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**U.S. Army Research Institute
for the Behavioral and Social Sciences**

Research Report 1500

**Four Years of Media Habits:
Implications for U.S. Army Advertising
to the Prime Market**

**Jo-Ellen Asbury
U.S. Army Research Institute**



December 1988

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Research Report 1500

**Four Years of Media Habits:
Implications for U.S. Army Advertising
to the Prime Market**

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FOREWORD

The New Recruit Survey, initially conducted at the request of the U.S. Army Deputy Chief of Staff for Personnel in 1982, provides the Army with information regarding recruits' individual characteristics, enlistment motives, attitudes toward and expectations of the Army, and, of central importance for the following report, media habits.

This multiyear report of recruits' media habits was prepared at the request of the U.S. Army Recruiting Command (USAREC). This work is an essential part of the mission of ARI's Manpower and Personnel Policy Research Group (MPPRG) to conduct research to improve the Army's capability to effectively and efficiently recruit personnel. Results reported here were briefed to the Commander of USAREC on 6 December 1986 and 12 April 1988.

This research outlines general patterns and trends in recruits' media behaviors and details significant patterns and emerging trends. Such information has been useful in planning the media exposure of Army advertising.



EDGAR M. JOHNSON
Technical Director

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The author wishes to thank Kim Heiser for her help in preparing the tables included in this report. It was a long, tedious task that would have taken significantly longer without her efforts.

FOUR YEARS OF MEDIA HABITS: IMPLICATIONS FOR U.S. ARMY
ADVERTISING TO THE PRIME MARKET

EXECUTIVE SUMMARY

Requirement:

To more efficiently and effectively target the delivery of
Army advertisements.

Procedure:

→ This report identifies the media sources Army enlistees were most likely to be exposed to, thereby providing a post hoc assessment of media outlets most fruitful for Army advertising. It also provides information on the media habits of a sample of "buyers" of Army advertising that might be compared to the media habits of the general youth market. The comparison might also be useful in determining Army advertising strategies and policies.

Data from four (1984-1987) summer administrations of the New Recruit Survey (NRS) were analyzed. From those larger data sets, items specifically addressing the recruits' recall of and response to Army advertising and typical television viewing, radio listening, and magazine reading were extracted. Recruits' responses to these self-reported items were then compared across Test Score Category (TSC), ethnicity, gender, recruiting brigade, age at contracting, and level of education at contracting. to 14/3

Differences in items included and in item formats across the 4 years hampers cross-year comparisons somewhat. While items from NRS86 were exactly replicated in NRS87, NRS84 and NRS85 differed somewhat from the 1986/1987 survey and from each other. Tables 3.1, 4.1, 5.1, and 6.1 compare media items across the 4 years in question. Given these differences, some year-to-year patterns that emerged across the survey years lend credence to the findings reported.

Differential distributions of recruits across demographic categories were found. These analyses reveal differential concentrations of ethnic groups across regions, males and females across TSC, and ethnic groups across TSC. Given these confounds, some findings, although statistically significant, must be interpreted cautiously. For example, recruiting brigades could be statistically related to viewing a particular television program or to reading a particular magazine, but only because those brigades are statistically related to ethnicity, often a significant predictor of media habits. Log-linear models were used to clarify these interactions.

Findings:

Those who were most likely to indicate that they recalled hearing or seeing an Army advertisement were most likely to be of the higher TSC. Television was the source most often cited. Most recruits indicated that when they responded to Army ads, they were most likely to contact an Army recruiter or return a card requesting more information about the Army.

Most recruits reported having watched 6 to 10 hours of television per week on average, with low TSC being the heaviest watchers. Sports programming was most popular among those sampled.

The majority of recruits surveyed reported having listened to radio more than 20 hours per week on average, with high TSCs reporting the heaviest listening. FM radio was popular regardless of demographic breakdown. The percentage of those who report listening to AM radio was low, also regardless of demographic breakdown.

The largest percentage of recruits surveyed indicated that they spent less than 3 hours per week reading magazines. Sports-related and car-related publications were more popular among the low-TSC recruits than high-TSC recruits. Car-related publications were also more popular among younger recruits than older recruits, who were more likely to read news magazines than younger recruits.

Utilization of Findings:

These findings suggest that television is an extremely popular medium and most recruits (and, by implication, potential recruits) are exposed to it. However, with increased costs in television advertising and reduced resources, greater emphasis on radio advertising might be considered. This would be especially advantageous since these analyses suggest that prime recruits are heavy radio listeners, particularly FM, and watch less television than other recruits. This pattern holds across days and times, with the exception of overnight. During those late night/very early morning hours, low TSC are heavier radio listeners than high TSC.

Since, regardless of demographic category, most recruits reported having read magazines less than 3 hours per week, magazine advertising may not be fruitful. Magazine advertising seems to be a potential vehicle for targeting a younger (e.g., 17- and 18-year-old) market, but more information is needed. Many of the magazines surveyed in the 1984-1987 New Recruit Survey were sports-related and car-related publications and were more popular among low-TSC recruits. However, since these analyses are based only on the list of publications included in the New Recruit Survey, this information is somewhat incomplete.

Analyses should be narrowed to those specific publications in which the Army does advertise. Further, assessing which publications, of all those readily available in this country, are most popular among prime recruits should be considered. These additional and more specific pieces of information would allow decisions regarding magazine advertising to be made more confidently.

FOUR YEARS OF MEDIA HABITS: IMPLICATIONS FOR U.S. ARMY
ADVERTISING TO THE PRIME MARKET

CONTENTS

	Page
CHAPTER 1. Introduction	1
CHAPTER 2. Method	3
CHAPTER 3. Recruits' Recall of and Response to Army Advertisements	11
CHAPTER 4. Self-Reported Television Viewing Habits	31
CHAPTER 5. Radio Listening Habits	69
CHAPTER 6. Self-Reported Magazine Readership	91
CHAPTER 7. Conclusions	107
REFERENCES	109
APPENDIX A. INDIVIDUAL TELEVISION SHOWS SURVEYED: NRS 1986 AND 1987	A-1

LIST OF TABLES

Table 2.1. Cross-tabulation of demographics by TSC: 1984-1987	4
2.2. Cross-tabulation of self-reported race by Hispanic identification: NRS 1986 and NRS 1987	9
3.1. Media recall and advertising response questions: NRS 1984-1987	12
3.2. Self-reported recall of and response to Army advertising: NRS 1984-1987	14
3.3. Self-reported recall of and response to Army advertising by TSC: NRS 1984-1987	15
3.4. Self-reported recall of and response to Army advertising by ethnic group: NRS 1984-1987	17

CONTENTS (Continued)

Page

LIST OF TABLES (Continued)

Table 3.5.	Self-reported recall of and response to Army advertising by gender: NRS 1984-1987 . . .	20
3.6.	Self-reported recall of and response to Army advertising by region: NRS 1984-1987 . . .	21
3.7.	Self-reported recall of and response to Army advertising by age at contracting: NRS 1984-1987	24
3.8.	Recall of and response to Army advertising by level of education at contracting: NRS 1986 and 1987	27
3.9.	Self-reported recall of and response to Army advertising by recency of school attendance: NRS 1984 and 1985	28
4.1.	NRS 1984-1987 items surveying television viewing habits	32
4.2.	Self-reported television viewing habits: NRS 1984-1987	35
4.3.	Self-reported television viewing by TSC: NRS 1984-1987	37
4.4.	Self-reported television viewing habits by race: NRS 1984-1987	43
4.5.	Self-reported television viewing by gender: NRS 1984-1987	47
4.6.	Self-reported television viewing by region: NRS 1984-1987	49
4.7.	Self-reported television viewing by age at contracting: NRS 1984-1987	55
4.8.	Self-reported television viewing by level of education at contracting: NRS 1986 and 1987 . .	61
4.9.	Self-reported television viewing by recency of school attendance: NRS 1984	63

CONTENTS (Continued)

Page

LIST OF TABLES (Continued)

Table 5.1.	NRS self-reported radio listening items: 1984-1987	70
5.2.	Self-reported radio listening: NRS 1984-1987	73
5.3.	Self-reported radio listening by TSC: NRS 1984-1987	75
5.4.	Self-reported radio listening by ethnicity: NRS 1984-1987	78
5.5.	Self-reported radio listening by gender: NRS 1984-1987	80
5.6.	Self-reported radio listening by region: NRS 1984-1987	81
5.7.	Self-reported radio listening by age at contracting: NRS 1984-1987	84
5.8.	Self-reported radio listening by level of education at contracting: NRS 1986 and 1987 . .	87
5.9.	Self-reported radio listening by recency of school attendance: NRS 1984	88
6.1.	NRS self-reported magazine readership items: 1984-1987	92
6.2.	Self-reported magazine regular readership: NRS 1984-1986	94
6.3.	Regular magazine readership by TSC: NRS 1985-1987	95
6.4.	Self-reported regular magazine readership by ethnic group: NRS 1985-1987	96
6.5.	Self-reported regular magazine readership by gender: NRS 1985-1987	97
6.6.	Self-reported magazine readership by region: NRS 1985-1987	99

CONTENTS (Continued)

Page

LIST OF TABLES (Continued)

Table 6.7.	Self-reported magazine readership by age at contracting: NRS 1985-1987	102
6.8.	Self-reported magazine readership by level of education at contracting: NRS 1986 and 1987	105
6.9.	Self-reported magazine readership by recency of school attendance: NRS 1985	106

LIST OF FIGURES

Figure 2.1.	Ethnicity by recruiting brigades	8
4.1.	Average number of hours per week watching television	34
4.2.	Self-reported television viewing by ethnicity	41
5.1.	Average number of hours per week listening to radio	72
6.1.	Average number of hours per week magazines read	93

FOUR YEARS OF MEDIA HABITS:
IMPLICATIONS FOR U.S. ARMY ADVERTISING TO THE PRIME MARKET

CHAPTER 1. INTRODUCTION

This report is designed to address, at least in part, the general need of the Army to more efficiently and effectively target future advertising with emphasis upon attracting prime or quality recruits. Toward that end, this report analyzes four years of responses to media habits items administered as a part of the New Recruit Survey.

As the title of the survey indicates, the individuals whose responses are included here are those who had already made the decision to enlist and had accessed at the time they completed the survey. While these results may need to be considered within the context of similar responses from a more heterogeneous sample in order to enhance interpretability, an in-depth analysis of responses from those who have already committed themselves to the Army serves a number of purposes.

Perhaps most importantly, this report provides a detailed assessment of which media sources those who eventually enlist in the Army are most likely to be exposed to, particularly the prime youth that the Army may need to devote special efforts toward recruiting. While such post-hoc analyses cannot indicate causality, they can guide the planning of future advertising strategies by identifying those media sources most and/or least likely to be consumed by potential enlistees.

This report can also serve as a valuable resource document. By including data from four years of the New Recruit Survey, these analyses allow one to more easily determine whether patterns and trends observed in one year are true effects or the result of error variance. For example, if, as is frequently the case here, a significant race or gender difference is revealed in all four years, conclusions about those data can much more confidently be drawn and strategies implemented than if that difference were observed in only one year. Further, the interpretability of future reports which may not include data from more than one survey year will be enhanced by having the present report to use for comparative purposes.

Finally, included here is the most recent information available on recruits' media behaviors. Prior to the present report, the most recent one to address these issues was Elig, Weltin, Hertzbach, Johnson, & Gade (1985). Wherever appropriate, comparisons will be made between that earlier report and the present one.

Throughout this report 'prime' recruits refers to male high school seniors or graduates at the time of contracting who scored in Test Score Categories (TSC) I-IIIa on the Armed Forces Qualification Test. Though all recruits are included in the following analyses, this report will attempt to highlight the behaviors of the prime recruits where significant differences emerge.

CHAPTER 2. METHOD

Analytic Focus

The primary purpose of this report is to identify which demographic variables, if any, are significant predictors or indicators of the media behaviors of those youth who eventually enlist in the Army. Toward that end, chi-square tests of significant differences across demographic categories were employed. In the interest of parsimony, each of the four years was treated independently. To facilitate cross-year comparisons, however, analyses are charted such that one can easily view patterns and trends over time.

Given the demographic confounds discussed below, cross-tabulations cannot be taken at face value. That is, data showed that Blacks are more likely to read Ebony magazine than recruits of other ethnic groups and that recruits from the 2nd Brigade (SE) are more likely to read Ebony than recruits from other Brigades and that Black recruits are significantly more likely to come from the Southeast; simple chi-square analyses cannot determine the source of the significance. In such cases, a log-linear technique was used to determine whether or not a significant difference was a true one, or simply the result of one variables' associations with another (Dillon & Goldstein, 1984; Knode & Burke, 1980; Reynolds, 1977).

Respondents

U.S. Army summer accessions who were given the New Recruit Survey in 1984 (n=5917), 1985 (n=7220), 1986 (n=7875), and 1987 (n=3101) were included in the present analyses. Practical constraints prevented a truly random sampling of all summer accessions during those years (Benedict, 1987; Data Recognition Corporation, 1988; Westat, 1984, 1985). However, sampling strategies were designed to enhance generalizability and representativeness, thereby yielding data from which conclusions about the population of U.S. Army recruits who accessed during the summers of 1984-1987 might be drawn.

The demographic characteristics of interest are highly correlated. As noted above, these intercorrelations can lead to misinterpretations unless care is taken in the analysis and interpretation of the data. Table 2.1 reports the distribution of subjects across Test Score Categories (TSCs) by the following demographic indicators: sex, race, region (recruiting brigade), level of education, age at contracting, and term of enlistment. Chi-square tests found significant differences in the distribution of ethnic groups across TSCs. For example, test category 'I & II' consists of 87% - 90% Whites, 6% - 8% Blacks, 1% - 2% Hispanics, and 1% - 2% Others. At the other extreme, the 'below IIIB' category consists of 42% - 54% Whites, 35% - 46%

Table 2.1

Cross-Tabulation of Demographics by TSC: 1984-1987

	I & II				IIIa			
	84 (1841)	85 (2646)	86 (2699)	87 (969)	84 (1266)	85 (1931)	86 (2145)	87 (725)
Sex: ^{a, b, c, d}								
Male	86.91	84.92	91.63	88.34	86.89	80.68	90.35	85.10
Female	13.09	15.08	8.37	11.66	13.11	19.32	9.65	14.90
Race: ^{a, b, c, d}								
White	90.22	87.72	88.03	87.72	79.62	73.80	76.55	74.62
Black	6.63	8.05	7.89	7.02	14.77	19.01	17.39	16.41
Hispanic	1.63	1.36	1.63	2.79	2.45	3.47	3.50	4.69
Other	1.52	2.87	2.45	2.48	3.16	3.73	2.56	4.28
Region: ^{b, c, d}								
NE	23.63	22.83	21.27	17.03	20.46	23.20	19.11	18.62
SE	17.38	16.02	18.53	17.34	21.56	22.06	21.54	17.52
SW	12.38	14.36	15.49	18.37	14.22	13.41	18.04	18.76
MW	29.28	29.86	28.20	29.41	30.17	27.55	27.18	29.38
WEST	17.33	16.93	16.52	17.85	13.59	13.78	14.13	15.72
Education: ^{a, b, c, d}								
post-HS	2.88	6.84	6.00	4.23	0.79	2.23	1.35	10.90
HSDG	87.18	86.85	90.52	56.55	84.04	86.02	91.66	67.59
MHSG	9.94	6.31	3.48	39.22	15.17	11.76	6.99	21.52
Enlistment: ^{a, b, c}								
2 year	15.81	16.02	21.23	20.33	15.24	14.66	19.53	19.45
3 year	39.49	35.68	36.20	33.02	41.94	36.66	35.15	35.86
4 year	44.70	49.30	42.57	45.42	15.48	48.68	45.31	43.31
Age: ^{a, b, c, d}								
17	54.49	46.19	53.80	46.75	55.53	49.92	55.95	51.73
18	21.08	20.33	18.33	21.57	24.04	25.46	24.50	21.57
19	7.12	9.82	7.24	8.67	8.49	8.22	6.95	7.75
20-24	13.64	17.86	15.47	17.54	9.70	12.60	9.75	10.65
25-34	3.67	5.80	5.16	5.47	2.24	3.80	2.85	3.32

^a significant differences across test categories in 1984^b significant differences across test categories in 1985^c significant differences across test categories in 1986^d significant differences across test categories in 1987

Table 2.1 (Continued)
Cross-Tabulation of Demographics by TSC: 1984-1987

	IIIb				below IIIb			
(n)	84 (2121)	85 (2322)	86 (2719)	87 (1140)	84 (689)	85 (91)	86 (312)	87 (176)
Sex:^{a, b, c, d}								
Male	89.20	85.19	95.11	92.98	98.40	100.00	96.79	96.02
Female	10.80	14.81	4.89	7.02	1.60	00.00	3.12	3.98
Race:^{a, b, c, d}								
White	60.91	60.08	58.40	50.00	42.53	53.85	45.83	46.02
Black	32.15	32.52	33.21	40.53	46.44	35.16	43.59	43.75
Hispanic	2.83	3.88	4.49	5.00	5.52	6.59	7.05	6.82
Other	4.10	3.53	3.90	4.47	5.52	4.40	3.53	3.41
Region:^{b, c, d}								
NE	17.26	22.65	19.09	18.86	19.59	28.57	25.32	19.32
SE	25.18	23.51	25.74	25.88	27.14	19.78	23.40	23.30
SW	16.69	15.07	17.84	19.82	16.11	16.48	17.63	25.57
NW	26.83	26.79	26.26	23.95	23.08	27.47	25.00	20.45
WEST	14.05	11.97	11.07	11.49	14.08	7.69	8.65	11.36
Education:^{a, b, c, d}								
post-HS	0.57	1.25	0.81	2.19	0.58	00.00	2.24	1.14
HSDG	87.98	90.35	98.34	68.07	88.24	89.01	96.79	34.09
NHSG	11.46	8.40	0.85	29.74	11.18	10.99	1.11	64.77
Enlistment:^{a, b, c}								
2 year	2.88	1.98	00.00	1.05	0.00	0.00	3.22	1.14
3 year	73.27	76.53	80.06	54.30	89.84	83.52	79.42	44.00
4 year	23.86	21.49	19.94	44.04	10.16	16.48	17.36	54.29
Age:^{a, b, c, d}								
17	47.18	51.51	43.09	38.47	25.40	59.34	10.23	19.54
18	32.20	29.02	30.93	32.22	37.88	26.37	28.71	29.31
19	9.67	9.47	11.01	12.85	18.29	9.89	26.40	19.54
20-24	9.29	8.13	11.71	13.82	16.69	3.30	28.71	28.16
25-34	1.66	1.86	3.25	2.64	1.74	1.10	5.95	3.45

^a significant differences across test categories in 1984

^b significant differences across test categories in 1985

^c significant differences across test categories in 1986

^d significant differences across test categories in 1987

Blacks, 5% - 7% Hispanics, and 3% - 5% Others, with the 'IIIa' and 'IIIb' categories intermediate. This ethnic by TSC distribution virtually parallels the pattern reported by Binkin and Eitelberg (1982) who included entrants from 1953 - 1981 from all services.

Table 2.1 also shows that women are concentrated in the higher test categories, with their proportions dropping from 15% in the 'I & II' category to 0.0% in the 'below IIIb' category. This difference is most likely a result of higher recruiting standards for women. Since women are excluded from certain MOS's, the Army's need for female recruits is lower. Therefore, the Army can be more selective in establishing the enlistment criteria for female recruits.

Further, Table 2.1 shows significant differences by age, with the youngest (i.e. 17-year-old) and older recruits (25-34) being better represented in the higher test categories. These data also reflect regional differences. However, those differences must be considered within the context of the significant race X region interaction $X^2(12)=386.49$; $p<0.0001$) shown in Figure 2.1.

Given recent interest in a more refined, specific identification of Hispanic (Verdugo & Grafton, 1988) and other minority recruits, data in Table 2.2 are presented, which reports the self-identified ethnicity of Hispanic vs non-Hispanic recruits in the 1986 and 1987 surveys. As these items were not included in all four years included here, this more specific indicator of ethnicity could not be utilized throughout.

Data Sources

The majority of the data were extracted from the summer 1984-1987 New Recruit Surveys. These surveys, continuations in an annual series of surveys, assess recruits' media behaviors (prior to enlisting), enlistment motivations, attitudes toward the Army and other branches of the military, and educational and career aspirations. Tables 3.1, 4.1, 5.1, and 6.1 outline which items were included within the 'media' sections of the surveys and allow cross-year comparisons of item inclusion.

Demographic variables included were generated from the MEPRS/REQUEST data of the ORMF files (Benedict, 1987). Though parallel information was available from the survey data on some variables, for consistency with other research products, information from the ORMF was utilized. Thus, the following analyses include: race (POPGRP), gender (XSEX), recruiting brigade (XREGION), age at contracting (XAGECON), and level of education at time of contracting (CONEDRA for 1986 and 1987; HSYEAR for 1984 and 1985). Though the variable 'CONEDRA' is a more accurate assessment of the recruit's level of education when she/he signed the contract, this variable was not included in the 1984 and 1985 surveys. Though somewhat more indirect, for the 1984 and 1985 datasets, the recruit's most recent school

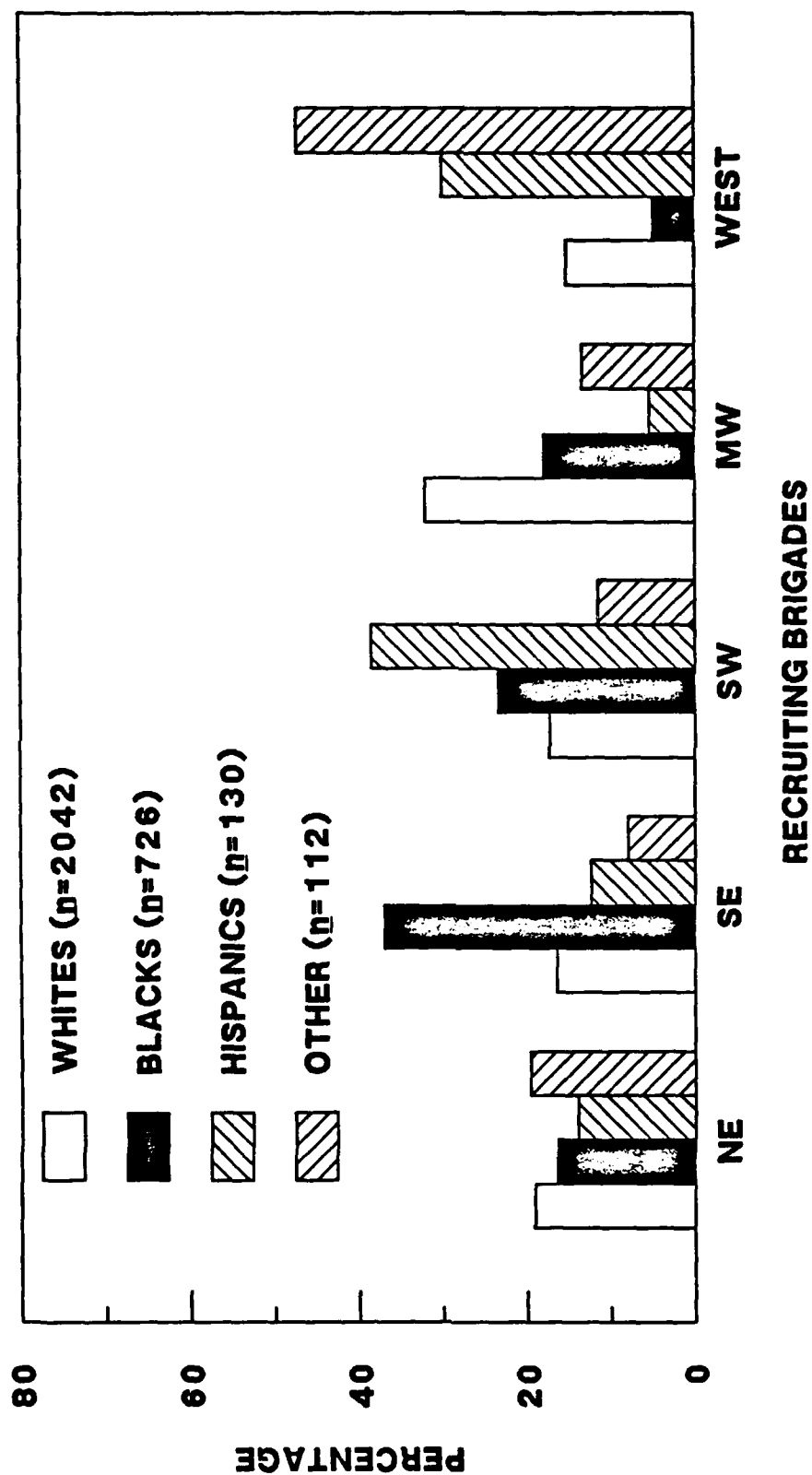
attendance was used. That is, if a recruit who completed the survey in 1984 said she/he left school in 1984, it is assumed that individual was a high school senior or recent graduate at the time of contracting. This measure is not a perfect one, however, since though rather rare, that same individual could have dropped out of school (i.e., left without a diploma) sometime in 1984.

Organization and Interpretation of Tables

The remainder of this report is divided into four sections, corresponding to the four types of media items included in the New Recruit Survey. Chapter 3 includes those items that assess the recruits' 'Recall' of Army advertisements, the source or vehicle of those advertisements, and whether or not the recruit chose to 'Respond' to those advertisements and how. Chapters 4, 5, and 6 include television viewing habits, radio listening habits, and magazine reading habits, respectively. Within each of these chapters, comparisons are made across Test Score Category (TSC), race, sex, region (recruiting brigade), age at contracting, and level of education at contracting.

The tables in this report, as indicated above, were constructed to not only allow the reporting of within-year differences but to facilitate cross-year comparisons. Throughout, column headings should be used to interpret the percents within the tables. For example, the first column of percentages in Table 3.2 should be interpreted as the proportion of recruits who completed the 1984 summer survey who recalled being exposed to Army advertising via the sources listed and how, if at all, they responded to those advertisements. This means, then, that 72.3% of the recruits in the 1984 sample remembered seeing an Army ad on television, while 28.7% (100.0 - 72.3%) did not. Further, 36.5% of the recruits in the 1984 sample indicated that they responded to Army advertising by sending back a card, while 63.5% (100.0 - 36.5) responded in some other way or not at all.

ETHNIC DISTRIBUTION ACROSS REGIONS



Note. NRS87

Figure 2.1. Ethnicity by Recruiting Brigades.

Table 2.2

Cross-Tabulation of Self-Reported Race by Hispanic Identification:
NRS1986^c and NRS1987^d

SELF-REPORTED RACE (n)	Are you of Hispanic background? -----			
	NO		YES	
	86 (6900)	87 (2719)	86 (402)	87 (177)
American Indian or Alaskan Native	68.70	69.70	31.30	30.30
Asian or Pacific Islander	78.33	81.82	21.67	18.18
Black	97.58	96.64	2.42	3.36
White	94.51	93.71	5.49	6.29

^c $\chi^2_{(3)}=244.96$; $p \leq 0.001$

^d $\chi^2_{(3)}=59.99$; $p \leq 0.001$

CHAPTER 3. RECRUITS' RECALL OF AND RESPONSE TO ARMY ADVERTISEMENTS

Tables 3.1 - 3.9 include information relative to recruits' recall of and response to Army advertisements. As table 3.1 outlines, only those items assessing whether or not the recruit remembered being exposed to Army advertising and how, if at all, s/he responded to those ads were included in all four years of the New Recruit Survey reported here. Therefore, further analyses on what they received in response to their card or phone call and which items they valued are not included.

Table 3.2 shows the general frequencies with which recruits reported recalling Army advertisements and how they responded to those ads. These data indicate that most recruits (70% - 83%) indicated having seen an Army ad on television. Indicated to a lesser extent but still indicated by more than half of the recruits were: seeing ads in magazines; hearing them on radio; and seeing them at a recruiting station or at school. Very few indicated having seen an Army ad in the newspaper, either in the classified section or other parts of the newspaper. Of those who responded to those advertisements, most indicated that they did so by 'contacting a recruiter.' 'Sending in a card' was the next most popular option with 'calling a toll free number' the least likely. These findings correspond quite closely with those of Elig et al. (1985).

Table 3.3 reports differences in recall of Army advertisements by Test Score Category (TSC). As was reported in the results of previous New Recruit Survey data (Elig et al., 1985), TSC was significantly related to recall in that high TSC recruits were more likely to report recalling Army advertisements, regardless of source, than low TSC recruits.

Among those who responded to Army ads, high TSCs were slightly more likely to mail back the response card than low TSCs. Low TSCs were more likely to contact a recruiter in response to Army ads than high TSCs. Though these differences were significant, it was not a strong trend across all years included here. However, since a parallel pattern was found by Elig et al. (1985), one could more confidently conclude such differences are real.

Table 3.4 reports analyses of these same items by ethnicity. For each advertising source in which significant ethnic differences emerged, Whites appear more likely than other ethnic groups to report recalling Army advertisements. However, log-linear analyses indicate that these differences are not significant beyond the TSC/race association indicated in Table 2.1. Observed ethnic difference in how recruits reported that

Table 3.1

Media Recall and Advertising Response Questions: NRS 1984-1987

		INCLUDED IN:			
SURVEY QUESTION	LABEL	84	85	86	87
Do you remember seeing, hearing, or receiving any <u>Army</u> advertising or promotional materials before you enlisted? (Mark all that apply)					
Yes or no			X	X	X
On television	TELEVISION	X	X	X	X
In magazines you subscribe to or buy	OWN MAGAZINE	X	X	X	X
In magazines you received at school	SCHOOL MAGAZINE			X	X
On the radio	RADIO	X	X	X	X
Newspaper - Help Wanted Ads	WANT ADS	X	X	X	X
Newspaper - Other	OTHER NEWS	X	X	X	X
In the mail	MAIL	X	X	X	X
In an Army Recruiting Station	RECRUITING STATION	X	X	X	X
At school	SCHOOL	X	X	X	X
From a friend	FRIEND	X	X	X	X
Yes, but none of the above	NONE OF THE ABOVE	X	X	X	X
From relative			X		
Books			X		
Billboards			X		
Contacted by Recruiter (by phone)			X		
Did you ever respond to any of these <u>Army</u> advertisements?					
Yes or no?			X	X	X
How did you respond to these advertisements?					
By sending a card	SEND IN CARD	X	X	X	X
By calling a toll-free number	CALL TOLL FREE	X	X	X	X
By contacting an <u>Army</u> recruiter	CONTACT RECRUITER	X	X	X	X
None of the above	NONE OF THE ABOVE	X	X	X	X

(Table 3.1 continued)

What did you receive when you sent a card in response in an Army ad?

Never sent card		X	X
Never received response		X	X
Letter telling location of recruiting station	LETTER	X	X
Gift of tube socks or wrist band	GIFT	X	X
Poster	POSTER	X	X
Booklet about Army Service	BOOKLET	X	X
Booklet about Army College Fund	ACF BOOKLET	X	X
Bumper Sticker	BUMPER STICKER	X	X
Army Bookcovers	BOOKCOVERS	X	X

What did you receive when you called a toll-free number in response to an Army ad?

