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A COMPARATIVE STUDY OF THE TRENDS OF COMEDY AND
NON-COMEDY TELEVISION GENRES AND THE PUBLIC'S
ATTITUDES TOWARD ECONOMIC WELL-BEING,
ACCORDING TO A SURVEY OF GALLUP
POLLS, DURING A THIRTY-YEAR
PERIOD FROM 1955-1984

THESIS

Presented to the Graduate Council of the
North Texas State University in Partial
Fulfillment of the Requirements

For the Degree of

MASTER OF SCIENCE

By

Mary J. Millard, B.S.

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This study is concerned with the problem of whether the public's attitudes toward economic well-being could be compared with the types of television programs made popular over a thirty-year period. Two measures were used to determine the public's attitudes toward economic well-being: 1) answers to questions of an economic nature; and 2) answers to questions that asked what was the most important problem. All data were compiled from Gallup polls administered during 1955 through 1984. The television genre data were compiled from sources by Brooks and Marsh, McNeil and Norback and Broadcasting magazine. No association existed among the three measures.

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CHAPTER I

INTRODUCTION

In the area of television research, much has been written about television as a social and cultural force (Adler). Articles, studies, and books have examined how different aspects of television programming affect the public. The violence and sexual contents of much television programming have been problems that researchers and even government agencies spend much time and effort dealing with (Comstock et al.; United States). How the public uses television, how the public perceives television and how television shapes the public's minds are just a few of the topics researchers have devoted themselves to (Rowland and Watkins; Farrar and Stevens).

Much has also been written about criticism of individual television programs as well as individual genres (Sklar; Arlen). However, as expressed by Robert Lee Bailey in an article for the Journal of Broadcasting, "One of the most neglected areas of broadcasting research is that of programming history and strategy" (325). Craig T. and Peter G. Norback's

TV Guide Almanac, Alex McNeil's Total Television, and Tim Brooks and Earle Marsh's The Complete Directory to Prime Time Network Television Shows: 1946-Present have listed all the programs aired by the networks since the beginnings of television broadcasting. However, none of these works did more than describe. Bailey conducted a content analysis of television prime-time special programming; Dominick and Pearce described overall trends in network prime-time programming content, from 1953-1974; and Persky undertook a study in the trends and patterns of twenty years of prime-time programming. Nevertheless, none of these studies attempted to relate their findings to anything. These were simply descriptive studies.

The problem to be examined, then, was in how and in what ways can trends in program genres be compared with the audiences who watch them. Was there a relationship between how these audiences were feeling about their lives in general and the programs they made popular? Would it be possible to pick a particular audience or public aspect which could be linked to the most popular television programs?

The purpose of this study was to determine a particular public attitude and compare that attitude to the category of television programs that was most prevalent. For the years 1955 through 1984, the most

popular television program genres were selected and placed into the appropriate category. The category containing the most programs was then correlated to the public's attitudes toward economic well-being, how the public was feeling about the economy in general, for that same time. The premise was if the public was feeling concerned about economic matters, they would watch more comedy-type programs. However, if they were relatively at ease about economic matters, they would watch more drama-type shows.

It was hypothesized that no association existed between the most popular television program category--comedy or non-comedy--and the public's attitudes toward economic well-being. These attitudes were ascertained by responses to questions of an economic nature administered by the Gallup Polls between the years of 1955 and 1984.

Perhaps the best justification of this project was that of curiosity. It would be interesting to find out if any relationship existed between the factors discussed. And if there were any, then the information learned from this study could be utilized in future programming decisions. This information may also provide answers to the question of how programming strategy is influenced by prevailing societal attitudes.

This study included only those television programs produced by the three networks--NBC, ABC, CBS--shown in prime-time--7:00pm to 10:00pm CST. The limitation was imposed because shows produced specifically for this time period are designed to reach the largest and most diverse audience.

Furthermore, regularly scheduled programs were the only ones included in the study. This excluded specials preempting regularly scheduled programs and summer replacement series. These summer replacement programs were excluded because yearly Nielsen ratings for each season begin in August or September and are published the last week in April. Also, all movies were coded as miscellaneous because of their varied contents.

Another limitation of this study was in the use of Gallup Polls alone as a measure of the public's attitudes toward economic well-being. The reason for this apparent one-sidedness was accessibility and completeness of information between 1955 and 1984.

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CHAPTER II

METHODOLOGY

To determine the most popular television genres for each television season between 1955 and 1984, the top ten television programs for those years were located. Three sources were available that listed the top fifteen or twenty shows for the years up to the 1979-1980 season: TV Guide Almanac, Total Television: A Comprehensive Guide to Programming from 1948-1980, and The Complete Directory to Prime Time Network Television Shows: 1946-Present (Norback; McNeil; Brooks and Marsh). For the television seasons of 1979-1980 through 1981-1985, Broadcasting magazine provided the needed data.

After determining the top ten shows of each year, each show was coded by genre. Genre was defined as "a class or category of artistic endeavor having a particular form, content, technique, or the like" (Random House). The Complete Directory to Prime Time Network Television Shows: 1946-Present labeled each show by genre and was used as a guide (Brooks and Marsh). For the 1979-1980 season through the 1984-1985

season, Brian G. Rose's TV Genres: A Handbook and Reference Guide was the source for determining the genre.

After each show had been coded as to genre, each genre was placed into one of two categories: comedy or non-comedy. The comedy category was defined as an overall category that includes those shows that are essentially "of light and humorous character with a happy or cheerful ending" (Random House).

Specifically, the situation comedy, comedy, and variety genres were considered to be in this category. The non-comedy category was defined as one that included any genre that did not fall within the comedy category.

The number of shows that fit into the comedy category were then counted for each year as were the shows that fit into the non-comedy category. Then the total number of shows were added up over a five-year period for each category. This gave six separate five-year television season periods:

- the 1955/56 season-the 1959/60 season;
- the 1960/61 season-the 1964/65 season;
- the 1965/66 season-the 1969/70 season;
- the 1970/71 season-the 1974/75 season;
- the 1975/76 season-the 1979/80 season;
- and the 1980/81 season-the 1984/85 season.

This made it possible to determine which category, comedy or non-comedy, had the most shows for each five-year television season period.

To determine the public's attitudes toward economic well-being, a combination of economic measures were compiled. Studying expected business conditions, expected personal financial situations, and public opinion concerning economic outlook, price outlook, and unemployment outlook gave a fairly good idea of how the public was "feeling" about the economic situation (Gallup). This "feeling" was defined as whether or not the public seemed concerned about or relatively at ease about economic matters. A second economic measure, also utilizing public opinion, was a poll which asked the public to decide what was the most important problem facing the country today (Gallup).

The first economic measure, economic indicators, was taken from Gallop Polls administered between 1955 and 1984. Any question of an economic nature was investigated. Economic prosperity, conditions, or expectations; business conditions or prosperity; personal finances; unemployment outlooks; price outlooks; and inflation questions were considered to be of an economic nature. Again, the thirty-year time span between 1955 and 1984 was divided into six, five-year periods.

The responses to poll questions were then compiled under each of the five-year periods. Answers to the same questions that were asked several times during each period were added together to come up with the fewest possible categories of economic indicators for each of the five-year periods. As many questions fell under the economic indicators measure, categories do differ among the six, five-year periods.

The figures for each individual poll were determined by dividing the sub-totals of responses by the actual total number of respondents for each poll. This method was decided upon because rarely did the total number of respondents equal 100 and this produced percentages that could be compared. Then for each five-year period, the sub-totals were averaged to come up with one total per response for each of the various economic indicators.

Completely excluded from the statistical data were the others, no opinion and don't know responses. For the inflation rate polls, responses were added together to obtain higher or lower category answers. This was repeated for the unemployment rate polls as well. Since the unemployment rate usually included a decimal, which was not taken into consideration in the original responses, one number for each poll was dismissed.

The five-year totals for each of that period's economic indicators were then coded as to being a positive economic indicator or a negative economic indicator. A positive indicator was defined as any answer that implied the economy was doing well. It was determined that the economy was doing well when the following responses occurred:

- business prosperity and conditions were better;
- prices were lower, falling, or going down;
- fewer people were out of work;
- unemployment was on the decrease;
- the economy seemed to prosper;
- economic expectations seemed better;
- full employment was seen for the future;
- the economic situation seemed better;
- personal finances seemed better;
- inflation was lessening;
- the inflation rate was lower;
- and the unemployment rate was lower.

Negative indicators were defined as any responses that suggested the economy was not doing well; the opposite of the positive indicators.

Some of the polls also contained responses that indicated the respondents thought no change had occurred or that things would stay the same. This

category of responses was added to the positive economic indicators category; if no change had occurred, then the economy, as seen by the respondents, had not gotten any worse. This action would ensure that a majority could be determined among the economic indicators within any five-year period.

The other measure of the public's attitudes toward economic well-being, also obtained from the Gallup Polls, proved to be very useful as well as acting as a check on the economic indicators. This was a poll which asked respondents to tell what they considered to be the most important problem facing the country, their family, or the government today. This particular poll proved helpful because it was asked almost every year between 1955 and 1984. The answers to this poll were also divided into the six, five-year periods.

The responses to each individual poll were coded as either an economic problem or a non-economic problem. Economic problems were defined as any statement by the respondents that included certain watch words that had to do with economics. This was determined as a better method of identifying economic problems than to try and figure out exactly what the respondent meant by each statement. Whenever the following words appeared, the statement was coded as an economic problem: unemployment, employment, cost,

taxes, money, economic, prices, finances, debt, budget, inflation, economy, minimum wage, poverty, welfare, recession, depression, excessive spending, and interest rates.

Non-economic problems were defined as any statement by the respondents that could not be coded as an economic problem.

Once again, the total number of respondents for each individual poll rarely if ever added up to 100. Therefore, the sub-totals of a response under each category of economic problems or non-economic problems were divided by the actual total number of responses to each individual poll. Then for each five-year period, the economic problems' and non-economic problems' sub-totals were averaged to come up with a five-year economic problem total and a five-year non-economic problem total. In addition, any others, no opinion and don't know answers were dismissed.

To decide if the research hypothesis was correct, attitudes toward economic well-being were compared to the most popular television program category data for each of the six, five-year periods. When the positive category of economic indicators and the non-economic problem are the ones in the majority, it was concluded that the public's attitudes toward economic well-being were of relative ease about economic matters.

Conversely, when the negative category of economic indicators and the economic problem are in the majority, the public's attitudes toward economic well-being were considered as being more concerned about economic matters. This was figured out for each of the six, five-year periods. The most popular television program category for each of the six, five-year periods was determined as the category that appeared most often.

Thus will it be seen if any relationship can be found between the most popular television program category and the public's attitudes toward economic well-being.

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CHAPTER III

RESULTS

Due to the nature of the compiled data for both the public's attitudes toward economic well-being and the most popular television category, statistical tests did not seem to work. Either the sample was too small or the data were too different. Nevertheless, by looking at the figures derived from the data, the following results can be noted.

Concerning the public's attitudes toward economic well-being, Table I shows the relationship between the positive economic indicators and the negative economic indicators.

TABLE I
TOTAL ECONOMIC INDICATORS' STATISTICS BY 5-YEAR PERIOD

	1955	1960	1965	1970	1975	1980
	1959	1964	1969	1974	1979	1984
POSITIVE	65	60	30	38	43	49
NEGATIVE	35	40	70	62	56	51

As can be seen from Table I, the positive indicators were in the majority for two out of the six, five-year periods. For those two periods, then, economic matters were not seen by the public as being something to worry about; economic matters were doing well. In the 1955-1959 period, business prosperity was seen as doing better; business conditions were seen as being better; prices were lower; and fewer people were unemployed (Fig. 1, 26). The same can be seen for the 1960-1964 period (Fig. 2, 27).

