700	528	355	273	171	472	229	240
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CONF IN PAST 6 MONTHS  
HAD CHILD'S EYES EXAMINED  
HAD CHILD'S HEARING EXAMINED  
NONE OF THESE

270	110	107	112	121	72	170	104	100
30.7	30.3	28.0	33.4	34.3	42.1	37.0	40.0	49.0
201	74	127	100	72	51	127	72	00
24.5	7.9	13.8	12.2	27.5	29.0	29.0	20.2	36.7
39.1	10.7	20.1	19.0	13.9	0.9	20.4	14.2	10.7
55.7	49.0	52.9	59.1	39.9	22.0	59.9	55.7	44.0

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS  
 BASED ON ALL PARENTS - ASKED ABOUT PAST 6 MONTHS

TABLE 22

	OCCUPATION OF HEAD OF HOUSEHOLD						QUALITY OF RECEPTION						NOT IN SIGNAL AREA					
	ALL ADULTS 6 MONTHS		PROP CLER & SALES		MANUAL LABORER		GOOD		FAIR		POOR			NONE				
	N	%	N	%	N	%	N	%	N	%	N	%		N	%			
MOTHERS	709	100.0	150	21.2	98	13.8	16	2.3	369	52.0	65	9.2	90	12.7	99	14.0	169	23.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FATHERS	299	100.0	69	23.1	12	4.0	4	1.3	126	42.1	28	9.4	20	6.7	10	3.3	50	16.7
	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7	98.7
MOTHERS & FATHERS	201	100.0	42	20.9	17	8.5	2	1.0	90	44.8	17	8.5	19	9.5	4	2.0	50	24.9
	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5	286.5
MOTHERS & FATHERS & BOTH	909	100.0	270	29.8	110	12.1	20	2.2	201	22.1	45	5.0	39	4.3	14	1.5	100	11.0
	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7	99.7

BORE IN PAST 6 MONTHS

MOTHERS WHOSE CHILD'S EYES EXAMINED  
 MOTHERS WHOSE CHILD'S HEARING EXAMINED  
 MOTHERS WHOSE CHILD'S BOTH EXAMINED



TECHNICAL APPENDIX

## SAMPLE COMPOSITION

	<u>Total Sample</u>
Total Adults	100.0
<u>Sex</u>	
Male	47.8
Female	52.2
	<u>100.0</u>
<u>Age</u>	
15 - 34 years	36.8
35 - 49 years	24.3
50 years and older	38.5
Undesignated	0.4
	<u>100.0</u>
<u>Education</u>	
College	25.3
High School	56.0
Grade School	18.5
Undesignated	0.2
	<u>100.0</u>
<u>Annual Family Income</u>	
\$15,000 and over	31.5
\$10,000 - \$14,999	24.0
\$5,000 - \$9,999	24.9
Under \$5,000	17.9
Undesignated	1.7
	<u>100.0</u>
<u>Size of Community</u>	
1,000,000 and over, including urban fringe	18.1
250,000 - 999,999, including urban fringe	21.5
50,000 - 249,999 including urban fringe	18.5
2,500 - 49,999	15.5
Under 2,500	26.4
	<u>100.0</u>
<u>Race</u>	
White	85.0
Black	13.8
Other	1.2
	<u>100.0</u>

197

Total  
Sample  
%

### Occupation of Chief Wage Earner

Professional & Business: Professional, technical and kindred workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)	19.0
Clerical & Sales: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners)	12.2
Manual Workers: Foremen, craftsmen and kindred workers, (e.g., railroad engineers, machinists, linemen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, Laborers	42.2
Farmers: Farm owners, farm managers, farm foremen, farm laborers	2.8
Non-labor Force	19.1
Undesignated	4.7
	<u>100.0</u>

### Region of the Country

East: Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	26.5
Midwest: Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	28.2
South: Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana	27.9
West: Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii	17.4
	<u>100.0</u>

#### - NOTE -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample are based on data in which a "times-at-home" weighting has been incorporated. The actual number of interviews made for various population groups are reported in the Technical Appendix.

## THE DESIGN OF THE SAMPLE

The Gallup Organization, Inc. maintains a national probability sample of interviewing areas that is used for all *TRENDS* surveys. *TRENDS* is the Gallup "omnibus" service. For each survey, a minimum of 1,500 individuals are personally interviewed. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central, West Central, South, Mountain, and Pacific. Within each city size-regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster or blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 7:00 P.M. for men.