Never called		X	X
Never received a response		X	X
Letter telling location of recruiting station	LETTER	X	X
Gift of tube socks or wrist band	GIFT	X	X
Poster	POSTER	X	X
Booklet about Army Service	BOOKLET	X	X
Booklet about Army College Fund	ACF BOOKLET	X	X
Bumper Sticker	BUMPER STICKER	X	X
Army Bookcovers	BOOKCOVERS	X	X

Which of these items did you use or appreciate having?

Did not receive any		X	X
Letter telling me location of recruiting station	LETTER	X	X
Gift of tube socks or wrist band	GIFT	X	X
Poster	POSTER	X	X
Booklet about Army Service	BOOKLET	X	X
Booklet about Army College Fund	ACF BOOKLET	X	X
Bumper Sticker	BUMPER STICKER	X	X
Army Bookcovers	BOOKCOVERS	X	X
None of these items	NONE OF THE ABOVE	X	X

Table 3.2

Self-Reported Recall of and Response to Army Advertising: NRS 1984-1987

(n)	84 (5870)	85 (4152)	86 (7875)	87 (3010)
Do you remember seeing, hearing, or receiving any <u>Army</u> advertising or promotional materials before you enlisted? (Mark all that apply)				
TELEVISION	72.30	83.30	74.10	70.00
OWN MAGAZINE	58.70	71.10	45.20	40.90
SCHOOL MAGAZINE			34.80	30.60
RADIO	52.90	57.80	52.60	48.80
WANT ADS	11.50	11.20	9.40	8.50
OTHER NEWS	11.80	11.10	10.60	8.90
MAIL	52.50	66.30	47.40	44.30
RECRUITING STATION	52.30	64.00	43.90	41.70
SCHOOL	51.60	66.20	44.30	41.40
FRIEND	36.50	37.70	31.60	29.20
NONE OF THE ABOVE	3.30	7.00	2.20	2.40
How did you respond to these advertisements?				
SEND IN CARD	36.50	52.70	23.80	19.60
CALL TOLL FREE	7.30	6.10	3.40	3.10
CONTACT RECRUITER	53.30	74.20	19.60	19.10
NONE OF THE ABOVE	25.40	25.40	7.10	6.70

Table 3.3

Self-Reported Recall of and Response to Army Advertising by TSC:
NRS 1984-1987

(n)	I & II				IIIa			
	84 (1831)	85 (1632)	86 (2657)	87 (955)	84 (1257)	85 (1109)	86 (2086)	87 (714)

Do you remember seeing, hearing, or receiving any
Army advertising or promotional materials before
you enlisted? (Mark all that apply)

TELEVISION ^{a, b, c, d}	82.36	90.32	84.23	81.36	76.45	84.22	75.93	71.85
OWN MAGAZINE ^{a, b, c, d}	70.62	79.47	56.49	54.03	62.93	70.87	45.93	45.24
SCHOOL MAGAZINE ^{c, d}			39.56	36.44			36.67	35.15
RADIO ^{a, b, c, d}	63.63	67.46	63.34	60.63	57.92	56.54	54.65	51.96
WANT ADS ^{a, b, c, d}	14.69	14.28	11.18	9.94	9.94	9.83	9.83	10.08
OTHER NEWS ^{a, b, c, d}	13.82	13.54	12.53	11.10	10.82	10.37	10.83	10.92
MAIL ^{a, b, c, d}	56.64	69.06	51.86	49.21	55.13	65.28	48.71	49.02
RECRUITING STATION ^{a, b, c, d}	56.96	67.59	50.28	50.26	54.73	63.03	45.45	42.58
SCHOOL ^{a, c, d}	55.16	67.34	48.93	44.61	54.42	65.73	46.69	45.80
FRIEND ^{a, b, c, d}	38.89	38.42	33.42	32.36	36.99	38.32	33.56	30.11
NONE OF THE ABOVE	3.15	6.99	2.15	2.30	3.29	9.11	2.16	2.24

How did you respond to these advertisements?

SEND IN CARD ^{b, c, d}	37.30	30.11	25.72	23.33	37.16	35.25	24.16	19.46
CALL TOLL FREE ^a	5.67	5.39	3.18	2.62	7.05	6.79	2.92	2.68
CONTACT RECRUITER ^{c, d}	51.25	73.50	18.00	17.78	52.22	75.88	20.13	17.49
NONE OF THE ABOVE ^{b, d}	29.85	30.06?	5.98	5.54	26.02?	25.38	7.11	7.20

^a significant difference across test categories in 1984

^b significant difference across test categories in 1985

^c significant difference across test categories in 1986

^d significant difference across test categories in 1987

Table 3.3 (continued)

Self-Reported Recall of and Response to Army Advertising by TSC:
NRS 1984-1987

(n)	111b				below 111b			
	84 (2100)	85 (1356)	86 (2635)	87 (1116)	84 (682)	85 (55)	86 (293)	87 (172)

Do you remember seeing, hearing, or receiving any
Army advertising or promotional materials before
you enlisted? (Mark all that apply)

TELEVISION ^{a, b, c, d}	68.33	74.56	64.55	62.37	50.15	70.91	55.97	49.42
OWN MAGAZINE ^{a, b, c, d}	52.71	61.80	35.03	30.11	37.39	60.00	27.99	19.19
SCHOOL MAGAZINE ^{c, d}			30.09	25.45			21.84	12.79
RADIO ^{a, b, c, d}	47.05	47.57	42.28	39.70	33.28	47.27	33.45	28.49
WANT ADS ^{a, b, c, d}	10.76	8.78	7.51	6.36	8.06	7.27	7.17	6.98
OTHER NEWS ^{a, b, c, d}	11.57	8.78	8.69	6.00	9.09	9.09	9.56	7.56
MAIL ^{a, b, c, d}	50.76	63.57	43.34	38.53	41.64	69.09	33.79	35.47
RECRUITING								
STATION ^{a, b, c, d}	50.10	60.99	37.46	34.59	42.23	52.73	32.76	37.21
SCHOOL ^{a, c, d}	50.76	65.04	39.13	37.37	39.30	67.27	31.40	31.40
FRIEND ^{a, b, c, d}	36.38	36.58	29.07	27.15	29.62	30.91	23.55	21.51
NONE OF THE ABOVE	3.31	5.46	11.30	2.24	3.99	5.45	8.89	4.65

How did you respond to these advertisements?

SEND IN CARD ^{b, c, d}	37.30	45.22	21.99	17.23	37.16	58.80	20.21	15.29
CALL TOLL FREE ^a	7.91	6.18	4.14	3.72	9.96	9.76	3.42	3.53
CONTACT RECRUITER ^{c, d}	55.12	73.82	20.11	20.76	55.20	70.73	25.34	22.94
NONE OF THE ABOVE ^{b, d}	23.09	19.74	8.03	7.98	19.26	24.56	8.25	2.35

- ^a significant difference across test categories in 1984
^b significant difference across test categories in 1985
^c significant difference across test categories in 1986
^d significant difference across test categories in 1987

Table 3.4

Self-Reported Recall of and Response to Army Advertising by Ethnic Group:
NRS 1984-1987

(n)	WHITE				BLACK			
	84 (4231)	85 (3103)	86 (5636)	87 (2016)	84 (1292)	85 (800)	86 (1555)	87 (707)
Do you remember seeing, hearing, or receiving any Army advertising or promotional materials before you enlisted? (Mark all that apply)								
TELEVISION ^{a, b, c, d}	75.40	85.05	76.42	73.81	69.93	78.13	65.92	60.82
OWN MAGAZINE ^{a, b, c, d}	62.11	73.35	48.30	46.28	49.15	64.50	35.37	29.00
SCHOOL MAGAZINE ^{c, d}			36.07	32.89			31.32	25.32
RADIO ^{a, b, c, d}	56.75	60.88	56.16	53.92	42.31	49.25	41.48	37.48
WANT ADS ^a	12.20	11.80	9.90	8.98	9.75	9.63	8.36	7.50
OTHER NEWS ^{a, d}	12.20	11.41	10.57	9.72	10.84	10.00	10.61	6.79
MAIL ^{a, b, c, d}	55.12	69.35	49.24	46.58	46.44	78.00	43.79	39.75
RECRUITING STATION ^{a, c, d}	54.27	64.26	45.28	44.94	47.45	63.88	40.32	34.09
SCHOOL ^{a, c}	53.08	65.71	45.56	42.71	47.60	68.75	41.22	38.61
FRIEND ^a	36.92	36.93	31.05	29.46	34.83	40.75	33.50	29.99
NONE OF THE ABOVE	3.17	6.90	2.11	2.43	4.14	7.38	2.70	2.40

How did you respond to these advertisements?

SEND IN CARD ^{a, b}	36.82	53.95	24.31	19.93	36.96	50.76	25.53	20.37
CALL TOLL FREE ^{b, c, d}	6.83	5.49	3.28	2.64	8.56	8.84	4.28	4.88
CONTACT RECRUITER ^c	52.50	73.47	18.61	18.19	55.71	76.52	23.27	21.95
NONE OF THE ABOVE ^{a, b, c, d}	6.65	27.40	6.09	5.53	21.37	18.30	10.45	8.90

^a significant differences by race in 1984

^b significant differences by race in 1985

^c significant differences by race in 1986

^d significant differences by race in 1987

Table 3.4 (continued)

Self-Reported Recall of and Response to Army Advertising by Ethnic Group:
NRS 1984-1987

(n)	HISPANIC				OTHER			
	84 (156)	85 (114)	86 (248)	87 (129)	84 (191)	85 (135)	86 (232)	87 (105)
Do you remember seeing, hearing, or receiving any <u>Army</u> advertising or promotional materials before you enlisted? (Mark all that apply)								
TELEVISION ^{a, b, c, d}	66.67	76.32	74.19	65.12	65.97	79.26	73.71	65.71
OWN MAGAZINE ^{a, b, c, d}	47.44	65.79	40.73	30.23	57.07	64.44	45.69	29.52
SCHOOL MAGAZINE ^{c, d}			31.85	24.81			31.90	29.52
RADIO ^{a, b, c, d}	42.31	53.51	47.18	33.33	49.21	40.74	46.55	44.76
WANT ADS ^a	7.69	7.02	6.45	5.43	10.99	10.37	7.33	8.57
OTHER NEWS ^{a, d}	8.97	7.02	8.47	4.65	12.57	13.33	14.66	13.33
MAIL ^{a, b, c, d}	46.79	47.37	37.10	39.53	39.27	54.07	37.50	38.10
RECRUITING STATION ^{a, c, d}	49.36	63.16	38.71	44.94	44.50	60.00	39.66	34.09
SCHOOL ^{a, c}	51.92	65.79	35.89	39.53	45.03	61.48	42.67	37.14
FRIEND ^a	31.41	36.84	34.47	26.36	42.93	37.78	29.74	22.86
NONE OF THE ABOVE	2.60	1.55	0.40	1.55	2.19	8.89	2.59	2.86
How did you respond to these advertisements?								
SEND IN CARD ^{a, b}	33.12	20.35	18.93	14.73	28.80	24.82	18.53	15.24
CALL TOLL FREE ^{b, c, d}	8.92	3.45	0.82	0.78	6.91	3.96	4.74	3.30
CONTACT RECRUITER ^c	56.05	72.52	20.16	16.28	52.36	77.23	18.10	21.90
NONE OF THE ABOVE ^{a, b, c, d}	22.93	20.35	8.64	10.08	26.84	24.82	6.90	9.62

^a significant differences by race in 1984

^b significant differences by race in 1985

^c significant differences by race in 1986

^d significant differences by race in 1987

they responded to Army ads were also found to be the result of Test Score Category differences through log-linear analyses. Again, these findings corroborate those reported in Elig et al. (1985).

Table 3.5 reports recruits' recall of Army advertising by gender. These data indicate that females were more likely than males to report recalling Army advertisements. However, when considered within the context of the gender/TSC association, log-linear analyses suggest that sex is not a significant predictor of recall of Army ads in most cases. Two exceptions to this finding were responses to the items assessing 'mail' advertisements and 'from a friend.' In these cases, males were more likely than females to recall being exposed to ads from these sources, a difference not a result of TSC. Relative to mail advertising, this difference may simply be a result of males being more likely targets of such unsolicited information. The fact that males were more likely than females to report having received such information from a friend than females may reflect a greater societal expectation for males to join the armed services and thus receive literature from a friend.

Table 3.5 also shows males to be more likely to send back a response card while females were more likely to contact a recruiter. Log-linear analyses indicated this difference was significant beyond any association of gender with TSC, a finding that makes sense when one considers the probability that males were actually more likely to have been exposed to mail advertisements that included response cards.

Table 3.6 compares recall of and response to Army ads across recruiting brigades. To accurately interpret these findings, data were considered in light of both the TSC/ethnicity association and the region/ethnicity association. Log-linear analyses indicated that apparent regional differences are in fact a function of TSC and are not true region or ethnicity effects. Analyses of items assessing responses to Army advertisements revealed the same pattern.

Table 3.7 shows differences on these same items by age. These analyses show older recruits to be more likely than younger recruits to recall having seen Army advertisements in the classified section of the newspaper, perhaps as a result of being more likely to be in the job market and, therefore, having a greater tendency to read that section of the newspaper. In all other cases in which significant differences emerged, younger recruits were more likely to recall Army ads. Log-linear analyses showed that hearing about the Army via 'school magazines,' 'mail,' and from a 'friend' were true age differences, while 'television,' 'radio,' and 'other newspaper' sections were really a result of TSC differences. Elig et al. (1985) reported parallel patterns.

Table 3.5

Self-Reported Recall of and Response to Army Advertising by Gender:
NRS 1984-1987

(n)	MALES				FEMALES			
	84 (5227)	85 (3478)	86 (7098)	87 (2654)	84 (643)	85 (674)	86 (573)	87 (303)

Do you remember seeing, hearing, or receiving any
Army advertising or promotional materials before
you enlisted? (Mark all that apply)

TELEVISION ^{a,c}	71.32	83.44	73.77	69.89	80.56	82.49	78.71	71.29
OWN MAGAZINE ^{a,c,d}	57.59	71.45	44.67	40.05	67.81	69.58	51.13	47.85
SCHOOL MAGAZINE			34.83	30.97			35.08	27.39
RADIO ^{a,c,d}	51.81	57.33	51.86	47.93	62.21	60.09	61.78	56.11
WANT ADS ^{a,c}	11.04	10.98	9.06	8.29	15.24	12.31	13.61	9.90
OTHER NEWS ^b	12.09	11.67	10.57	8.89	9.64	8.01	11.52	9.24
MAIL ^{a,b,c,d}	53.68	69.47	48.51	45.59	42.61	49.70	33.51	33.33
RECRUITING STATION ^a	50.85	63.83	43.63	41.33	64.23	64.99	47.12	45.21
SCHOOL ^a	50.30	66.73	43.98	41.67	62.05	63.20	47.99	38.94
FRIEND ^{a,c}	35.45	38.24	31.15	28.75	45.10	34.87	37.00	33.33
NONE OF THE ABOVE ^b	3.46	6.21	2.33	2.56	2.31	11.28	1.75	0.99

How did you respond to these advertisements?

SEND IN CARD ^{a,c,d}	37.21	54.55	24.29	20.27	30.70	43.00	17.89	14.14
CALL TOLL FREE	7.32	5.92	3.42	3.15	6.82	7.00	3.85	2.63
CONTACT RECRUITER ^{a,c}	52.34	73.05	19.09	18.94	61.09	80.20	25.74	20.73
NONE OF THE ABOVE	25.33	25.42	7.05	6.57	25.86	25.04	7.37	7.57

^a significant difference by gender in 1984

^b significant difference by gender in 1985

^c significant difference by gender in 1986

^d significant difference by gender in 1987

Table 3.6

Self-Reported Recall of and Response to Army Advertising by Region:
NRS 1984-1987

	1st BDE (NE)				2nd BDE (SE)			
(n)	84 (1185)	85 (961)	86 (1541)	87 (541)	84 (1302)	85 (828)	86 (1684)	87 (622)
Do you remember seeing, hearing, or receiving any Army advertising or promotional materials before you enlisted? (Mark all that apply)								
TELEVISION ^{a, b}	72.24	81.89	75.15	72.09	69.35	81.64	72.45	65.59
OWN MAGAZINE ^{a, b, c, d}	61.52	71.18	48.93	45.10	54.76	70.65	43.47	34.41
SCHOOL MAGAZINE ^{c, d}			36.53	34.75			35.45	27.33
RADIO ^{a, b, c, d}	54.51	54.63	53.80	51.02	49.85	55.92	50.59	45.35
WANT ADS ^{a, b, c, d}	14.43	13.32	11.03	9.98	9.91	8.45	6.18	5.31
OTHER NEWS ^{b, c}	11.90	12.38	11.23	9.98	11.21	8.33	9.62	7.40
MAIL ^{a, b, c, d}	49.79	63.27	47.11	43.44	50.77	64.98	47.33	42.28
RECRUITING STATION ^{b, c, d}	54.51	64.52	45.81	46.58	51.54	66.55	42.70	36.66
SCHOOL ^{b, c, d}	52.07	67.85	45.62	45.10	50.92	67.87	44.83	39.07
FRIEND ^{b, c}	36.79	34.86	33.23	30.31	35.71	40.94	33.19	29.74
NONE OF THE ABOVE ^a	3.97	7.49	2.27	2.03	2.72	6.28	1.72	1.61
How did you respond to these advertisements?								
SEND IN CARD ^{c, d}	35.80	50.99	23.73	21.34	40.15	55.91	25.61	19.97
CALL TOLL FREE	6.81	4.80	4.17	3.15	9.35	9.22	3.87	3.57
CONTACT RECRUITER ^{c, d}	56.05	76.84	19.36	18.74	57.09	73.73	22.15	18.67
NONE OF THE ABOVE ^b	24.21	25.62	7.25	6.68	20.43	21.67	7.41	6.33

^a significant differences across regions in 1984

^b significant differences across regions in 1985

^c significant differences across regions in 1986

^d significant differences across regions in 1987

Table 3.6 (continued)

Self-Reported Recall of and Response to Army Advertising by Region:

NRS 1984-1987

(n)	5th BDE (SW)				4th BDE (MW)			
	84 (864)	85 (584)	86 (1313)	87 (573)	84 (1639)	85 (1194)	86 (2080)	87 (795)

Do you remember seeing, hearing, or receiving any
Army advertising or promotional materials before
 you enlisted? (Mark all that apply)

TELEVISION ^{a, b}	69.79	82.36	72.35	70.68	76.33	87.02	75.29	71.95
OWN MAGAZINE ^{a, b, c, d}	55.67	64.04	40.37	35.95	60.77	75.88	45.87	45.91
SCHOOL MAGAZINE ^{c, d}			30.31	26.18			36.59	34.84
RADIO ^{a, b, c, d}	50.35	54.45	46.76	44.33	56.74	63.74	56.35	54.34
WANT ADS ^{a, b, c, d}	9.38	8.39	7.92	6.98	11.84	13.32	11.25	9.69
OTHER NEWS ^{b, c}	11.81	9.08	8.53	8.55	13.00	13.07	12.31	8.93
MAIL ^{a, b, c, d}	51.97	66.95	46.00	40.14	56.86	72.78	51.63	51.45
RECRUITING STATION ^{b, c, d}	48.73	58.22	40.14	39.79	52.72	64.57	46.01	44.28
SCHOOL ^{b, c, d}	47.57	57.88	38.92	38.39	53.69	68.09	46.25	44.28
FRIEND ^{b, c}	34.38	34.42	28.41	26.35	38.80	39.11	32.12	30.94
NONE OF THE ABOVE ^a	5.09	5.31	1.60	1.75	2.25	6.95	2.69	3.40

How did you respond to these advertisements?

SEND IN CARD ^{c, d}	31.91	49.15	22.57	19.08	40.75	56.88	26.25	22.28
CALL TOLL FREE	8.09	5.08	3.60	2.65	6.48	5.83	3.05	3.16
CONTACT RECRUITER ^{c, d}	49.83	74.33	19.51	23.85	51.19	71.40	17.92	18.23
NONE OF THE ABOVE ^b	28.30	29.37	7.81	7.24	24.95	23.52	6.16	5.19

^a significant differences across regions in 1984

^b significant differences across regions in 1985

^c significant differences across regions in 1986

^d significant differences across regions in 1987

Table 3.6 (continued)

Self-Reported Recall of and Response to Army Advertising by Region:
MRS 1984-1987

(n)	6th BDE (WEST)			
	84 (880)	85 (585)	86 (1053)	87 (426)
Do you remember seeing, hearing, or receiving any <u>Army</u> advertising or promotional materials before you enlisted? (Mark all that apply)				
TELEVISION ^{a, b}	71.93	83.63	75.31	69.48
OWN MAGAZINE ^{a, b, c, d}	59.89	73.57	46.91	42.02
SCHOOL MAGAZINE ^{c, d}			33.62	28.17
RADIO ^{a, b, c, d}	50.91	57.01	53.94	46.48
WANT ADS ^{a, b, c, d}	11.36	9.22	10.35	10.80
OTHER NEWS ^{b, c}	10.45	10.44	10.73	10.33
MAIL ^{a, b, c, d}	50.91	58.97	41.22	40.85
RECRUITING STATION ^{b, c, d}	53.30	36.59	43.49	40.85
SCHOOL ^{b, c, d}	51.93	69.14	44.25	38.73
FRIEND ^{b, c}	35.11	38.95	29.53	27.70
NONE OF THE ABOVE ^a	3.68	9.23	2.56	3.05
How did you respond to these advertisements?				
SEND IN CARD ^{c, d}	28.60	44.53	17.77	12.88
CALL TOLL FREE	5.45	4.98	2.48	2.81
CONTACT RECRUITER ^{c, d}	51.31	76.62	19.20	15.69
NONE OF THE ABOVE ^b	32.30	29.97	7.17	9.15

^a significant differences across regions in 1984

^b significant differences across regions in 1985

^c significant differences across regions in 1986

^d significant differences across regions in 1987

Table 3.7

Self-Reported Recall of and Response to Army Advertising by Age at Contracting:
NRS 1984-1987

(n)	17 year old				18 year olds			
	84 (2843)	85 (2065)	86 (3743)	87 (1284)	84 (1608)	85 (1005)	86 (1891)	87 (804)
Do you remember seeing, hearing, or receiving any Army advertising or promotional materials before you enlisted? (Mark all that apply)								
TELEVISION ^{a, c}	76.40	84.46	77.00	71.81	68.22	81.89	72.45	68.78
OWN MAGAZINE ^{a, b, c, d}	64.05	74.48	49.53	43.77	55.97	69.55	41.51	39.05
SCHOOL MAGAZINE ^{c, d}			40.37	35.98			35.11	33.21
RADIO ^{a, c, d}	55.72	59.03	56.67	50.78	50.56	54.63	50.13	47.01
WANT ADS ^{a, b, c, d}	9.85	8.57	8.39	7.32	10.07	9.55	8.51	7.84
OTHER NEWS ^d	11.99	11.33	10.71	8.57	11.38	9.85	9.99	9.33
MAIL ^{a, b, c, d}	59.62	73.66	54.80	50.70	53.54	70.05	48.39	47.39
RECRUITING STATION ^{a, c, d}	54.87	65.13	46.99	44.55	51.93	63.48	42.46	41.42
SCHOOL ^{a, b, c, d}	59.16	73.70	52.15	48.44	51.93	69.25	45.06	44.40
FRIEND ^{a, b, c, d}	38.09	39.13	34.25	32.24	36.07	40.40	33.32	30.72
NONE OF THE ABOVE ^{a, b}	2.29	6.92	2.06	2.34	2.99	5.67	1.85	2.11
How did you respond to these advertisements?								
SEND IN CARD ^{a, b, c, d}	43.80	60.39	29.98	24.80	36.56	54.37	23.18	19.83
CALL TOLL FREE ^{a, d}	6.64	5.79	3.41	3.85	8.19	5.16	3.19	1.50
CONTACT RECRUITER ^{a, c}	52.23	70.09	18.12	16.72	54.31	73.54	19.40	20.70
NONE OF THE ABOVE ^{a, b, c}	23.55	22.79	6.81	6.28	23.60	24.51	6.98	7.73

^a significant differences by age in 1984

^b significant differences by age in 1985

^c significant differences by age in 1986

^d significant differences by age in 1987

Table 3.7 (continued)

Self-Reported Recall of and Response to Army Advertising by Age at Contracting:
NRS 1984-1987

(n)	19 year olds				20-24 year old			
	84 (563)	85 (385)	86 (704)	87 (313)	84 (669)	85 (525)	86 (1006)	87 (437)
Do you remember seeing, hearing, or receiving any Army advertising or promotional materials before you enlisted? (Mark all that apply)								
TELEVISION ^{a, c}	66.79	79.74	69.60	64.22	70.10	83.43	70.18	70.71
OWN MAGAZINE ^{a, b, c, d}	52.93	64.68	40.34	30.99	48.88	68.57	40.85	42.56
SCHOOL MAGAZINE ^{c, d}			34.38	22.36			21.57	20.37
RADIO ^{a, c, d}	50.27	55.58	46.88	39.30	50.82	61.33	48.51	51.26
WANT ADS ^{a, b, c, d}	12.97	13.51	9.23	5.75	18.09	19.81	13.52	12.81
OTHER NEWS ^d	12.08	10.39	10.51	4.47	12.56	12.76	11.73	10.76
MAIL ^{a, b, c, d}	45.12	63.38	46.88	38.34	32.74	46.67	29.42	30.66
RECRUITING STATION ^{a, c, d}	49.38	59.74	40.63	37.70	47.38	64.19	40.26	37.07
SCHOOL ^{a, b, c, d}	45.12	61.04	39.91	33.23	30.94	49.14	26.54	27.69
FRIEND ^{a, b, c, d}	36.59	37.66	28.55	25.56	33.18	30.86	24.35	22.20
NONE OF THE ABOVE ^{a, b}	3.91	7.01	2.56	2.56	6.92	8.57	2.78	3.43
How did you respond to these advertisements?								
SEND IN CARD ^{a, b, c, d}	30.12	42.96	20.29	16.83	16.79	34.12	10.38	10.37
CALL TOLL FREE ^{a, d}	9.63	7.41	3.29	4.21	6.09	7.94	3.49	3.00
CONTACT RECRUITER ^{a, c}	53.65	78.89	23.86	19.74	54.09	85.00	20.06	22.35
NONE OF THE ABOVE ^{a, b, c}	26.62	29.12	6.72	8.41	35.08	34.67	7.99	4.38

^a significant differences by age in 1984

^b significant differences by age in 1985

^c significant differences by age in 1986

^d significant differences by age in 1987

Table 3.7 (continued)

Self-Reported Recall of and Response to Army Advertising by Age at Contracting:
NRS 1984-1987

(n)	25-34 year olds			
	84 (142)	85 (157)	86 (299)	87 (111)

Do you remember seeing, hearing, or receiving any
Army advertising or promotional materials before
you enlisted? (Mark all that apply)

TELEVISION ^{a,c}	69.01	85.35	73.91	73.87
OWN MAGAZINE ^{a,b,c,d}	51.41	63.06	41.14	44.14
SCHOOL MAGAZINE ^{c,d}			11.37	13.51
RADIO ^{a,c,d}	45.77	57.32	46.82	54.95
WANT ADS ^{a,b,c,d}	23.24	21.66	14.05	17.12
OTHER NEWS ^d	7.75	12.10	11.04	16.22
MAIL ^{a,b,c,d}	18.31	21.02	11.71	19.82
RECRUITING STATION ^{a,c,d}	41.55	62.42	35.79	41.44
SCHOOL ^{a,b,c,d}	17.61	17.20	12.71	16.22
FRIEND ^{a,b,c,d}	21.83	24.84	20.40	20.72
NONE OF THE ABOVE ^{a,b}	8.09	11.46	3.01	0.90

How did you respond to these advertisements?

SEND IN CARD ^{a,b,c,d}	8.51	15.00	5.70	2.70
CALL TOLL FREE ^{a,d}	7.09	7.50	5.70	3.60
CONTACT RECRUITER ^{a,c}	58.87	90.00	26.85	20.72
NONE OF THE ABOVE ^{a,b,c}	31.21	23.75	8.42	8.11

^a significant differences by age in 1984

^b significant differences by age in 1985

^c significant differences by age in 1986

^d significant differences by age in 1987

Table 3.8

Recall of and Response to Army Advertising by Level of Education at Contracting:
NRS 1986 and 1987

(n)	Other		SENIOR		HSDG or HIGHER	
	86 (237)	87 (143)	86 (5043)	87 (1856)	86 (2381)	87 (964)
Do you remember seeing, hearing, or receiving any Army advertising or promotional materials before you enlisted? (Mark all that apply)						
TELEVISION ^c	67.93	63.64	76.30	71.08	70.10	68.98
OWN MAGAZINE ^c	41.77	39.16	47.83	41.62	39.73	39.63
SCHOOL MAGAZINE ^{c, d}	25.32	18.18	39.92	35.73	24.99	22.61
RADIO ^{c, d}	45.57	41.26	55.24	49.62	47.67	48.24
WANT ADS ^{c, d}	10.97	11.19	8.41	6.86	11.26	11.10
OTHER NEWS	8.02	8.39	10.65	8.22	10.88	10.37
MAIL ^{c, d}	24.89	27.27	54.06	50.49	35.49	35.06
RECRUITING STATION ^{c, d}	36.71	30.07	46.48	43.78	39.10	39.52
SCHOOL ^{c, d}	24.89	28.67	51.38	48.05	31.08	30.50
FRIEND ^{c, d}	22.78	23.78	34.52	31.68	26.08	25.31
NONE OF THE ABOVE	2.53	2.80	2.10	2.38	2.31	2.39

How did you respond to these advertisements?