For the remaining four time periods, however, the negative indicators were in the majority. Here, economic matters were seen as something to be concerned about; the economy seemed to be doing poorly. For 1965-1969, business was still seen as prospering, but prices were rising (Fig. 3, 28). In the 1970-1974 period, the economy was seen as having difficulty because the economic situation was worse, prices were higher and unemployment was rising. However, business was seen as doing okay (Fig. 4, 29). The 1975-1979 period showed that the public saw economic expectations and the economic situation as being better; but the economy still was having difficulty as business was not too good and unemployment was rising (Fig. 5, 30). Finally, in the 1980-1984 period, the difference between the positive and negative indicators was very

close. The economic expectations were seen as getting better as were personal finances. Inflation was also seen as lessening. However, the economy was still seen as facing difficulty, the rate of inflation was still higher than it had been, and the unemployment rate was higher as well (Fig. 6, 31).

The other measure of the public's attitudes toward economic well-being provided some interesting differences from the economic indicators. Table II shows the relationship between the economic problems and the non-economic problems.

TABLE II
MOST IMPORTANT PROBLEM STATISTICAL TOTALS

	1955	1960	1965	1970	1975	1980
	1959	1964	1969	1974	1979	1984
ECONOMIC	30	20	12	48	72	76
NON-ECONOMIC	70	80	87	52	28	23

As can be seen from Table II, only one of the time periods could be considered close--1970-1974; and even here a majority was seen. Three of the time periods, showed an overwhelming non-economic problem choice, while the remaining two showed an overwhelming economic problem choice. Therefore, for the years 1955-1974,

the public saw problems other than economic ones as the most important problems affecting them. For the years 1975-1984, economic problems were seen as being the most important affecting them.

The interesting difference between these two measures of economic well-being was that they didn't completely correlate. In comparing the two measures, two time periods came up with mixed attitudes. Table III shows up this difference.

TABLE III
COMPARISON OF ECONOMIC INDICATORS AND MOST IMPORTANT
PROBLEM

	1955	1960	1965	1970	1975	1980
	1959	1964	1969	1974	1979	1984
ECON INDICATORS	+	+	-	-	-	-
PROBLEM	NE	NE	NE	NE	E	E

+ = Positive; - = Negative; NE = non-economic problem; E = Economic problem

The two measures related perfectly for four of the six time periods. However, for 1965-1969 and 1970-1974 the economic indicators showed a negative attitude toward economic well-being, while the most important problem showed a non-economic problem as being more

important to the public. Therefore, these two time periods must be looked at as showing a mixed attitude on the part of the public.

Table IV shows the breakdown of the television categories for each of the six, five-year periods.

TABLE IV
TELEVISION CATEGORY STATISTICAL TOTALS

	1955	1960	1965	1970	1975	1980
	1959	1964	1969	1974	1979	1984
COMEDY	16	31	38	26	29	18
NONCOMEDY	34	19	12	24	21	32

As the Table indicates, the delineation between the comedy category and the non-comedy category was obvious for all the time periods but one. For the 1970-1974 period, the categories were almost tied, with the comedy category just coming out ahead.

A final inspection of the data revealed that there was no comparison between the most popular television category and the public's attitudes toward economic well-being. This is seen in Table V.

TABLE V
COMPARISON OF THE MOST POPULAR TELEVISION CATEGORY AND
THE PUBLIC'S ATTITUDES TOWARD ECONOMIC WELL-BEING

	GENRES	ATTITUDES	
		ECONOMIC INDICATORS	PROBLEM
1955- 1959	NONCOMEDY	POSITIVE	NONECONOMIC
1960- 1964	COMEDY	POSITIVE	NONECONOMIC
1965- 1969	COMEDY	MIXED ATTITUDE	
1970- 1974	COMEDY	MIXED ATTITUDE	
1975- 1979	COMEDY	NEGATIVE	ECONOMIC
1980- 1984	NONCOMEDY	NEGATIVE	ECONOMIC

From these data, it could be seen that the non-comedy category showed up in time periods when the public's attitudes seem to lean toward both being concerned about economic matters and of being at relative ease. The same could be seen with the comedy category, which also appeared during both economic attitudes. During the two time periods where the economic well-being measures were mixed, comedy compared to both the concerned attitude and the relatively at ease attitude. The hypothesis is proven.

CHAPTER IV

DISCUSSION

Although no association was found, the findings of this study provided some interesting results to consider. Referring back to Table V, the results for the 1965-1969 and 1970-1974 time periods do show a correlation of sorts. The mixed attitude category for both periods contained negative economic indicators and non-economic problems. While, as stated above, these two measures seem to cancel each other out--one meaning an attitude of concern and the other meaning an attitude of relative ease concerning economic matters--the comedy category was also present in both periods. Had the public not been so seemingly divided on how it saw those periods in terms of economic well-being, there would have been those two periods where the category and the public's attitudes would compare. Using different economic measures, a correlation could still exist between the television shows the public makes popular and the public's attitudes toward economic well-being.

Another finding pointed out a different kind of trend. The data on television genres demonstrated some similarities in the types of programs made popular throughout the years. For example, starting in the television season of 1956-1957, the first western, Gunsmoke, made its way into the top ten. The following season, five westerns could be found there. The 1958-1959 season saw seven westerns in the top ten. While the western did well in the ratings for the next two years, they had all but disappeared by the 1962-1963 season (Fig. 7, 32). Only two westerns, Bonanza and Gunsmoke, remained in the top ten until the 1973-1974 season. After that, westerns were gone from the top ten.

The same season that the western seemed on its way out, the situation comedy began a seesaw showing in the ratings. In the 1965-1966 season, eight sitcoms were in the top ten. But, by the 1970-1971 season, only one situation comedy remained. From that time on, the number of sitcoms rose until, in the 1978-79 season, nine of the top ten rated shows were situation comedies (Fig. 8, 33). By the 1984-85 season, the drama, specifically the night-time soap opera, had helped to lower the number of sitcoms in the top ten (Appendix A).

While this is just an overview of the top ten programs, there does seem to be a trend. What made the western die out? Why did the situation comedy become so popular and stay popular for quite a while? There could be several reasons or it could just be coincidence. However, the information is there and bears looking into. After all, it is the public that popularizes the shows; the public watches them. If an answer could be found that explained why the public popularizes certain shows at certain times, that information could prove to be very useful.