Allowance for persons not at home is made by a "times-at-home" weighting<sup>o</sup> procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Additional adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

<sup>o</sup>  
Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31



## NUMBER OF INTERVIEWS

	All Adults		Women		Parents		
	Asked About		Asked About		Asked About		
	All	6 Mos. First	2 Mos. Only	6 Mos. First	2 Mos. Only	6 Mos. First	2 Mos. Only
All	1626	826	799	417	407	397	375
Sex							
Male	801	409	392	--	--	179	173
Female	825	417	407	417	407	218	202
Age							
18 - 34 years	555	275	280	128	147	188	182
35 - 49 years	376	196	179	108	97	151	131
50 years and older	685	349	336	177	159	56	61
Education							
College	498	246	252	109	122	122	123
High School	902	457	444	250	233	248	222
Grade School	219	120	99	56	49	25	30
Family Income							
\$15,000 and over	533	265	268	117	120	153	155
\$10,000 - \$14,999	394	208	186	111	98	128	103
\$7,000 - \$9,999	297	193	103	45	49	46	37
Under \$7,000	465	237	228	137	129	66	74
Occupation of Head of Household							
Professional and Business	336	164	172	84	80	92	98
Clerical and Sales	195	99	96	53	51	57	52
Manual	631	326	304	155	153	196	173
Farmer	46	25	21	12	11	11	10
Non-labor Force	344	177	167	89	90	22	25
PBS Reception							
In Signal Area Reception	1426	728	697	358	358	355	330
Good	665	347	318	169	157	186	173
Fair	160	74	86	39	46	36	47
Poor	103	50	53	22	27	21	25
None	91	47	43	21	19	19	21
Don't Know	407	210	197	107	109	93	64
Not in Signal Area	200	98	102	59	49	42	45



## SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

	Recommended Allowance For Sampling Error of a Percentage						
	in Percentage Points (at 95 per cent confidence level) <sup>o</sup>						
	Sample Size						
	1500	1000	750	600	400	200	100
Percentages near 10		4	5	6	7	9	11
Percentages near 20		4	5	6	7	9	11
Percentages near 30		4	5	6	7	9	11
Percentages near 40		4	5	6	7	9	11
Percentages near 50		4	5	6	7	9	11
Percentages near 60		4	5	6	7	9	11
Percentages near 70		4	5	6	7	9	11
Percentages near 80		4	5	6	7	9	11
Percentages near 90		4	5	6	7	9	11

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

<sup>o</sup> The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error  
of the Difference

In Percentage Points  
(at 95 in 100 confidence level)<sup>a</sup>

TABLE A Percentages near 20 or percentages near 80

Size of Sample	750	600	400	200
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B Percentages near 50

Size of Sample	750	600	400	200
750	6			
600	7	7		
400	7	8	8	10
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

<sup>a</sup> The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

And now on another topic.....

ASK EVERYONE

- (HAND RESPONDENT CARD A) Regardless of whether you have seen any of them or not, which of those TV programs have you heard of? (RECORD BELOW)
- (HAND RESPONDENT CARD A) During the past six weeks, that is, since the middle of April, which if any, of those programs have you actually watched at least once? (RECORD BELOW)

	Q. 1 <u>Heard of</u>	Q. 2 <u>Seen</u>
Tony Orlando & Dawn	1 ( )	1 ( )
Little House on the Prairie	2 ( )	2 ( )
That's My Mama	3 ( )	3 ( )
Pooling Good	4 ( )	4 ( )
Kojak	5 ( )	5 ( )
Masterpiece Theater	6 ( )	6 ( )
None of the above	V ( )	V ( )

ASK Q. 3 IF FEELING GOOD "SEEN" IN Q. 2

- (HAND RESPONDENT CARD B) Did you happen to see any of those "Pooling Good" shows?
  - "Two Eyes for Koops" - April 23
  - "What You Don't Know Can Hurt You" - April 30
  - "Stroop" - May 7
  - "If I Told Him Where It Hurts Will He Listen?" - May 14
  - "As I Blue" - May 21
  - "And We Shall Sing" - May 28
  - "Don't Know"

FORM 1

ASK EVERYONE

- (HAND RESPONDENT CARD C) Just thinking of the past few days, that is, since the beginning of April, which if any of those have you done? Just read off the letters. (MULTIPLE RESPONSES - RECORD BELOW)

Q. 6  
Done in Past  
2 Mo.

- A. Article/Pamphlet about health 1 ( )
- B. Blood pressure checked 2 ( )
- C. Eyes examined 3 ( )
- D. Bkg. physical exam. 4 ( )
- E. Hearing checked 5 ( )
- F. Cut down eggs, meat, etc. 6 ( )
- G. Started diet to lose weight 7 ( )
- H. Increased reg. exercise 8 ( )
- I. Effort to quit smoking 9 ( )
- J. Smoked cigarettes 0 ( )

FOR WOMEN ONLY

- K. Breast exam. by doctor 1 ( )
- L. Examined own breasts 2 ( )
- M. Had a Pap test 3 ( )

FOR PARENTS ONLY

- N. Had children's eyes examined 4 ( )
- O. Had children's hearing examined 5 ( )
- P. Have no children 6 ( )

- As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD D) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you got?
  - No PBS station in area
  - PBS station, but can't get it
  - Poor reception
  - Fair reception
  - Good reception
  - Don't know

And now on another topic.....