SEND IN CARD ^{c, d}	6.75	9.03	29.11	24.25	14.30	12.41
CALL TOLL FREE ^c	0.84	2.78	3.31	3.05	3.98	3.23
CONTACT RECRUITER	16.88	20.14	19.03	18.15	21.07	20.86
NONE OF THE ABOVE	8.44	8.33	6.81	6.82	7.81	6.15

^c significant differences across education levels in 1986

^d significant differences across education levels in 1987

Table 3.9

Self-Reported Recall of and Response to Army Advertising by Recency of School Attendance:
NRS 1984 and 1985

(n)	<u>class of 84</u> (4165)	<u>class of 83</u> (448)	<u>class of 82</u> (246)	<u>before class of 82</u> (1011)
Do you remember seeing, hearing, or receiving any <u>Army</u> advertising or promotional materials before you enlisted? (Mark all that apply)				
TELEVISION	72.63	72.32	73.17	70.92
OWN MAGAZINE ^a	60.43	54.02	50.41	55.69
SCHOOL MAGAZINE				
RADIO	53.01	51.12	56.10	52.72
WANT ADS ^a	9.84	13.84	19.51	15.33
OTHER NEWS	11.64	11.83	14.63	11.87
MAIL ^a	56.73	47.10	39.84	40.63
RECRUITING STATION ^a	53.47	50.89	44.31	50.15
SCHOOL ^a	56.69	40.63	36.18	39.17
FRIEND	36.83	36.16	34.96	35.17
NONE OF THE ABOVE ^a	2.45	4.41	5.49	5.92
How did you respond to these advertisements?				
SEND IN CARD ^a	41.72	26.50	21.46	22.97
CALL TOLL FREE	7.52	6.92	6.07	6.63
CONTACT RECRUITER	52.82	54.46	54.66	54.46
NONE OF THE ABOVE ^a	23.12	30.79	30.45	31.11

^a significant differences across class years

Table 3.9 (continued)

Self-Reported Recall of and Response to Army Advertising by Recency of School Attendance:
NRS 1984 and 1985

	<u>class of 85</u>	<u>class of 84</u>	<u>class of 83</u>	<u>before class of 83</u>
(n)	(3271)	(364)	(249)	(750)
Do you remember seeing, hearing, or receiving any <u>Army</u> advertising or promotional materials before you enlisted? (Mark all that apply)				
TELEVISION	83.63	82.93	78.08	83.67
OWN MAGAZINE ^b	72.88	70.12	64.38	65.93
SCHOOL MAGAZINE				
RADIO	57.08	59.15	60.27	59.50
WANT ADS ^b	8.52	14.94	14.61	20.57
OTHER NEWS	10.71	11.59	11.42	12.40
MAIL ^b	72.94	64.94	52.50	40.66
RECRUITING STATION	64.62	64.02	55.71	64.05
SCHOOL ^b	72.61	64.63	53.42	41.29
FRIEND ^b	39.42	42.68	30.14	29.67
NONE OF THE ABOVE ^b	6.37	8.54	5.94	9.73
How did you respond to these advertisements?				
SEND IN CARD ^b	58.80	45.22	35.25	30.11
CALL TOLL FREE ^b	5.53	5.22	10.07	8.28
CONTACT RECRUITER ^b	71.04	81.30	84.17	83.91
NONE OF THE ABOVE ^b	22.82	30.12	34.86	31.47

^b significant differences across class years

Among those who responded to those ads, older recruits were more likely than younger recruits to call a toll-free number. Younger recruits were more likely than older ones to send back the response card. Log-linear analyses showed the significant age differences relative to tendency to call a recruiter were a function of TSC differences, not true age effects.

Tables 3.8 and 3.9 compare recall and response items across level of education at contracting or recency of school attendance. Those who had already graduated or left school were more likely than others to recall having seen an Army ad in the newspaper, particularly the classified ads. This finding is not surprising since those already out of school, via graduation or otherwise, would be more likely to be seeking work and, therefore, reading the classified ads. Those in school at the time of contracting were more likely to recall hearing about the Army via 'mail,' 'recruiting station,' 'school magazine,' 'school,' and 'from a friend.' Log-linear analyses showed these differences to be a function of age differences, not TSC. The few differences that emerged relative to how recruits responded to these ads followed the same pattern.

From the analyses reviewed in this section, one sees that Army advertising on television is recalled by almost all, that radio and magazines advertising and information available in schools and at recruiting stations are also effective, and that newspapers seem rather ineffective. This pattern of results is corroborated by earlier reports (Elig et al., 1985). Since in general recall of Army advertisements is so strongly associated with TSC, a clear differentiation of the behaviors of the prime recruits is difficult. These results may be more interpretable when considered within the context of differential viewing, listening and reading habits of the primary vs other recruiting markets (see Chapters 4-6).

Further, these data should be complemented by assessments of how recruits came to their enlistment decision and the role that their exposure to Army advertising played in that process. Knowing whether or not the advertisements planted an idea that was not originally there or if the ads only reinforced an existing one may be important in the design and implementation of future Army advertising strategies.

CHAPTER 4. SELF-REPORTED TELEVISION VIEWING HABITS

Tables 4.1 to 4.9 include recruits' self-reports of regular television viewing habits. Unless otherwise noted, these patterns parallel those of Elig et al. (1985). As Table 4.1 outlines, those surveyed were asked what times of day they had been most likely to watch television prior to accession and what types of programs (eg. music/dance shows, comedy, drama, etc.) they most often watched. The 1986 and 1987 surveys assessed the viewing of specific shows in addition to the items indicated for those years on Table 4.1. Those shows are listed in Appendix A. Since these items were not include in all four years included here, and, since a more in-depth analyses of those items has already be conducted (see Benedict, 1988), the present report investigates only those items indicated in Table 4.1.

As Figure 4.1 shows, the largest proportion of recruits indicated that they watched television 6-10 hours per week on the average. Table 4.2 reports the general patterns of television viewing, collapsed across all demographic indicators. As expected, more recruits reported having watched television during the evening hours (both during the week and on the weekend) than any other time. These patterns parallel viewing habits of the general youth population (Elig, 1988). Among the types of programming surveyed, sports -- particularly special sporting events like the Superbowl -- were most popular. Though this finding is most likely influenced by the large number of males included here, it is important to know in planning future Army advertising since it is a predominantly young male market from which the Army must recruit. Those sporting events not particularly popular among these samples, however, were golf, tennis and bowling.

Table 4.3 shows the distribution of viewing habits across test categories. Though several significant differences emerged, log-linear analyses indicate these findings are not entirely as they seem. As in other sections of this report, log-linear analyses were run to investigate the source of significant differences involving TSC, ethnicity, gender or region -- variables known to be significantly associated with other demographic indicators (see Table 2.1 and Figure 2.1). The results of those analyses indicated that ethnicity, not TSC is a more powerful determinant of television viewing.

Given this somewhat unexpected finding, general ethnic differences in viewing behavior were investigated. Figure 4.2 shows significant ethnic differences ($X^2(18)=70.67$; $p<0.0001$) in response to the question, "What was the average number of hours

Table 4.1
NRS 1984-1987 Items Surveying Television Viewing Habits

		Included in:			
ITEM	LABEL	84	85	86	87

When do you regularly watch TV during the week - Mondays through Fridays?					
Mornings (6-9am)	MORNINGS	X	X	X	X
Daytime (9am-4pm)	DAYTIME	X	X	X	X
Late Afternoon (4-8pm)	AFTERNOON	X	X	X	X
Prime Time (8-11pm)	PRIME	X	X	X	X
Late Night (11pm-1am)	LATE NIGHT	X	X	X	X
Overnight (1-6am)	OVERNIGHT	X	X	X	X
I don't regularly watch during week	DON'T WATCH	X	X	X	X
When do you regularly watch TV during the weekend - Saturdays and Sundays?					
Mornings (6am-noon)	MORNINGS	X	X	X	X
Daytime (noon-6pm)	DAYTIME	X	X	X	X
Early Evening (6-7pm)	EARLY EVENING	X	X	X	X
Evening (7-11pm)	EVENINGS	X	X	X	X
Late Night (11pm-1am)	LATE NIGHT	X	X	X	X
Overnight (1-6am)	OVERNIGHT	X	X	X	X
I don't regularly watch during weekend	DON'T WATCH	X	X	X	X
Do you watch any of the following types of programs on TV?					
Sports	SPORTS	X	X		
General Drama	DRAMA	X	X		
Suspense/Mystery Drama	MYSTERY	X	X		
Situation Comedies	COMEDIES	X	X		
Quiz and Game Shows	GAME SHOWS	X	X		
Music Videos	MUSIC VIDEOS		X	X	X
Variety or Talk Shows	VARIETY/TALK	X	X		
Movies on Network TV	NTWK MOVIES	X	X	X	X
Late Night Programming like Saturday Night Live	LATE NIGHT	X			
Nightly Network News	NTWK NEWS	X		X	X
Local News	LOCAL NEWS	X	X		
Soap Operas	SOPA OPERAS	X	X	X	X
Professional Bowling	BOWLING	X	X	X	X
Regular Season NFL Football	NFL FOOTBALL	X	X	X	X
Monday Night NFL Football	MONDAY NFL FOOTBALL	X	X	X	X

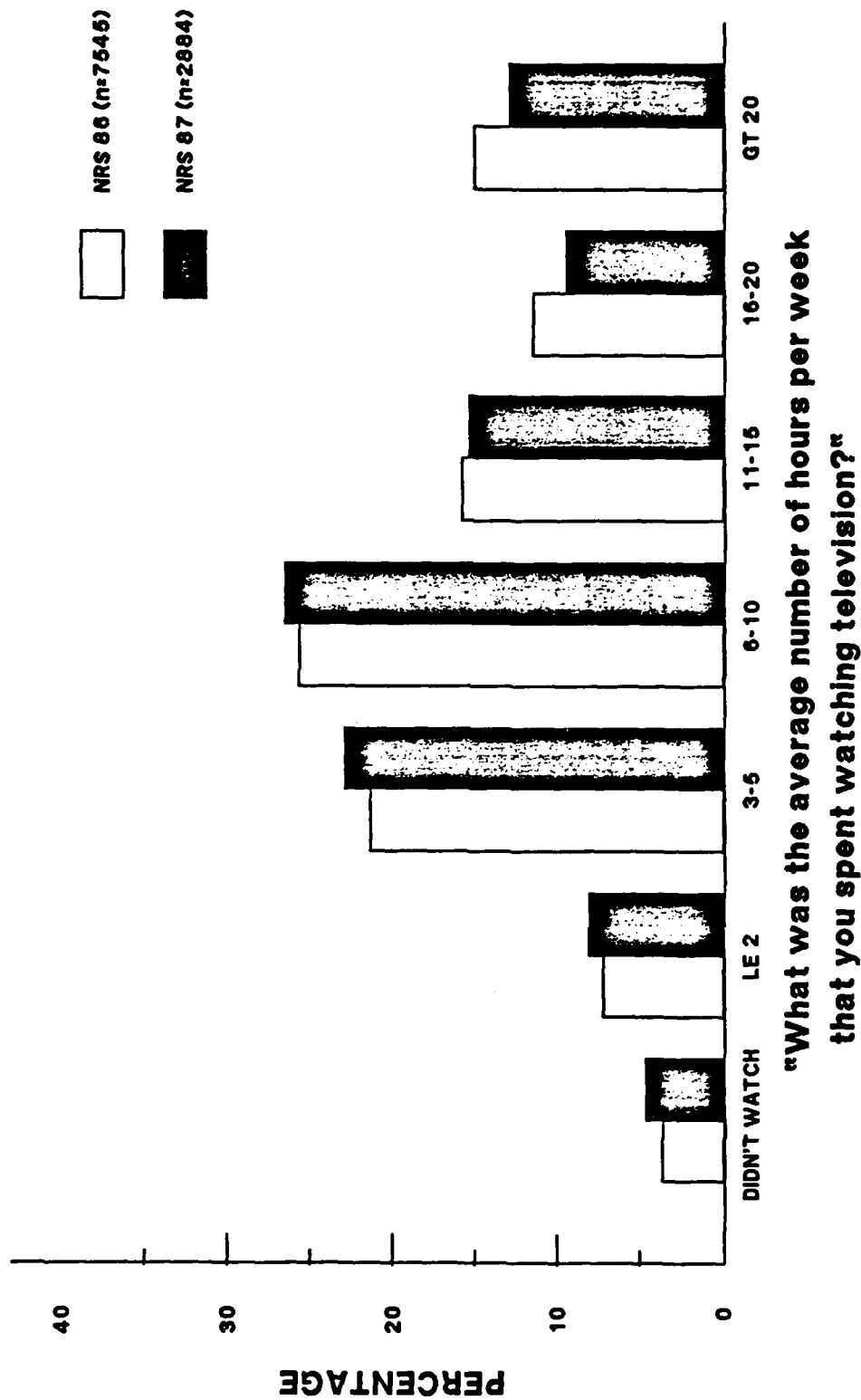
(Table 4.1 continued)

NFL Playoffs	NFL PLAYOFFS	X	X	X	X
Superbowl	SUPERBOWL	X	X	X	X
USFL Spring Season Games	USFL FOOTBALL	X	X		
USFL Monday Night Football	MONDAY USFL FOOTBALL	X	X		
Regular Season College Football	COLLEGE FOOTBALL	X	X		
College Football Bowl Games	COLLEGE BOWLS	X	X		
Major League Baseball - Regular Season	BASEBALL	X	X		
Major League Baseball Playoffs	BASEBALL PLAYOFFS	X	X		
World Series	WORLD SERIES	X	X		
NBA Basketball	NBA BASKETBALL	X	X		
College Basketball	COLLEGE BASKETBALL	X	X		
College Basketball Playoffs	COLLEGE PLAYOFFS				
NHL Hockey	NHL HOCKEY	X	X		
Professional Wrestling	WRESTLING	X	X		
Car Races	CAR RACES	X	X		
Golf Tournaments	GOLF	X	X		
Tennis Tournaments	TENNIS	X	X		
Weekend Sports Shows	WEEKEND SPORTS	X	X		

Which of the following shows do you
watch on cable TV?

Sports Programming	SPORTS	X	X	X	X
Movies without Commercials	MOVIES W/O COMMER.	X	X	X	X
Movies with Commercials	MOVIES W/COMMER.	X	X	X	X
Reruns of old Programs	RERUNS	X	X	X	X
Music Videos	MUSIC VIDEOS	X	X	X	X
MTV	MTV		X	X	X
News	NEWS	X	X	X	X
Other Cable Programming	OTHER	X	X	X	X

MOST RECRUITS REPORT HAVING WATCHED TV 6-10 HRS PER WEEK



Note. NRS86 & NRS87

Figure 4.1. Average number of hours per week watching television

Table 4.2
Self-reported Television Viewing Habits: NRS 1984-1987

LABEL	84	85	86	87
(n)	(1949)	(4659)	(7569)	(2902)

When do you regularly watch TV during the week - Mondays through Fridays?				
MORNINGS	10.10	6.90	9.30	8.30
DAYTIME	18.70	20.00	19.40	16.40
AFTERNOON	26.40	28.10	33.20	32.40
PRIME	49.70	53.20	57.90	56.80
LATE NIGHT	28.40	29.40	31.40	29.30
OVERNIGHT	7.70	7.80	7.40	6.70
DON'T WATCH	14.20	19.00	7.50	6.80
When do you regularly watch TV during the weekend - Saturdays and Sundays?				
MORNINGS	20.80	17.90	25.00	21.80
DAYTIME	24.90	25.00	28.10	25.80
EARLY EVENING	17.90	16.40	18.70	16.10
EVENINGS	35.90	38.40	38.90	37.20
LATE NIGHT	29.50	30.00	32.90	31.00
OVERNIGHT	11.00	11.80	12.10	11.50
DON'T WATCH	18.50	26.30	17.10	16.40
Do you watch any of the following types of programs on TV?				
SPORTS	43.50	46.00		
DRAMA	13.10	13.20		
MYSTERY	24.20	23.10		
COMEDIES	36.80	42.80		
GAME SHOWS	20.90	18.70		
MUSIC VIDEOS			23.30	23.40
VARIETY/TALK	12.90	11.30		
NTWK MOVIES	28.00	49.80	24.30	21.50
LATE NIGHT	32.50			
NTWK NEWS	22.90			
LOCAL NEWS	30.60		24.80	22.90
SOAP OPERAS	18.90	20.10	13.30	13.10
BOWLING	8.50	5.10	2.70	3.20
NFL FOOTBALL	46.30	50.00	50.80	50.40
MONDAY NFL FOOTBAL	45.30	47.20	47.70	48.40
NFL PLAYOFFS	54.30	57.60	58.00	56.30
SUPERBOWL	64.60	69.70	69.90	66.00
USFL FOOTBALL	16.40	13.80		
MONDAY USFL FOOTBAL	15.50	26.10		

(Table 4.2 continued)

COLLEGE FOOTBALL	24.20	30.20
COLLEGE BOWLS	32.90	39.70
BASEBALL	22.60	24.40
BASEBALL PLAYOFFS	32.00	33.00
WORLD SERIES	44.30	47.10
NBA BASKETBALL	28.00	33.30
COLLEGE BASKETBALL	26.90	31.00
COLLEGE PLAYOFFS		
NHL HOCKEY	10.60	12.10
WRESTLING	24.50	32.60
CAR RACES	19.20	22.60
GOLF	6.90	6.80
TENNIS	10.50	10.30
WEEKEND SPORTS	23.60	28.40

Which of the following shows do you
watch on cable TV?

SPORTS	27.90	25.70	17.40	18.30
MOVIES W/O COMMER.	37.90	48.50	31.10	29.70
MOVIES W/COMMER.	22.00	20.80	10.90	10.80
RERUNS	18.70	22.20	11.20	10.70
MUSIC VIDEOS	36.40	29.60	15.60	16.40
MTV		39.50	24.40	24.40
NEWS	21.80	17.00	9.00	8.40
OTHER	20.00	23.00	13.70	13.80

Table 4.3
Self-Reported Television Viewing by TSC: NRS 1984-1987

	I & II				IIIa			
	84	85	86	87	84	85	86	87
(n)	(571)	(1790)	(2633)	(940)	(428)	(1270)	(2066)	(698)

When do you regularly watch TV during
the week - Mondays through Fridays?

MORNINGS ^{a, b, c}	6.13	5.53	7.94	7.87	10.05	6.46	9.34	7.31
DAYTIME ^{b, c, d}	15.76	17.15	16.86	13.51	20.79	20.24	20.18	15.90
AFTERNOON ^{b, c}	26.44	27.71	34.07	32.34	27.80	27.56	35.09	30.80
PRIME ^{a, b, c, d}	54.12	54.30	61.07	61.38	52.80	55.90	60.07	59.03
LATE NIGHT ^b	26.80	30.34	31.11	29.68	27.10	28.35	32.62	29.51
OVERNIGHT ^b	6.65	6.98	6.95	5.53	7.71	7.64	7.16	8.02
DON'T WATCH ^{a, c, d}	18.75	20.50	9.60	8.34	14.32	17.56	6.05	7.49

When do you regularly watch TV during
the weekend - Saturdays and Sundays?

MORNINGS ^{b, c}	19.82	15.05	22.19	19.00	20.00	20.14	25.50	23.61
DAYTIME ^c	26.67	25.01	28.61	25.83	25.35	24.80	28.84	28.33
EARLY EVENING	18.77	16.40	18.47	14.73	16.05	15.80	20.55	19.03
EVENINGS ^c	35.61	37.66	41.00	37.14	33.72	39.49	40.90	38.20
LATE NIGHT ^c	27.19	30.61	33.81	31.06	29.30	29.86	34.71	31.90
OVERNIGHT	10.00	11.70	11.97	10.35	10.47	12.01	12.85	13.30
DON'T WATCH ^{a, b, c, d}	21.79	29.38	19.85	20.63	22.43	24.25	16.32	14.80

Do you watch any of the following types of
programs on TV?

SPORTS ^{a, b}	39.29	42.34			41.00	46.18		
DRAMA ^{a, b}	10.99	11.16			13.35	13.66		
MYSTERY ^{a, b}	21.66	19.58			20.81	23.87		
COMEDIES ^b	38.11	40.48			36.71	44.67		
GAME SHOWS ^{a, b}	16.31	15.06			20.24	21.68		
MUSIC VIDEOS ^{c, d}			18.56	16.90			23.72	21.44
VARIETY/TALK ^{a, b}	12.00	9.83			11.25	12.59		
NTWK MOVIES ^{a, b, c, d}	26.69	48.11	24.59	19.82	27.84	52.95	24.18	21.52
LATE NIGHT	30.71				33.50			
NTWK NEWS	25.24				20.36			
LOCAL NEWS ^{c, d}	28.99		28.08	28.80	31.19		25.82	19.40
SOAP OPERAS ^{b, c, d}	17.79	17.69	10.46	10.68	19.44	20.32	15.20	13.36
BOWLING ^{a, c}	5.50	5.31	1.91	2.48	7.24	4.48	2.66	3.02
NFL FOOTBALL ^{a, c, d}	42.31	46.60	46.46	47.45	44.02	50.94	50.47	42.49
MONDAY NFL FOOTBALL ^{a, c, d}	40.06	44.38	41.82	45.22	42.31	47.24	48.18	41.46

(Table 4.3 continued)

NFL PLAYOFFS ^{a, c, d}	50.48	55.38	54.42	53.99	51.28	58.45	58.20	49.35
SUPERBOWL ^{c, d}	65.17	70.42	68.17	66.37	63.78	68.56	71.30	60.06
USFL FOOTBALL ^{a, b}	11.63	9.93			11.05	13.11		
MONDAY USFL FOOTBALL ^{a, b}	9.05	19.64			11.34	28.74		
COLLEGE FOOTBALL ^{a, b}	20.29	28.44			21.28	30.14		
COLLEGE BOWLS ^a	29.37	39.16			28.39	40.45		
BASEBALL ^a	19.65	23.16			21.03	23.73		
BASEBALL PLAYOFFS	29.28	32.54			28.79	31.53		
WORLD SERIES	44.19	46.61			38.01	48.79		
NBA BASKETBALL	20.26	27.41			20.67	33.22		
COLLEGE BASKETBALL	21.19	27.28			20.93	29.62		
COLLEGE PLAYOFFS ^a								
NHL HOCKEY ^b	10.14	11.95			9.14	11.50		
WRESTLING ^{a, b}	15.19	24.37			21.54	32.87		
CAR RACES ^{a, b}	15.19	17.69			20.21	24.91		
GOLF ^b	6.77	6.94			3.62	5.78		
TENNIS ^{a, b}	9.82	11.28			7.69	8.23		
WEEKEND SPORTS ^{a, b}	18.14	22.80			17.57	28.79		

Which of the following shows do you
watch on cable TV?

SPORTS ^{a, c, d}	22.62	22.68	14.45	16.49	23.66	25.85	17.49	15.16
MOVIES W/O COMMER. ^a	36.60	46.22	31.18	28.25	38.21	50.57	31.78	29.61
MOVIES W/COMMER. ^{a, b, c, d}	18.53	17.03	8.65	8.83	22.56	25.24	12.00	9.38
RERUNS ^{a, c}	16.22	22.15	10.55	10.25	16.33	21.68	10.82	8.10
MUSIC VIDEOS ^{a, b, c, d}	36.64	21.80	10.85	9.42	36.84	33.55	15.57	15.71
MTV ^c		36.80	25.07	26.52		42.86	24.70	25.57
NEWS ^{a, b, c}	19.81	19.00	9.61	10.33	17.05	17.56	8.96	6.21
OTHER ^{a, b, c, d}	16.88	17.97	11.23	10.96	20.00	22.91	14.31	12.82

^a significant difference across test categories in 1984

^b significant difference across test categories in 1985

^c significant difference across test categories in 1986

^d significant difference across test categories in 1987

Table 4.3 (continued)

Self-Reported Television Viewing by TCS: NRS 1984-1987

	111b				below 111b			
	84 (727)	85 (1546)	86 (2581)	87 (1094)	84 (223)	85 (65)	86 (289)	87 (170)
When do you regularly watch TV during the week - Mondays through Fridays?								
MORNINGS ^{a, b, c, d}	11.14	9.06	10.54	8.78	17.04	4.62	11.07	11.81
DAYTIME ^{b, c, d}	20.22	23.02	21.19	18.37	17.04	23.08	31.23	21.18
AFTERNOON ^{b, c}	25.86	29.17	31.23	33.91	25.11	21.54	30.45	28.82
PRIME ^{a, b, c, d}	47.32	50.26	54.40	52.65	40.36	47.69	44.64	48.82
LATE NIGHT ^b	30.40	29.24	30.57	29.07	28.85	27.69	32.18	27.65
OVERNIGHT ^b	7.84	8.86	8.14	6.31	9.87	9.23	7.27	10.00
DON'T WATCH ^{a, c, d}	12.17	18.18	6.64	5.42	8.56	24.60	7.67	4.71
When do you regularly watch TV during the weekend - Saturdays and Sundays?								
MORNINGS ^{b, c}	20.97	19.60	27.15	22.75	24.32	15.38	26.74	24.26
DAYTIME ^c	24.14	25.05	27.85	24.40	22.07	24.62	20.83	23.67
EARLY EVENING	17.79	17.26	17.61	15.50	19.82	10.77	16.67	15.38
EVENINGS ^c	37.10	38.55	36.35	36.15	36.94	33.85	32.99	40.24
LATE NIGHT ^c	31.45	29.85	30.80	30.37	29.28	20.00	30.56	30.77
OVERNIGHT	12.00	11.81	11.75	11.47	11.26	7.69	10.76	10.06
DON'T WATCH ^{a, b, c, d}	15.19	24.01	14.94	14.85	13.12	33.85	16.14	9.47
Do you watch any of the following types of programs on TV?								
SPORTS ^{a, b}	46.11	49.23			51.42	66.67		
DRAMA ^{a, b}	14.14	15.12			15.12	14.71		
MYSTERY ^{a, b}	27.26	26.47			27.94	27.78		
COMEDIES ^b	35.21	43.90			38.83	45.71		
GAME SHOWS ^{a, b}	23.09	20.65			27.49	20.00		
MUSIC VIDEOS ^{c, d}			27.34	29.53			28.21	28.66
VARIETY/TALK ^{a, b}	13.74	12.07			15.42	11.43		
NTWK MOVIES ^{a, b, c, d}	29.42	49.01	24.06	23.15	27.54	52.54	24.36	20.37
LATE NIGHT	32.34				36.06			
NTWK NEWS	23.00				20.57			
LOCAL NEWS ^{c, d}	31.72		20.54	20.61	30.48		25.55	22.09
SOAP OPERAS ^{b, c, d}	20.06	22.97	14.75	15.53	17.31	12.50	14.18	10.98
BOWLING ^{a, c}	11.02	5.31	3.21	4.10	12.38	7.69	6.39	3.09
NFL FOOTBALL ^{a, c, d}	49.03	52.89	54.51	57.26	53.59	56.00	59.12	56.02
MONDAY NFL FOOTBALL ^{a, c, d}	48.74	50.27	52.13	54.42	55.66	48.00	57.72	55.49
NFL PLAYOFFS ^{a, c, d}	57.84	59.41	60.77	61.98	60.95	60.00	64.47	61.21
SUPERBOWL ^{c, d}	65.66	69.89	70.28	68.87	60.87	72.00	73.63	70.00
USFL FOOTBALL ^{a, b}	21.62	18.70			24.64	20.00		

(Table 4.3 continued)

MONDAY USFL FOOTBALL ^{a, b}	19.50	30.74	29.41	50.00
COLLEGE FOOTBALL ^{a, b}	26.97	31.92	33.00	41.38
COLLEGE BOWLS ^a	36.54	39.53	40.89	44.83
BASEBALL ^a	24.41	26.27	29.13	30.00
BASEBALL PLAYOFFS	34.33	34.57	39.11	36.67
WORLD SERIES	47.64	46.46	46.57	43.33
NBA BASKETBALL	34.60	39.40	45.32	63.33
COLLEGE BASKETBALL	31.50	35.63	41.09	53.33
COLLEGE PLAYOFFS ^a				
NHL HOCKEY ^b	12.07	12.33	10.10	20.00
WRESTLING ^{a, b}	32.17	41.75	35.15	46.67
CAR RACES ^{a, b}	21.25	26.59	23.37	23.33
GOLF ^b	8.15	7.34	9.45	6.67
TENNIS ^{a, b}	11.09	10.83	16.34	10.00
WEEKEND SPORTS ^{a, b}	28.86	34.16	35.50	43.33

Which of the following shows do you
watch on cable TV?

SPORTS ^{a, c, d}	31.72	28.65	19.33	21.99	39.25	34.62	25.63	17.58
MOVIES W/O COMMER. ^a	39.10	49.33	30.30	30.88	37.85	50.00	32.14	30.91
MOVIES W/COMMER. ^{a, b, c, d}	23.14	21.08	11.99	12.57	27.65	24.00	13.87	16.56
RERUNS ^{a, c}	21.94	23.10	12.37	12.51	20.28	11.54	10.58	12.96
MUSIC VIDEOS ^{a, b, c, d}	37.05	34.46	20.11	22.33	32.71	42.31	19.42	20.12
MTV ^c		39.70	23.59	22.05		38.46	23.19	22.75
NEWS ^{a, b, c}	24.65	16.06	8.46	7.69	28.11	24.00	9.52	11.04
OTHER ^{a, b, c, d}	23.00	28.59	15.33	16.19	20.38	28.00	16.55	18.40

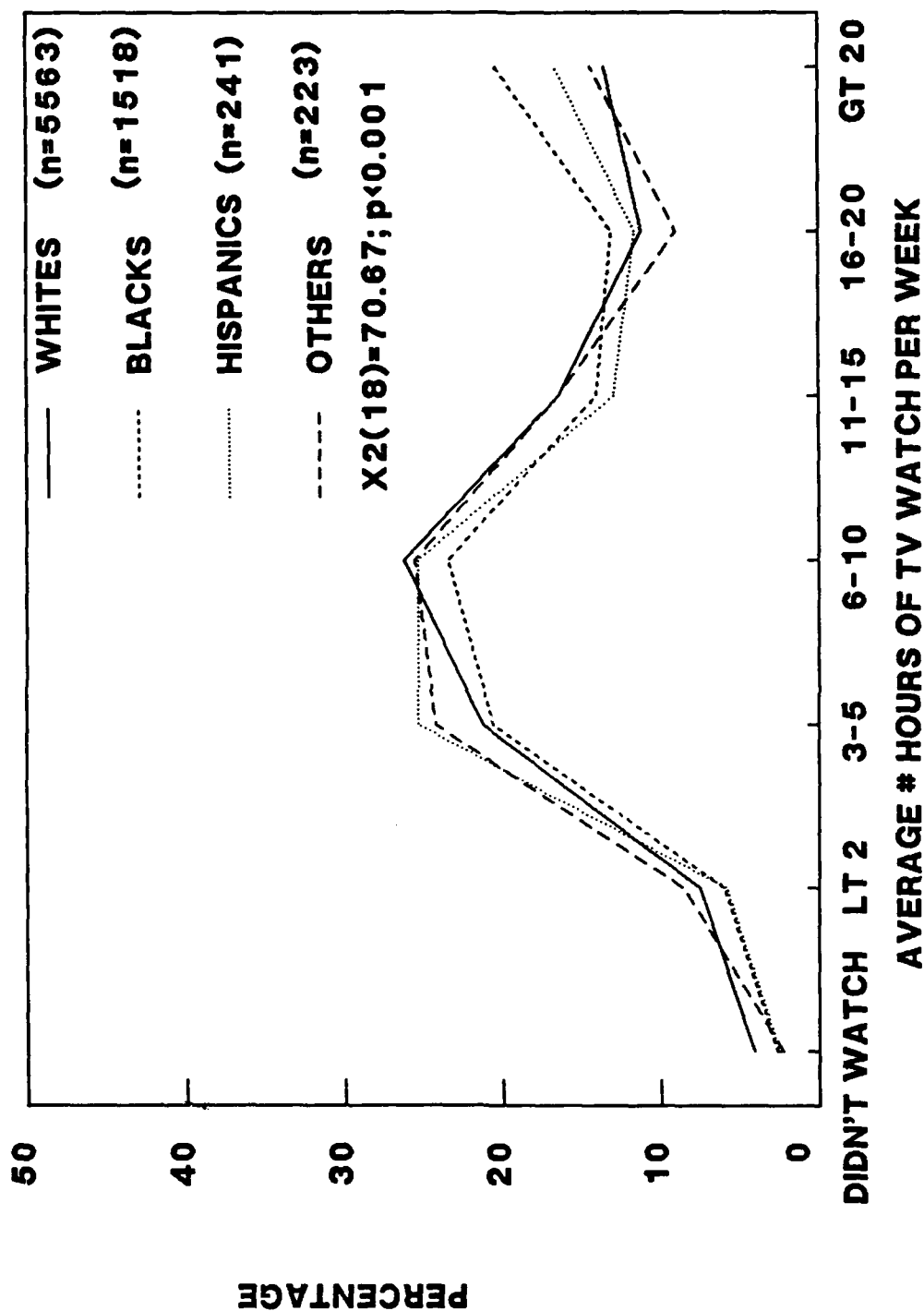
^a significant difference across test categories in 1984

^b significant difference across test categories in 1985

^c significant difference across test categories in 1986

^d significant difference across test categories in 1987

Average Television Viewing by Ethnicity



Source: NRS86

Figure 4.2: Self-reported TV Viewing by Ethnicity

per week that you spent watching television?"¹ This figure shows that Blacks and Hispanics were more likely than other groups to report having watched more than 20 hours of television per week, even though their modal response did not differ substantially from other groups. Further ethnic comparisons must be considered within the context of this pattern.