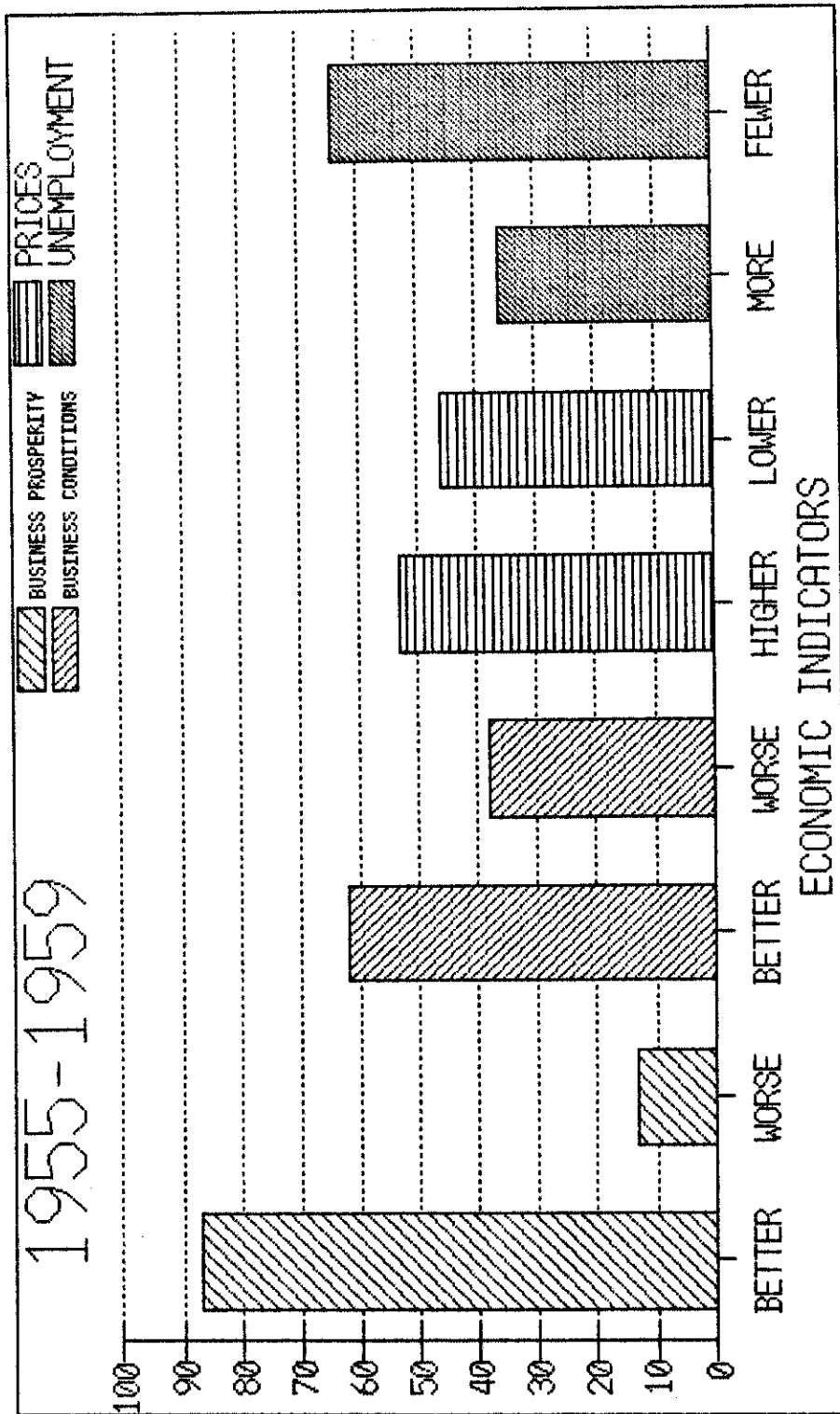


Figure 1: 1955-1959 Economic Indicators

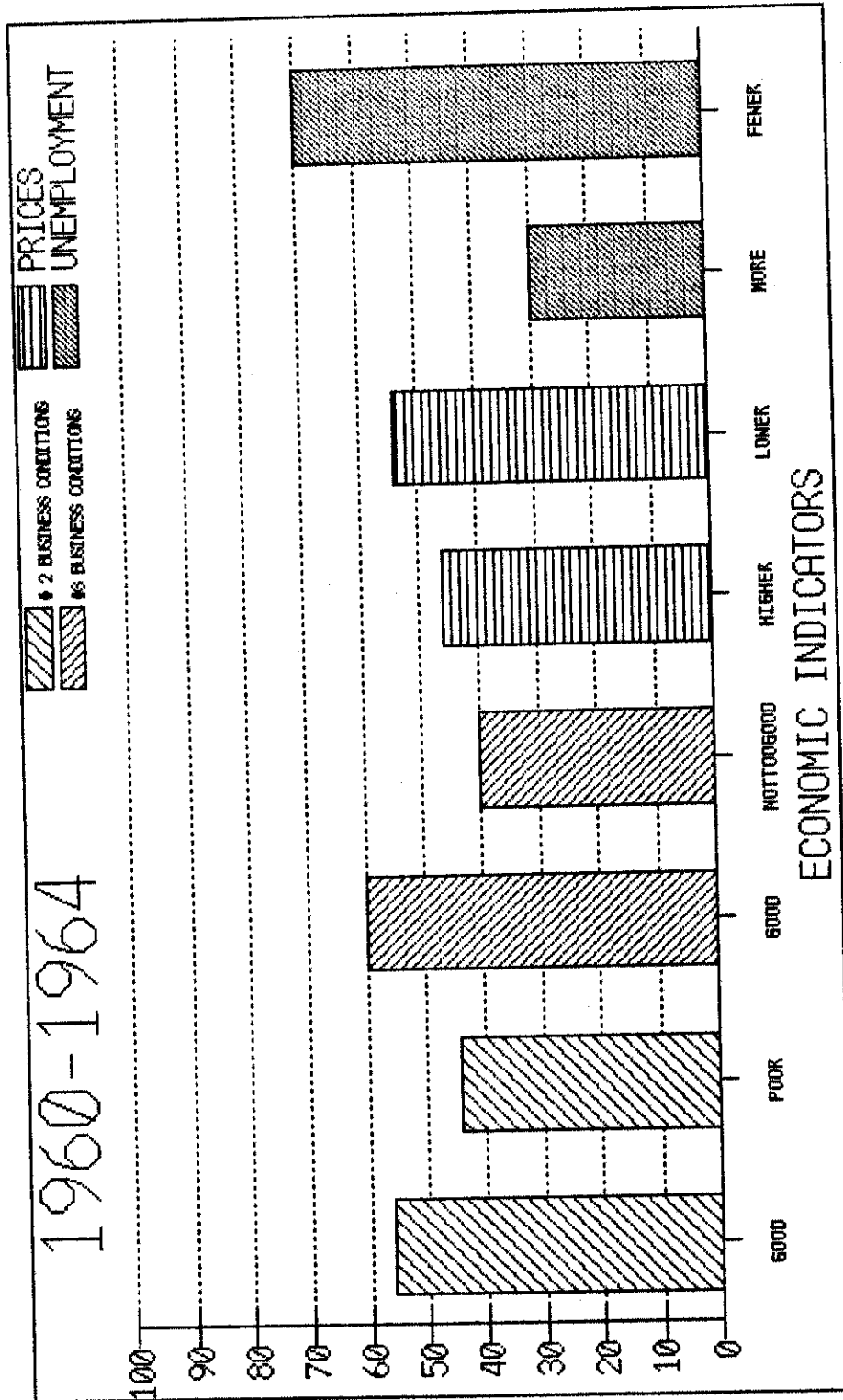


Figure 2: 1960-1964 Economic Indicators

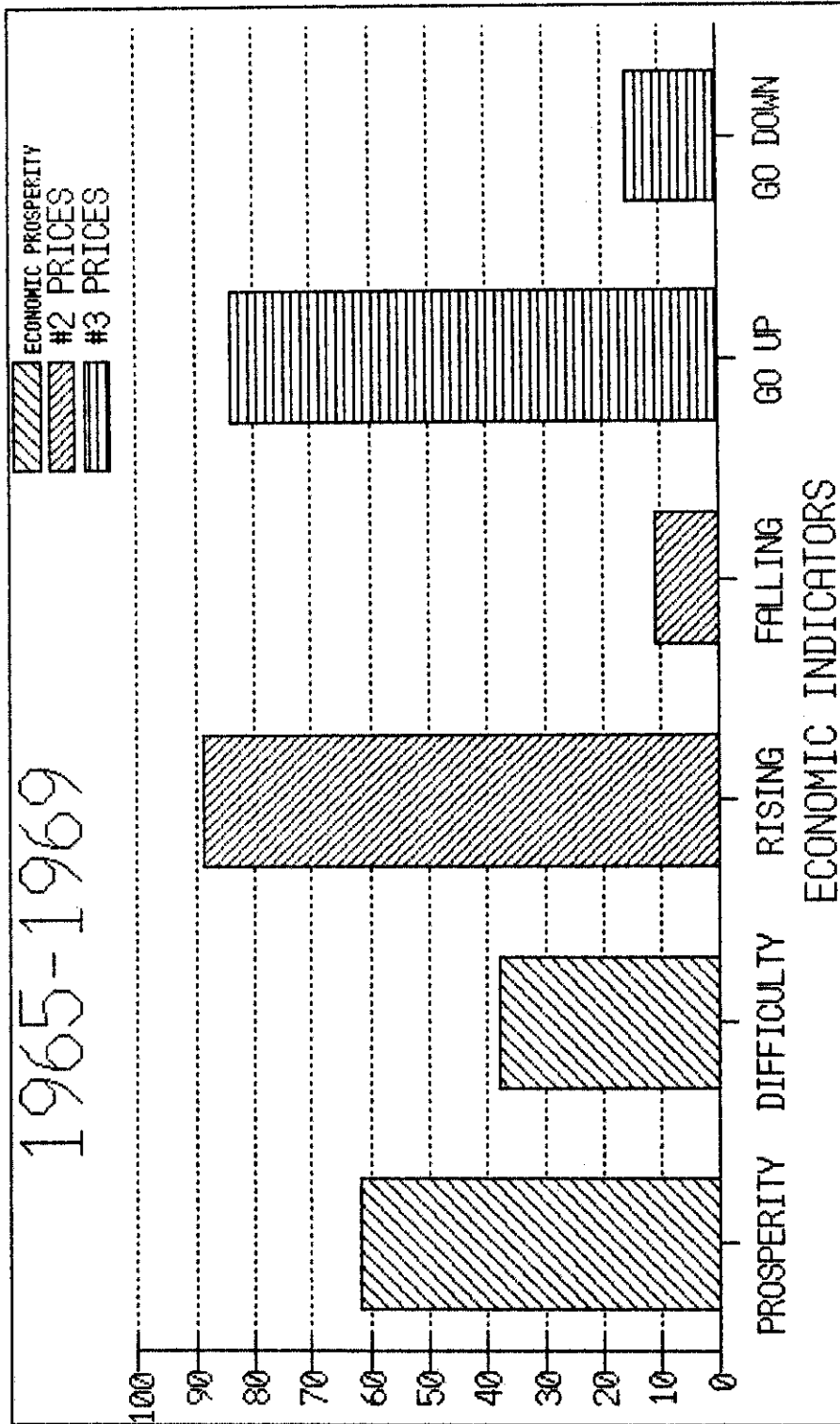


Figure 3: 1965-1969 Economic Indicators

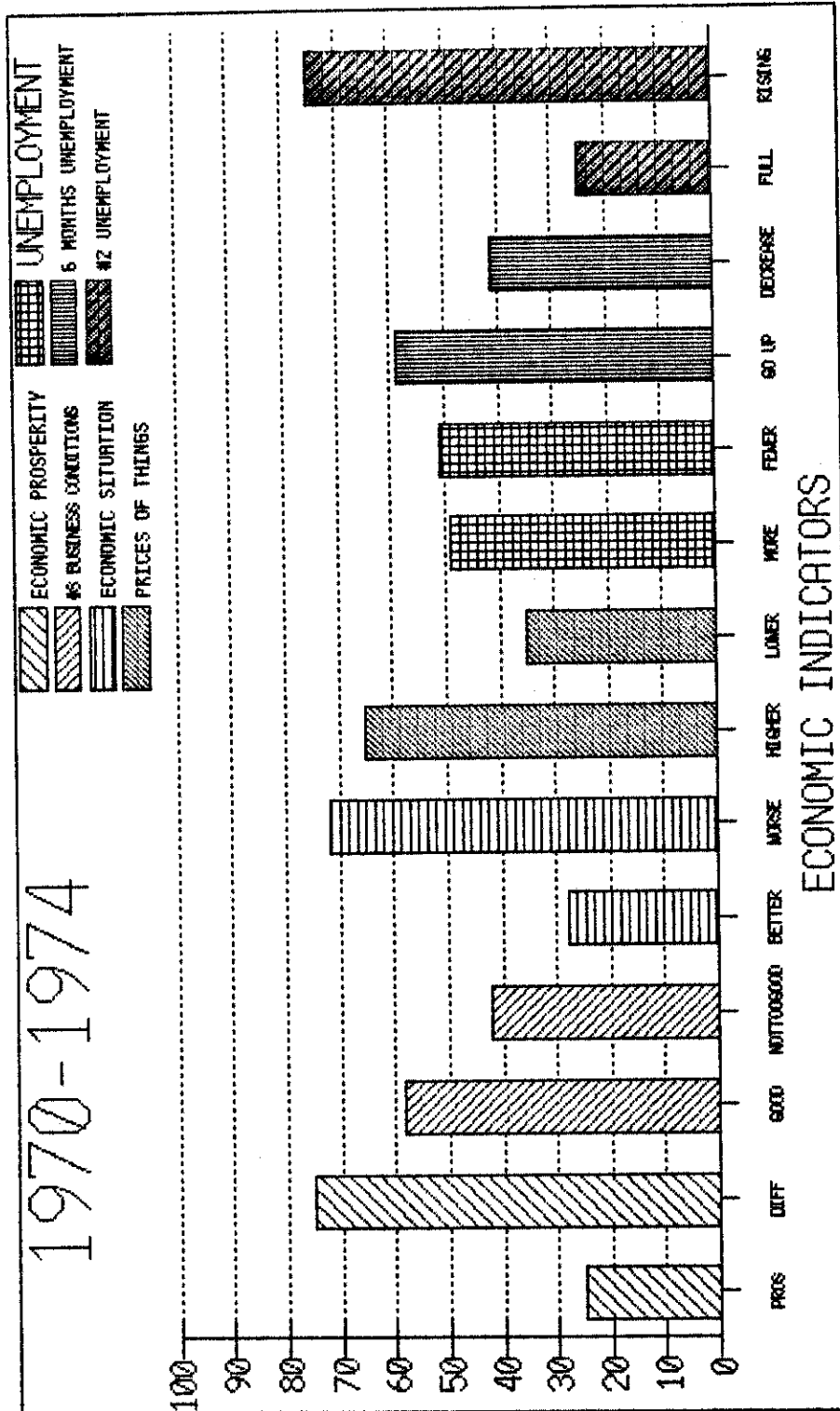


Figure 4: 1970-1974 Economic Indicators

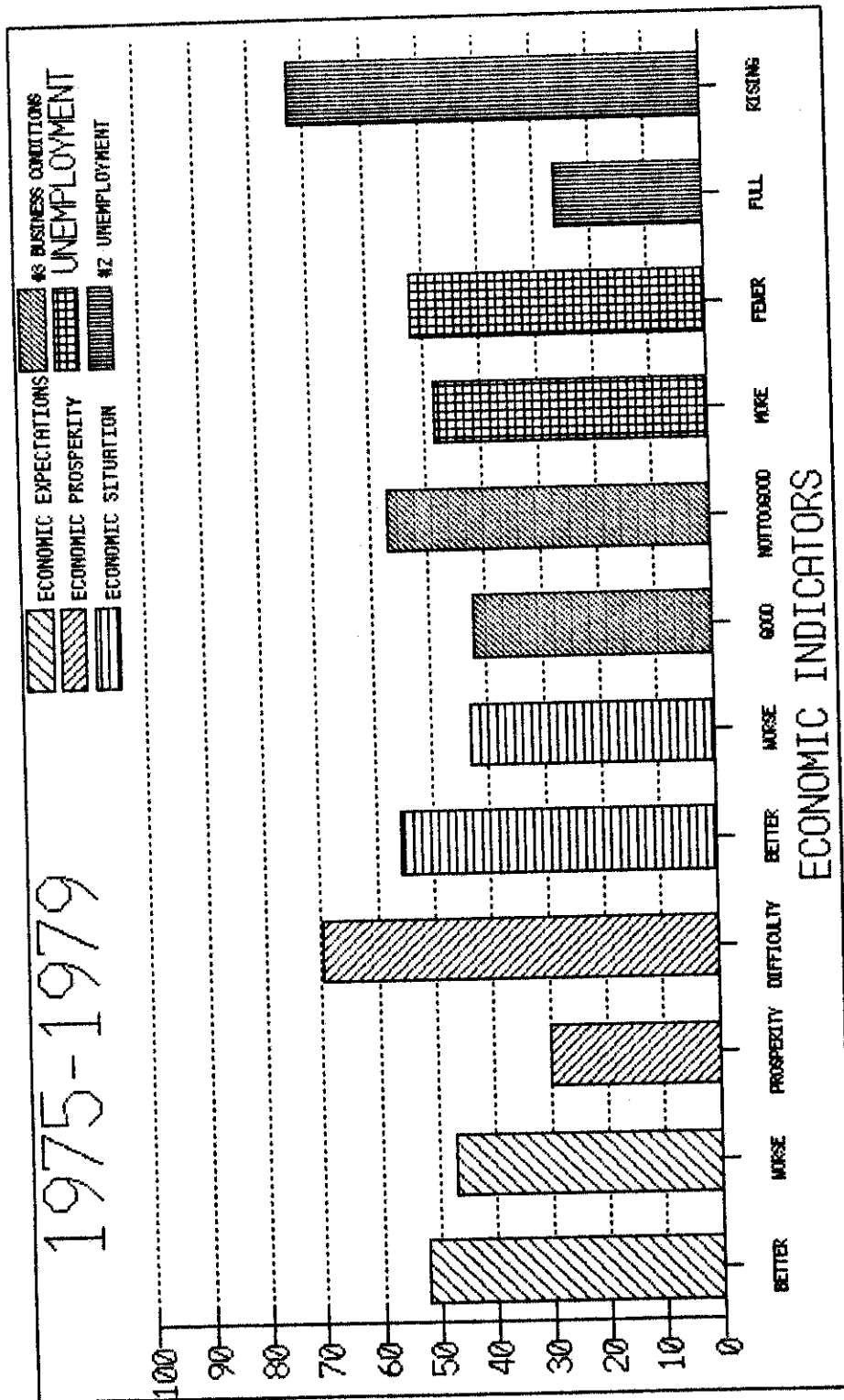