ASK EVERYONE

- 1. (HAND RESPONDENT CARD A) Regardless of whether you have seen any of them or not, which of these TV programs have you heard of? (RECORD BELOW)
- 2. (HAND RESPONDENT CARD A) During the past six weeks, that is, since the middle of April, which if any, of these programs have you actually watched at least once? (RECORD BELOW)

	Q. 1 <u>Heard of</u>	Q. 2 <u>Seen</u>
Tony Orlando & Dawn	1 ( )	1 ( )
Little House on the Prairie	2 ( )	2 ( )
That's My Mama	3 ( )	3 ( )
Pooling Good	4 ( )	4 ( )
Kojak	5 ( )	5 ( )
Masterpiece Theater	6 ( )	6 ( )
None of the above	7 ( )	7 ( )

ASK Q. 3 IF FEELING GOOD "SEEN" IN Q. 2

- 3. (HAND RESPONDENT CARD B) Did you happen to see any of these "Pooling Good" shows?
- 1 ( ) "Two Eyes for Koopa" - April 23
- 2 ( ) "What You Don't Know Can Hurt You" - April 30
- 3 ( ) "Stroop" - May 7
- 4 ( ) "If I Tell Him Where It Hurts Will He Listen?" - May 14
- 5 ( ) "Am I Blue" - May 21
- 6 ( ) "And We Shall Sing" - May 28
- 7 ( ) Don't Know

FORM 2

ASK EVERYONE

- 4a. (HAND RESPONDENT CARD C) Thinking back over the past six months, that is, since about the beginning of December, which if any of these have you done? Just read off the letters. (MULTIPLE RESPONSES - RECORD BELOW)
- 4b. Which of the following have you done in the past two months, that is, since the beginning of April? Just read off the letters. (MULTIPLE RESPONSES - RECORD BELOW)

	Q. 4a <u>Done in Past 6 Mo.</u>	Q. 4b <u>Done in Past 2 Mo.</u>
A. Article/Pamphlet about health	1 ( )	1 ( )
B. Blood pressure checked	2 ( )	2 ( )
C. Eyes examined	3 ( )	3 ( )
D. Reg. physical exam.	4 ( )	4 ( )
E. Hearing checked	5 ( )	5 ( )
F. Cut down eggs, meat, etc.	6 ( )	6 ( )
G. Started diet loss weight	7 ( )	7 ( )
H. Increased reg. exercise	8 ( )	8 ( )
I. Effort to quit smoking	9 ( )	9 ( )
J. Smoked cigarettes	0 ( )	0 ( )
FOR WOMEN ONLY		
K. Breast exam. by doctor	1 ( )	1 ( )
L. Examined own breasts	2 ( )	2 ( )
M. Had a Pap test	3 ( )	3 ( )
FOR PARENTS ONLY		
N. Had children's eyes examined	4 ( )	4 ( )
O. Had children's hearing examined	5 ( )	5 ( )
P. Have no children	6 ( )	6 ( )

- 5. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD D) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you got?

- 1 ( ) No PBS station in area
- 2 ( ) PBS station, but can't get it
- 3 ( ) Poor reception
- 4 ( ) Fair reception
- 5 ( ) Good reception
- 7 ( ) Don't Know

CARD A

Tony Orlando & Dawn

Little House on the Prairie

That's My Mama

Feeling Good

Kojak

Masterpiece Theater

CARD D

No PBS station in area

PBS station, but can't get it

Poor reception

Fair reception

Good reception

Wednesday, April 23 - (or during following week)

*"Two Eyes for Keeps"*

TOPIC: Preventable and treatable eye vision problems in adults and children

SPECIAL FEATURES:

- Host Dick Cavett introduces a child with amblyopia, and a woman with glaucoma. These eye diseases and treatments are discussed.

Wednesday, April 30 - (or during following week)

*"What You Don't Know Can Hurt You"*

TOPIC: Facts and myths about breast cancer and the importance of early diagnosis and treatment.

SPECIAL FEATURES:

- Dick Cavett interviews Julia Child about her experience with breast cancer. Breast self examination is demonstrated.

Wednesday, May 7 - (or during following week)

*"Stress"*

TOPIC: Kinds of life changes that cause stress (changing jobs, marriage, divorce, etc.) and how to cope with them.

SPECIAL FEATURES:

- Dick Cavett and a doctor discuss the "relaxation response" to stress...
- Bill Cosby talks about a stressful situation ..
- A look at the pressures on a young woman who has both a career and a new baby.

PLEASE TURN CARD OVER

- A. Looked at an article or pamphlet about health.
- B. Had your blood pressure checked by a doctor, nurse, or someone else who knows how.
- C. Had eyes examined by a doctor.
- D. Gone to a doctor or clinic for a regular physical examination, even though nothing was bothering you.
  
- E. Had your hearing checked by a doctor.
- F. Purposely cut down on eggs, meat, butter, or milk, because they have a lot of cholesterol in them.
- G. Started a diet in order to lose weight.
- H. Increased the amount of regular exercise that you do.
- I. Made a special effort to quit smoking.
- J. Smoked cigarettes

FOR WOMEN ONLY

- K. Had a breast examination by a doctor.
- L. Examined your own breasts for lumps.
- M. Had a Pap test.

FOR PARENTS ONLY

- N. Had your children's eyes examined by a doctor.
- O. Had your children's hearing checked by a doctor.
- P. Have no children