Table 4.4 outlines differences in TV viewing habits by ethnicity. As should be expected given the results reported in Figure 4.2, where significant differences emerged, Blacks tended to report having watched more television than other ethnic groups. However, it is worth noting that these differences emerge generally in non-prime-time viewing. Significant ethnic differences in weekday prime-time viewing emerged in only one of the four years included here. Therefore, even though significant ethnic differences emerged during non-peak viewing times, the prime-time viewing habits, at least as self-reported by the recruits, does not seem to differ drastically by ethnic group.

Table 4.5 compares TV viewing by gender. These data reveal a greater tendency for females to be watching during weekdays, most likely related to their greater tendency to watch soap operas, the primary type of daytime programming. Males, more so than females, reported watching late night TV during the week as well as on weekends. As might be expected, males reported heavier watching of sports-programming. Females reported a greater tendency to watch dramas and variety or talk shows. Log-linear analyses indicated that these gender differences are beyond any differences in TSC.

Table 4.6 reports regional differences in television viewing habits. Though a review of Table 4.6 indicates a number of significant differences in regional viewing habits, log-linear analyses show the majority of these differences to be the result of the ethnic/regional association reported in Figure 2.1. That is, these regional differences are not significant when considered within the context of this association.

An analysis of age differences in viewing habits is presented in Table 4.7. Where significant differences emerged, younger recruits tended to report being heavier watchers than other recruits. The one exception to this pattern was that older recruits were more likely than younger ones to watch television on weekend evenings.

Tables 4.8 and 4.9 report differences in television viewing habits by level of education or school status at the time of contracting. These tables show that few consistent differences

¹This item was not included in the 1984 and 1985 surveys. The data in Figure 4.2 are from the 1986 survey since data from that year represented the largest number available at the time this report was prepared. Analyses of the available 1987 data reveal a comparable pattern.

Table 4.4

Self-Reported Television Viewing Habits by Race: NRS 1984-1987

	WHITE				BLACK			
	84	85	86	87	84	85	86	87
(n)	(1379)	(3441)	(5583)	(1984)	(47)	(933)	(1522)	(684)

When do you regularly watch TV during
the week - Mondays through Fridays?

MORNINGS ^{a, b, c, d}	8.48	6.04	8.35	7.41	15.08	9.97	12.61	10.82
DAYTIME ^{a, b, c, d}	16.24	16.94	17.70	14.87	26.16	31.62	25.82	22.37
AFTERNOON ^{a, d}	24.95	27.72	33.23	31.00	29.71	27.97	33.51	34.50
PRIME ^a	51.63	53.27	58.12	57.31	42.35	51.45	56.11	55.41
LATE NIGHT ^{b, c, d}	26.76	28.31	30.56	27.92	33.04	34.94	35.15	35.23
OVERNIGHT ^{a, b, c, d}	6.74	7.00	6.50	5.39	11.53	11.68	11.17	11.11
DON'T WATCH ^{a, b}	26.18	19.99	7.98	7.45	9.78	15.33	6.15	5.72

When do you regularly watch TV during
the weekend - Saturdays and Sundays?

MORNINGS ^{a, b, c, d}	18.02	16.45	23.08	19.71	28.38	23.23	31.32	28.11
DAYTIME ^{a, b, c, d}	23.33	23.76	26.81	24.76	29.93	28.06	31.98	29.43
EARLY EVENING	17.22	16.37	18.27	15.51	19.07	16.34	19.17	16.84
EVENINGS ^{a, b}	35.54	37.74	39.07	36.33	33.70	37.96	36.84	37.77
LATE NIGHT ^d	28.27	30.05	32.92	30.47	31.71	30.43	33.62	33.82
OVERNIGHT ^{a, b, c}	9.67	11.53	11.28	11.07	15.30	13.98	15.63	13.62
DON'T WATCH ^{a, b, c, d}	22.01	27.75	18.57	18.57	10.00	22.69	12.63	10.56

Do you watch any of the following types of
programs on TV?

SPORTS ^{a, b}	37.02	41.90			60.78	59.79		
DRAMA ^{a, b}	10.50	10.38			21.73	23.97		
MYSTERY ^{a, b}	20.90	19.71			34.91	35.34		
COMEDIES ^b	34.97	40.17			43.02	50.75		
GAME SHOWS ^{a, b}	17.51	15.53			33.03	30.32		
MUSIC VIDEOS ^{c, d}			19.72	20.04			35.49	33.03
VARIETY/TALK ^{a, b}	11.11	8.58			18.48	21.48		
NTWK MOVIES ^{a, b, c, d}	27.70	48.88	23.57	20.29	29.92	54.57	27.56	25.77
LATE NIGHT ^a	30.71				40.41			
NTWK NEWS ^{a, d}	22.34			21.99	25.65			24.85
LOCAL NEWS ^a	28.12		24.38		40.84		25.67	
SOAP OPERAS ^{a, b, c, d}	15.27	15.59	10.06	10.82	32.89	39.56	26.26	21.07
BOWLING ^{b, c, d}	8.43	4.71	2.68	3.01	10.29	5.37	2.89	3.95
NFL FOOTBALL ^{a, b, c, d}	42.78	47.32	47.35	46.45	60.68	61.11	64.61	63.27
MONDAY NFL ^{a, c, d}	41.57	44.42	43.81	44.24	59.95	58.31	62.20	61.52
NFL PLAYOFFS ^{a, c, d}	51.31	56.06	54.68	52.40	66.93	63.86	70.64	70.24
SUPERBOWL ^{a, c}	63.44	68.79	68.14	63.68	70.21	74.15	77.44	74.55

(Table 4.4 continued)

USFL FOOTBALL ^{a, b, d}	13.52	11.65	27.89	21.22
MONDAY USFL ^{a, b}	12.43	22.61	28.27	38.98
COLLEGE FTBL ^{a, b}	20.15	27.34	42.82	42.51
COLLEGE BOWLS ^a	29.27	37.78	48.16	48.99
BASEBALL	22.29	24.58	24.02	22.92
BASEBALL PLAYOFFS	31.76	32.99	30.67	32.21
WORLD SERIES	44.50	47.67	43.73	43.62
NBA BASKETBALL ^{a, b}	19.56	24.09	62.03	64.97
COLLEGE BKBALL ^{a, b}	19.11	23.45	59.30	60.36
COLLEGE PLAYOFFS				
NHL HOCKEY ^{a, b}	10.96	14.07	10.51	5.41
WRESTLING ^{a, b}	22.05	30.54	34.68	42.35
CAR RACES ^{a, b}	21.33	25.61	12.20	12.05
GOLF ^{a, b}	7.28	7.65	6.45	4.30
TENNIS ^a	9.42	9.58	16.09	12.87
WEEKEND SPORTS ^{a, b}	20.53	26.68	33.60	34.68

Which of the following shows do you
watch on cable TV?

SPORTS ^{a, b, c, d}	23.97	23.43	14.84	15.52	40.46	33.33	27.92	27.61
MOVIES W/O COMM. ^{a, c, d}	36.46	48.49	29.40	27.27	43.95	47.47	38.56	38.91
MOVIES W/COMMER. ^{a, c, d}	21.04	19.77	9.95	9.42	26.40	24.09	15.22	14.58
RERUNS ^{a, c, d}	18.87	21.62	10.18	9.01	20.10	23.86	16.12	16.27
MUSIC VIDEOS ^{a, b, c, d}	36.17	26.48	12.15	11.85	39.54	40.29	28.10	29.35
MTV ^{b, c, d}		42.77	26.10	26.89		30.64	17.93	18.01
NEWS ^{a, c}	20.57	16.93	8.59	7.49	27.47	19.13	10.14	9.70
OTHER ^{a, b, c, d}	18.38	20.33	12.13	11.12	26.67	32.68	20.27	22.39

^a significant difference across racial groups in 1984

^b significant difference across racial groups in 1985

^c significant difference across racial groups in 1986

^d significant difference across racial groups in 1987

Table 4.4 (continued)

Self-Reported Television Viewing Habits by Race: NRS 1984-1987

	HISPANIC				OTHER			
(n)	84 (47)	85 (138)	86 (240)	87 (129)	84 (72)	85 (159)	86 (224)	87 (105)

When do you regularly watch TV during
the week - Mondays through Fridays?

MORNINGS ^{a, b, c, d}	4.26	11.59	11.25	8.53	13.89	4.04	12.50	7.62
DAYTIME ^{a, b, c, d}	12.77	20.29	18.33	14.73	22.22	18.24	19.20	7.62
AFTERNOON ^{a, d}	40.43	31.16	34.58	44.19	23.61	33.33	30.36	29.52
PRIME ^a	51.06	54.35	58.75	58.14	58.33	61.64	63.39	54.29
LATE NIGHT ^{b, c, d}	31.91	26.09	29.17	25.58	27.78	23.27	28.57	20.95
OVERNIGHT ^{a, b, c, d}	6.38	4.35	6.25	4.65	2.78	5.66	6.25	4.76
DON'T WATCH ^{a, b}	8.51	15.94	7.98	3.88	8.33	21.38	5.83	5.83

When do you regularly watch TV during
the weekend - Saturdays and Sundays?

MORNINGS ^{a, b, c, d}	23.40	18.25	25.74	25.00	24.66	18.99	27.68	17.14
DAYTIME ^{a, b, c, d}	21.28	26.28	31.65	29.69	26.03	32.28	30.80	16.19
EARLY EVENING	23.40	15.33	22.36	21.09	20.55	19.62	21.43	16.19
EVENINGS ^{a, b}	46.81	41.61	42.19	46.19	49.32	52.53	43.75	43.81
LATE NIGHT ^d	40.43	29.93	29.11	32.03	31.51	26.58	31.70	20.95
OVERNIGHT ^{a, b, c}	14.89	8.03	9.70	9.38	6.85	6.96	10.71	7.62
DON'T WATCH ^{a, b, c, d}	12.77	20.44	14.89	13.28	8.22	20.25	12.27	17.14

Do you watch any of the following types of
programs on TV?

SPORTS ^{a, b}	60.47	54.69			50.00	45.71		
DRAMA ^{a, b}	9.09	9.52			12.50	13.04		
MYSTERY ^{a, b}	27.91	23.44			21.31	24.29		
COMEDIES ^b	47.62	45.31			26.76	50.70		
GAME SHOWS ^{a, b}	17.78	15.87			13.89	21.43		
MUSIC VIDEOS ^{c, d}			26.29	20.49			26.70	27.27
VARIETY/TALK ^{a, b}	8.89	14.29			13.89	7.14		
NTWK MOVIES ^{a, b, c, d}	23.91	47.58	21.88	17.21	24.59	43.66	23.04	22.22
LATE NIGHT ^a	23.40				28.07			
NTWK NEWS ^{a, d}	23.40			18.18	18.64			32.32
LOCAL NEWS ^a	27.08		27.83		23.33		26.58	
SOAP OPERAS ^{a, b, c, d}	10.64	13.33	10.62	10.48	18.64	22.54	10.60	8.16
BOWLING ^{b, c, d}	2.13	7.14	2.69	4.96	5.00	11.27	2.75	1.04
NFL FOOTBALL ^{a, b, c, d}	38.30	43.10	49.14	46.77	42.11	53.42	43.30	45.10
MONDAY NFL ^{a, c, d}	39.13	44.07	48.05	44.63	41.38	50.68	44.39	44.12
NFL PLAYOFFS ^{a, c, d}	48.94	54.24	59.21	54.47	47.37	61.64	52.47	46.53
SUPERBOWL ^{a, c}	60.42	66.10	67.25	60.48	57.89	69.86	64.84	60.20
USFL FOOTBALL ^{a, b, d}	12.77	13.56			10.71	23.61		

(Table 4.4 continued)

MONDAY USFL ^{a, b}	11.11	27.87	11.86	23.19
COLLEGE FTBL ^{a, b}	9.09	22.95	10.34	24.64
COLLEGE BOWLS ^a	20.93	30.51	27.12	32.35
BASEBALL	26.09	32.76	17.45	23.19
BASEBALL PLAYOFFS	35.56	45.61	43.10	27.94
WORLD SERIES	44.44	59.32	44.07	44.93
NBA BASKETBALL ^{a, b}	16.28	40.68	16.67	40.58
COLLEGE BKBALL ^{a, b}	6.98	24.14	17.54	23.88
COLLEGE PLAYOFFS				
NHL HOCKEY ^{a, b}	4.76	7.14	6.78	11.76
WRESTLING ^{a, b}	26.19	27.12	16.67	23.53
CAR RACES ^{a, b}	18.60	18.64	15.52	20.29
GOLF ^{a, b}	0.00	3.51	5.71	4.35
TENNIS ^a	4.55	12.07	5.71	10.14
WEEKEND SPORTS ^{a, b}	29.55	41.67	26.79	23.19

Which of the following shows do you
watch on cable TV?

SPORTS ^{a, b, c, d}	35.42	24.14	13.68	15.45	27.87	35.62	13.24	12.96
MOVIES W/O COMM. ^{a, c, d}	29.17	41.38	27.85	21.31	40.00	60.81	26.82	25.69
MOVIES W/COMMER. ^{a, c, d}	14.89	20.69	8.51	9.76	20.97	25.00	8.14	13.21
RERUNS ^{a, c, d}	8.51	29.82	10.30	10.66	11.86	20.27	6.36	7.55
MUSIC VIDEOS ^{a, b, c, d}	28.26	24.14	14.10	15.32	26.67	43.84	19.46	17.76
MTV ^{c, d}		28.07	24.79	20.16		45.95	24.55	24.30
NEWS ^{a, c}	10.64	24.56	9.40	12.90	23.33	20.55	12.73	11.11
OTHER ^{a, b, c, d}	13.13	22.41	10.68	11.20	19.67	31.08	10.96	11.32

^a significant difference across racial groups in 1984

^b significant difference across racial groups in 1985

^c significant difference across racial groups in 1986

^d significant difference across racial groups in 1987

Table 4.5
Self-Reported Television Viewing by Gender: NRS 1984-1987

	MALES				FEMALES			
(n)	84 (1743)	85 (3914)	86 (7003)	87 (2602)	84 (206)	85 (757)	86 (566)	87 (300)
When do you regularly watch TV during the week - Mondays through Fridays?								
MORNINGS ^c	10.33	7.10	9.58	8.49	8.25	6.08	6.18	6.33
DAYTIME ^{a, b, c, d}	16.41	16.43	17.38	14.76	37.86	38.57	44.35	30.33
AFTERNOON	26.68	28.26	33.37	32.48	23.79	27.08	31.63	31.33
PRIME	50.26	52.89	57.93	56.46	45.15	54.95	57.42	59.67
LATE NIGHT ^{a, b, c, d}	30.12	30.74	32.14	30.17	13.59	22.46	21.91	21.67
OVERNIGHT ^{b, c, d}	8.03	8.28	7.61	6.99	4.85	5.42	5.12	4.00
DON'T WATCH ^a	13.26	19.44	7.55	6.76	22.33	16.64	7.55	7.38
When do you regularly watch TV during the weekend - Saturdays and Sundays?								
MORNINGS	20.39	18.28	25.13	21.78	24.27	16.20	22.83	22.26
DAYTIME ^{a, b, c, d}	25.67	26.04	28.74	26.45	18.47	19.52	20.35	19.93
EARLY EVENING	18.04	16.41	18.60	16.31	16.99	16.60	19.65	14.29
EVENINGS ^{b, c}	35.78	36.79	38.36	36.66	36.89	46.75	44.96	41.86
LATE NIGHT ^{a, b, c, d}	30.50	30.98	33.42	31.84	20.87	24.97	26.55	23.59
OVERNIGHT ^{b, c, d}	11.26	12.60	12.38	12.03	8.74	7.44	8.50	6.64
DON'T WATCH ^{a, c, d}	17.56	25.73	16.42	15.66	26.34	29.08	25.32	22.64
Do you watch any of the following types o. programs on TV?								
SPORTS ^{a, b}	46.58	51.78			18.54	17.56		
DRAMA ^{a, b}	11.13	9.60			29.27	30.43		
MYSTERY ^{a, b}	22.90	21.41			35.12	31.23		
COMEDIES ^b	36.65	41.54			38.05	48.74		
GAME SHOWS ^b	20.49	16.33			24.76	30.28		
MUSIC VIDEOS			23.00	22.99			26.93	26.58
VARIETY/TALK ^{a, b}	12.62	9.78			14.71	18.67		
NTWK MOVIES	27.51	49.24	24.21	21.04	31.25	52.48	25.27	25.52
LATE NIGHT	33.05				28.13			
NTWK NEWS ^d	22.51			22.93	26.01			22.30
LOCAL NEWS	29.98		24.70		34.84		26.22	
SOAP OPERAS ^{a, b, c, d}	13.35	13.75	10.26	9.38	59.73	54.44	50.27	44.00
BOWLING ^{a, c, d}	9.35	5.42	2.90	3.35	2.68	3.44	0.55	2.37
NFL FOOTBALL ^{a, c}	49.60	55.40	53.36	53.85	22.32	20.57	18.82	21.14
MONDAY NFL FOOTBAL ^{a, c}	48.60	53.17	50.06	51.66	20.98	15.06	18.13	20.20
NFL PLAYOFFS ^{a, b, c, d}	57.81	63.54	60.52	60.11	29.02	25.93	27.09	23.57
SUPERBOWL ^{a, b, c, d}	68.16	74.97	72.26	69.85	38.01	41.60	40.86	32.88
USFL FOOTBALL ^{a, b}	17.50	15.27			8.41	6.25		
MONDAY USFL FOOTBAL ^{a, b}	16.83	29.59			5.88	9.64		

(Table 4.5 continued)

COLLEGE FOOTBALL ^{a, b}	26.43	34.67	7.69	9.41
COLLEGE BOWLS ^{a, b}	35.87	45.36	10.86	13.33
BASEBALL ^{a, b}	24.00	27.11	12.33	11.96
BASEBALL PLAYOFFS ^{a, b}	34.09	36.81	16.36	15.31
WORLD SERIES ^{a, b}	47.24	52.13	22.73	23.60
NBA BASKETBALL ^{a, b}	29.82	36.32	14.61	19.44
COLLEGE BASKETBALL ^{a, b}	28.87	33.94	11.87	17.35
COLLEGE PLAYOFFS				
NHL HOCKEY ^{a, b}	11.66	13.51	2.74	5.38
WRESTLING ^{a, b}	25.86	35.91	14.61	17.47
CAR RACES ^{a, b}	21.01	26.11	5.94	6.11
GOLF ^{a, b}	7.50	7.84	2.28	1.79
TENNIS	10.53	10.60	10.45	9.04
WEEKEND SPORTS ^{a, b}	24.78	31.08	14.68	15.60

Which of the following shows do you
watch on cable TV?

SPORTS ^{a, b, c, d}	29.99	28.01	18.33	19.77	12.16	13.51	5.37	5.39
MOVIES W/O COMMER. ^a	38.57	49.19	18.85	30.23	33.18	44.99	19.86	25.25
MOVIES W/COMMER.	21.90	20.29	10.74	10.53	22.77	23.34	12.75	13.13
RERUNS ^c	18.46	21.89	10.97	10.91	20.09	23.92	14.54	9.12
MUSIC VIDEOS ^{b, c}	35.82	29.78	15.34	15.85	40.44	28.45	18.72	20.88
MTV ^c		40.13	24.69	24.24		36.10	20.79	24.32
NEWS ^c	22.14	17.52	9.18	8.58	19.64	18.39	7.36	6.76
OTHER	19.55	22.64	13.64	13.78	23.56	25.14	13.85	13.85

^a significant difference by gender in 1984

^b significant difference by gender in 1985

^c significant difference by gender in 1986

^d significant difference by gender in 1987

Table 4.6
Self-reported Television Viewing by Region: NRS 1984-1987

	1st BDE (NE)				2nd BDE (SE)			
	84 (396)	85 (1024)	86 (1521)	87 (534)	84 (440)	85 (968)	86 (1648)	87 (610)
When do you regularly watch TV during the week - Mondays through Fridays?								
MORNINGS	11.36	6.54	9.07	6.93	9.55	7.64	10.38	9.18
DAYTIME ^{a, b, c, d}	13.13	19.34	18.15	16.67	20.23	23.66	20.08	17.54
AFTERNOON ^{b, c}	22.22	25.68	33.66	35.39	30.23	31.40	35.38	30.00
PRIME ^{a, b, c}	44.44	50.39	56.67	59.55	55.68	56.10	60.92	59.67
LATE NIGHT ^{b, c, d}	30.56	31.45	36.62	33.33	29.32	29.75	30.76	29.84
OVERNIGHT ^{b, c, d}	8.84	8.40	8.28	10.11	7.50	8.16	8.86	7.05
DON'T WATCH ^{a, b}	17.42	19.53	7.41	7.33	9.58	14.88	6.71	5.10
When do you regularly watch TV during the weekend - Saturdays and Sundays?								
MORNINGS ^{c, d}	20.65	18.07	25.34	21.80	21.41	19.98	27.81	26.23
DAYTIME ^c	23.93	23.93	27.58	25.57	22.32	25.36	29.93	24.92
EARLY EVENING	16.37	15.14	18.65	18.23	20.05	17.39	19.43	14.43
EVENINGS ^{a, b, c}	33.00	33.50	38.94	40.41	37.36	39.86	41.83	39.02
LATE NIGHT ^{c, d}	29.97	29.59	35.98	35.71	30.52	29.81	35.40	31.64
OVERNIGHT ^{c, d}	11.84	13.09	13.13	16.92	11.85	11.39	14.45	10.49
DON'T WATCH ^{b, c, d}	21.27	29.98	17.12	17.74	15.30	23.91	14.35	12.03
Do you watch any of the following types of programs on TV?								
SPORTS	42.19	46.68			47.89	48.95		
DRAMA	13.61	12.25			15.11	16.70		
MYSTERY ^{a, b}	23.36	23.37			31.98	28.39		
COMEDIES ^a	37.73	43.64			43.44	46.35		
GAME SHOWS	19.95	19.29			27.04	18.92		
MUSIC VIDEOS ^c			22.27	25.73			29.56	25.30
VARIETY/TALK	8.36	12.33			17.69	10.94		
NTWK MOVIES ^a	27.15	45.79	24.16	20.86	33.25	55.26	26.47	25.70
LATE NIGHT	33.61				34.21			
NTWK NEWS	25.56		23.84		22.30			20.71
LOCAL NEWS	28.69		27.85	23.84	32.21		24.90	20.77
SOAP OPERAS ^{a, b, c, d}	18.68	18.87	11.83	12.65	19.33	24.82	15.84	14.73
BOWLING ^{b, c}	8.33	3.43	3.08	4.18	7.19	4.25	2.39	3.01
NFL FOOTBALL ^c	46.85	49.46	49.49	49.33	51.54	56.78	56.87	54.87
MONDAY NFL FOOTBAL ^{b, c, d}	42.54	45.14	47.30	46.92	51.90	53.24	53.05	51.52
NFL PLAYOFFS ^c	52.63	53.60	57.47	56.56	60.48	62.65	63.04	59.46
SUPERBOWL ^c	63.71	67.68	70.55	67.76	70.41	73.82	73.42	67.85
USFL FOOTBALL ^{a, b}	13.97	11.35			20.63	18.08		
MONDAY USFL FOOTBAL	13.97	23.69			19.52	32.45		

(Table 4.6 continued)

COLLEGE FOOTBALL ^{a, b}	23.89	27.62	31.89	37.75
COLLEGE BOWLS ^{a, b}	32.13	36.62	39.81	47.32
BASEBALL ^{a, b}	23.55	25.30	24.40	20.27
BASEBALL PLAYOFFS ^{a, b}	38.89	34.07	31.59	29.78
WORLD SERIES ^{a, b}	51.53	46.61	44.05	46.44
NBA BASKETBALL ^{a, b}	26.89	34.21	37.47	40.67
COLLEGE BASKETBALL ^{a, b}	25.42	29.03	39.00	41.15
COLLEGE PLAYOFFS				
NHL HOCKEY ^{a, b}	19.10	22.98	8.65	7.13
WRESTLING ^{a, b}	27.61	34.52	28.40	38.94
CAR RACES ^a	18.72	21.89	20.09	21.88
GOLF	5.88	7.06	7.18	6.08
TENNIS ^a	10.39	10.44	14.08	11.04
WEEKEND SPORTS	23.45	31.27	28.13	31.57

Which of the following shows do you
watch on cable TV?

SPORTS ^{b, c, d}	29.53	24.36	18.42	20.76	30.81	28.71	21.01	21.91
MOVIES W/O COMMER. ^{b, c, d}	36.03	44.71	32.84	33.40	41.49	56.00	33.50	32.44
MOVIES W/COMMER. ^{b, c, d}	23.64	20.55	10.49	12.48	23.40	24.35	12.62	12.44
RERUNS ^{c, d}	15.45	22.75	11.84	12.69	20.80	21.19	12.26	12.31
MUSIC VIDEOS ^{a, b, c, d}	34.16	26.34	14.52	16.48	39.95	36.17	20.08	20.33
MTV ^{c, d}		37.73	24.54	29.14		40.52	23.62	23.36
NEWS ^{a, c, d}	21.92	16.42	8.63	11.52	23.22	17.86	8.75	7.28
OTHER ^{c, d}	18.18	22.57	13.05	18.23	22.49	27.08	15.91	15.10

- ^a significant difference across regions in 1984
^b significant difference across regions in 1985
^c significant difference across regions in 1986
^d significant difference across regions in 1987

Table 4.6 (continued)

Self-reported Television Viewing by region: NRS 1984-1987

(n)	5th BDE (SW)				4th BDE (MW)			
	84 (301)	85 (687)	86 (1287)	87 (564)	84 (546)	85 (1331)	86 (2067)	87 (779)
When do you regularly watch TV during the week - Mondays through Fridays?								
MORNINGS	12.29	8.01	9.63	8.87	8.79	6.46	8.85	8.73
DAYTIME ^{a, b, c, d}	22.26	21.40	21.37	18.79	20.70	19.31	20.03	17.20
AFTERNOON ^{b, c}	27.57	31.44	33.18	32.27	26.19	25.24	30.58	30.68
PRIME ^{a, b, c}	48.50	51.09	59.21	56.21	47.44	51.84	54.96	53.79
LATE NIGHT ^{b, c, d}	28.34	27.07	29.76	31.74	28.57	32.01	32.08	27.86
OVERNIGHT ^{b, c, d}	9.63	7.71	5.44	5.67	7.14	8.34	8.03	6.29
DON'T WATCH ^{a, b}	12.62	20.23	7.29	7.16	14.76	19.91	8.28	6.56
When do you regularly watch TV during the weekend - Saturdays and Sundays?								
MORNINGS ^{c, d}	22.33	18.07	24.65	18.83	19.08	19.98	21.43	18.58
DAYTIME ^c	25.67	24.13	30.95	28.60	27.89	26.00	27.19	26.58
EARLY EVENING	18.00	18.31	19.83	18.29	17.25	15.98	17.64	14.45
EVENINGS ^{a, b, c}	36.00	41.13	36.80	37.83	33.21	37.38	36.50	34.06
LATE NIGHT ^{c, d}	28.33	29.22	30.56	31.62	31.01	31.57	33.45	28.39
OVERNIGHT ^{c, d}	10.67	10.17	10.58	10.66	11.74	12.89	12.60	12.39
DON'T WATCH ^{b, c, d}	17.67	24.13	16.41	17.71	17.50	26.07	18.10	17.66
Do you watch any of the following types of programs on TV?								
SPORTS	43.60	44.38			42.11	45.29		
DRAMA	12.46	14.16			14.04	12.13		
MYSTERY ^{a, b}	22.46	26.35			20.72	20.51		
COMEDIES ^a	36.40	43.59			34.48	42.18		
GAME SHOWS	20.56	18.52			19.63	19.76		
MUSIC VIDEOS ^c			22.51	22.68			21.67	21.19
VARIETY/TALK	15.47	13.79			11.82	11.61		
NTWK MOVIES ^a	24.72	52.36	25.77	20.79	27.78	49.54	23.23	21.27
LATE NIGHT	25.83				34.17			
NTWK NEWS	19.49				21.26			
LOCAL NEWS	29.93		24.90	25.24	29.92		23.24	21.74
SOAP OPERAS ^{a, b, c, d}	17.28	19.67	15.22	15.86	21.00	21.39	13.55	12.52
BOWLING ^{b, c}	9.26	4.32	2.65	3.41	9.50	6.69	3.06	3.30
NFL FOOTBALL ^c	44.69	46.45	53.33	52.53	44.34	47.33	48.02	48.95
MONDAY NFL FOOTBAL ^{b, c, d}	46.69	45.45	50.36	52.46	41.97	44.44	43.31	46.44
NFL PLAYOFFS ^c	53.51	56.03	60.13	57.82	51.54	55.50	55.00	55.20
SUPERBOWL ^c	59.85	68.06	70.92	67.89	61.70	68.39	67.01	64.33
USFL FOOTBALL ^{a, b}	18.82	15.58			15.47	12.14		
MONDAY USFL FOOTBAL	15.73	26.89			14.73	23.11		

(Table 4.6 continued)

COLLEGE FOOTBALL ^{a, b}	20.73	29.09	24.37	30.59
COLLEGE BOWLS ^{a, b}	28.52	35.40	33.66	41.12
BASEBALL ^{a, b}	17.10	18.24	25.53	30.85
BASEBALL PLAYOFFS ^{a, b}	21.32	24.39	33.53	39.29
WORLD SERIES ^{a, b}	34.81	35.56	45.75	51.36
NBA BASKETBALL ^{a, b}	28.09	31.42	24.76	30.43
COLLEGE BASKETBALL ^{a, b}	25.28	28.62	24.61	30.16
COLLEGE PLAYOFFS				
NHL HOCKEY ^{a, b}	5.93	6.13	11.46	12.30
WRESTLING ^{a, b}	29.59	35.87	20.86	30.75
CAR RACES ^a	18.66	20.12	20.19	23.76
GOLF	6.32	5.81	6.40	7.93
TENNIS ^a	7.06	9.48	10.49	9.43
WEEKEND SPORTS	23.70	24.01	20.70	27.48

Which of the following shows do you
watch on cable TV?