Figure 5: 1975-1979 Economic Indicators

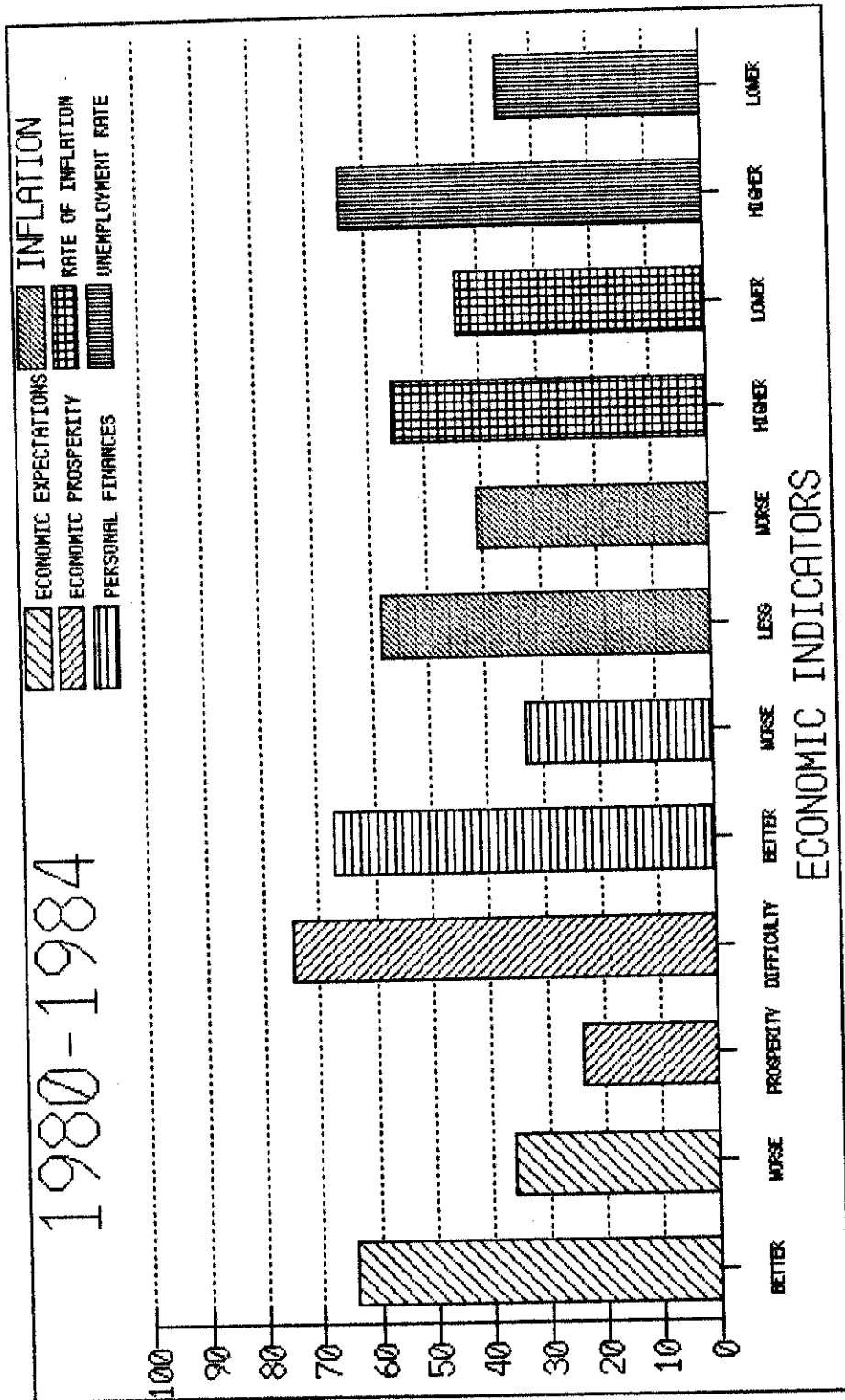


Figure 6: 1980-1984 Economic Indicators

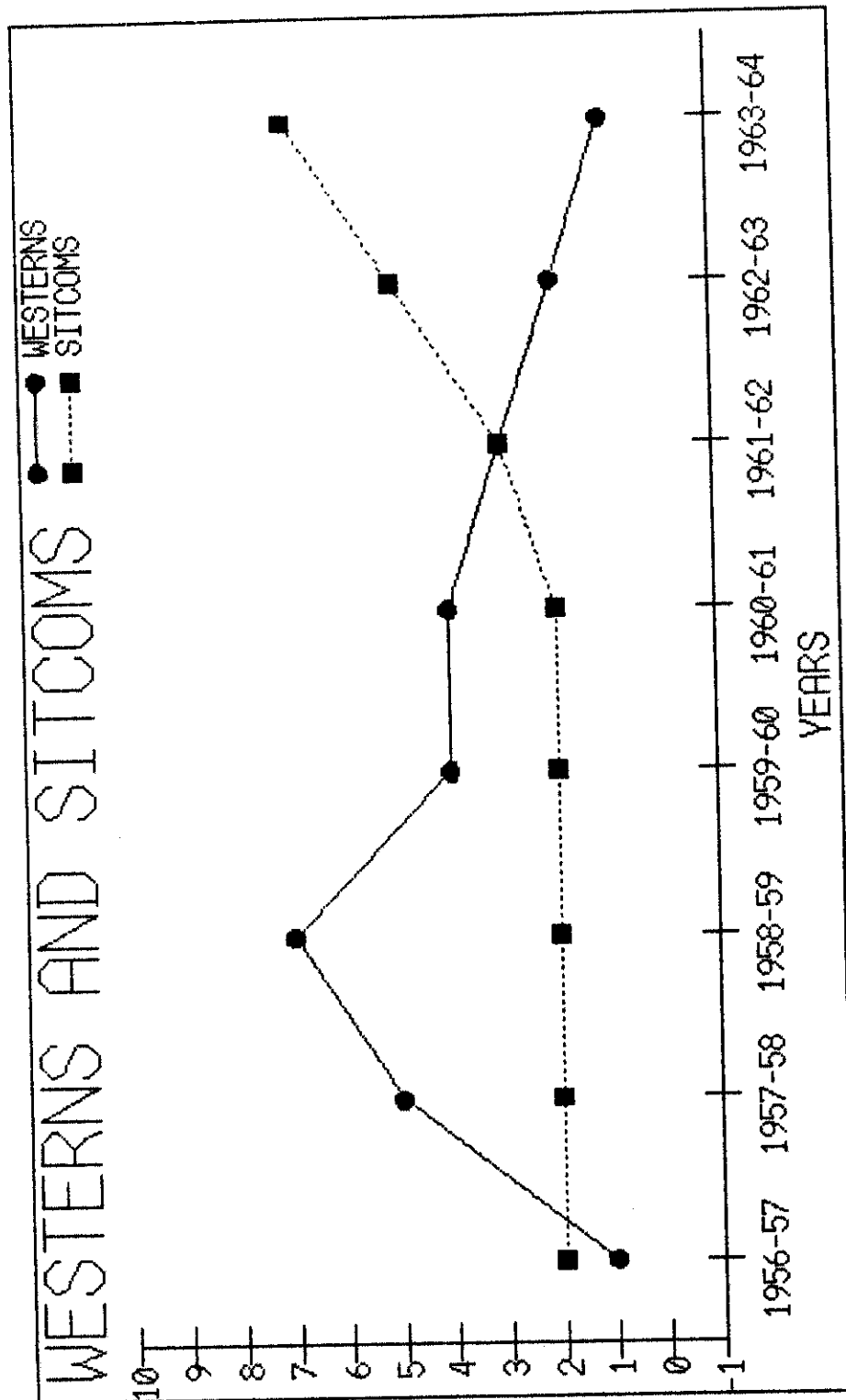


Figure 7: Number of Westerns & Sitcoms, 1956/57-1963/64

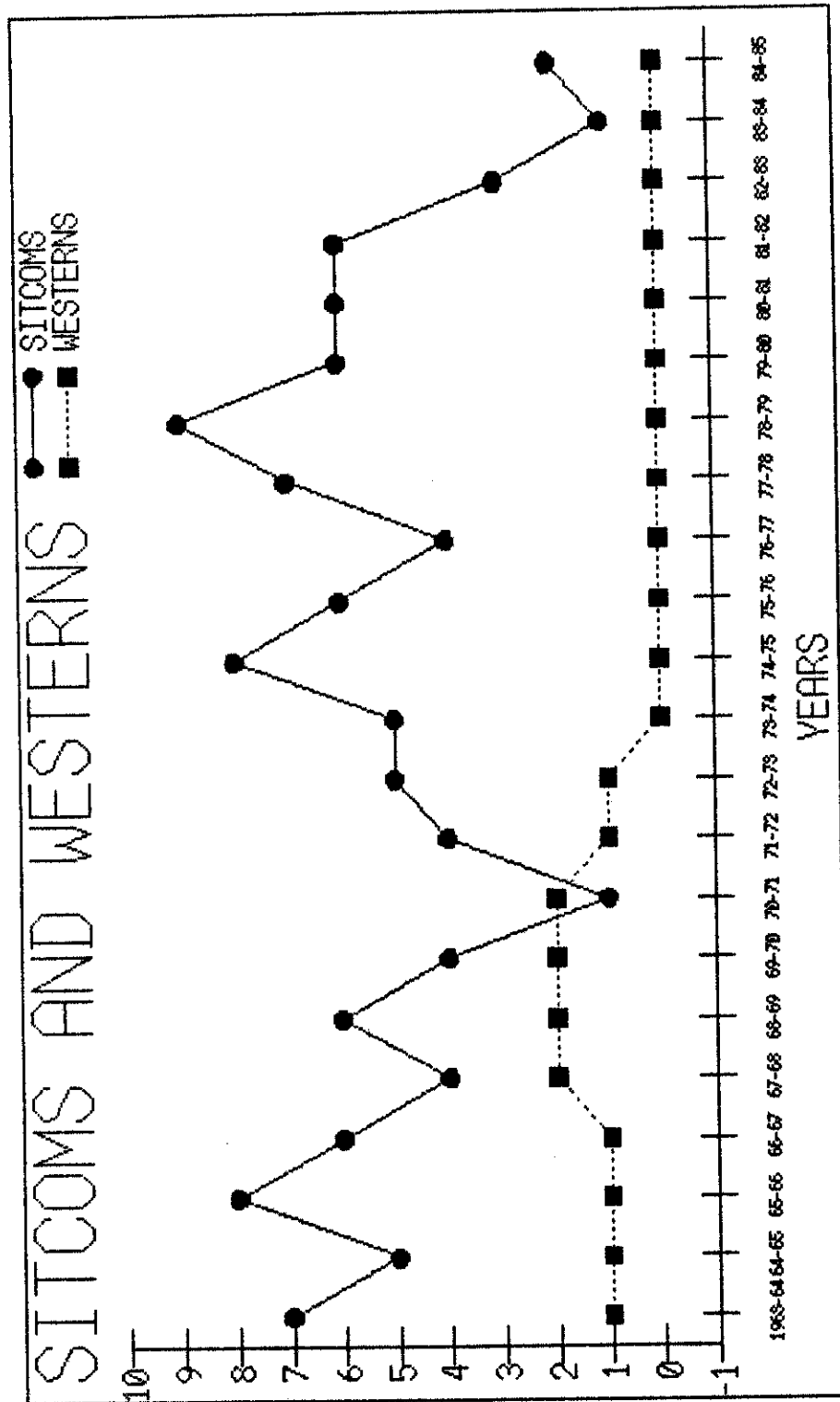


Figure 8: Number of Sitcoms & Westerns, 1963/64-1984/85

APPENDIX A

GENRE LISTING--THREE SOURCES

The following information was compiled from:

Brooks, Tim and Earle Marsh. The Complete Directory to Prime Time Network Television Shows: 1946-Present. New York: Ballantine Books, 1979.

McNeil, Alex. Total Television: A Comprehensive Guide to Programming from 1948-1980. Fairfield: Penquin Books, 1980.

Norback, Craig T. and Peter G., eds. TV Guide Almanac. New York: Ballantine Books, 1980.

Information on Genre taken from:

Rose, Brian G. Television Genres: A Handbook and Reference Guide. Westport: Greenwood Press, 1985.

Key to abbreviations:

C==COMEDY

S=sitcom

C=comedy

V=variety

NC=NON-COMEDY

W=western, CD=crime
drama; D=drama;

M=medical; SP=sports;

G=game show; MS=misc;

A=anthology; N=news;

AD=adventure;

DC=Documentary

	GENRE	
1955-56		
1. The \$64,000 Question	G	NC
2. I Love Lucy	S	C
3. The Ed Sullivan Show	V	C
4. Disneyland	A	NC
5. The Jack Benny Show	C	C
6. December Bride	S	C
7. You Bet Your Life	G	NC
8. Dragnet	CD	NC
9. I've Got a Secret	G	NC
10. General Electric Theatre	D	NC
1956-57		
1. I Love Lucy	S	C
2. The Ed Sullivan Show	V	C
3. General Electric Theater	D	NC
4. The \$64,000 Question	G	NC
5. December Bride	S	C
6. Alfred Hitchcock Presents	D	NC
7. I've Got a Secret	G	NC
8. Gunsmoke	W	NC
9. The Perry Como Show	V	C
10. The Jack Benny Program	C	C
1957-58		
1. Gunsmoke	W	NC
2. The Danny Thomas Show	S	C
3. Tales of Wells Fargo	W	NC
4. Have Gun, Will Travel	W	NC
5. I've Got a Secret	G	NC
6. Wyatt Earp	W	NC
7. General Electric Theater	D	NC
8. The Restless Gun	W	NC
9. December Bride	S	C
10. You Bet Your Life	G	NC
1958-59		
1. Gunsmoke	W	NC
2. Wagon Train	W	NC
3. Have Gun, Will Travel	W	NC
4. The Rifleman	W	NC
5. The Danny Thomas Show	S	C
6. Maverick	W	NC
7. Tales of Wells Fargo	W	NC
8. The Real McCoys	S	C
9. I've Got a Secret	G	NC
10. Wyatt Earp	W	NC

	GENRE	
1959-1960		
1. Gunsmoke	W	NC
2. Wagon Train	W	NC
3. Have Gun, Will Travel	W	NC
4. The Danny Thomas Show	S	C
5. The Red Skelton Show	V	C
6. Father Knows Best	S	C
7. 77 Sunset Strip	CD	NC
8. The Price is Right	G	NC
9. Wanted: Dead or Alive	W	NC
10. Perry Mason	CD	NC
1960-61		
1. Gunsmoke	W	NC
2. Wagon Train	W	NC
3. Have Gun, Will Travel	W	NC
4. The Andy Griffith Show	S	C
5. The Real McCoys	S	C
6. Rawhide	W	NC
7. Candid Camera	C	C
8. The Untouchables	CD	NC
9. The Price is Right	G	NC
10. The Jack Benny Program	C	C
1961-62		
1. Wagon Train	W	NC
2. Bonanza	W	NC
3. Gunsmoke	W	NC
4. Hazel	S	C
5. Perry Mason	CD	NC
6. The Red Skelton Show	V	C
7. The Andy Griffith Show	S	C
8. The Danny Thomas Show	S	C
9. Dr. Kildare	M	NC
10. Candid Camera	C	C
1962-63		
1. The Beverly Hillbillies	S	C
2. Candid Camera	C	C
3. The Red Skelton Show	V	C
4. Bonanza	W	NC
5. The Lucy Show	S	C
6. The Andy Griffith Show	S	C
7. Ben Casey	M	NC
8. The Danny Thomas Show	S	C
9. The Dick Van Dyke Show	S	C
10. Gunsmoke	W	NC

	GENRE	
1963-64		
1. The Beverly Hillbillies	S	C
2. Bonanza	W	NC
3. The Dick Van Dyke Show	S	C
4. Petticoat Junction	S	C
5. The Andy Griffith Show	S	C
6. The Lucy Show	S	C
7. Candid Camera	C	C
8. The Ed Sullivan Show	V	C
9. The Danny Thomas Show	S	C
10. My Favorite Martian	S	C
1964-65		
1. Bonanza	W	NC
2. Bewitched	S	C
3. Gomer Pyle, U.S.M.C.	S	C
4. The Andy Griffith Show	S	C
5. The Fugitive	D	NC
6. The Red Skelton Show	V	C
7. The Dick Van Dyke Show	S	C
8. The Lucy Show	S	C
9. Peyton Place (II)	D	NC
10. Combat	D	NC
1965-66		
1. Bonanza	W	NC
2. Gomer Pyle, U.S.M.C.	S	C
3. The Lucy Show	S	C
4. The Red Skelton Hour	V	C
5. Batman (II)	S	C
6. The Andy Griffith Show	S	C
7. Bewitched	S	C
8. The Beverly Hillbillies	S	C
9. Hogan's Heroes	S	C
10. Batman (I)	S	C
1966-67		
1. Bonanza	W	NC
2. The Red Skelton Hour	V	C
3. The Andy Griffith Show	S	C
4. The Lucy Show	S	C
5. The Jackie Gleason Show	V	C
6. Green Acres	S	C
7. Daktari	AD	NC
8. Bewitched	S	C
9. The Beverly Hillbillies	S	C
10. Gomer Pyle, U.S.M.C.	S	C

	GENRE	
1967-68		
1. The Andy Griffith Show	S	C
2. The Lucy Show	S	C
3. Gomer Pyle, U.S.M.C.	S	C
4. Gunsmoke	W	NC
5. Family Affair	S	C
6. Bonanza	W	NC
7. The Red Skelton Hour	V	C
8. The Dean Martin show	V	C
9. The Jackie Gleason Show	V	C
10. Saturday Night at the Movies	MS	NC
1968-69		
1. Rowan and Martin's Laugh-In	V	C
2. Gomer Pyle, U.S.M.C.	S	C
3. Bonanza	W	NC
4. Mayberry R.F.D.	S	C
5. Family Affair	S	C
6. Gunsmoke	W	NC
7. Julia	S	C
8. The Dean Martin Show	V	C
9. Here's Lucy	S	C
10. The Beverly Hillbillies	S	C
1969-1970		
1. Rowan and Martin's Laugh-In	V	C
2. Gunsmoke	W	NC
3. Bonanza	W	NC
4. Mayberry R.F.D.	S	C
5. Family Affair	S	C
6. Here's Lucy	S	C
7. The Red Skelton Hour	V	C
8. Marcus Welby, M.D.	M	NC
9. The Wonderful World of Disney	A	NC
10. The Doris Day Show	S	C
1970-71		
1. Marcus Welby, M.D.	M	NC
2. The Flip Wilson Show	V	C
3. Here's Lucy	S	C
4. Ironside	CD	NC
5. Gunsmoke	W	NC
6. ABC Movie of the Week	MS	NC
7. Hawaii Five-O	CD	NC
8. Medical Center	M	NC
9. Bonanza	W	NC
10. The F.B.I.	CD	NC

	GENRE	
1971-72		
1. All in the Family	S	C
2. The Flip Wilson Show	V	C
3. Marcus Welby, M.D.	M	NC
4. Gunsmoke	W	NC
5. The ABC Movie of the Week	MS	NC
6. Sanford and Son	S	C
7. Mannix	CD	NC
8. Funny Face	S	C
9. Adam-12	CD	NC
10. The Mary Tyler Moore Show	S	C
1972-73		
1. All in the Family	S	C
2. Sanford and Son	S	C
3. Hawaii Five-O	CD	NC
4. Maude	S	C
5. Bridget Loves Bernie	S	C
6. The NBC Sunday Mystery Movie	D	NC
7. The Mary Tyler Moore Show	S	C
8. Gunsmoke	W	NC
9. The Wonderful World of Disney	A	NC
10. Ironside	CD	NC
1973-74		
1. All in the Family	S	C
2. The Waltons	D	NC
3. Sanford and Son	S	C
4. M*A*S*H	S	C
5. Hawaii Five-O	CD	NC
6. Maude	S	C
7. Kojak	CD	NC
8. The Sonny and Cher Comedy Hour	V	C
9. The Mary Tyler Moore Show	S	C
10. Cannon	CD	NC
1974-75		
1. All in the Family	S	C
2. Sanford and Son	S	C
3. Chico and the Man	S	C
4. The Jeffersons	S	C
5. M*A*S*H	S	C
6. Rhoda	S	C
7. Good Times	S	C
8. The Waltons	D	NC
9. Maude	S	C
10. Hawaii Five-O	CD	NC

	GENRE	
1975-76		
1. All in the Family	S	C
2. Rich Man, Poor Man	D	NC
3. Laverne & Shirley	S	C
4. Maude	S	C
5. The Bionic Woman	AD	NC
6. Phyllis	S	C
7. Sanford and Son	S	C
8. Rhoda	S	C
9. The Six Million Man	AD	NC
10. ABC Monday Night Movie	MS	NC

1976-77		
1. Happy Days	S	C
2. Laverne and Shirley	S	C
3. The ABC Monday Night Movies	MS	NC
4. M*A*S*H	S	C
5. Charlie's Angels	CD	NC
6. The Big Event	MS	NC
7. The Six Million Dollar Man	AD	NC
8. The ABC Sunday Night Movie	MS	NC
9. Baretta	CD	NC
10. One Day at a Time	S	C

1977-78		
1. Laverne & Shirley	S	C
2. Happy Days	S	C
3. Three's Company	S	C
4. 60 Minutes	N	NC
5. Charlie's Angels	CD	NC
6. (tie)All in the Family	S	C
6. (tie)Little House on the Prairie	D	NC
8. (tie)Alice	S	C
8. (tie)M*A*S*H	S	C
10. One Day at a Time	S	C

Broadcasting. June 18, 1979. pg 56-60

1978-79		
1. Laverne & Shirley	S	C
2. Three's Company	S	C
3. Mork & Mindy	S	C
4. Happy Days	S	C
5. Angie	S	C
6. (tie)60 Minutes	N	NC
6. (tie)M*A*S*H	S	C
8. The Ropers	S	C
9. All in the Family	S	C
10. Taxi	S	C

Broadcasting. April 28, 1980. p. 24

	GENRE	
1979-80 season		
1. 60 Minutes	N	NC
2. Three's Company	S	C
3. That's Incredible	DC	NC
4. M*A*S*H	S	C
5. Alice	S	C
6. Dallas	D	NC
7. Flo	S	C
8. Jeffersons	S	C
9. Dukes of Hazzard	AD	NC
10. One Day at a Time	S	C

Broadcasting. April 27, 1981. p.90

1980-81 season		
1. Dallas	D	NC
2. 60 Minutes	N	NC
3. Dukes of Hazzard	AD	NC
4. M*A*S*H	S	C
5. Love Boat	S	C
6. Private Benjamin	S	C
7. Jeffersons	S	C
8. Alice	S	C
9. (tie)Three's Company	S	C
9. (tie)NBC Tuesday Night Movie	MS	NC

Broadcasting. April 26, 1982. p. 75.