SPORTS ^{b, c, d}	28.47	26.38	18.09	18.71	24.86	24.92	15.37	14.55
MOVIES W/O COMMER. ^{b, c, d}	41.54	53.27	32.84	30.29	37.40	44.83	33.50	27.70
MOVIES W/COMMER. ^{b, c, d}	25.45	21.38	12.06	11.62	20.00	20.26	10.12	9.47
RERUNS ^{c, d}	19.27	23.86	12.67	11.90	18.41	23.11	10.54	9.19
MUSIC VIDEOS ^{a, b, c, d}	39.19	30.94	17.48	18.08	37.70	28.76	12.72	12.81
MTV ^{c, d}		39.60	23.29	23.02		40.49	24.78	22.45
NEWS ^{a, c, d}	24.18	19.34	9.67	8.96	17.30	16.39	8.18	6.83
OTHER ^{c, d}	20.44	25.00	13.84	14.91	18.97	20.30	12.91	11.29

^a significant difference across regions in 1984

^b significant difference across regions in 1985

^c significant difference across regions in 1986

^d significant difference across regions in 1987

Table 4.6 (continued)

Self-reported Television Viewing by Region: NRS 1984-1987

	6th BDE (WEST)			
	84 (266)	85 (661)	86 (1046)	87 (415)
When do you regularly watch TV during the week - Mondays through Friday?				
MORNINGS	9.40	6.35	8.60	6.99
DAYTIME ^{a, b, c, d}	16.17	15.73	16.44	9.40
AFTERNOON ^{b, c}	25.19	29.05	34.61	35.18
PRIME ^{a, b, c}	53.76	58.40	59.08	55.42
LATE NIGHT ^{a, b, c, d}	23.31	22.84	25.33	22.65
OVERNIGHT ^{b, c, d}	5.26	5.45	5.16	3.86
DON'T WATCH ^{a, b}	17.80	21.03	7.95	8.76
When do you regularly watch TV during the weekend - Saturdays and Sundays?				
MORNINGS ^{c, d}	21.80	17.43	27.26	25.54
DAYTIME ^c	23.68	24.92	24.38	21.69
EARLY EVENING	18.05	16.06	18.14	15.90
EVENINGS ^{a, b, c}	43.23	43.12	38.77	35.42
LATE NIGHT ^{c, d}	25.19	28.59	26.30	27.95
OVERNIGHT ^{c, d}	7.14	9.63	7.68	5.30
DON'T WATCH ^{b, c, d}	22.56	26.61	20.16	16.87
Do you watch any of the following types of programs on TV?				
SPORTS	41.25	43.87		
DRAMA	8.14	10.53		
MYSTERY ^{a, b}	22.18	16.56		
COMEDIES ^a	29.84	36.33		
GAME SHOWS	15.50	15.36		
MUSIC VIDEOS ^c			19.19	22.64
VARIETY/TALK	10.59	6.64		
NTWK MOVIES ^a	24.74	46.62	21.38	17.75
LATE NIGHT	31.60			
NTWK NEWS	26.83			
LOCAL NEWS	32.18		23.31	23.50
SOAP OPERAS ^{a, b, c, d}	16.03	14.15	8.88	9.00
BOWLING ^{b, c}	8.36	6.83	2.13	2.05
NFL FOOTBALL ^c	43.21	50.15	45.22	45.28
MONDAY NFL FOOTBAL ^{b, c, d}	43.64	49.54	44.97	43.69
NFL PLAYOFFS ^c	53.45	63.50	53.98	51.22
SUPERBOWL ^c	66.67	72.09	67.69	61.48
USFL FOOTBALL ^{a, b}	12.59	14.15		
MONDAY USFL FOOTBAL	12.81	25.84		

(Table 4.6 continued)

COLLEGE FOOTBALL ^{a, b}	16.55	23.31
COLLEGE BOWLS ^{a, b}	26.48	34.81
BASEBALL ^{a, b}	18.82	22.11
BASEBALL PLAYOFFS ^{a, b}	31.22	31.97
WORLD SERIES ^{a, b}	42.11	51.66
NBA BASKETBALL ^{a, b}	21.33	29.29
COLLEGE BASKETBALL ^{a, b}	16.43	23.13
COLLEGE PLAYOFFS		
NHL HOCKEY ^{a, b}	5.65	7.22
WRESTLING ^{a, b}	16.84	20.14
CAR RACES	17.31	24.83
GOLF	9.09	5.82
TENNIS ^a	8.77	11.90
WEEKEND SPORTS	22.11	25.25

Which of the following shows do you
watch on cable TV?

SPORTS ^{b, c, d}	26.39	24.92	13.12	16.35
MOVIES W/O COMMER. ^{b, c, d}	32.64	47.63	26.24	25.30
MOVIES W/COMMER. ^{b, c, d}	18.28	16.77	8.86	7.69
RERUNS ^{c, d}	19.41	19.30	8.40	7.25
MUSIC VIDEOS ^{a, b, c, d}	30.00	26.58	13.56	14.83
MTV ^{c, d}		39.12	26.01	25.42
NEWS ^{a, c, d}	25.77	20.38	11.07	8.15
OTHER ^{c, d}	20.34	21.84	12.29	9.40

^a significant difference across regions in 1984

^b significant difference across regions in 1985

^c significant difference across regions in 1986

^d significant difference across regions in 1987

Table 4.7

Self-Reported Television Viewing by Age at Contracting: NRS 1984-1987

ITEM	17 year olds				18 year olds			
	84	85	86	87	84	85	86	87
(n)	(940)	(2279)	(3698)	(1258)	(555)	(1145)	(1860)	(787)

When do you regularly watch TV during
the week - Mondays through Fridays?

MORNINGS ^c	10.74	7.20	10.09	8.59	8.83	7.16	8.82	6.73
DAYTIME ^{b, c}	16.91	20.18	18.33	16.14	20.36	21.66	20.43	16.26
AFTERNOON ^{c, d}	27.77	29.62	36.34	35.21	26.13	28.21	32.20	30.75
PRIME ^{c, d}	50.43	53.51	60.33	57.79	49.19	52.23	55.05	54.76
LATE NIGHT	28.83	30.36	31.72	30.45	26.85	29.17	30.05	29.35
OVERNIGHT ^b	7.66	8.47	7.57	6.92	7.75	8.21	7.10	7.62
DON'T WATCH	15.15	19.13	7.50	6.89	12.68	18.25	7.26	7.14

When do you regularly watch TV during
the weekend - Saturdays and Sundays?

MORNINGS ^{b, c, d}	20.36	19.32	26.98	23.35	20.36	18.83	24.70	19.52
DAYTIME ^c	24.95	25.11	28.90	26.45	23.24	25.13	25.62	23.34
EARLY EVENING ^c	17.06	17.21	20.02	16.57	18.74	16.02	16.68	16.71
EVENINGS ^{b, c, d}	35.82	39.03	40.79	37.61	34.41	36.51	35.95	36.61
LATE NIGHT ^{b, c, d}	30.49	31.65	35.46	32.35	28.47	30.47	30.84	32.53
OVERNIGHT ^{b, c, d}	11.73	12.82	13.27	13.71	11.35	11.65	11.41	11.86
DON'T WATCH ^c	19.02	25.86	16.42	16.89	18.08	24.96	18.01	14.43

Do you watch any of the following types of
programs on TV?

SPORTS	43.69	45.56			43.50	48.83		
DRAMA ^b	11.65	11.75			13.21	14.81		
MYSTERY ^b	24.29	21.82			24.29	23.13		
COMEDIES	38.80	44.11			35.38	41.77		
GAME SHOWS ^b	20.99	17.77			20.52	18.53		
MUSIC VIDEOS ^c			24.16	23.71			25.81	24.70
VARIETY/TALK ^{a, b}	12.01	9.06			12.26	9.98		
NTWK MOVIES ^c	29.42	50.54	25.97	21.81	26.67	50.41	22.91	21.31
LATE NIGHT	32.15				34.61			
NTWK NEWS ^a	20.27				22.22			
LOCAL NEWS ^{c, d}	28.16		23.00	20.56	31.19		21.93	19.54
SOAP OPERAS ^c	17.35	17.91	12.99	12.36	18.62	19.78	13.55	12.81
BOWLING	8.16	5.03	2.46	2.38	8.85	4.80	3.11	2.98

(Table 4.7 continued)

NFL FOOTBALL ^{a,c}	47.57	51.22	50.75	49.76	48.80	51.38	49.70	51.25
MONDAY NFL FOOTBAL ^{a,c}	44.44	48.29	47.45	47.21	48.19	50.09	47.23	49.34
NFL PLAYOFFS ^c	54.95	58.68	58.58	57.35	56.83	60.40	57.25	54.44
SUPERBOWL ^c	68.08	70.27	71.56	66.56	65.25	72.18	68.62	65.51
USFL FOOTBALL ^a	14.77	12.08			19.96	15.69		
MONDAY USFL FOOTBAL	13.81	25.58			16.80	28.06		
COLLEGE FOOTBALL	22.87	29.97			26.39	30.86		
COLLEGE BOWLS	32.38	39.09			35.32	40.23		
BASEBALL	23.48	24.61			24.44	23.81		
BASEBALL PLAYOFFS	33.37	32.28			31.90	32.01		
WORLD SERIES	46.69	48.85			43.24	43.62		
NBA BASKETBALL	28.19	34.14			31.26	34.54		
COLLEGE BASKETBALL	25.14	31.32			30.10	31.49		
COLLEGE PLAYOFFS								
NHL HOCKEY	11.74	12.95			11.04	12.21		
WRESTLING ^a	24.86	36.62			28.36	34.22		
CAR RACES	19.76	23.76			18.88	23.76		
GOLF	6.19	6.63			7.84	8.19		
TENNIS	9.94	9.15			9.17	10.90		
WEEKEND SPORTS	22.39	27.57			25.83	31.57		

Which of the following shows do you
watch on cable TV?

SPORTS	26.27	26.50	17.30	17.12	31.19	24.91	17.87	19.20
MOVIES W/O COMMER. ^b	38.40	48.81	32.05	30.86	38.16	48.98	30.44	30.00
MOVIES W/COMMER. ^a	20.94	20.61	11.27	10.32	21.96	21.08	11.04	11.05
RERUNS ^{a,d}	18.66	22.26	11.56	10.58	18.13	20.93	10.56	9.64
MUSIC VIDEOS ^{a,b,c,d}	38.70	32.56	15.73	16.69	35.34	32.10	17.02	17.29
MTV ^{b,c,d}		43.69	26.18	26.46		41.30	25.70	24.39
NEWS ^{a,b,c,d}	19.36	14.06	8.42	6.36	22.65	17.81	8.62	6.76
OTHER ^c	18.74	23.27	14.13	12.78	22.74	23.61	14.42	14.92

a significant differences by age in 1984

b significant differences by age in 1985

c significant differences by age in 1986

d significant differences by age in 1987

Table 4.7 (continued)
Self-Reported Television Viewing by Age at Contracting: MRS 1984-1987

ITEM	19 year olds				20-24 year olds			
	84	85	86	87	84	85	86	87
(n)	(184)	(447)	(689)	(306)	(212)	(612)	(997)	(473)
When do you regularly watch TV during the week - Mondays through Fridays?								
MORNINGS ^c	10.87	6.94	6.68	8.82	8.49	5.72	8.83	9.93
DAYTIME ^{b, c}	20.65	19.02	20.32	18.63	21.70	19.93	21.66	16.17
AFTERNOON ^{c, d}	22.83	25.73	28.88	31.37	25.47	25.65	28.49	28.87
PRIME ^{c, d}	46.74	50.56	53.99	51.31	48.58	56.21	55.57	59.35
LATE NIGHT ^{b, c, d}	31.52	27.52	33.38	30.07	27.36	29.90	31.70	27.25
OVERNIGHT ^{b, c, d}	9.24	8.05	6.97	7.19	6.60	5.56	7.52	4.39
DON'T WATCH ^c	15.30	20.13	8.31	6.86	13.27	17.97	7.76	5.57
When do you regularly watch TV during the weekend - Saturdays and Sundays?								
MORNINGS ^{b, c, d}	22.83	16.03	23.22	24.59	23.11	14.97	21.26	21.48
DAYTIME ^{b, c}	24.46	22.80	25.98	24.59	28.30	26.64	30.29	27.25
EARLY EVENING ^c	17.39	13.77	16.26	14.43	18.87	16.61	18.46	13.16
EVENINGS ^{b, c, d}	36.96	34.09	34.83	33.44	37.26	40.63	36.91	36.26
LATE NIGHT ^{b, c, d}	32.61	24.15	31.35	27.82	26.42	29.11	28.79	28.87
OVERNIGHT ^{b, c, d}	7.07	12.64	10.45	7.87	9.91	8.72	9.43	8.08
DON'T WATCH ^c	18.03	31.60	18.32	17.49	17.92	26.48	18.77	18.56
Do you watch any of the following types of programs on TV?								
SPORTS	45.51	44.64			41.32	44.65		
DRAHA ^b	16.09	13.96			16.92	15.02		
MYSTERY ^b	25.29	27.11			23.79	25.56		
COMEDIES	34.27	43.69			33.65	39.81		
GAME SHOWS ^b	20.67	19.82			20.67	20.95		
MUSIC VIDEOS ^c			23.05	24.32			16.96	20.58
VARIETY/TALK ^{a, b}	16.86	12.79			13.85	18.59		
NTWK MOVIES ^c	26.44	47.22	24.13	21.05	25.65	48.34	19.77	23.24
LATE NIGHT	31.79				30.34			
NTWK NEWS ^a	21.35				29.31			
LOCAL NEWS ^{c, d}	31.82		24.27	22.37	33.62		31.85	30.75
SOAP OPERAS ^{b, c}	22.60	22.75	11.99	16.15	23.38	26.50	14.74	12.71
BOWLING	9.25	6.91	2.48	5.65	8.66	4.96	3.11	3.96
NFL FOOTBALL ^c	44.63	48.44	54.46	52.00	41.56	46.29	50.51	49.06
MONDAY NFL FOOTBAL ^{a, c}	47.46	45.03	52.52	50.50	44.83	42.25	47.13	47.88

(Table 4.7 continued)

NFL PLAYOFFS ^c	57.23	53.93	60.72	56.76	48.28	53.36	56.09	56.24
SUPERBOWL ^{b, c}	61.36	70.16	69.51	67.12	56.28	63.96	68.29	66.43
USFL FOOTBALL ^{a, b}	18.75	17.89			15.72	15.55		
MONDAY USFL FOOTBAL	20.57	27.96			18.06	26.45		
COLLEGE FOOTBALL	28.57	31.75			23.25	29.86		
COLLEGE BOWLS	34.29	40.19			30.43	43.05		
BASEBALL	21.71	27.14			18.86	23.61		
BASEBALL PLAYOFFS	25.57	34.60			33.19	36.51		
WORLD SERIES	41.95	45.28			41.05	49.35		
NBA BASKETBALL	28.57	31.10			23.25	31.82		
COLLEGE BASKETBALL	30.68	29.95			25.88	31.37		
COLLEGE PLAYOFFS								
NHL HOCKEY	9.20	13.88			7.42	9.57		
WRESTLING ^a	26.59	35.24			17.98	18.36		
CAR RACES	16.95	24.04			20.09	14.01		
GOLF	7.43	3.38			7.02	7.87		
TENNIS	11.93	11.59			14.04	12.83		
WEEKEND SPORTS	24.00	25.35			24.12	27.92		

Which of the following shows do you
watch on cable TV?

SPORTS	31.82	21.81	17.53	21.00	26.84	26.69	17.16	16.86
MOVIES W/O COMMER. ^b	38.29	46.03	29.29	30.00	34.78	51.00	30.42	31.52
MOVIES W/COMMER. ^a	30.22	20.21	11.38	12.93	19.57	21.01	8.56	9.74
RERUNS ^{a, d}	25.70	19.47	11.43	11.30	14.47	27.44	10.46	12.59
MUSIC VIDEOS ^{a, b, c, d}	41.99	26.60	18.96	14.53	29.61	20.71	11.50	15.37
MTV ^{b, c, d}		36.70	24.81	24.49		30.22	18.29	20.89
NEWS ^{a, b, c, d}	25.84	18.52	9.50	9.31	25.11	25.36	9.78	14.01
OTHER ^c	25.14	19.79	14.67	14.97	16.13	24.46	10.59	12.77

a significant differences by age in 1984

b significant differences by age in 1985

c significant differences by age in 1986

d significant differences by age in 1987

Table 4.7 (continued)

Self-Reported Television Viewing by Age at Contracting: NRS 1984-1987

ITEM	<u>25-34 year olds</u>			
	84	85	86	87
(n)	(43)	(167)	(297)	(110)

When do you regularly watch TV during
the week - Mondays through Fridays?

MORNINGS ^c	13.95	6.59	10.44	7.27
DAYTIME ^{b, c}	13.95	11.38	15.82	13.64
AFTERNOON ^{c, d}	20.93	21.56	26.94	26.36
PRIME ^{c, d}	55.81	55.09	62.63	65.45
LATE NIGHT	23.26	21.56	30.30	21.82
OVERNIGHT ^b	6.98	3.59	8.42	3.64
DON'T WATCH	16.28	22.16	6.83	7.34

When do you regularly watch TV during
the weekend - Saturdays and Sundays?

MORNINGS ^{b, c, d}	16.28	10.78	17.17	13.64
DAYTIME ^c	27.91	21.56	30.30	31.82
EARLY EVENING ^c	25.58	15.57	20.20	21.82
EVENINGS ^{b, c, d}	46.51	45.51	48.48	50.00
LATE NIGHT ^{b, c, d}	25.58	20.96	31.65	20.00
OVERNIGHT ^{b, c, d}	9.30	6.59	14.14	5.45
DON'T WATCH ^c	20.93	26.95	10.85	13.89

Do you watch any of the following types of
programs on TV?

SPORTS	44.19	43.82		
DRAMA ^b	16.67	13.48		
MYSTERY ^b	19.05	18.60		
COMEDIES	33.33	37.93		
GAME SHOWS ^b	25.58	19.10		
MUSIC VIDEOS ^c			16.84	15.38
VARIETY/TALK ^{a, b}	19.05	19.10		
NTWK MOVIES ^c	23.81	47.09	29.12	15.24
LATE NIGHT	23.81			
NTWK NEWS ^a	59.52			
LOCAL NEWS ^{c, d}	52.38		43.01	44.12
SOAP OPERAS ^c	12.20	23.23	14.13	16.82
BOWLING	9.76	4.95	2.47	5.77
NFL FOOTBALL ^{a, c}	28.57	38.61	48.60	50.93

(Table 4.7 continued)

MONDAY NFL FOOTBALL ^{a, c}	23.81	35.29	42.96	49.53
NFL PLAYOFFS ^c	38.10	48.04	54.93	55.14
SUPERBOWL ^{b, c}	46.51	59.80	62.86	57.01
USFL FOOTBALL ^{a, b}	2.44	9.80		
MONDAY USFL FOOTBAL	2.38	13.79		
COLLEGE FOOTBALL	16.67	26.44		
COLLEGE BOWLS	23.81	32.56		
BASEBALL	11.90	20.96		
BASEBALL PLAYOFFS	26.91	31.03		
WORLD SERIES	30.95	40.23		
NBA BASKETBALL	16.67	27.95		
COLLEGE BASKETBALL	19.05	25.29		
COLLEGE PLAYOFFS				
NHL HOCKEY	7.32	5.75		
WRESTLING ^{a, b}	7.32	16.09		
CAR RACES ^b	14.63	11.49		
GOLF	10.00	4.60		
TENNIS	16.67	9.20		
WEEKEND SPORTS	19.05	26.44		

Which of the following shows do you
watch on cable TV?

SPORTS	16.28	25.25	16.38	23.42
MOVIES W/O COMMER. ^b	38.10	39.00	29.25	31.82
MOVIES W/COMMER. ^a	18.60	21.00	12.29	11.93
RERUNS ^{a, d}	9.52	20.00	13.95	10.09
MUSIC VIDEOS ^{a, b, c, d}	11.63	12.12	11.56	14.41
MTV ^{b, c, d}		16.16	13.61	14.41
NEWS ^{a, b, c, d}	30.23	31.00	15.99	19.27
OTHER ^c	16.67	20.41	11.26	16.19

Table 4.8

Self-Reported Television Viewing by Level of Education at Contracting: NRS 1986 and 1987

ITEM	<u>OTHER</u>		<u>SENIOR/IN SCHOOL</u>		<u>HSDG/HIGHER</u>	
	86	87	86	87	86	87
(n)	(228)	(136)	(4981)	(1814)	(2350)	(952)

When do you regularly watch TV during
the week - Mondays through Fridays?

MORNINGS	8.33	5.88	9.62	8.43	8.81	8.30
DAYTIME ^c	17.98	11.76	18.27	16.59	21.96	16.60
AFTERNOON ^{c, d}	27.19	22.79	36.06	34.79	27.96	29.10
PRIME ^c	53.51	47.06	59.81	57.06	54.34	57.67
LATE NIGHT ^d	29.39	34.56	31.48	30.54	31.40	26.16
OVERNIGHT	8.33	8.82	7.63	7.33	6.94	5.15
DON'T WATCH	4.44	10.37	7.32	6.88	8.23	6.22

When do you regularly watch TV during
the weekend - Saturdays and Sundays?

MORNINGS ^c	24.45	16.06	26.71	23.11	21.32	20.23
DAYTIME	23.58	25.55	28.64	25.65	27.57	26.03
EARLY EVENING ^c	20.09	12.41	19.41	16.64	17.02	15.60
EVENINGS ^{c, d}	31.00	27.01	40.04	38.09	37.11	36.99
LATE NIGHT ^{c, d}	32.31	28.47	34.49	33.72	29.62	26.13
OVERNIGHT ^{c, d}	12.23	13.12	12.85	13.10	10.43	8.11
DON'T WATCH	20.26	19.40	16.85	15.89	17.28	16.90

Do you watch any of the following types of
programs on TV?

SPORTS						
DRAMA						
MYSTERY						
COMEDIES						
GAME SHOWS						
MUSIC VIDEOS ^{c, d}	19.55	13.74	24.42	24.86	21.31	21.93
VARIETY/TALK						
NTWK MOVIES ^d	22.83	12.21	25.06	22.51	22.81	20.93
LATE NIGHT						
NTWK NEWS						
LOCAL NEWS ^{c, d}	26.58	20.77	22.98	20.27	28.57	28.04
SOAP OPERAS ^{c, d}	9.55	7.03	11.90	12.73	16.83	14.79
BOWLING	2.80	2.29	2.60	3.02	2.98	3.80
NFL FOOTBALL ^{c, d}	48.02	42.96	50.76	51.95	51.13	48.62
MONDAY NFL FOOTBAL ^{c, d}	46.19	42.96	47.49	48.89	48.23	48.13

(Table 4.8 continued)

NFL PLAYOFFS ^c	56.00	48.12	58.55	58.13	57.06	53.92
SUPERBOWL	66.67	62.04	70.75	67.45	68.32	63.78
USFL FOOTBALL						
MONDAY USFL FOOTBAL						
COLLEGE FOOTBALL						
COLLEGE BOWLS						
BASEBALL						
BASEBALL PLAYOFFS						
WORLD SERIES						
NBA BASKETBALL						
COLLEGE BASKETBALL						
COLLEGE PLAYOFFS						
NHL HOCKEY						
WRESTLING						
CAR RACES						
GOLF						
TENNIS						
WEEKEND SPORTS						

Which of the following shows do you
watch on cable TV?

SPORTS ^d	18.42	11.76	17.30	18.65	17.43	18.53
MOVIES W/O COMMER.	30.17	27.74	31.58	62.53	30.24	30.13
MOVIES W/COMMER. ^d	19.17	4.51	10.92	11.39	11.05	10.56
RERUNS	9.13	7.41	11.20	10.71	11.58	11.23
MUSIC VIDEOS ^d	8.66	10.22	15.91	17.43	15.64	15.62
MTV ^{c, d}	24.68	24.62	25.96	26.24	21.15	20.92
NEWS ^d	8.23	8.15	8.51	6.81	10.29	11.47
C ER	9.13	9.56	14.04	14.32	13.36	13.38

^c significant difference across education levels in 1986

^d significant difference across education levels in 1987

Table 4.9

Self-Reported Television Viewing by Recency of School Attendance: NRS 1984

ITEM	<u>class of '81 & before</u>	<u>class of 82</u>	<u>class of 83</u>	<u>class of 84</u>
(n)	(343)	(71)	(141)	(1394)
When do you regularly watch TV during the week - Mondays through Fridays?				
MORNINGS	11.37	9.86	7.80	10.04
DAYTIME	16.33	19.72	26.95	18.36
AFTERNOON	25.66	16.90	22.70	27.40
PRIME	52.19	45.07	42.55	50.07
LATE NIGHT	26.24	35.12	30.50	28.34
OVERNIGHT	6.41	9.86	10.64	7.60
DON'T WATCH	12.68	21.43	17.86	13.86
When do you regularly watch TV during the weekend - Saturdays and Sundays?				
MORNINGS	20.41	18.31	19.15	21.19
DAYTIME	27.11	25.35	26.95	24.14
EARLY EVENING	18.66	11.27	17.02	18.18
EVENINGS	39.07	42.25	28.37	35.56
LATE NIGHT	25.95	35.21	30.50	29.96
OVERNIGHT	9.33	11.27	15.60	10.92
DON'T WATCH	18.18	22.54	20.00	18.20
Do you watch any of the following types of programs on TV?				
SPORTS	44.84	38.57	40.44	43.78
DRAMA	11.52	16.18	17.04	12.98
MYSTERY	22.46	24.29	24.82	24.62
COMEDIES	34.85	36.23	36.50	37.35
GAME SHOWS	18.45	20.00	10.14	22.72
MUSIC VIDEOS				
VARIETY/TALK	12.69	13.43	17.78	12.36
NTWK MOVIES	24.77	18.89	29.71	29.21
LATE NIGHT	32.32	30.00	38.24	32.06
NTWK NEWS	32.52	33.33	21.74	19.94
LOCAL NEWS	33.95	36.67	29.20	29.43
SOAP OPERAS ^a	20.19	24.18	28.06	17.19
BOWLING	8.36	10.00	5.93	8.76
NFL FOOTBALL	44.31	48.98	45.32	46.76
MONDAY NFL FOOTBAL	43.12	50.56	49.26	45.03

(Table 4.9 continued)

NFL PLAYOFFS	53.09	53.93	56.12	54.48
SUPERBOWL	61.47	65.56	64.44	65.28
USFL FOOTBALL	14.55	15.91	17.52	16.74
MONDAY USFL FOOTBAL	13.40	17.05	20.29	15.44
COLLEGE FOOTBALL	21.50	27.91	23.91	24.64
COLLEGE BOWLS	29.56	36.36	30.94	33.69
BASEBALL	19.57	18.81	16.06	24.37
BASEBALL PLAYOFFS	31.35	27.78	26.28	33.03
WORLD SERIES	43.13	38.64	43.38	45.11
NBA BASKETBALL	25.47	25.84	24.26	29.19
COLLEGE BASKETBALL	26.40	25.84	28.36	26.88
COLLEGE PLAYOFFS				
NHL HOCKEY	9.35	5.68	7.35	11.58
WRESTLING	20.50	19.10	19.53	26.41
CAR RACES	16.98	14.16	19.40	20.06
GOLF	5.61	5.68	2.94	7.69
TENNIS	10.87	12.50	6.67	10.70
WEEKEND SPORTS	23.05	22.35	18.80	24.29

Which of the following shows do you
watch on cable TV?

SPORTS	27.16	26.37	26.67	28.27
MOVIES W/O COMMER.	37.77	35.56	43.70	37.53
MOVIES W/COMMER.	18.54	26.09	25.18	22.25
RERUNS	14.15	17.78	20.29	19.64
MUSIC VIDEOS ^a	28.83	35.56	45.65	37.32
MTV				
NEWS	22.26	26.97	24.09	21.16
OTHER	16.92	20.00	26.09	20.17

^a significant differences across class years in 1984

Table 4.9 (continued)

Self-Reported Television Viewing by Recency of School Attendance: NRS 1985

ITEM	<u>class of '82 & before</u>	<u>class of 83</u>	<u>class of 84</u>	<u>class of 85</u>
(n)	(737)	(247)	(375)	(3312)
When do you regularly watch TV during the week - Mondays through Fridays?				
MORNINGS	6.78	4.45	5.60	7.31
DAYTIME ^b	17.64	20.65	24.80	19.96
AFTERNOON ^b	23.88	25.10	26.93	29.35
PRIME	56.04	51.82	47.73	53.32
LATE NIGHT	27.14	30.36	30.13	29.74
OVERNIGHT	5.70	8.50	8.27	8.18
DON'T WATCH	19.81	17.00	20.00	18.84
When do you regularly watch TV during the weekend - Saturdays and Sundays?				
MORNINGS ^b	13.61	18.03	16.35	19.08
DAYTIME	25.58	21.72	23.32	25.28
EARLY EVENING	14.83	13.25	16.62	16.99
EVENINGS	40.14	35.66	33.24	38.80
LATE NIGHT	26.67	29.10	27.35	31.12
OVERNIGHT ^b	8.57	11.07	13.40	12.34
DON'T WATCH ^b	27.62	29.51	31.10	25.19
Do you watch any of the following types of programs on TV?				
SPORTS	45.26	36.92	45.55	46.95
DRAMA ^b	15.19	12.80	17.28	12.26
MYSTERY	24.37	25.00	23.96	22.58
COMEDIES	39.29	46.56	39.90	43.59
GAME SHOWS	20.82	22.83	22.11	17.51
MUSIC VIDEOS				
VARIETY/TALK ^b	17.96	13.60	16.40	9.02
NTWK MOVIES	46.72	45.90	50.42	50.68
LATE NIGHT				
NTWK NEWS				
LOCAL NEWS				
SOAP OPERAS ^b	23.71	26.09	22.22	18.71
BOWLING	5.11	5.17	6.21	4.98
NFL FOOTBALL	46.46	45.22	49.09	51.15
MONDAY NFL FOOTBAL	41.13	42.61	48.17	48.76
NFL PLAYOFFS	52.25	52.59	57.67	59.20

(Table 4.9 continued)

SUPERBOWL ^b	62.61	70.69	72.12	70.99
USFL FOOTBALL	11.93	18.10	14.63	13.88
MONDAY USFL FOOTBAL	22.28	22.22	25.99	27.25
COLLEGE FOOTBALL	29.30	32.54	23.60	30.96
COLLEGE BOWLS	38.73	44.80	34.46	40.09
BASEBALL	24.51	20.80	25.00	24.63
BASEBALL PLAYOFFS	35.69	33.33	33.90	32.26
WORLD SERIES	46.91	44.80	45.51	47.48
NBA BASKETBALL	29.49	29.37	28.41	35.11
COLLEGE BASKETBALL	28.77	30.40	27.43	31.94
COLLEGE PLAYOFFS				
NHL HOCKEY	9.43	10.40	10.92	12.93
WRESTLING ^b	19.03	23.20	30.51	36.67
CAR RACES	15.58	14.96	23.30	24.68
GOLF	6.84	4.80	5.14	7.09
TENNIS	12.71	9.76	8.67	10.01
WEEKEND SPORTS	27.61	21.09	29.55	28.99

Which of the following shows do you
watch on cable TV?