1981-82 season		
1. Dallas	D	NC
2. 60 Minutes	N	NC
3. Jeffersons	S	C
4. Joanie Loves Chachi	S	C
5. Three's Company	S	C
6. Alice	S	C
7. Dukes of Hazzard	AD	NC
8. Too Close for Comfort	S	C
9. ABC Monday Night Movie	MS	NC
10. M*A*S*H	S	C

Broadcasting. April 25, 1983. p. 23.

	GENRE	
1982-83 season		
1. 60 Minutes	N	NC
2. Dallas	D	NC
3. Magnum, P.I.	CD	NC
4. M*A*S*H	S	C
5. Dynasty	D	NC
6. Three's Company	S	C
7. Simon & Simon	CD	NC
8. Falcon Crest	D	NC
9. Love Boat	S	C

10. ABC Monday Night Football SP NC

Broadcasting. April 23, 1984. p.35

1983-84 season

	GENRE	
1. Dallas	D	NC
2. 60 Minutes	N	NC
3. Dynasty	D	NC
4. A Team	AD	NC
5. Simon & Simon	CD	NC
6. Magnum, P.I.	CD	NC
7. Falcon Crest	D	NC
8. Kate & Allie	S	C
9. Hotel	D	NC
10. Cagney & Lacey	CD	NC

Broadcasting. April 29, 1985, p. 37.

1984-1985 season

1. Dynasty	D	NC
2. Dallas	D	NC
3. Cosby Show	S	C
4. 60 Minutes	N	NC
5. Family Ties	S	C
6. A Team	AD	NC
7. Simon & Simon	CD	NC
8. Murder, She Wrote	CD	NC
9. Knots Landing	D	NC
10. Falcon Crest	D	NC

APPENDIX B

ECONOMIC INDICATORS DIVIDED INTO SIX, FIVE-YEAR PERIODS

1955-1959

ECONOMIC OUTLOOK

BUSINESS PROSPERITY

Q: Many newspaper writers are making their predictions of what will happen during the coming year. What do you think will happen in 1957 about...

Prosperity--will business in general be better or worse?

1957: Jan 6	Better	43%
	Worse	12%
#1	About the same	38%
	No opinion	7%

BUSINESS CONDITIONS

Q: What about business conditions in this country--would you say that things are getting better or worse?

1958: June 25	Getting better	21%
	Getting worse	36%
#2	No change	38%
	No opinion	5%

PRICES OUTLOOK

PRICES

Q: Do you think the prices of most of the things you buy will be higher, lower, or about the same six months from now?

1955: July 9	Higher	21%
	Lower	11%
#1A	About the same	60%
	No opinion	8%

1956: Aug 31	Higher	48%
	Lower	2%
#1B	Same	45%
	No opinion	5%

	Nov 21	Higher	40%
		Lower	3%
	#1C	Same	43%
		No opinion	14%
1957:	Aug 28	Higher	67%
		Lower	3%
	#1D	Same	24%
		No opinion	6%
1958:	Jan 5	Higher	61%
		Lower	14%
	#1E	Same	17%
		No opinion	8%
	Jan 22	Higher	66%
		Lower	9%
	#1F	Same	21%
		No opinion	4%
	Dec 12	Higher	41%
		Lower	7%
	#1G	Same	46%
		No opinion	6%
1959:	Apr 17	Higher	54%
		Lower	6%
	#1H	Same	35%
		No opinion	5%

EMPLOYMENT OUTLOOK
EMPLOYMENT

Q: Do you think there will be more people out of work, or fewer, in this community in the next six months?

1956:	Aug 31	More	23%
		Fewer	27%
	#1A	Same	40%
		No opinion	10%
1957:	Mar 16	More	32%
		Fewer	31%
	#1B	Same	26%
		No opinion	11%
1958:	Apr 4	More	45%
		Fewer	38%
	#1C	Same	10%
		No Opinion	7%

	May 2	More	35%
		Fewer	42%
#1D		Same	15%
		No opinion	8%
	July 2	More	39%
		Fewer	44%
#1E		Same	15%
		No opinion	2%
	Aug 6	More	33%
		Fewer	36%
#1F		Same	19%
		No opinion	12%
1959:	Apr 17	More	24%
		Fewer	46%
#1G		Same	23%
		No opinion	7%

1960-1964

OVERALL ECONOMIC OUTLOOK

#2 BUSINESS CONDITIONS

Q: How would you describe business conditions in this area--would you say they are poor, about normal, or good?

1961:	Mar 3	Poor	42%
		Normal	43%
#1		Good	10%
		No opinion	5%

#3 BUSINESS CONDITIONS

Q: How do you size up business conditions in this locality--would you say they are very good, good, not too good, or bad?

1962:	Aug 10	Very good	8%
		Good	45%
#2A		Not too good	32%
		Bad	8%
		No opinion	7%
1963:	Jan 11	Very good	12%
		Good	52%
#2B		Not too good	26%
		Bad	6%
		No opinion	4%

May 15	Very good	10%
	Good	45%
#2C	Not too good	31%
	Bad	10%
	No opinion	4%
1964: July 31	Very good	13%
	Good	44%
#2D	Not too good	28%
	Bad	9%
	No opinion	6%

PRICE OUTLOOK
PRICES

Q: Do you think the prices of most of the things you buy will be higher, lower, or about the same six months from now?

1960: Aug 7	Higher	44%
	Lower	4%
#1A	Same	44%
	No opinion	8%
Dec 21	Higher	34%
	Lower	6%
#1B	Same	53%
	No opinion	7%
1961: Mar 5	Higher	38%
	Lower	6%
#1C	Same	49%
	No opinion	7%
Sept 3	Higher	50%
	Lower	2%
#1D	Same	40%
	No opinion	8%
1962: July 4	Higher	46%
	Lower	3%
#1E	Same	46%
	No opinion	5%

EMPLOYMENT OUTLOOK
UNEMPLOYMENT

Q: Do you think there will be more people out of work, or fewer, in this community in the next six months?

1960:	Aug 7	More	32%
		Fewer	22%
	#1A	Same	37%
		No opinion	9%
	Dec 21	More	29%
		Fewer	23%
	#1B	Same	33%
		No opinion	15%
1961:	Mar 5	More	35%
		Fewer	34%
	#1C	Same	21%
		No opinion	10%
	Apr 23	More	18%
		Fewer	58%
	#1D	Same	17%
		No opinion	7%
	Sept 3	More	21%
		Fewer	44%
	#1E	Same	23%
		No opinion	12%
1962:	May 2	More	17%
		Fewer	47%
	#1F	Same, no opin.	36%
	July 4	More	27%
		Fewer	36%
	#1G	Same	30%
		No opinion	7%
1963:	May 3	More	27%
		Fewer	37%
	#1H	Same	31%
		No opinion	5%
	July 12	More	30%
		Fewer	31%
	#1I	Same	29%
		No opinion	10%

1965-1969

ECONOMIC OUTLOOK

ECONOMIC PROSPERITY

Q: Which of these do you think is likely to be true of 1965--a year of economic prosperity or a year of economic difficulty?

1965: Feb 10	Econ pros	65%
	Econ diff	22%
#1A	No opinion	13%
1967: Jan 18	Prosperity	43%
	Difficulty	45%
#1B	No opinion	12%

PRICES OUTLOOK
#2 PRICES

Q: Which do you think is likely to be true of 1965--a year of rising prices or a year of falling prices?

1965: Feb 10	Rising	76%
	Falling	9%
#1	No opinion	15%

#3 PRICES

Q: Do you expect that prices will go up, go down, or remain the same during the next 6 months?

1966: May 13	Go up	81%
	Go down	3%
#1	Remain the same	13%
	No opinion	3%

EMPLOYMENT OUTLOOK

None

1970-1974

ECONOMIC OUTLOOK

ECONOMIC PROSPERITY

Q: Which of these do you think is likely to be true of 1965--a year of economic prosperity or a year of economic difficulty?

1971: Jan 3	Prosperity	19%
	Difficulty	73%
#1A	No opinion	8%
1973: Jan 4	Econ prosperity	40%
	Econ difficulty	47%
#1B	No opinion	13%
1974: Jan 3	Prosperity	7%
	Difficulty	85%
#1C	Don't Know	8%

#3 BUSINESS CONDITIONS

Q: How do you size up business conditions in this locality--would you say they are very good, good, not too good, or bad?

1970: Aug 16	Very good	9%
	Good	45%
#2	Not too good	30%
	Bad	9%
	No opinion	7%

ECONOMIC SITUATION

Q: Do you think the economic situation in the United States during the next 6 months will get better or worse?

1974: Aug 18	Better	13%
	Worse	68%
#3A	Stay same	15%
	No opinion	4%
Sept 26	Better	15%
	Worse	69%
#3B	Stay same	11%
	No opinion	5%
Nov 24	Better	16%
	Worse	71%
#3C	Stay same	10%
	No opinion	3%

PRICES OUTLOOK**PRICES OF THINGS**

Q: Do you think the prices of most of the things you buy will be higher, lower, or about the same six months from now?

1971: Oct 28	Higher	63%
	Lower	5%
#1	Same	29%
	No opinion	3%

EMPLOYMENT OUTLOOK**UNEMPLOYMENT**

Q: Do you think there will be more people out of work, or fewer, in this community in the next six months?

1970:	Oct 8	More	51%
		Fewer	18%
	#1A	Same	24%
		No opinion	7%
1971:	Oct 28	More	45%
		Fewer	23%
	#1B	Same	24%
		No opinion	8%
1972:	Jan 27	More	38%
		Fewer	27%
	#1C	About same	26%

6 MONTHS UNEMPLOYMENT

Q: Do you think that unemployment will go up, decrease, or remain the same during the next 6 months?

1970:	July 2	Will go up	55%
		Decrease	18%
	#2	Remain the same	20%
		No opinion	7%

#2 UNEMPLOYMENT

Q: Looking ahead, do you think 1971 will be a year of full employment, or a year of rising unemployment?

1971:	Jan 3	Full employment	16%
		Unemployment	74%
	#3A	No opinion	10%
1973:	Jan 4	Full employment	42%
		R. unemployment	43%
	#3B	No opinion	15%
1974:	Jan 3	Full employment	8%
		R. unemployment	84%
	#3C	No opinion	8%

1975-1979

ECONOMIC OUTLOOK

ECONOMIC EXPECTATIONS

Q: As far as you're concerned, do you expect next year-1978-will be better or worse than 1977?

1978:	Jan 5	Better	45%
		Worse	30%
	#1A	Same	18%
		No opinion	7%

1979: Jan 4	Better	33%
	Worse	55%
#1B	Don't know	12%

ECONOMIC PROSPERITY

Q: Which of these do you think is likely to be true of 1965--a year of economic prosperity or a year of economic difficulty?

1976: Jan 1	Difficulty	70%
	Prosperity	23%
#2A	Don't Know	7%

1977: Jan 4	Difficulty	54%
	Prosperity	34%
#2B	Same/DK	12%

1978: Jan 8	Prosperity	24%
	Difficulty	52%
#2C	No Opinion	7%

1979: Jan 4	Prosperity	21%
	Difficulty	69%
#2D	Don't Know	10%

ECONOMIC SITUATION

Q: Do you think the economic situation in the United States during the next 6 months will get better or worse?

1975: Feb 23	Better	30%
	Worse	56%
#3A	Stay same	10%
	No opinion	4%

May 8	Better	35%
	Worse	50%
#3B	Stay same	12%
	No opinion	3%

June 19	Better	42%
	Worse	36%
#3C	Stay same	16%
	No opinion	6%

Aug 17	Better	40%
	Worse	39%
#3D	Stay same	15%
	No opinion	6%

	Oct 15	Better	32%
		Worse	47%
	#3E	Stay same	17%
		No opinion	4%
1976:	Feb 22	Better	49%
		Worse	28%
	#3F	Stay same	18%
		No opinion	5%
	Apr 8	Better	54%
		Worse	23%
	#3G	Stay same	17%
		No opinion	6%
	June 10	Better	48%
		Worse	29%
	#3H	Stay same	17%
		No opinion	6%
1978:	Apr 23	Better	26%
		Worse	52%
	#3I	Stay same	17%
		No opinion	5%
	Oct 15	Better	22%
		Worse	53%
	#3J	Stay same	18%
		No opinion	7%

#3 BUSINESS CONDITIONS

Q: How do you size up business conditions in this locality--would you say they are very good, good, not too good, or bad?

1975:	Feb 9	Very good	4%
		Good	37%
	#4	Not too good	39%
		Bad	17%
		No opinion	3%

PRICES OUTLOOK

NONE

EMPLOYMENT OUTLOOK

UNEMPLOYMENT

Q: Do you think there will be more people out of work, or fewer, in this community in the next six months?

1979:	Jan 25	More	45%
		Fewer	25%
#1		same	24%
		No opinion	6%

#2 UNEMPLOYMENT

Q: Looking ahead, do you think 1971 will be a year of full employment, or a year of rising unemployment?

1975:	Jan 5	Full employment	6%
		R unemployment	87%
#2A		No opinion	7%

1976:	Jan 1	R unemployment	57%
		full employment	21%
#2B		Don't know	22%

1977:	Jan 4	R unemployment	37%
		Full employment	33%
#2C		Same, Don't know	30%

1978:	Jan 8	Unemployment	49%
		Full employment	17%
#2D		Same	27%
		Don't know	7%

1980-1984

ECONOMIC OUTLOOK

ECONOMIC EXPECTATIONS

Q: As far as you're concerned, do you expect next year-1978-will be better or worse than 1977?

1980:	Jan 3	Better	31%
		Worse	56%
#1A		Don't know	13%

1981:	Jan 11	Better	49%
		Worse	26%
#1B		Same	19%
		Don't know	6%

1984:	Jan 5	Better	70%
		Worse	15%
#1C		Same	7%
		Don't Know	8%

ECONOMIC PROSPERITY

Q: Which of these do you think is likely to be true of 1965--a year of economic prosperity or a year of economic difficulty?

1980:	Jan 3	Prosperity	13%
		Difficulty	79%
	#2A	Don't Know	8%
1981:	Jan 11	Prosperity	18%
		Difficulty	34%
	#2B	Remain the same	42%
		Don't know	6%

PERSONAL FINANCES

Q: Would you say that you are financially better off now than you were a year ago or are you financially worse off now?

1981:	Oct 8	Better	28%
		Worse	43%
	#3A	Same	28%
		Don't know	1%
1982:	Mar 4	Better	28%
		Worse	47%
	#3B	Same	24%
		Don't know	1%
1984:	July 29	Better	40%
		Worse	25%
	#3C	Same	34%
		No opinion	1%
	Sept 20	Better	39%
		Worse	26%
	#3D	Same	34%
		No opinion	1%
	Dec 23	Better	43%
		Worse	24%
	#3E	Same	32%
		No opinion	1%

Price Outlook
INFLATION

Q: During the next twelve months, do you expect prices to go up at about the same rate as in the last 12 months, or will inflation get worse, or will there be less inflation?

1980:	June 15	Same rate	30%
		Worse inflation	39%
#1		Less inflation	25%
		No opinion	6%

RATE OF INFLATION

Q: The current rate of inflation is now about 13%. By the end of 1981, what do you think the inflation rate will be?

1981:	Jan 4	15% or more	35%
		14%	6%
#2A		13%	13%
		12%	5%
		11%	4%
		10%	11%
		9% or less	8%

Q: ...rate of inflation rate is now 12%...

	Apr 12	15% or more	35%
		14%	10%
#2B		13%	6%
		12%	15%
		11%	4%
		10%	12%
		9% or less	7%

Q ...inflation rate is now running at about 7%...

	July 11	15% or more	3%
		14%	1%
#2C		13%	1%
		12%	3%
		11%	2%
		10%	15%
		9%	15%
		8%	11%
		7%	16%
		6%	10%
		5%	9%
		4% or lower	3%
		No opinion	12%

Q: ...inflation rate is now running at about 6%...

Dec 12	10% or more	18%
	9%	6%
#2D	8%	16%
	7%	9%
	6%	17%
	5%	10%
	4% or lower	8%
	No opinion	16%

Q: ...inflation rate is now running at about 5%...

1984: Feb 2	9% or higher	15%
	8%	10%
#2E	7%	15%
	6%	12%
	5%	22%
	4% or lower	16%
	No opinion	10%

EMPLOYMENT OUTLOOK UNEMPLOYMENT RATE

Q: The current unemployment rate is now 7.6%. By the end of 1981 what do you think the unemployment rate will be?

1981: Jan 4	10% or more	15%
	9%	9%
#1A	8%	12%
	7%	17%
	6%	17%
	5% or less	15%

Q: ...unemployment rate is now 7.3%...

Apr 12	10% or more	28%
	9%	13%
#1B	8%	17%
	7%	15%
	6%	11%
	5% or less	7%

Q: ...current unemployment rate is now 8.4%...

1982: Feb 11	10% or more	44%
	9%	18%
#1C	8%	11%
	7%	9%
	6%	7%
	5% or less	2%
	Don't know	9%

Q: ...current unemployment rate is 9.5%...

July 11	10% or more	63%
	9%	12%
#1D	8%	9%
	7%	5%
	6%	1%
	5% or less	1%
	No opinion	9%

Q: ..current unemployment rate is 10.4%...

Dec 12	13% or more	16%
	12%	16%
#1E	11%	12%
	10%	14%
	9%	12%
	8%	10%
	7%	4%
	6%	2%
	5% or less	1%
	No opinion	13%

Q: ...current rate of unemployment is now 8%...

1984: Feb 2	10% or higher	17%
	9%	9%
#1F	8%	21%
	7%	16%
	6%	9%
	5% or lower	19%
	No opinion	9%

The preceding data compiled from:

Gallup, George H. The Gallup Poll: Public Opinion 1935-1971. New York: Random House, 1972.

---. The Gallup Poll: Public Opinion 1972-1984. Wilmington: Scholarly Resources Inc., 1973-1985.

ECONOMIC OUTLOOK

1955-1959

BUSINESS PROSPERITY

#1 TOTAL 93

BETTER WORSE

TOTAL	>	<u>81</u>	<u>12</u>
		87	13

BUSINESS CONDITIONS

#2 TOTAL 95

BETTER WORSE

TOTAL	>	<u>59</u>	<u>36</u>
		62	38

PRICE OUTLOOK

1955-1959

PRICES		
	#1A TOTAL	92
	HIGHER	LOWER
	21	71
SUB-TOTAL	<u>23</u>	<u>77</u>
	#1B TOTAL	95
	HIGHER	LOWER
	48	47
SUB-TOTAL	<u>51</u>	<u>49</u>
	#1C TOTAL	86
	HIGHER	LOWER
	40	46
SUB-TOTAL	<u>47</u>	<u>53</u>
	#1D TOTAL	94
	HIGHER	LOWER
	67	27
SUB-TOTAL	<u>71</u>	<u>29</u>
	#1E TOTAL	92
	HIGHER	LOWER
	61	31
SUB-TOTAL	<u>66</u>	<u>34</u>
	#1F TOTAL	96
	HIGHER	LOWER
	66	30
SUB-TOTAL	<u>69</u>	<u>31</u>
	#1G TOTAL	94
	HIGHER	LOWER
	41	53
SUB-TOTAL	<u>44</u>	<u>56</u>
	#1H TOTAL	95
	HIGHER	LOWER
	54	41
SUB-TOTAL	<u>57</u>	<u>43</u>
	#1	
	HIGHER	LOWER
TOTAL >	<u>428</u>	<u>372</u>
AVERAGE >	53	46

EMPLOYMENT OUTLOOK

1955-1959

UNEMPLOYMENT

	#1A TOTAL	90
	MORE	FEWER
	23	67
SUB-TOTAL	26	74
	#1B TOTAL	89
	MORE	FEWER
	32	57
SUB-TOTAL	36	64
	#1C TOTAL	93
	MORE	FEWER
	45	48
SUB-TOTAL	48	52
	#1D TOTAL	92
	MORE	FEWER
	35	57
SUB-TOTAL	38	62
	#1E TOTAL	98
	MORE	FEWER
	39	59
SUB-TOTAL	40	60
	#1F TOTAL	88
	MORE	FEWER
	33	55
SUB-TOTAL	37	62
	#1G TOTAL	93
	MORE	FEWER
	24	69
SUB-TOTAL	26	74
	#1	
	MORE	FEWER
TOTAL >	251	448
AVERAGE >	36	64