SPORTS	25.64	26.72	20.37	26.21
MOVIES W/O COMMER.	46.44	50.00	46.58	49.08
MOVIES W/COMMER.	20.63	21.74	19.62	20.85
RERUNS	24.86	24.14	14.91	22.24
MUSIC VIDEOS ^b	20.80	23.28	14.84	32.49
MTV ^b	26.57	39.13	35.00	42.85
NEWS	22.26	26.97	24.09	21.16
OTHER	22.48	22.61	23.75	23.12

^b significant differences across class years in 1985

emerge across the four years included here. Of those differences that did emerge, log-linear analyses show age to be a better indicator of viewing habits than school status.

CHAPTER 5. RADIO LISTENING HABITS

Table 5.1 indicates which items assessing radio listening habits were included in the 1984-1987 New Recruit Surveys are included here, while Tables 5.2-5.9 report the results of those analyses. Again, a pattern strikingly similar to Elig, et al. (1985) emerges though item comparability is difficult both between that earlier report and this one and across the four years included here. An even cursory review of Table 5.1 reveals a number of differences in item inclusions across years, particularly relative to specific radio programs. Given this hindrance in cross-year comparisons, analyses of individual programs are not included beyond aggregate frequencies (Table 5.2, below).

Figure 5.1 shows that the majority of recruits reported having listened to the radio more than 20 hours per week prior to their enlistment (28.6% in 1986, 25.6% in 1987). When considered within the context of the lesser number of hours spent watching television (Chapter 4) and reading magazines (Chapter 6), these self-reported data indicate that radio, above any other medium, reaches a substantial portion of youth who eventually enlist in the Army.

Table 5.2 reports the general frequencies with which those who eventually enlisted in the Army listened to the radio at various times of the day, the type of radio they listened to, and the type of programming they preferred. These general frequencies show that FM radio (particularly FM stereo) was most popular among those who completed the surveys, with the recruits indicating that they listened both at home and in cars. Peak listening times during the week appear to have been in the mornings and evenings. During the weekends, recruits reported greatest listening during the afternoons and evenings. Where individual program preferences were assessed, music programming--particularly rock programs--were preferred. Since the inclusion of individual radio programs was so uneven across the years, further analysis of these individual programs across demographic categories will not be included here.

Table 5.3 compares radio listening habits across Test Score Categories (TSCs). These data show that where differences emerge across TSCs, high-TSC recruits were more likely to report listening to the radio than low-TSC recruits. This includes weekday mornings and afternoons and weekend mornings, daytime, afternoons, and evenings. Other differences, though not corroborated across all years, also parallel this pattern. The one exception was that low TSC recruits were more likely to report having listened to FM radio at home than high TSC

Table 5.1

NRS Self-Reported Radio Listening Items: 1984-1987

		Included In:			
SURVEY QUESTION	LABEL	84	85	86	87
What type of radio do you listen to? (mark all that apply)					
I do not regularly listen to radio	DON'T LISTEN			X	X
FM at home	FM AT HOME			X	X
FM/Stereo at home	FM/STEREO AT HOME			X	X
AM at home	AM AT HOME			X	X
AM/Stereo at home	AM STEREO AT HOME			X	X
FM in car	FM IN CAR			X	X
FM/Stereo in car	FM/STEREO IN CAR			X	X
AM in car	AM IN CAR			X	X
AM/Stereo in car	AM STEREO IN CAR			X	X
 When did you regularly listen to the radio during the <u>week</u> - Mondays through Fridays? (mark all that apply)					
Mornings (6-10 am)	MORNINGS	X	X	X	X
Daytime (10am - 3pm)	DAYTIME	X	X	X	X
Late afternoon (3pm - 7pm)	AFTERNOON	X	X	X	X
Evenings (7pm - midnight)	EVENINGS	X	X	X	X
Overnight (midnight - 6am)	OVERNIGHT	X	X	X	X
I didn't regularly listen to the radio during the week	DON'T LISTEN	X	X	X	X
 When did you regularly listen to the radio during the <u>weekend</u> - Saturdays and Sundays? (mark all that apply)					
Mornings (6-10 am)	MORNINGS	X	X	X	X
Daytime (10am - 3pm)	DAYTIME	X	X	X	X
Late afternoon (3-7pm)	AFTERNOON	X	X	X	X
Evenings (7pm - midnight)	EVENINGS	X	X	X	X
Overnight (midnight - 6am)	OVERNIGHT	X	X	X	X
I didn't regularly listen to the radio during the weekend	DON'T LISTEN	X	X	X	X

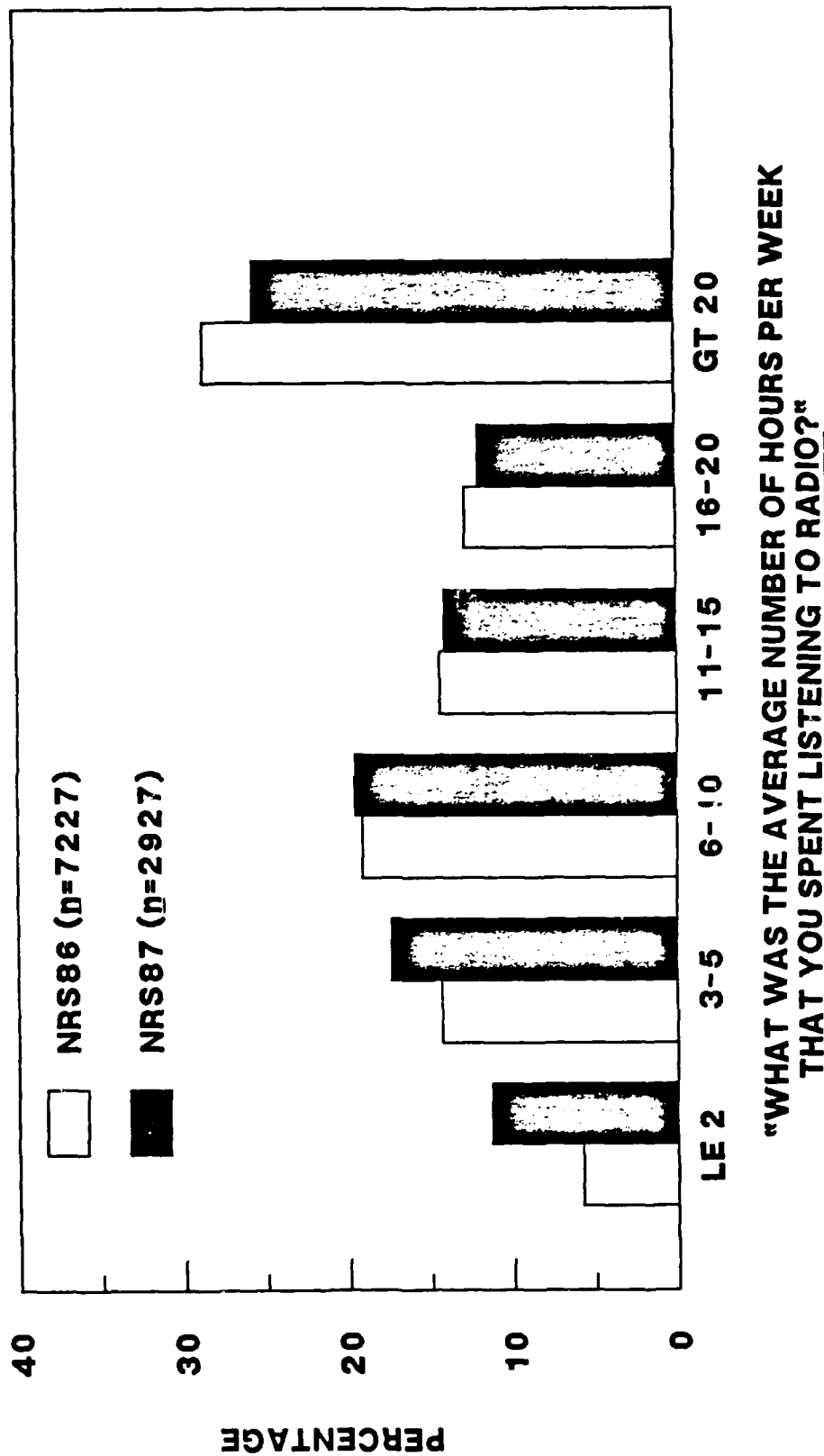
(Table 5.1 continued)

Did you listen to any of the following radio programs or programming types? Choose one of the following responses for each of the radio shows listed below:

- Regularly tuned in the radio to hear it.
- Sometimes heard it - I listened if it happened to be on when I turned on the radio.
- Have listened to it once or twice.
- Have never listened to it.

King Biscuit Hour	KING BISCUIT	X	X	X	X
Rock Quiz/Star Quiz	ROCK/STAR QUIZ		X	X	X
Coast to Coast	COAST TO COAST		X	X	X
Walt's Love Countdown	LOVE COUNTDOWN		X	X	X
Rockline	ROCKLINE	X	X	X	X
Metal Shop	METAL SHOP	X	X	X	X
America's Top 40 (Casey Kasem)	TOP 40	X	X	X	X
Off the Record (Mary Turner)	OFF THE RECORD	X	X	X	X
Rick Dees Top 40	DEES TOP 40			X	X
Live at the Apollo	LIVE AT THE APOLLO			X	X
Rock Over London	ROCK OVER LONDON		X	X	X
Street Beat (Barnett Robbins)	STREET BEAT		X	X	X
Westwood One's in Concert	WESTWOOD ONE'S		X	X	X
NBC Source	NBC SOURCE		X	X	X
Dance Music International (Gary Byrd)	DANCE INTERNATIONAL		X		
Sports Programming	SPORTS	X			
Continuous History of Rock and Roll	HISTORY OF ROCK	X			
Concert Specials	CONCERT	X			
Power Cuts	POWER CUTS	X			

MOST RECRUITS REPORT HAVING LISTENED TO RADIO MORE THAN 20 HOURS PER WEEK



Note. NRS86 & NRS87

Figure 5.1. Average number of hours per week listening to radio.

Table 5.2
Self-Reported Radio Listening: NRS 1984-1987

(n)	84 (1957)	85 (7220)	86 (7875)	87 (3010)
Type listen to:				
DON'T LISTEN			5.10	5.80
FM AT HOME			18.70	15.60
FM/STEREO AT HOME			64.00	64.60
AM AT HOME			4.40	2.30
AM/STEREO AT HOME			3.50	2.00
FM IN CAR			16.00	10.00
FM/STEREO IN CAR			44.30	45.30
AM IN CAR			4.80	2.20
AM/STEREO IN CAR			2.90	1.60
When listen during weeks:				
MORNINGS	35.10	34.10	36.40	33.60
DAYTIME	29.20	32.80	26.70	24.80
AFTERNOON	39.10	44.50	44.80	41.00
EVENINGS	57.00	56.40	61.00	58.10
OVERNIGHT	22.80	24.10	24.10	20.90
DON'T LISTEN	8.80	12.50	7.10	7.40
When listen during weekend:				
MORNINGS	27.50	24.30	26.00	22.40
DAYTIME	36.00	38.80	40.50	36.20
AFTERNOON	37.60	42.20	44.00	39.80
EVENINGS	53.00	56.70	58.80	54.60
OVERNIGHT	26.40	28.60	30.20	26.80
DON'T LISTEN	10.50	14.30	9.40	11.60

(Table 5.2 continued)

Programs listened to:

(regular listeners only included)

KING BISCUIT	11.50	5.20		3.30
ROCK/STAR QUIZ			2.30	2.40
COAST-TO-COAST			9.10	8.40
LOVE COUNTDOWN			3.00	4.20
ROCKLINE	18.00	10.70	11.30	10.20
METAL SHOP	14.50	12.20	13.70	
TOP 40	30.80	35.40	29.50	
OFF THE RECORD	12.50		3.70	
DEES TOP 40			19.50	
LIVE AT THE APOLLO			2.40	
ROCK OVER LONDON			4.40	
STREET BEAT			2.30	
WESTWOOD'S ONE			6.40	
NBC SOURCE			3.10	
DANCE INTERNATIONAL			1.30	
SPORTS	16.20			
HISTORY OF ROCK	23.10			
CONCERTS	28.00			
POWER CUTS	12.30			

Table 5.3
Self-Reported Radio Listening by TSC: NRS 1984-1987

(n)	I & II				IIIa			
	84 (572)	85 (1790)	86 (2589)	87 (939)	84 (430)	85 (1275)	86 (1988)	87 (696)
Type listen to:								
DON'T LISTEN			4.83	5.32			6.14	4.74
FM AT HOME ^{c, d}			17.27	12.58			17.84	15.29
FM/STEREO AT HOME ^c			67.19	66.46			64.42	66.76
AM AT HOME			4.28	1.57			3.79	2.24
AM/STEREO AT HOME ^c			2.79	1.26			3.06	2.10
FM IN CAR ^d			15.51	10.38			15.62	11.92
FM/STEREO IN CAR ^{c, d}			49.96	55.66			44.85	47.41
AM IN CAR ^c			5.96	2.62			4.24	2.66
AM/STEREO IN CAR ^c			2.60	1.36			2.37	1.12
When listen during weeks:								
MORNINGS ^{b, c, d}	38.29	37.65	40.63	41.69	34.65	34.49	38.08	33.76
DAYTIME	30.24	34.92	27.66	24.55	28.37	32.05	26.00	26.58
AFTERNOON ^{b, c, d}	40.03	47.09	48.94	44.66	40.93	44.64	46.57	41.81
EVENINGS ^c	58.57	56.48	62.67	58.10	57.67	57.89	62.49	60.34
OVERNIGHT ^c	23.60	22.69	22.23	18.73	19.30	24.27	24.12	23.42
DON'T LISTEN ^d	9.30	13.80	7.05	8.40	8.62	11.70	6.81	9.08
When listen during weekend:								
MORNINGS ^{b, c, d}	29.77	26.31	26.56	25.34	26.11	23.29	28.41	24.78
DAYTIME ^{b, c, d}	36.25	41.69	43.69	39.87	38.00	38.27	42.66	41.07
AFTERNOON ^{c, d}	39.75	44.13	46.88	41.36	40.33	41.25	46.17	44.67
EVENINGS ^{a, c}	54.47	56.48	61.25	55.25	58.28	57.80	61.19	56.05
OVERNIGHT	28.90	27.60	30.05	25.98	26.11	29.49	30.19	27.95
DON'T LISTEN ^{b, c, d}	12.15	16.70	10.96	15.73	9.62	14.35	8.12	11.58

^a significant difference across test categories in 1984

^b significant difference across test categories in 1985

^c significant difference across test categories in 1986

^d significant difference across test categories in 1987

Table 5.3 (continued)
Self-Reported Radio Listening by TSC: NRS 1984-1987

(n)	1111b				Below 111b			
	84 (731)	85 (1552)	86 (2450)	87 (1084)	84 (224)	85 (65)	86 (271)	87 (165)
Type listen to:								
DON'T LISTEN			4.57	6.37			5.54	9.09
FM AT HOME ^{c, d}			20.73	18.57			20.86	15.03
FM/STEREO AT HOME ^c			60.74	62.15			61.51	61.85
AM AT HOME			4.78	3.05			5.40	1.16
AM/STEREO AT HOME ^c			4.86	2.60			2.16	1.73
FM IN CAR ^d			16.74	8.16			16.19	12.14
FM/STEREO IN CAR ^{c, d}			39.34	37.13			32.01	31.79
AM IN CAR ^c			4.22	1.79			3.60	0.58
AM/STEREO IN CAR ^c			3.67	2.15			2.16	0.58
When listen during weeks:								
MORNINGS ^{b, c, d}	33.38	30.35	31.91	28.04	33.04	15.38	25.34	23.64
DAYTIME	29.69	31.83	25.89	24.57	26.34	23.08	29.00	20.00
AFTERNOON ^{b, c, d}	38.58	42.40	40.54	38.17	34.82	30.77	32.43	35.76
EVENINGS ^c	56.36	56.89	59.26	57.35	54.02	50.77	51.69	53.33
OVERNIGHT ^c	25.31	25.84	26.20	21.64	19.20	24.62	23.31	16.97
DON'T LISTEN ^d	9.39	11.02	7.60	5.77	5.86	13.85	8.47	6.10
When listen during weekend:								
MORNINGS ^{b, c, d}	26.44	23.26	24.17	19.32	28.00	15.38	19.73	15.66
DAYTIME ^{b, c, d}	35.62	36.53	37.30	31.14	32.89	24.62	26.19	28.92
AFTERNOON ^{c, d}	35.75	41.17	40.69	36.26	33.33	32.31	33.33	34.34
EVENINGS ^{a, c}	51.87	56.57	55.39	53.75	43.56	49.23	50.00	50.00
OVERNIGHT	25.62	29.32	30.95	27.20	23.56	30.77	25.17	24.10
DON'T LISTEN ^{b, c, d}	10.64	11.15	9.09	8.82	7.14	15.38	8.28	6.67

- ^a significant difference across test categories in 1984
^b significant difference across test categories in 1985
^c significant difference across test categories in 1986
^d significant difference across test categories in 1987

recruits. Given that high TSC recruits also appeared to be the lightest television watchers (Chapter 4), it would appear that radio advertising may be one strategy for targeting the prime recruiting market.

Differences across ethnic groups are explored in Table 5.4. These analyses show that Blacks were more likely than other ethnic groups to report listening to the radio at home, both AM and FM. Whites were more likely than other ethnic groups to report listening to FM radio in the car. Table 5.4 also shows that Whites were the most likely group to listen during weekday and weekend evenings. Blacks were most likely to report that they listened 'overnight' both during the week and on the weekends. Hispanic recruits were least likely to have listened weekday and weekend evenings. Log-linear analyses show these ethnic differences were not to be the result of TSC/ethnic association revealed in Table 2.1.

Table 5.5 differentiates radio listening by gender. Relative to type of radio listened to, no conclusions regarding gender differences can be drawn. In the two surveys in which these items were included (NRS86 and NRS87), only one significant difference emerged in both years (FM in car) and on that item the findings were inconsistent. Perhaps analyses of these items in future surveys, with more years of data to rely upon, will lend more clarity to this question. Neither can gender difference be concluded from items which assess times/days recruits were more likely to listen. Results show females to be more likely to listen in each instance where significant differences emerged across years. However, log-linear analyses show these differences to generally be a result of the gender/TSC interaction.

Table 5.6 show some regional difference in self-reported radio listening habits. However, log-linear analyses show these differences to be largely a function of the regional/ethnic interaction and, in some cases, a result of the more indirect ethnic/TSC interaction. For example, Table 5.6 shows recruits from the midwest to be more likely to listen to weekend evening radio. But one must consider that Table 5.4 shows Whites to be more likely than other groups to listen to the radio weekend evenings and that Figure 2.1 shows that of the five recruiting brigades, the greatest proportion of Whites who enlisted all four year included here came from the midwest. In this context, the regional differences reported in Table 5.6 must be interpreted as effects of the association of ethnicity with region and with TSC.

Age differences are outlined in Table 5.7. Throughout, these data show younger recruits to be more likely to report having listened to radio, almost regardless of day (i.e. weekday or weekend) or time of day. The only exception to this pattern was that older recruits were more likely to report having listened during the day, most likely a result of them having greater access during those hours than the younger recruits who

Table 5.4
Self-Reported Radio Listening by Ethnicity: NRS 1984-1987

	WHITES				BLACKS			
	84	85	86	87	84	85	86	87
(n)	(1385)	(3476)	(5444)	(2010)	(452)	(938)	(1410)	(704)
Type listen to:								
DON'T LISTEN			5.09	5.47			5.25	6.73
FM AT HOME ^{c, d}			16.96	12.87			24.26	23.01
FM/STEREO AT HOME			63.88	64.71			65.79	64.49
AM AT HOME ^{c, d}			2.95	1.24			9.26	4.55
AM/STEREO AT HOME ^{c, d}			2.53	0.89			7.19	4.69
FM IN CAR			15.82	9.89			16.66	10.80
FM/STEREO IN CAR ^{c, d}			47.87	51.59			33.52	30.68
AM IN CAR ^{c, d}			4.23	1.64			6.77	3.27
AM/STEREO IN CAR ^{c, d}			2.21	0.80			5.39	3.69
When listen during weeks:								
MORNINGS ^{b, c, d}	36.05	35.10	37.77	36.46	33.83	30.28	31.26	27.67
DAYTIME ^{b, c}	29.99	34.12	27.47	25.43	26.11	28.57	23.30	24.60
AFTERNOON ^{c, d}	39.52	45.48	46.05	43.10	36.50	41.47	38.90	35.29
EVENINGS ^{a, c}	58.31	56.56	61.81	59.11	56.19	57.68	61.10	56.08
OVERNIGHT ^{a, b, c, d}	21.68	23.11	22.58	19.54	28.10	29.10	31.72	26.65
DON'T LISTEN	9.28	12.95	6.80	7.77	7.62	10.45	7.63	6.35
When listen during weekend:								
MORNINGS ^{b, c, d}	28.22	25.42	26.92	24.17	25.82	20.87	23.01	17.84
DAYTIME ^{a, b, c, d}	37.70	40.37	42.57	39.03	30.09	32.23	33.81	28.65
AFTERNOON ^{a, b, c, d}	37.92	43.36	45.52	41.41	36.59	39.08	38.89	34.50
EVENINGS ^{a, b, c, d}	55.50	57.85	60.15	56.72	46.61	53.89	55.09	50.15
OVERNIGHT ^{b, c}	26.63	28.32	29.92	26.29	28.32	31.74	33.18	29.53
DON'T LISTEN ^{a, d}	11.64	14.52	9.65	13.08	7.14	13.10	8.65	8.22

^a significant difference across racial groups in 1984

^b significant difference across racial groups in 1985

^c significant difference across racial groups in 1986

^d significant difference across racial groups in 1987

Table 5.4 (continued)
Self-Reported Radio Listening by Ethnicity: NRS 1984-1987

(n)	HISPANIC				OTHERS			
	84 (48)	85 (137)	86 (229)	87 (130)	84 (73)	85 (161)	86 (215)	87 (109)
Type listen to:								
DON'T LISTEN			3.93	3.28			6.51	8.74
FM AT HOME ^{c, d}			23.73	16.92			21.46	17.43
FM/STEREO AT HOME			60.59	66.92			60.27	61.47
AM AT HOME ^{c, d}			2.95	3.08			9.26	5.50
AM/STEREO AT HOME ^{c, d}			3.81	4.62			4.57	1.83
FM IN CAR			14.83	6.92			16.89	11.01
FM/STEREO IN CAR ^{c, d}			36.44	35.38			34.25	34.86
AM IN CAR ^{c, d}			4.24	4.62			7.31	2.75
AM/STEREO IN CAR ^{c, d}			2.12	2.31			4.11	0.92
When listen during weeks:								
MORNINGS ^{b, c, d}	33.33	32.12	33.47	31.25	26.03	34.16	39.47	21.15
DAYTIME ^{b, c}	27.08	29.02	27.42	19.53	34.25	35.40	28.95	20.19
AFTERNOON ^{c, d}	43.75	40.88	50.00	45.31	43.84	42.86	47.81	33.65
EVENINGS ^{a, c}	37.50	48.91	45.56	57.03	50.68	54.04	58.33	52.88
OVERNIGHT ^{a, b, c, d}	14.58	16.06	14.92	16.41	16.44	20.50	21.49	13.46
DON'T LISTEN	2.13	15.33	10.61	6.25	10.96	13.66	5.73	9.80
When listen during weekend:								
MORNINGS ^{b, c, d}	29.17	22.63	25.91	21.09	23.29	23.75	23.35	20.00
DAYTIME ^{a, b, c, d}	39.58	37.86	39.27	35.16	38.36	40.63	42.29	34.29
AFTERNOON ^{a, b, c, d}	22.92	30.66	41.70	46.09	49.32	42.50	45.37	37.14
EVENINGS ^{a, b, c, d}	52.08	51.09	54.66	55.47	46.58	50.00	55.07	41.90
OVERNIGHT ^{b, c}	22.92	18.25	22.27	25.00	13.70	24.38	25.55	20.95
DON'T LISTEN ^{a, d}	6.52	19.71	9.05	7.81	10.96	13.13	10.22	10.58

^a significant difference across racial groups in 1984

^b significant difference across racial groups in 1985

^c significant difference across racial groups in 1986

^d significant difference across racial groups in 1987

Table 5.5
Self-Reported Radio Listening by Gender: NRS 1984-1987

(n)	MALES				FEMALES			
	84 (1751)	85 (3950)	86 (6760)	87 (2651)	84 (206)	85 (762)	86 (538)	87 (304)
Type listen to:								
DON'T LISTEN			5.25	5.96			3.53	4.36
FM AT HOME			18.51	15.58			21.45	16.21
FM/STEREO AT HOME			63.87	64.20			66.18	68.42
AM AT HOME			4.31	2.38			4.91	1.32
AM/STEREO AT HOME			3.53	1.89			3.64	2.96
FM IN CAR ^{c, d}			16.23	9.62			12.91	13.94
FM/STEREO IN CAR ^c			45.09	45.64			34.55	42.11
AM IN CAR			4.74	2.15			5.82	2.63
AM/STEREO IN CAR			2.95	1.55			2.00	1.64
When listen during weeks:								
MORNINGS ^{b, c, d}	33.98	32.81	35.91	32.90	44.17	40.29	41.98	39.74
DAYTIME ^b	29.24	31.97	26.65	24.78	28.64	37.80	26.81	24.83
AFTERNOON ^{b, d}	38.21	43.22	44.11	40.36	46.50	50.92	53.09	46.69
EVENINGS ^a	56.65	55.90	60.78	58.21	60.19	59.45	64.20	56.95
OVERNIGHT ^a	22.50	24.18	24.05	20.43	25.24	23.49	25.40	24.50
DON'T LISTEN ^{b, c}	8.66	13.09	7.21	7.23	9.90	9.71	5.17	9.27
When listen during weekend:								
MORNINGS ^{b, d}	27.39	23.50	25.72	21.86	28.64	28.16	29.26	26.91
DAYTIME ^{a, b, c, d}	35.16	37.20	39.97	35.47	43.20	47.63	47.70	42.86
AFTERNOON ^{a, b, c, d}	36.36	41.25	43.31	39.05	48.54	46.00	53.19	46.51
EVENINGS ^a	52.89	56.35	58.83	54.59	54.37	57.89	58.33	54.49
OVERNIGHT ^a	25.96	28.83	30.25	27.22	30.58	27.24	29.61	23.26
DON'T LISTEN ^a	10.51	14.74	9.55	11.49	9.95	12.24	8.71	12.62

- ^a significant differences by gender in 1984
^b significant differences by gender in 1985
^c significant differences by gender in 1986
^d significant differences by gender in 1987

Table 5.6

Self-Reported Radio Listening by region: NRS 1984-1987

	1st BDE (NE)				2nd BDE (SE)			
	84	85	86	87	84	85	86	87
(n)	(398)	(1038)	(1457)	(525)	(445)	(970)	(1612)	(607)
Type listen to:								
DON'T LISTEN ^{c, d}			4.19	4.36			5.19	6.10
FM AT HOME ^{c, d}			18.67	14.97			21.34	20.26
FM/STEREO AT HOME ^{c, d}			69.78	71.90			60.11	59.00
AM AT HOME ^c			3.16	2.96			5.96	2.27
AM/STEREO AT HOME ^{c, d}			2.69	1.29			3.97	2.59
FM IN CAR			16.19	9.98			16.50	11.51
FM/STEREO IN CAR			42.44	43.62			42.99	46.35
AM IN CAR			4.03	2.59			4.96	2.27
AM/STEREO IN CAR ^c			2.48	0.92			3.10	1.46
When listen during weeks:								
MORNINGS	38.94	34.10	36.23	34.34	34.16	31.86	35.53	35.53
DAYTIME ^{b, c}	25.38	29.67	27.53	27.17	28.99	30.62	22.35	23.68
AFTERNOON	37.90	41.81	44.47	41.89	37.30	45.36	42.78	40.13
EVENINGS ^{c, d}	59.30	57.13	62.00	60.75	55.51	53.71	59.98	52.63
OVERNIGHT	23.12	24.08	25.64	21.51	20.00	23.51	25.58	20.23
DON'T LISTEN	8.06	12.43	6.91	7.79	8.60	12.06	7.42	7.44
When listen during weekend:								
MORNINGS ^c	28.21	23.24	27.24	25.38	28.99	21.42	24.04	20.99
DAYTIME	37.28	35.97	41.45	41.10	32.88	37.69	38.46	34.38
AFTERNOON ^d	35.52	40.69	42.50	44.13	35.67	40.16	43.33	35.04
EVENINGS ^{a, c, d}	49.87	54.39	59.59	57.39	50.34	54.99	59.07	51.57
OVERNIGHT	29.47	28.73	31.76	27.84	23.93	28.32	30.53	25.12
DON'T LISTEN	10.10	15.91	8.62	11.22	8.41	13.08	8.68	12.07

^a significant differences across regions in 1984^b significant differences across regions in 1985^c significant differences across regions in 1986^d significant differences across regions in 1987

Table 5.6 (continued)
Self-Reported Radio Listening by region: NRS 1984-1987

	5th BDE (SW)				4th BDE (MW)			
	84	85	86	87	84	85	86	87
(n)	(301)	(691)	(1244)	(563)	(547)	(1348)	(2020)	(776)
Type listen to:								
DON'T LISTEN ^{c, d}			4.98	7.10			4.70	4.25
FM AT HOME ^{c, d}			18.72	15.36			17.74	13.85
FM/STEREO AT HOME ^{c, d}			62.32	61.43			64.91	67.76
AM AT HOME ^c			5.06	2.62			2.98	1.26
AM/STEREO AT HOME ^{c, d}			4.27	3.14			2.79	1.01
FM IN CAR			16.75	11.52			15.64	9.57
FM/STEREO IN CAR			47.00	43.63			45.65	47.36
AM IN CAR			4.90	2.27			4.45	1.13
AM/STEREO IN CAR ^c			3.55	2.27			2.05	1.13
When listen during weeks:								
MORNINGS	32.23	35.31	35.57	31.85	33.27	33.23	36.55	32.39
DAYTIME ^{b, c}	31.23	33.43	26.02	24.38	30.35	34.27	29.25	25.74
AFTERNOON	37.21	44.14	44.88	41.81	40.77	44.21	44.96	41.36
EVENINGS ^{c, d}	51.16	56.44	59.74	58.01	59.96	59.20	63.98	62.74
OVERNIGHT	25.58	22.58	24.10	21.17	23.58	24.78	23.34	22.92
DON'T LISTEN	10.07	13.60	6.73	7.47	8.66	11.94	6.42	6.42
When listen during weekend:								
MORNINGS ^c	25.50	24.49	27.63	24.38	25.05	25.42	23.45	20.92
DAYTIME	37.42	37.97	39.24	32.92	34.37	39.91	40.88	36.97
AFTERNOON ^d	37.75	43.62	43.27	41.81	40.95	42.72	45.45	40.05
EVENINGS ^{a, c, d}	50.66	57.39	57.66	54.98	58.87	59.72	60.76	58.66
OVERNIGHT	27.48	26.81	29.41	27.58	27.06	30.52	30.19	29.40
DON'T LISTEN	13.38	15.36	9.33	10.18	9.59	12.71	9.60	10.85

^a significant differences across regions in 1984

^b significant differences across regions in 1985

^c significant differences across regions in 1986

^d significant differences across regions in 1987

Table 5.6 (continued)

Self-Reported Radio Listening by region: NRS 1984-1987

ITEM	6th BDE (West)			
	84	85	86	87
(n)	(266)	(665)	(1034)	(411)
Type listen to:				
DON'T LISTEN ^{c, d}			7.50	8.27
FM AT HOME ^{c, d}			16.65	13.49
FM/STEREO AT HOME ^{c, d}			62.29	62.09
AM AT HOME ^c			5.48	2.79
AM/STEREO AT HOME ^{c, d}			4.70	2.33
FM IN CAR			14.59	6.74
FM/STEREO IN CAR			43.10	44.19
AM IN CAR			6.37	3.49
AM/STEREO IN CAR ^c			3.92	2.33
When listen during weeks:				
MORNINGS	37.59	37.29	38.47	34.52
DAYTIME ^{b, c}	30.45	38.05	27.94	22.14
AFTERNOON	39.85	48.12	47.94	39.52
EVENINGS ^{c, d}	56.77	53.98	57.03	54.05
OVERNIGHT	22.18	25.00	21.34	16.67
DON'T LISTEN	9.06	13.56	8.37	8.85
When listen during weekend:				
MORNINGS ^c	31.58	27.30	30.26	20.67
DAYTIME	42.11	44.04	43.52	35.87
AFTERNOON ^d	37.22	44.34	45.63	38.24
EVENINGS ^{a, c, d}	53.01	55.20	54.66	47.27
OVERNIGHT	23.68	26.64	28.43	22.09
DON'T LISTEN	12.83	15.99	11.70	14.76

^a significant difference across regions in 1984^b significant difference across regions in 1985^c significant difference across regions in 1986^d significant difference across regions in 1987

Table 5.7

Self-Reported Radio Listening by Age at Contracting: NRS 1984-1987

ITEM	17 year olds				18 year olds			
	84	85	86	87	84	85	86	87
(n)	(942)	(2283)	(3579)	(1281)	(557)	(1151)	(1807)	(804)
Type listen to:								
DON'T LISTEN ^c			4.81	5.87			5.37	6.03
FM AT HOME ^d			18.43	14.31			18.02	15.67
FM/STEREO AT HOME ^{c, d}			67.33	67.14			61.07	65.05
AM AT HOME ^d			3.86	1.87			4.23	2.11
AM/STEREO AT HOME ^d			3.20	1.80			3.96	1.62
FM IN CAR ^d			15.32	8.27			16.07	10.07
FM/STEREO IN CAR			45.40	46.29			42.83	45.27
AM IN CAR ^{c, d}			4.21	2.34			3.85	1.49
AM/STEREO IN CAR			2.56	1.72			2.77	1.24
When listen during weeks:								
MORNINGS ^c	34.17	35.44	38.35	33.97	37.34	31.62	34.50	33.12
DAYTIME ^{b, c, d}	27.92	32.76	23.97	22.30	28.55	34.40	28.22	24.59
AFTERNOON ^{a, b, c}	42.89	46.39	47.89	43.41	35.73	45.09	42.89	40.00
EVENINGS ^{a, b, c, d}	60.51	60.88	66.19	62.06	56.55	58.21	59.96	60.38
OVERNIGHT ^{a, b, c, d}	23.99	26.24	24.64	21.59	24.42	25.80	25.51	24.20
DON'T LISTEN ^{a, b, c, d}	7.91	10.64	5.99	7.17	6.86	11.56	7.07	6.65
When listen during weekend:								
MORNINGS ^{b, c}	27.52	25.40	28.19	23.61	27.83	23.57	24.77	22.18
DAYTIME ^{b, c}	37.37	40.14	42.86	37.20	35.19	38.78	38.60	33.85
AFTERNOON ^{b, c}	39.11	43.94	46.82	41.97	36.27	43.74	40.63	40.00
EVENINGS ^{a, b, c, d}	55.58	60.60	62.78	56.84	51.89	57.39	58.25	58.80
OVERNIGHT ^{a, b, c, d}	27.21	30.96	32.29	28.78	26.39	31.04	30.97	29.36
DON'T LISTEN ^{a, b, c, d}	9.51	11.81	7.95	10.77	9.40	11.91	9.12	9.88

^a significant differences by age in 1984^b significant differences by age in 1985^c significant differences by age in 1986^d significant differences by age in 1987

Table 5.7 (continued)

Self-Reported Radio Listening by Age at Contracting: NRS 1984-1987

ITEM	19 year olds				20-24 year olds			
	84	85	86	87	84	85	86	87
(n)	(185)	(444)	(675)	(314)	(215)	(624)	(940)	(436)

Type listen to:

DON'T LISTEN ^c			4.15	6.19			4.89	4.69
FM AT HOME ^d			19.38	15.61			20.68	17.20
FM/STEREO AT HOME ^{c, d}			64.32	57.01			59.57	63.53
AM AT HOME ^d			5.29	1.59			5.04	2.52
AM/STEREO AT HOME ^d			3.52	2.87			3.09	1.61
FM IN CAR ^d			17.47	10.51			17.18	12.84
FM/STEREO IN CAR			44.20	42.68			44.65	47.48
AM IN CAR ^{c, d}			5.43	1.27			6.58	2.75
AM/STEREO IN CAR			3.38	0.96			3.50	1.38

When listen during weeks:

MORNINGS ^c	31.35	33.11	35.57	29.74	36.28	34.58	35.55	34.94
DAYTIME ^{b, c, d}	32.97	36.04	30.57	27.12	33.02	33.44	30.69	29.43
AFTERNOON ^{a, b, c}	37.84	47.75	43.00	36.60	33.95	41.27	42.50	40.46
EVENINGS ^{a, b, c, d}	58.92	54.28	61.29	51.63	47.44	46.66	50.74	53.10
OVERNIGHT ^{a, b, c, d}	24.82	22.35	25.29	19.28	14.88	19.25	21.65	15.63
DON'T LISTEN ^{a, b, c, d}	9.24	12.16	7.43	7.84	12.21	16.15	8.93	7.62

When listen during weekend:

MORNINGS ^{b, c}	30.27	26.80	26.65	19.93	24.77	23.37	21.34	20.92
DAYTIME ^{b, c}	35.68	39.86	39.54	33.01	32.71	40.03	38.48	40.23
AFTERNOON ^{b, c}	39.46	42.34	45.13	37.25	34.58	37.58	43.07	36.32
EVENINGS ^{a, b, c, d}	55.68	56.31	58.74	49.02	48.13	48.69	51.94	50.34
OVERNIGHT ^{a, b, c, d}	30.81	25.00	36.81	23.53	24.30	24.02	24.23	21.84
DON'T LISTEN ^{a, b, c, d}	8.15	14.41	9.48	11.51	14.22	20.92	13.25	13.19

^a significant differences by age in 1984^b significant differences by age in 1985^c significant differences by age in 1986^d significant differences by age in 1987

Table 5.7 (continued)
Self-Reported Radio Listening by Age at Contracting: NRS 1984-1987

ITEM	25-34 year olds			
	84	85	86	87
(n)	(43)	(188)	(271)	(112)
Type listen to:				
DON'T LISTEN ^c			9.96	5.56
FM AT HOME ^d			19.34	25.00
FM/STEREO AT HOME ^{c, d}			55.48	58.93
AM AT HOME ^d			6.71	8.93
AM/STEREO AT HOME ^d			6.36	6.25
FM IN CAR ^d			16.61	16.96
FM/STEREO IN CAR ^{c, d}			38.52	34.82
AM IN CAR ^{c, d}			10.95	6.25
AM/STEREO IN CAR			3.89	4.46
When listen during weeks:				
MORNINGS ^c	27.91	32.74	32.76	37.96
DAYTIME ^{b, c, d}	32.56	16.67	26.90	28.70
AFTERNOON ^{a, b, c}	32.56	21.43	33.79	34.26
EVENINGS ^{a, b, c, d}	30.23	35.12	37.24	32.41
OVERNIGHT ^{a, b, c, d}	9.30	8.34	14.83	12.96
DON'T LISTEN ^{a, b, c, d}	23.26	26.79	13.33	14.95
When listen during weekend:				
MORNINGS ^{b, c}	27.91	13.10	21.11	21.30
DAYTIME ^{b, c}	25.58	17.86	31.83	32.41
AFTERNOON ^{b, c}	27.91	25.00	32.53	34.26
EVENINGS ^{a, b, c, d}	25.58	33.33	35.99	35.19
OVERNIGHT ^{a, b, c, d}	2.33	10.12	16.26	12.96
DON'T LISTEN ^{a, b, c, d}	30.23	36.90	18.12	28.70

- ^a significant differences by age in 1984
- ^b significant differences by age in 1985
- ^c significant differences by age in 1986
- ^d significant differences by age in 1987

Table 5.8

Self-Reported Radio Listening by Level of Education at Contracting: NRS 1986 and 1987

ITEM	OTHER		SENIOR/IN SCHOOL		MSDG/HIGHER	
	86	87	86	87	86	87
(n)	(224)	(143)	(4907)	(1846)	(2293)	(966)
Type listen to:						
DON'T LISTEN	6.82	7.97	5.02	5.75	5.15	5.55
FM AT HOME	14.73	9.79	18.59	15.44	19.45	16.87
FM/STEREO AT HOME ^{c, d}	63.84	71.33	65.84	66.20	60.23	60.66
AM AT HOME ^c	1.79	2.10	3.83	1.90	5.71	3.00
AM/STEREO AT HOME	3.13	0.70	3.44	1.90	3.79	2.38
FM IN CAR ^{c, d}	8.48	6.99	16.08	9.05	16.48	12.32
FM/STEREO IN CAR	37.50	43.36	44.83	45.23	43.79	45.65
AM IN CAR ^c	1.79	1.40	4.24	2.28	6.37	2.17
AM/STEREO IN CAR	1.79	0.70	2.69	1.73	3.36	1.35
When listen during weeks:						
MORNINGS ^c	34.04	26.67	37.55	33.72	34.09	34.38
DAYTIME ^{c, d}	33.34	31.11	24.52	22.35	30.59	28.51
AFTERNOON ^c	39.15	37.78	46.39	41.67	41.95	40.25
EVENINGS ^{c, d}	58.72	55.56	64.58	61.81	53.78	51.36
OVERNIGHT ^{c, d}	26.81	27.41	24.86	22.57	22.43	16.67
DON'T LISTEN ^c	9.79	8.15	6.22	6.71	8.55	8.73
When listen during weekend:						
MORNINGS ^c	29.06	17.78	27.31	23.02	22.86	21.83
DAYTIME ^c	39.74	37.04	42.13	35.36	37.23	37.78
AFTERNOON ^c	46.58	39.26	45.17	40.95	41.39	37.78
EVENINGS ^{c, d}	58.97	48.89	61.53	56.89	52.97	51.00
OVERNIGHT ^{c, d}	36.32	34.81	31.57	29.28	26.76	20.99
DON'T LISTEN ^{c, d}	11.11	14.81	8.31	10.32	11.68	13.62

^c significant differences across education levels in 1986^d significant differences across education levels in 1987

Table 5.9
Self-Reported Radio Listening by Recency of School Attendance: NRS 1984

ITEM	<u>class of '81 & before</u>	<u>class of '82</u>	<u>class of '83</u>	<u>class of '84</u>
(n)	(345)	(71)	(141)	(1400)
Type listen to:				
DON'T LISTEN				
FM AT HOME				
FM/STEREO AT HOME				
AM AT HOME				
AM/STEREO AT HOME				
FM IN CAR				
FM/STEREO IN CAR				
AM IN CAR				
AM/STEREO IN CAR				
When listen during weeks:				
MORNINGS	32.75	38.03	31.21	35.86
DAYTIME	32.17	36.62	26.95	28.29
AFTERNOON	39.17	36.62	33.33	36.64
EVENINGS ^a	50.43	69.01	57.43	58.00
OVERNIGHT	19.13	26.76	27.66	23.00
DON'T LISTEN	10.82	11.27	11.43	7.90
When listen during weekend:				
MORNINGS	25.58	33.80	19.86	28.45
DAYTIME	34.88	47.89	31.21	36.17
AFTERNOON	36.63	38.03	38.03	37.81
EVENINGS	50.87	57.75	53.19	53.32
OVERNIGHT ^a	21.80	39.44	30.50	26.52
DON'T LISTEN	12.90	8.57	11.43	9.85

^a significant differences across class years

Table 5.9 (continued)

Self-Reported Radio Listening by Recency of School Attendance: NRS 1985

ITEM	<u>class of '82 & before</u>	<u>class of 83</u>	<u>class of 84</u>	<u>class of 85</u>
(n)	(781)	(252)	(385)	(3412)
Type listen to:				
DON'T LISTEN				
FM AT HOME				
FM/STEREO AT HOME				
AM AT HOME				
AM/STEREO AT HOME				
FM IN CAR				
FM/STEREO IN CAR				
AM IN CAR				
AM/STEREO IN CAR				
When listen during weeks:				
MORNINGS	34.31	29.37	34.03	35.35
DAYTIME ^b	28.43	36.51	38.70	32.91
AFTERNOON ^b	35.98	44.05	48.05	46.01
EVENINGS ^b	42.51	53.57	57.66	59.67
OVERNIGHT ^b	15.75	24.21	27.01	25.68
DON'T LISTEN ^b	19.97	14.29	11.95	10.73
When listen during weekend:				
MORNINGS	21.23	20.72	23.96	25.30
DAYTIME ^b	34.14	43.03	41.15	39.36
AFTERNOON ^b	33.89	40.64	46.09	43.72
EVENINGS ^b	42.33	53.39	57.55	60.18
OVERNIGHT ^b	19.18	28.29	33.07	30.34
DON'T LISTEN ^b	25.58	15.94	13.80	11.60

^b significant differences across class year

presumably would have been in school. Log-linear analyses show these age differences to be significant beyond any association of age with test category.

Tables 5.8 and 5.9 outline differences in radio listening habits by level of education at contracting or recency of school attendance. Results show patterns quite similar to those revealed in Table 5.7, with those who were seniors or in school at the time of contracting reporting a greater tendency to listen except during week days. In fact, log-linear analyses show no differences in level or recency of education beyond age effects.

From the analyses in this section, one can conclude that radio advertising, particularly FM radio, could serve an important function in reaching the prime recruiting market. It is clear from these data that high school seniors and recent graduates are heavy FM radio listeners and that this pattern is even more pronounced among the higher TSC recruits. As indicated above, since the high TSC recruits seem to watch less television and listen to more radio than low TSC recruits, radio advertising may be a way of more selectively reaching the prime market.

CHAPTER 6. SELF-REPORTED MAGAZINE READERSHIP

Table 6.1 details the magazines whose readership was surveyed in the 1984 - 1987 New Recruit Surveys. Note that magazine readership was not surveyed in 1984, thereby preventing the inclusion of 1984 data in Tables 6.1 - 6.9. Neither were these item included in the surveys analyzed by Elig et al. (1985). Therefore, comparison to previous reports will not be possible in this chapter.

Figure 6.1 shows that most recruits reported having read magazines less than three hours per week (43.4% in 1986, 43.7% in 1987) or not at all (17.0% in 1986, 18.7% in 1987). When they did read magazines, TV Guide and Sports Illustrated were the most popular (see Table 6.2).

Table 6.3 reveals a number of significant differences in reading preferences by TSC. Of the magazines surveyed, high TSCs were more likely than low TSCs to report having regularly read Omni, Reader's Digest and National Geographic. Low TSCs were more likely than high TSC's to report having regularly read sports-related (eg. Sport, Sports Illustrated, Sports Afield) and car-related (eg. Car & Driver, Mechanix Illustrated, Motor Trend) publications. News-related publications (eg. Time, Newsweek, U.S. News & World Report) did not reveal a clear trend in readership on the basis of TSC, even when significant chi-squares emerged. Log-linear analyses showed that significant TSC differences reflected in Table 6.3 in readership of ethnic focused publications are not to be interpreted at face value. Analyses showed that these differences are really a function of strong ethnic/TSC association discussed earlier. For example, Ebony magazine may appear to be read more my recruits of a certain TSC, but when one accounts for the significant TSC/ethnic confound, we find that ethnicity, not TSC is the more powerful predictor of a recruit's tendency to have read that magazine.

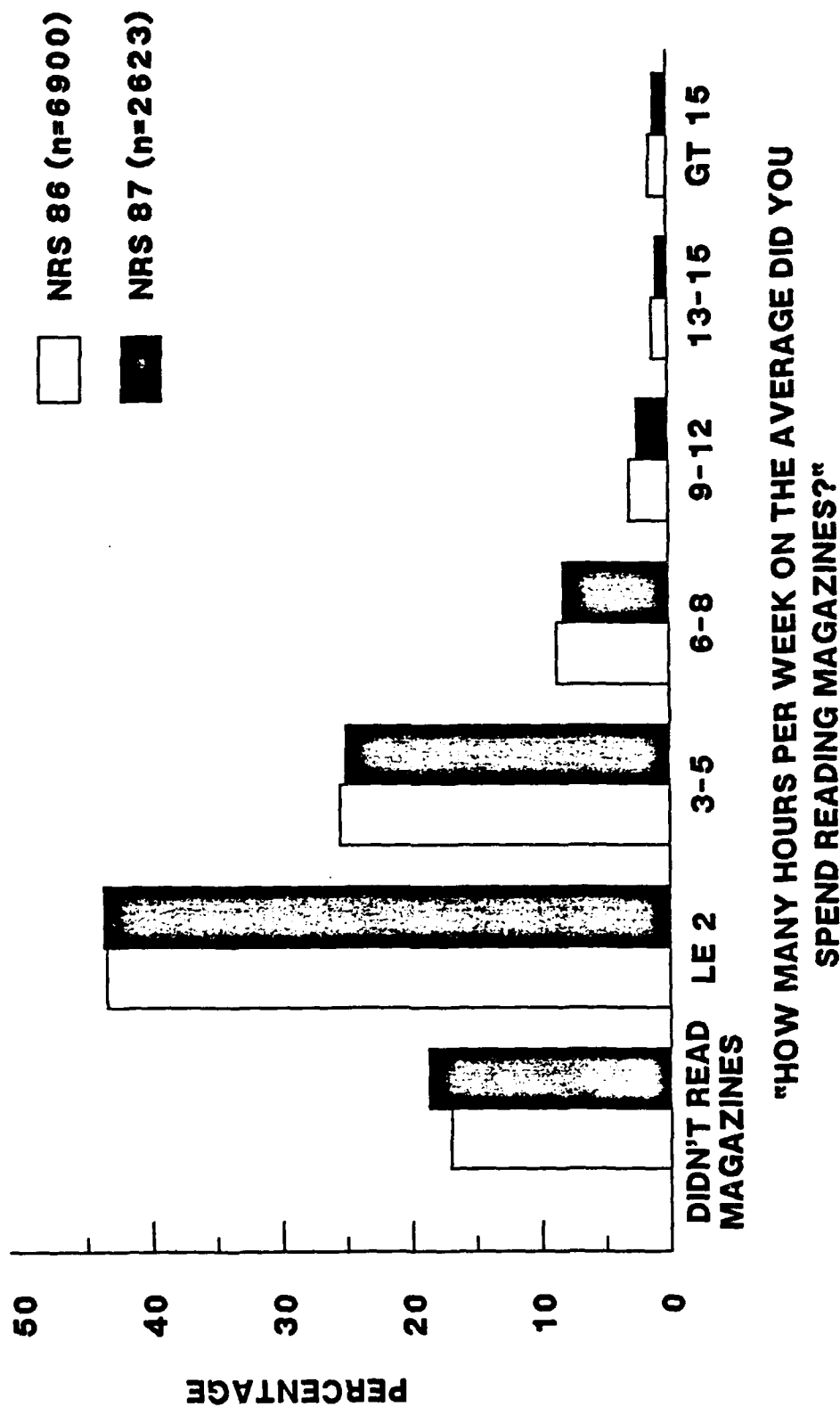
Table 6.4 reports differences in magazine readership by ethnicity. These data show that, where ethnic differences emerge in readership of automotive publications, Whites were more likely than other groups to report having regularly read them. Among sports-related publications, Field & Stream and Outdoor Life were more likely to have been read by Whites, while Sports Illustrated and Sport were more likely to have been read by Blacks than other groups. As might be expected, Ebony and Jet were more popular among Blacks than other groups and Spanish Reader's Digest was more likely to have been read by Hispanics than other groups. Ethnicns designated here as "other" do not seem to report regular readership much different from the general patterns reported in Table 6.2. This apparent lack of distinction may well be the result of having very diverse groups aggregated within this category, therefore preventing any aspects of their individual cultural preferences from emerging.

Table 6.1

NRS Self-Reported Magazine Readership Items: 1984-1987

MAGAZINE	INCLUDED IN:		
	85	86	87
People	X	X	X
Hot Rod	X	X	X
Sports Afield	X	X	X
Omni	X	X	X
Popular Mechanics	X	X	X
Ebony	X	X	X
TV Guide	X	X	X
Motor Trend	X	X	X
Sports Illustrated	X	X	X
Mecanix Illustrated	X	X	X
Time	X	X	X
Newsweek	X	X	X
Jet	X	X	X
Car & Driver	X	X	X
Sport	X	X	X
Life	X	X	X
Field & Stream	X	X	X
Popular Science	X	X	X
Readers Digest	X	X	X
Spanish Reader's Digest	X	X	X
Discover	X	X	X
National Geographic	X	X	X
Road & Track	X	X	X
Sporting News	X	X	X
Rolling Stone	X	X	X
Us	X	X	X
Car Craft	X	X	X
Science Digest	X	X	X
Inside Sports	X	X	X
Science ('84-'86)	X	X	X
Games	X	X	X
U.S. News & World Report	X	X	X
Outdoor Life	X	X	X

MOST RECRUITS REPORT HAVING READ MAGAZINES FEWER THAN 3 HOURS PER WEEK



Note: NRS86 & NRS87

Figure 6.1. Average number of hours per week magazines read.

Table 6.2

Self-reported magazine regular readership: NRS 1984-1986

MAGAZINE (n)	85 (6009)	86 (7875)	87 (3010)
People	7.00	6.30	6.30
Hot Rod	12.80	10.70	10.10
Sports Affield	8.90	6.00	5.80
Omni	5.40	2.70	2.60
Popular Mechanics	9.10	6.10	5.80
Ebony	10.40	8.20	9.50
TV Guide	20.40	16.50	14.70
Motor Trend	8.80	7.40	7.50
Sports Illustrated	23.10	19.50	19.20
Mecanix Illustrated	5.30	3.80	3.40
Time	16.20	12.10	10.50
Newsweek	12.90	9.70	8.20
Jet	11.20	9.70	10.60
Car & Driver	9.70	8.00	8.20
Sport	10.90	9.90	10.50
Life	6.90	5.50	5.60
Field & Stream	12.20	9.40	8.20
Popular Science	7.60	4.90	4.50
Readers Digest	12.30	8.30	7.50
Spanish Reader's Digest	1.20	0.80	0.80
Discover	5.10	2.80	2.60
National Geographic	11.90	6.60	7.70
Road & Track	9.30	7.30	7.20
Sporting News	9.00	7.70	7.70
Rolling Stone	12.70	7.70	8.30
Us	3.00	2.50	2.30
Car Craft	8.80	6.80	6.60
Science Digest	4.90	2.80	1.80
Inside Sports	7.40	6.40	6.90
Science ('84-'87)	3.50	2.10	1.20
Games	4.30	3.00	3.40
U.S. News & World Report	7.40	5.50	4.70
Outdoor Life	11.20	9.30	8.60

Table 6.3
Regular Magazine Readership by TSC: NRS 1985-1987

(n)	I & II			IIIa			IIIb			below IIIb		
	85 (816)	86 (2419)	87 (896)	85 (616)	86 (1937)	87 (656)	85 (619)	86 (2387)	87 (1006)	85 (22)	86 (271)	87 (160)
People ^c	6.86	4.54	5.58	7.47	7.54	6.40	6.95	6.62	6.86	0.00	9.59	6.25
Hot Rod ^{b,c,d}	10.37	7.73	7.69	13.16	11.09	10.26	14.90	13.50	12.00	30.47	11.57	10.37
Sports Afield ^{b,c,d}	6.53	3.89	3.61	7.22	6.02	4.45	12.94	7.49	7.82	21.74	12.50	11.11
Omnib ^c	8.88	3.70	3.18	3.47	2.52	2.47	2.99	1.62	2.43	4.55	4.21	1.27
Popular Mechanics ^{b,c}	7.96	4.66	5.52	9.58	5.84	5.21	9.52	7.47	6.44	22.73	9.92	5.70
Ebony ^{b,c,d}	4.46	2.90	2.72	9.97	6.77	6.63	17.40	13.75	17.03	25.00	16.98	11.18
TV Guide ^{b,c,d}	16.32	13.88	11.06	20.98	17.34	14.51	24.32	17.97	17.94	32.00	22.30	17.39
Motor Trend ^{c,d}	7.97	5.54	5.20	7.89	7.31	7.06	10.21	9.15	9.61	19.05	9.96	8.75
Sports Illus. ^{b,c,d}	19.49	14.97	14.72	21.51	19.40	15.96	28.09	23.58	24.19	42.86	26.04	25.00
Mechanix Illus. ^{b,c,d}	3.45	2.58	2.61	6.26	3.69	2.48	6.12	4.90	4.46	20.00	6.25	5.59
Time ^{b,c}	19.37	13.22	10.76	14.59	11.00	9.51	13.89	11.45	11.10	16.67	15.19	9.82
Newsweek ^{b,c}	15.14	10.98	9.63	12.30	9.32	6.96	10.35	8.31	7.68	21.74	11.74	8.18
Jet ^{b,c,d}	4.20	3.64	3.31	11.86	7.55	6.77	18.69	16.53	18.41	20.83	20.99	17.20
Car & Driver ^{b,c,d}	8.00	5.85	6.67	9.45	7.95	7.10	11.16	9.70	9.91	30.43	12.50	11.81
Sport ^{b,c,d}	6.08	4.99	5.96	8.57	8.47	6.93	18.13	14.92	15.42	24.00	21.05	18.99
Life ^c	7.14	4.10	4.02	6.13	6.08	5.75	7.00	6.18	6.46	13.04	8.61	7.59
Field & Stream ^{b,c,d}	10.72	7.64	5.56	11.44	10.42	9.13	13.80	9.95	9.62	34.78	13.36	10.13
Popular Science ^b	9.84	4.86	4.48	6.54	4.75	4.35	5.68	4.93	4.80	9.09	6.90	3.16
Readers Digest ^{b,c,d}	15.80	10.29	9.76	11.51	7.44	6.49	9.20	7.07	6.43	0.00	7.60	6.37
Spanish Reader's Digest ^{b,c,d}	0.49	0.25	0.12	1.65	0.96	0.94	2.25	1.04	1.53	4.17	2.70	0.00
Discover ^b	7.38	3.19	2.63	4.09	2.59	1.88	3.16	2.60	2.87	4.35	0.09	3.21
National Geo. ^{b,c}	15.25	7.99	8.34	11.04	5.83	9.06	8.66	5.63	6.44	12.50	8.08	5.70
Road & Track ^{b,c,d}	6.85	5.28	5.71	10.47	7.36	4.91	10.86	8.98	9.42	18.18	9.80	10.69
Sporting News ^{b,c,d}	5.92	5.00	4.97	7.46	6.83	4.53	14.01	10.41	11.52	13.04	15.21	12.03
Rolling Stone ^d	12.45	7.75	6.74	12.72	7.97	7.15	12.31	7.44	10.04	30.43	8.40	10.26
Us ^c	3.09	1.57	1.50	2.47	2.66	2.04	3.32	2.92	3.07	0.00	5.81	3.28
Car Craft ^{b,c}	6.30	5.21	5.73	9.17	6.12	6.11	11.28	8.34	7.63	18.18	9.65	6.41
Science Digest ^c	6.30	3.17	1.39	3.64	2.77	1.88	4.39	2.28	2.37	4.55	5.12	0.65
Inside Sports ^{b,d}	4.56	3.04	3.73	7.41	5.79	3.78	10.93	9.32	10.93	4.35	16.92	12.10
Science ('84-'87) ^{b,c}	5.07	2.34	1.39	1.98	1.92	0.48	3.03	1.70	1.65	4.55	4.96	0.63
Games ^{c,d}	4.09	2.56	1.99	3.15	2.35	2.37	5.72	3.77	4.96	4.35	4.67	6.33
U.S. News & World Report	9.68	6.21	5.41	5.78	5.34	4.35	6.31	4.65	4.73	4.55	7.25	1.88
Outdoor Life ^{b,c,d}	10.76	7.41	6.04	10.33	9.66	10.00	11.65	10.68	10.18	36.36	11.49	6.96

- ^b significant difference across test categories in 1985
^c significant difference across test categories in 1986
^d significant difference across test categories in 1987

Table 6.4

Self-Reported Regular Magazine Readership by Ethnic Group: NRS 1985-1987

	WHITE			BLACK			HISPANIC			OTHER		
	85 (1580)	86 (5231)	87 (1852)	85 (432)	86 (1418)	87 (640)	85 (66)	86 (225)	87 (126)	85 (76)	86 (212)	87 (100)
People ^c	6.30	5.41	5.62	7.80	8.70	7.97	12.10	9.33	7.94	11.70	7.08	6.00
Hot Rod ^{c,d}	15.10	11.54	12.27	6.80	8.33	5.60	6.20	8.07	7.20	6.90	9.43	1.01
Sports Afield	9.00	6.08	5.85	8.20	5.74	6.78	7.80	5.43	3.25	11.10	6.70	2.13
Omni ^c	5.50	2.62	2.90	5.10	2.52	2.05	4.80	2.73	2.46	5.50	5.80	1.05
Popular Mech.	9.40	6.20	6.43	7.70	5.18	4.01	11.50	7.62	7.26	9.60	8.65	3.16
Ebony ^{c,d}	1.00	0.53	0.82	46.00	37.17	36.17	3.20	2.28	1.64	2.80	3.37	1.05
TV Guide ^{c,d}	17.20	13.85	12.53	32.20	25.80	21.16	21.20	18.92	9.76	21.30	17.92	20.41
Motor Trend	9.30	7.36	7.42	7.30	7.40	7.74	1.60	7.27	8.13	9.90	8.65	6.25
Sports												
Illus. ^{c,d}	18.90	16.27	15.13	38.20	31.84	31.80	20.30	20.54	17.74	28.60	15.87	13.40
Mechanix Illus	5.50	4.00	3.56	3.40	2.93	3.01	6.30	2.74	5.79	11.10	5.77	1.06
Time ^c	15.00	11.03	9.50	19.60	14.58	13.19	15.40	18.39	9.84	27.60	15.17	13.27
Newsweek	12.70	9.27	8.19	12.40	10.60	9.39	10.90	12.50	3.28	22.40	10.05	6.19
Jet ^{c,d}	1.10	0.92	1.16	49.30	43.03	39.54	4.90	3.18	1.64	5.60	4.39	3.26
Car & Drive	9.70	7.45	7.89	8.90	9.46	10.14	7.90	9.38	4.20	14.10	9.31	7.45
Sport ^{c,d}	7.40	6.93	6.53	22.80	20.33	22.22	10.90	11.31	10.57	16.40	11.54	8.25
Life ^{c,d}	5.60	4.44	4.76	9.90	8.72	8.11	12.90	8.14	4.17	13.30	7.84	5.43
Field &												
Stream ^{c,d}	14.60	10.94	10.12	4.40	4.53	3.69	4.80	5.88	5.04	5.70	6.34	4.26
Pop. Science	7.30	4.92	4.67	8.20	4.61	4.35	1.60	6.79	5.88	13.50	5.45	0.00
Readers Digest ^c	12.50	8.75	7.39	11.20	6.55	7.74	7.90	11.40	6.50	20.80	6.28	10.42
Sp. Reader's												
Digest ^{c,d}	1.00	0.37	0.17	1.70	1.46	1.59	10.90	5.33	4.07	1.40	1.96	4.21
Discover ^c	4.90	2.54	2.27	5.10	3.09	3.67	1.50	4.55	1.65	11.00	5.34	2.17
National												
Geographic ^c	12.90	7.03	8.44	10.10	5.00	5.31	6.10	8.52	6.50	11.10	4.88	9.57
Road & Track	9.30	7.05	6.83	8.00	7.43	8.33	4.80	8.60	6.61	19.20	9.90	7.53
Sporting News ^{c,d}	6.60	6.17	5.76	17.90	13.18	13.58	6.20	10.45	8.26	13.70	6.34	5.32
Rolling Stone ^c	13.60	8.29	9.02	8.50	5.53	5.77	9.40	7.69	9.84	20.50	8.25	8.42
Us ^c	2.40	1.79	2.33	3.90	4.40	2.57	4.60	5.90	0.00	8.20	2.90	3.23
Car Craft ^{c,d}	9.90	7.37	7.65	4.90	4.94	4.04	4.80	6.85	6.67	12.50	5.94	2.13
Science Digest ^c	4.80	2.31	1.56	4.70	4.08	2.75	4.80	6.76	1.67	8.10	3.45	1.09
Inside Sports ^{c,d}	4.80	4.42	4.29	15.70	13.14	14.17	7.90	10.86	8.26	13.70	6.86	7.61
Science(84-87) ^c	3.30	1.80	1.28	3.90	2.66	1.14	6.30	4.09	0.83	4.20	3.92	1.09
Game ^{c,d}	3.60	2.55	2.69	6.10	4.63	5.50	7.80	3.65	3.36	6.90	2.46	4.40
U.S. News & World												
Report	7.50	5.30	5.02	7.00	5.57	3.86	6.30	8.18	3.36	11.00	6.80	5.38
Outdoor Life ^{c,d}	13.10	10.59	9.91	4.70	5.19	4.53	6.30	6.85	10.66	6.90	5.91	6.45

b significant differences by race in 1985

c significant differences by race in 1986

d significant differences by race in 1987

Table 6.5
Self-Reported Regular Magazine Readership by Gender: NRS 1985-1987

MAGAZINES	MALES			FEMALES		
(n)	85 (1800)	86 (6532)	87 (2426)	85 (345)	86 (554)	87 (292)
People ^{b, c, d}	5.61	5.97	5.94	14.20	9.57	9.25
Hot Rod ^{b, c, d}	15.09	11.55	11.23	0.88	1.09	0.34
Sports Affair ^{b, c, d}	10.23	6.49	6.44	2.08	0.36	0.69
Omni ^{b, c}	5.99	2.82	2.68	2.37	1.28	2.08
Popular Mechanics ^{b, c, d}	10.45	6.61	6.28	1.77	0.37	1.74
Ebony ^{b, c}	8.94	7.48	9.27	18.08	16.21	11.38
TV Guide ^{b, c, d}	19.17	16.16	14.17	26.80	20.73	19.44
Motor Trend ^{b, c, d}	10.41	8.03	8.25	0.00	0.00	1.06
Sports Illus. ^{b, c, d}	25.90	20.71	20.79	8.45	4.96	5.21
Mecanix Illus. ^{b, c, d}	6.11	4.09	3.77	0.88	0.37	0.70
Time	15.89	12.12	10.75	18.08	11.80	8.65
Newsweek	12.57	9.72	8.28	14.41	8.99	7.32
Jet ^{b, c}	10.02	9.24	10.55	17.70	15.26	11.07
Car & Driver ^{b, c, d}	11.19	8.59	9.09	1.49	0.55	1.05
Sport ^{b, c, d}	12.16	10.54	11.40	4.15	2.39	2.81
Life	6.95	5.50	5.60	6.47	5.72	5.21
Field & Stream ^{b, c, d}	14.21	10.12	9.05	1.19	0.74	1.05
Popular Science ^{b, c, d}	8.54	5.27	4.73	2.37	0.92	2.48
Readers Digest ^{b, c}	11.44	7.81	6.98	16.86	14.39	12.20
Sp. Reader's Digest	1.41	0.84	0.80	1.49	0.37	1.05
Discover ^c	5.36	2.91	2.67	3.55	1.47	1.75
National Geographic	12.33	6.77	7.41	9.91	4.77	9.72
Road & Track ^{b, c, d}	10.63	7.82	7.98	2.09	0.73	0.70
Sporting News ^{b, c, d}	10.06	8.30	8.43	3.58	0.74	1.75
Rolling Stone	13.23	7.83	8.47	9.76	6.61	6.62
Us ^b	2.50	2.38	2.30	5.33	3.67	2.44
Car Craft ^{b, c, d}	10.44	7.40	7.18	0.30	0.18	1.41
Science Digest	5.28	2.94	1.84	2.97	1.65	1.77
Inside Sports ^{b, c, d}	8.40	6.97	7.48	2.09	1.11	2.17
Science ('85-'87) ^c	3.80	2.24	1.28	2.09	0.55	0.71
Games ^d	4.43	3.05	3.77	3.88	2.23	0.71
U.S. News & World Report ^c	7.67	5.68	4.91	6.23	3.32	2.83
Outdoor Life ^{b, c}	12.87	9.98	9.30	2.10	0.93	2.49

^b significant difference by gender in 1985

^c significant difference by gender in 1986

^d significant difference by gender in 1987

Table 6.5 reports differences in magazine readership by sex. As might be expected, sports-related and automotive publications were much more popular among male than female recruits. Log-linear analyses show this difference not to be merely an effect of the association of TSC and gender. Female recruits were more likely to report having regularly read People, Ebony, Jet, and Reader's Digest. These findings, however, should be interpreted cautiously since they may well be the result of the females included here having higher TSCs.

Table 6.6 reveals few regional differences in magazine readership. Log-linear analyses show that the few differences that did emerge are in fact ethnic differences (see Table 6.4) and appear here only as a result of the region/ethnic confound outlined in Figure 2.1. That is, the apparently greater popularity of Ebony, Jet, Sport, and Inside Sports in the Southeast is really a function of these publications' greater popularity among Black recruits and the fact that Blacks who enlisted in the Army during the years included here were more likely to be from the southeast than other regions. Once the effect of this ethnic/regional confound is accounted for, no regional differences remain in regular magazine readership.

Table 6.7 shows that automotive and sports-related publications are also more popular among younger than older recruits. These difference were not considered within the context of an age/TSC association since Table 6.3 showed these publication to be more popular among the low TSC recruits, while Test Score Category seems to be higher among younger recruits. Therefore, no confound exists.

Since most recruits reported having read magazines less than three hours per week, it is difficult to make definitive statements regarding the usefulness of Army advertising in this forum. Magazine advertising seems to be a potential vehicle for targeting a younger (eg. 17-18 year old) market, but more information is needed. Many of the magazines surveyed in the 1984-1987 New Recruit Survey, were sports-related and car-related publications which were more popular among low TSC recruits. However, since these analyses are based only upon the list of publications included in the New Recruit Survey, this information is somewhat incomplete. Analyses should be narrowed to those specific publication in which the Army does advertise. Further, assessing which publications, of all those readily available in this country, are most popular among prime recruits, should be considered. These additional, and more specific pieces of information would allow decisions regarding magazine advertising to be made in a more informed and confident manner.

Table 6.6

Self-Reported Magazine Readership by Region: NRS 1985-1987

MAGAZINE	1st BDE (NE)			2nd BDE (SE)		
	85	86	87	85	86	87
(n)	(467)	(1437)	(509)	(456)	(1517)	(574)
People	6.64	6.19	7.07	7.89	6.53	6.45
Hot Rod	11.44	11.00	8.98	12.88	11.22	9.47
Sports Afield ^c	8.46	5.93	7.57	8.33	7.10	6.59
Omni ^c	5.42	3.20	3.21	3.74	2.21	1.40
Popular Mechanics	8.33	6.58	5.59	7.82	5.92	3.67
Ebony ^{b, c, d}	10.00	6.72	8.20	17.75	16.44	16.01
TV Guide ^c	18.24	19.69	18.20	21.91	19.58	14.01
Motor Trend ^b	9.70	8.22	7.77	8.41	8.63	7.68
Sports Illustrated ^c	23.89	19.69	20.55	26.89	25.39	22.01
Mecanix Illustrated	4.79	4.34	2.80	3.77	4.07	2.45
Time	17.23	14.04	11.18	16.30	11.69	10.66
Newsweek	12.15	9.60	9.05	13.79	9.31	8.27
Jet ^{b, c, d}	9.50	7.72	8.85	20.61	19.91	17.53
Car & Driver	9.25	8.62	9.76	10.48	9.31	8.08
Sport ^{b, c, d}	9.91	9.93	10.02	15.25	13.95	15.03
Life	6.81	5.71	6.44	7.25	6.20	6.57
Field & Stream	10.52	9.87	9.24	9.19	9.29	7.34
Popular Science	8.44	5.83	3.85	5.76	5.16	4.96
Readers Digest	12.51	8.53	7.51	12.61	8.73	7.36
Spanish Reader's Digest ^c	1.54	0.57	0.60	2.24	1.36	1.76
Discover ^c	7.21	3.43	2.64	3.38	2.73	2.82
National Geographic ^b	11.56	7.11	7.68	10.47	7.40	6.51
Road & Track ^c	9.25	8.34	6.85	10.74	8.21	7.05
Sporting News ^c	9.35	8.21	8.30	10.99	10.44	9.52
Rolling Stone ^d	13.70	7.84	8.96	10.62	7.07	5.93
Us	2.42	1.94	2.65	2.68	3.21	1.94
Car Craft ^c	8.23	7.43	7.83	8.24	6.41	4.96
Science Digest	5.73	3.30	1.63	4.50	3.29	2.51
Inside Sports ^{c, d}	7.41	7.31	6.52	9.60	8.93	9.77
Science ('84-'87)	3.74	2.36	2.05	3.60	1.92	1.25
Games ^c	4.81	3.69	3.48	4.91	3.51	4.31
U.S. News & World Report ^b	6.78	5.29	5.07	7.80	4.90	3.54
Outdoor Life	11.64	9.59	8.67	8.20	9.18	6.76

^b significant differences across regions in 1985^c significant differences across regions in 1986^d significant differences across regions in 1987

Table 5.6 (continued)
Self-Reported Magazine Readership by Region: NRS 1985-1987

	5th BDE (SW)			4th BDE (MW)		
MAGAZINE	85	86	87	85	86	87
(n)	(311)	(1211)	(520)	(603)	(1942)	(719)
People	9.00	5.86	5.19	5.31	6.95	7.09
Hot Rod	11.50	10.59	9.51	15.71	11.27	12.69
Sports Afield ^C	10.03	6.74	5.96	9.09	5.72	5.33
Omni ^C	6.60	3.60	2.91	4.58	2.03	2.41
Popular Mechanics	7.82	7.10	7.35	11.02	5.73	6.83
Ebony ^{b, c, d}	9.48	8.57	11.15	7.87	5.34	6.60
TV Guide ^C	17.92	13.88	13.48	20.52	14.39	15.31
Motor Trend ^b	5.23	6.64	7.56	11.07	7.02	7.33
Sports Illustrated ^C	21.11	19.18	17.43	22.66	18.43	18.54
Mechanix Illustrated	3.63	3.96	4.52	7.12	3.74	4.10
Time	14.56	11.57	10.78	14.88	11.24	10.52
Newsweek	12.99	9.71	7.63	11.73	9.68	7.85
Jet ^{b, c, d}	10.39	10.19	12.91	8.26	6.10	7.58
Car & Driver	7.21	8.16	9.36	9.53	7.50	7.30
Sport ^{b, c, d}	10.46	10.03	11.02	8.72	9.40	8.77
Life	8.44	4.58	5.16	5.41	5.88	4.43
Field & Stream	14.89	10.03	8.24	13.02	9.75	9.85
Popular Science ^C	11.25	5.70	4.37	9.06	4.51	4.27
Readers Digest	17.74	9.34	7.86	11.20	8.23	7.69
Spanish Reader's Digest ^C	1.31	1.28	0.99	1.00	0.47	0.43
Discover ^C	4.62	3.82	2.76	4.49	2.21	1.29
National Geographic ^b	14.47	6.20	7.51	9.98	5.64	7.15
Road & Track ^C	5.56	7.37	8.09	9.33	6.38	6.41
Sporting News ^C	7.89	6.83	7.52	7.69	7.91	7.73
Rolling Stone ^d	13.36	7.22	7.48	12.50	8.70	10.48
Us	3.96	2.81	2.78	2.35	2.39	2.01
Car Craft ^C	6.25	6.11	6.14	11.35	8.17	8.25
Science Digest	5.28	3.25	1.40	4.54	2.13	1.58
Inside Sports ^{C, d}	6.23	6.89	7.34	6.05	5.37	5.60
Science ('84-'87)	4.95	2.89	0.60	3.03	1.48	1.02
Games ^C	3.99	3.34	3.82	3.04	2.55	3.17
U.S. News & World Report ^b	5.61	7.13	4.96	6.51	5.00	4.98
Outdoor Life	13.87	9.74	9.38	32.77	9.83	9.92

^b significant differences across regions in 1985

^c significant differences across regions in 1986

^d significant differences across regions in 1987

Table 6.6 (continued)
Self-Reported Magazine Readership by Region: NRS 1985-1987

<u>6th BDE (WEST)</u>			
MAGAZINE	85	86	87
(n)	(308)	(979)	(396)
People	7.47	5.01	5.05
Hot Rod	11.87	8.77	8.31
Sports Afield	9.21	4.12	3.12
Omni	8.31	2.92	3.64
Popular Mechanics	8.41	5.35	5.19
Ebony ^{b, c, d}	5.72	2.40	4.44
TV Guide ^c	23.57	14.64	11.96
Motor Trend ^b	6.93	5.99	7.01
Sports Illustrated ^c	19.17	12.51	16.50
Mechanix Illustrated	6.23	2.51	3.11
Time	18.19	12.19	9.16
Newsweek	14.66	10.19	8.21
Jet ^{b, c, d}	6.31	3.35	4.96
Car & Driver	11.80	6.12	6.74
Sport ^{b, c, d}	10.44	4.38	6.74
Life	7.67	4.58	5.48
Field & Stream	14.71	7.36	4.96
Popular Science ^c	7.62	3.14	5.17
Readers Digest	11.33	6.35	7.18
Spanish Reader's Digest	1.00	0.32	0.26
Discover ^c	5.90	1.90	4.21
National Geographic ^b	15.91	7.09	10.44
Road & Track	10.82	5.80	8.12
Sporting News	9.40	3.38	4.47
Rolling Stone ^d	13.86	7.29	7.85
Us	4.35	1.90	2.40
Car Craft	8.28	4.84	4.75
Science Digest	4.65	2.33	2.13
Inside Sports ^{c, d}	7.95	2.75	5.08
Science ('84-'87)	2.67	2.32	1.32
Games	5.70	1.59	2.13
U.S. News & World Report ^b	11.59	5.65	5.00
Outdoor Life	11.96	7.28	7.61

^b significant differences across regions in 1985

^c significant differences across regions in 1986

^d significant differences across regions in 1987

Table 6.7

Self-Reported Magazine Readership by Age at Contracting: NRS 1985-1987

MAGAZINE	17 year olds			18 year olds		
	85	86	87	85	86	87
	(n)	(1046)	(3469)	(1189)	(547)	(1725)
People	5.93	5.91	5.05	6.40	6.55	7.32
Hot Rod ^{b, c, d}	15.65	11.37	11.60	14.73	13.03	10.56
Sports Afield ^{b, c, d}	8.85	6.07	5.07	12.75	7.00	6.42
Omni	4.28	2.43	2.23	6.55	2.95	2.06
Popular Mechanics ^c	9.38	6.14	6.14	10.72	6.94	5.87
Ebony ^d	9.55	7.23	8.16	11.90	8.91	9.03
TV Guide	20.72	16.46	14.92	20.70	16.61	14.17
Motor Trend ^{b, c}	9.87	7.95	8.27	11.05	8.74	8.03
Sports Illustrated ^{c, d}	24.15	20.38	18.38	24.95	20.89	20.05
Mecanix Illustrated	5.59	3.92	2.48	6.58	4.04	3.98
Time ^{b, c}	13.96	11.68	9.60	17.40	11.48	9.89
Newsweek ^{b, d}	11.19	9.52	6.92	12.32	9.59	7.59
Jet ^d	10.12	8.65	8.73	14.63	11.38	11.84
Car & Driver ^{b, c, d}	10.90	8.84	8.60	11.83	8.60	10.35
Sport ^c	11.15	9.40	9.53	12.75	11.91	11.54
Life	6.28	5.20	5.77	7.49	6.44	5.56
Field & Stream ^{c, d}	12.44	10.22	8.35	14.15	10.75	10.23
Popular Science	7.63	5.06	4.29	8.22	5.25	5.01
Readers Digest ^c	11.85	8.30	7.37	11.38	7.53	6.50
Spanish Reader's Digest	1.26	0.56	0.61	1.51	0.96	1.10
Discover	4.86	2.69	2.34	6.18	3.03	2.08
National Geographic	11.47	6.32	7.67	12.92	7.43	6.52
Road & Track ^{b, c}	10.40	7.64	7.08	11.73	8.34	9.09
Sporting News ^{c, d}	8.60	7.67	7.01	10.65	8.26	9.04
Rolling Stone	13.28	8.31	8.15	13.86	7.79	8.92
Us	2.25	2.52	2.09	3.57	2.34	2.23
Car Craft ^{b, c}	9.66	7.39	7.22	11.57	7.85	7.34
Science Digest	4.78	2.54	1.66	5.87	3.00	2.50
Inside Sports ^{c, d}	7.83	5.76	5.33	8.11	7.13	7.34
Science ('84-'87)	3.49	1.84	1.05	3.44	2.70	0.84
Games	4.47	2.81	3.17	4.36	3.68	3.51
U.S. News & World Report ^c	6.00	5.29	4.50	8.52	5.31	4.71
Outdoor Life ^{b, c}	12.32	9.83	9.53	12.55	10.66	8.63

^b significant differences by age in 1985^c significant differences by age in 1986^d significant differences by age in 1987

Table 6.7 (continued)

Self-Reported Magazine Readership by Age at Contracting: NRS 1985-1987

MAGAZINE	19 year olds			20-24 year olds		
	85	86	87	85	86	87
(n)	(202)	(646)	(285)	(269)	(943)	(404)
People	8.42	7.12	6.32	9.29	5.30	7.92
Hot Rod ^{b, c, d}	6.40	10.31	7.64	5.22	6.68	8.13
Sports Afield ^{b, c, d}	5.03	8.02	9.47	5.66	3.87	4.80
Omni	6.00	3.45	2.85	6.02	2.48	4.00
Popular Mechanics ^c	8.37	7.92	4.58	6.37	4.29	5.75
Ebony ^d	9.64	8.62	11.89	9.70	8.69	13.65
TV Guide	16.58	17.97	15.09	22.06	14.97	17.54
Motor Trend ^{b, c}	5.53	7.22	7.80	3.76	4.84	5.32
Sports Illustrated ^{c, d}	19.61	20.00	24.22	20.44	14.78	18.23
Mecanix Illustrated	4.08	4.63	3.55	3.03	2.69	5.32
Time ^{b, c, d}	17.82	12.48	11.03	19.93	12.87	13.47
Newsweek ^b	14.65	9.61	8.45	17.10	9.26	12.34
Jet ^d	9.45	10.43	10.21	9.74	10.87	15.00
Car & Driver ^{b, c, d}	6.47	7.70	6.05	5.30	5.37	5.82
Sport ^c	9.69	11.67	13.71	8.65	8.22	11.25
Life	5.05	5.70	5.38	7.95	4.44	5.91
Field & Stream ^{c, d}	12.76	9.92	7.42	7.95	5.71	4.81
Popular Science	10.00	6.05	4.66	4.55	3.70	3.87
Readers Digest ^c	10.40	9.67	6.81	15.67	7.10	10.46
Spanish Reader's Digest	1.50	0.96	1.43	1.12	0.87	0.77
Discover	6.44	2.88	2.86	3.01	2.60	4.07
National Geographic	11.17	5.45	7.22	10.45	5.94	9.39
Road & Track ^{b, c}	6.37	8.15	5.67	4.53	4.78	6.41
Sporting News ^{c, d}	6.60	9.32	8.99	8.92	6.41	8.16
Rolling Stone	10.84	7.77	10.68	9.77	5.96	7.09
Us	4.04	2.89	3.21	3.73	2.18	2.60
Car Craft ^{b, c}	5.47	6.83	5.40	5.26	4.23	5.15
Science Digest	6.53	3.04	1.45	2.26	3.16	1.81
Inside Sports ^{c, d}	7.58	9.63	11.23	4.87	5.77	8.51
Science ('84-'87)	6.57	2.38	1.82	1.89	2.18	1.80
Games	4.57	2.72	4.00	4.15	2.97	4.11
U.S. News & World Report ^c	8.08	4.62	4.66	8.96	5.97	5.14
Outdoor Life ^{b, c}	9.45	9.61	8.54	6.06	6.07	5.64

^b significant differences by age in 1985^c significant differences by age in 1986^d significant differences by age in 1987

Table 6.7 (continued)

Self-Reported Magazine Readership by Age at Contracting: NRS 1985-1987

(n)	<u>25-34 year olds</u>		
	85	86	87
	(68)	(276)	(96)
People	13.24	9.78	6.25
Hot Rod ^{b, c, d}	5.80	2.93	3.19
Sports Afield ^{b, c, d}	5.88	1.47	4.21
Omni	6.14	3.31	5.26
Popular Mechanics ^c	4.35	2.26	5.21
Ebony ^d	15.71	10.74	4.30
TV Guide	17.39	18.52	12.63
Motor Trend ^{b, c}	4.41	0.76	2.13
Sports Illustrated ^{c, d}	15.94	13.43	10.64
Mechanix Illustrated	2.99	2.63	3.23
Time ^{b, c, d}	22.54	17.65	13.54
Newsweek ^b	18.84	12.87	10.42
Jet ^d	11.76	11.99	6.45
Car & Driver ^{b, c, d}	1.49	1.50	4.40
Sports ^c	5.97	4.15	3.30
Life	10.45	6.42	2.17
Field & Stream ^{c, d}	5.88	1.89	6.38
Popular Science	7.14	3.04	5.32
Readers Digest ^c	18.31	13.81	8.16
Spanish Reader's Digest	1.47	1.89	0.00
Discover	4.41	3.03	2.20
National Geographic	18.57	9.36	9.68
Road & Track ^{b, c}	1.49	1.89	2.17
Sporting News ^{c, d}	8.96	4.15	0.00
Rolling Stone	8.96	4.89	3.19
Us	2.99	2.64	2.13
Car Craft ^{b, c}	0.00	1.90	2.17
Science Digest	5.88	3.75	0.00
Inside Sports ^{c, d}	4.48	3.80	4.30
Science ('84-'87)	2.99	1.13	2.15
Games	1.49	1.15	2.13
U.S. News & World Report ^c	12.86	9.51	5.32
Outdoor Life ^{b, c}	5.88	3.82	8.42

^b significant differences by age in 1985^c significant differences by age in 1986^d significant differences by age in 1987

Table 6.9

Self-Reported Magazine Readership by Recency of School Attendance: NRS 1985

ITEM	<u>class of '82 & before</u>	<u>class of 83</u>	<u>class of 84</u>	<u>class of 85</u>
(n)	(326)	(108)	(174)	(1537)
People	10.43	7.41	5.17	6.44
Hot Rod ^b	8.21	8.04	9.20	14.59
Sports Afield	8.92	2.78	6.32	9.69
Omnib ^b	7.36	9.26	8.62	4.33
Popular Mechanics	7.06	8.93	7.95	9.65
Ebony	12.77	7.34	7.10	10.50
TV Guide	19.58	13.64	19.54	21.15
Motor Trend ^b	5.25	4.59	7.60	9.95
Sports Illustrated ^b	21.26	10.09	14.94	25.39
Mecanix Illustrated	4.36	5.66	4.68	5.50
Time	20.78	16.67	17.71	15.06
Newsweek ^b	18.54	15.89	12.79	11.44
Jet	11.76	9.17	8.14	11.63
Car & Driver ^b	4.40	8.11	10.92	10.73
Sport ^b	8.41	5.50	8.72	12.04
Life ^b	10.87	1.87	5.85	6.49
Field & Stream	9.60	6.60	11.63	13.15
Popular Science	6.42	8.33	6.36	7.89
Readers Digest	14.24	12.73	10.86	12.02
Spanish Reader's Digest	2.13	2.80	0.58	1.27
Discover	4.29	6.54	5.23	5.11
National Geographic	13.60	10.00	15.03	11.37
Road & Track ^b	4.94	3.05	8.12	10.49
Sporting News	9.85	4.59	6.51	9.46
Rolling Stone	12.31	9.01	12.21	13.08
Us	4.02	1.87	4.09	2.67
Car Craft	5.59	6.31	7.56	9.86
Science Digest	3.72	6.48	5.26	5.02
Inside Sports	6.44	3.67	4.71	8.18
Science ('84-'87)	2.79	4.72	4.68	3.47
Games	4.97	1.85	4.68	4.34
U.S. News & World Report ^b	11.25	5.66	7.60	6.72
Outdoor Life ^b	8.64	3.74	9.83	12.40

^b significant differences across class years

CHAPTER 7. CONCLUSIONS

The results reported here show that most recruits whose responses are included here recall being exposed to Army advertising from a variety of sources. Perhaps not surprisingly, most recalled seeing an Army ad on television. Most recruits also reported recalling ads from the other sources surveyed, though very few indicated that they recalled seeing Army ads in the newspaper.

Relative to targeting the prime market, little can conclusively be said based solely upon the results reported in Chapter 3. As in earlier reports (eg. Elig et al., 1985), these data show Test Score Category (TSC) to be strongly associated with self-reported recall of Army ads. Beyond the effect of TSC, no other patterns emerged. Perhaps additional insight might be gained from researching recruits' enlistment decisions and the role, if any, exposure to Army promotional materials played in the decision process. Further, results reviewed here regarding television viewing, radio listening and magazine reading habits may enhance the interpretability of these data.

Data reviewed in Chapter 4 show ethnicity to be a significant indicator of the average number of hours a given recruit watches television per week. However, these differences only emerged during non-prime time hours. Regardless of ethnicity, sports programming was quite popular among those surveyed. If budgetary considerations permit, television advertising is obviously an effective means of reaching the general youth market, though few implications regarding reaching the quality market are clearly indicated. If the need to more actively target minority populations arises, television advertising may be an effective method.

Analyses of radio listening data (Chapter 5) indicated that high TSC recruits are heavier listeners than low TSC recruits - particularly during prime time hours -- though the ethnic/TSC confound limits the interpretability of this difference somewhat. Music programming seems particularly popular among those surveyed.

Based upon the publications surveyed here (Chapter 6), few conclusions can be drawn about magazine advertising and the prime market. These data do show that car and sports-related publications are generally popular among the recruits whose responses are included here, but more so among the low TSC recruits. Few of the significant differences that emerged show high TSC recruits to be more likely to read publications listed on the survey. That is, these data show which magazines the high TSC recruits are less likely to read, but little about which magazines they are more likely to read.

It is suggested that future research investigate which publications are more popular among the high TSC recruits, which will most likely require going beyond the list presently included in the New Recruit Survey. Further, the average number of hours per week that these recruits reported that they read magazines (less than three) should be compared with similar reports from a more heterogeneous sample. If the majority of other samples also indicate that they spend less than three hours per week reading magazines, the Army may want to pursue this avenue and investigate which publications are most likely to be read youth in the prime recruiting market. However, if those data showed substantially more magazine reading in the general population than among those youth who eventually enlist in the Army, this would indicate that magazine advertising may be particularly unfruitful for the Army's purposes.

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APPENDIX A

Individual Television Shows Surveyed: NRS 1986 and 1987

Solid Gold
Soul Train
American Bandstand
Dance Fever
Movies on Network TV
Music Videos
Early/Late News
David Letterman Show
Soap Operas
Professional Bowling
NFL Football
Monday NFL
NFL Playoffs
Superbowl
USFL Football
NCAA Basketball
NCAA Basketball Playoffs
NBA Basketball
NBA Playoffs
Newhart
Who's the Boss
The Cosby Show
Family Ties
Cheers
Night Court
Gimme a Break
Cagney & Lacey
The Equalizer
Simon & Simon
Hill Street Blues
Blacke's Magic
Moonlighting
MacGiver
Stingray
Airwolf
The A-Team
Hunter
Miami Vice
Hardcastle and McCormick
Riptide
Knight Rider
Amazing Stories
Alfred Hitchcock
60 Minutes
Ripley Believe...
Twilight Zone