ECONOMIC OUTLOOK

1960-1964

#2 BUSINESS CONDITIONS

#1 TOTAL 95

GOOD POOR

53 42

AVERAGE > 56 44

#3 BUSINESS CONDITIONS

#2A TOTAL 93

VERY GOOD GOOD NOT TOO GOOD BAD

8 45 32 8

SUB-TOTAL 9 48 34 9

#2B TOTAL 96

VERY GOOD GOOD NOT TOO GOOD BAD

12 52 26 6

SUB-TOTAL 13 54 27 6

#2C TOTAL 96

VERY GOOD GOOD NOT TOO GOOD BAD

10 45 31 10

SUB-TOTAL 10 47 32 10

#2D TOTAL 94

VERY GOOD GOOD NOT TOO GOOD BAD

13 44 28 9

SUB-TOTAL 14 47 30 10

#2

VERY GOOD GOOD NOT TOO GOOD BAD

46 196 123 35

TOTAL >

AVERAGE > 11 49 31 9

PRICE OUTLOOK

1960-1964

PRICES

	#1A TOTAL	92
	HIGHER	LOWER
	44	48
SUB-TOTAL	48	52

	#1B TOTAL	93
	HIGHER	LOWER
	34	59
SUB-TOTAL	37	63

	#1C TOTAL	93
	HIGHER	LOWER
	38	55
SUB-TOTAL	41	59

	#1D TOTAL	92
	HIGHER	LOWER
	50	42
SUB-TOTAL	54	46

	#1E TOTAL	95
	HIGHER	LOWER
	46	49
SUB-TOTAL	48	52

	#1	
TOTAL >	228	272

AVERAGE >	46	54
-----------	----	----

EMPLOYMENT OUTLOOK

1960-1964

UNEMPLOYMENT

	#1A TOTAL	91
	MORE	FEWER
	<u>32</u>	<u>59</u>
SUB-TOTAL	35	65

	#1B TOTAL	85
	MORE	FEWER
	<u>29</u>	<u>56</u>
SUB-TOTAL	34	66

	#1C TOTAL	90
	MORE	FEWER
	<u>35</u>	<u>55</u>
SUB-TOTAL	39	61

	#1D TOTAL	93
	MORE	FEWER
	<u>18</u>	<u>75</u>
SUB-TOTAL	19	81

	#1E TOTAL	88
	MORE	FEWER
	<u>21</u>	<u>67</u>
SUB-TOTAL	24	76

	#1F TOTAL	64
	MORE	FEWER
	<u>17</u>	<u>47</u>
SUB-TOTAL	27	73

	#1G TOTAL	93
	MORE	FEWER
	<u>27</u>	<u>66</u>
SUB-TOTAL	29	71

	#1H TOTAL	95
	MORE	FEWER
	<u>27</u>	<u>68</u>
SUB-TOTAL	28	72

	#11	TOTAL	90
	MORE		FEWER
	30		60
SUB-TOTAL	<u>33</u>		<u>67</u>
	#1		
TOTAL	> <u>268</u>		<u>632</u>
AVERAGE	> 30		70

ECONOMIC OUTLOOK

1965-1969

ECONOMIC PROSPERITY

#1A TOTAL 87

	PROSPERITY	DIFFICULTY
	65	22
SUB-TOTAL	<u>75</u>	<u>25</u>

#1B TOTAL 88

	PROSPERITY	DIFFICULTY
	43	45
SUB-TOTAL	<u>49</u>	<u>51</u>

#1

	PROSPERITY	DIFFICULTY
TOTAL >	<u>124</u>	<u>76</u>
AVERAGE >	62	38

PRICE OUTLOOK

1965-1969

#2 PRICES

#1 TOTAL 85

RISING FALLING

76 9

AVERAGE > 89 11

#3 PRICES

#2 TOTAL 97

GO UP GO DOWN

81 16

AVERAGE > 84 16

EMPLOYMENT OUTLOOK

1965-1969

NO DATA AVAILABLE

ECONOMIC OUTLOOK

1970-1974

ECONOMIC PROSPERITY

#1A TOTAL 92

	PROSPERITY	DIFFICULTY
	19	73
SUB-TOTAL	21	79

#1B TOTAL 87

	PROSPERITY	DIFFICULTY
	40	47
SUB-TOTAL	46	54

#1C TOTAL 92

	PROSPERITY	DIFFICULTY
	7	85
SUB-TOTAL	8	92

#1

	PROSPERITY	DIFFICULTY
TOTAL >	75	225

AVERAGE >	25	75
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BUSINESS CONDITIONS

#2 TOTAL 93

	VERY GOOD	GOOD	NOT TOO GOOD	BAD
	9	45	30	9
AVERAGE >	10	48	32	10

ECONOMIC SITUATION

#3A TOTAL 96

	BETTER	WORSE
	28	68
SUB-TOTAL	29	71

#3B TOTAL 95

	BETTER	WORSE
	26	69
SUB-TOTAL	27	73

#3C TOTAL 97

	BETTER	WORSE
	26	71
SUB-TOTAL	27	73

#3

	BETTER	WORSE
TOTAL >	83	217
AVERAGE >	28	72

PRICE OUTLOOK

1970-1974

PRICE OF THINGS

#1 TOTAL 97

HIGHER LOWER

63 34

AVERAGE > 65 35

EMPLOYMENT OUTLOOK

1970-1974

UNEMPLOYMENT

	#1A TOTAL	93
	MORE	FEWER
	51	42
SUB-TOTAL	55	45

	#1B TOTAL	92
	MORE	FEWER
	45	47
SUB-TOTAL	49	51

	#1C TOTAL	91
	MORE	FEWER
	38	53
SUB-TOTAL	42	58

	#1	
	MORE	FEWER
TOTAL >	146	154
AVERAGE >	49	51

	6 MONTHS	
	#2 TOTAL	93
	GO UP	DECREASE
	55	38
AVERAGE >	59	41

	#2 UNEMPLOYMENT	
	#3A TOTAL	90
	FULL EMPLOYMENT	RISING UNEMPLOYMENT
	16	74
SUB-TOTAL	18	82

	#3B TOTAL	85
	FULL EMPLOYMENT	RISING UNEMPLOYMENT
	42	43
SUB-TOTAL	49	51

	#3C TOTAL	92
	FULL EMPLOYMENT	RISING UNEMPLOYMENT
	8	84
SUB-TOTAL	9	91

	#3	
	FULL EMPLOYMENT	RISING UNEMPLOYMENT
TOTAL >	76	224
AVERAGE >	25	75

ECONOMIC OUTLOOK

1975-1979

ECONOMIC EXPECTATIONS

	#1A TOTAL	93
	BETTER	WORSE
	63	30
SUB-TOTAL	<u>68</u>	<u>32</u>

	#1B TOTAL	88
	BETTER	WORSE
	33	55
SUB-TOTAL	<u>37</u>	<u>63</u>

	#1	
	BETTER	WORSE
TOTAL >	<u>105</u>	<u>95</u>

AVERAGE >	52	47
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ECONOMIC PROSPERITY

	#2A TOTAL	93
	PROSPERITY	DIFFICULTY
	23	70
SUB-TOTAL	<u>25</u>	<u>75</u>

	#2B TOTAL	88
	PROSPERITY	DIFFICULTY
	34	54
SUB-TOTAL	<u>39</u>	<u>61</u>

	#2C TOTAL	76
	PROSPERITY	DIFFICULTY
	24	52
SUB-TOTAL	<u>35</u>	<u>68</u>

	#2D TOTAL	90
	PROSPERITY	DIFFICULTY
	21	69
SUB-TOTAL	<u>23</u>	<u>77</u>

	#2	
	PROSPERITY	DIFFICULTY
TOTAL >	<u>122</u>	<u>281</u>

AVERAGE >	30	70
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		ECONOMIC SITUATION	
	#3A TOTAL	96	
	BETTER	WORSE	
	<u>40</u>	<u>56</u>	
SUB-TOTAL	42	58	
	#3B TOTAL	97	
	BETTER	WORSE	
	<u>47</u>	<u>50</u>	
SUB-TOTAL	48	51	
	#3C TOTAL	94	
	BETTER	WORSE	
	<u>58</u>	<u>36</u>	
SUB-TOTAL	62	38	
	#3D TOTAL	94	
	BETTER	WORSE	
	<u>55</u>	<u>39</u>	
SUB-TOTAL	59	41	
	#3E TOTAL	96	
	BETTER	WORSE	
	<u>49</u>	<u>47</u>	
SUB-TOTAL	51	49	
	#3F TOTAL	95	
	BETTER	WORSE	
	<u>67</u>	<u>28</u>	
SUB-TOTAL	70	29	
	#3G TOTAL	94	
	BETTER	WORSE	
	<u>71</u>	<u>23</u>	
SUB-TOTAL	75	24	
	#3H TOTAL	94	
	BETTER	WORSE	
	<u>65</u>	<u>29</u>	
SUB-TOTAL	69	31	
	#3I TOTAL	95	
	BETTER	WORSE	
	<u>43</u>	<u>52</u>	
SUB-TOTAL	45	55	
	#3J TOTAL	93	
	BETTER	WORSE	
	<u>40</u>	<u>53</u>	
SUB-TOTAL	43	57	

		#3	
		BETTER	WORSE
TOTAL	>	564	433

AVERAGE	>	56	43
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#3 BUSINESS CONDITIONS

		#4 TOTAL			
		VERY GOOD	GOOD	NOT TOO GOOD	BAD
		4	37	39	17
AVERAGE	>	4	38	40	17

PRICE OUTLOOK**1975-1979****NO DATA AVAILALE**

EMPLOYMENT OUTLOOK

1975-1979

UNEMPLOYMENT

	#1 TOTAL	94	
	MORE	FEWER	
	45	49	
AVERAGE >	48	52	
	#2 UNEMPLOYMENT		
	#2A TOTAL	93	
	FULL EMPLOYMENT		RISING UNEMPLOYMENT
	6		87
SUB-TOTAL	6		93
	#2B TOTAL	78	
	FULL EMPLOYMENT		RISING UNEMPLOYMENT
	21		57
SUB-TOTAL	27		73
	#2C TOTAL	70	
	FULL EMPLOYMENT		RISING UNEMPLOYMENT
	33		37
SUB-TOTAL	47		53
	#2D TOTAL	66	
	FULL EMPLOYMENT		RISING UNEMPLOYMENT
	17		49
SUB-TOTAL	26		74
	#2		
	FULL EMPLOYMENT		RISING UNEMPLOYMENT
TOTAL >	106		293
AVERAGE >	26		73

ECONOMIC OUTLOOK

1980-1984

ECONOMIC EXPECTATIONS

	#1A TOTAL	87
	BETTER	WORSE
	31	56
SUB-TOTAL	<u>36</u>	<u>64</u>

	#1B TOTAL	94
	BETTER	WORSE
	68	26
SUB-TOTAL	<u>72</u>	<u>28</u>

	#1C TOTAL	92
	BETTER	WORSE
	77	15
SUB-TOTAL	<u>84</u>	<u>16</u>

	#1	
	BETTER	WORSE
TOTAL >	<u>192</u>	<u>108</u>

AVERAGE >	64	36
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ECONOMIC PROSPERITY

	#2A TOTAL	92
	PROSPERITY	DIFFICULTY
	13	79
SUB-TOTAL	<u>14</u>	<u>86</u>

	#2B TOTAL	52
	PROSPERITY	DIFFICULTY
	18	34
SUB-TOTAL	<u>35</u>	<u>65</u>

	#2	
	PROSPERITY	DIFFICULTY
TOTAL >	<u>49</u>	<u>151</u>

AVERAGE >	24	75
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PERSONAL FINANCES

	#3A TOTAL	99
	BETTER	WORSE
	56	43
SUB-TOTAL	<u>57</u>	<u>43</u>

	#3B TOTAL	99
	BETTER	WORSE
	52	47
SUB-TOTAL	<u>52</u>	<u>47</u>

	#3C TOTAL	99
	BETTER	WORSE
	74	25
SUB-TOTAL	<u>75</u>	<u>25</u>

	#3D TOTAL	99
	BETTER	WORSE
	73	26
SUB-TOTAL	<u>74</u>	<u>26</u>

	#3E TOTAL	99
	BETTER	WORSE
	75	24
SUB-TOTAL	<u>76</u>	<u>24</u>

	#3	
	BETTER	WORSE
TOTAL >	<u>334</u>	<u>165</u>

AVERAGE >	67	33
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PRICE OUTLOOK

1980-1984

INFLATION

	#1 TOTAL	94
	LESS	WORSE
	55	39
AVERAGE >	<u>58</u>	<u>41</u>

RATE OF INFLATION

	#2A TOTAL	82
	HIGHER	LOWER
	41	41
SUB-TOTAL	<u>50</u>	<u>50</u>

	#2B TOTAL	89
	HIGHER	LOWER
	51	38
SUB-TOTAL	<u>57</u>	<u>43</u>

	#2C TOTAL	89
	HIGHER	LOWER
	51	38
SUB-TOTAL	<u>57</u>	<u>43</u>

	#2D TOTAL	84
	HIGHER	LOWER
	49	35
SUB-TOTAL	<u>58</u>	<u>42</u>

	#2E TOTAL	90
	HIGHER	LOWER
	52	38
SUB-TOTAL	<u>58</u>	<u>42</u>

	#2	
	HIGHER	LOWER
TOTAL >	<u>280</u>	<u>220</u>
AVERAGE >	56	44

EMPLOYMENT OUTLOOK

1980-1984

UNEMPLOYMENT RATE

	#1A TOTAL	68
	HIGHER	LOWER
	<u>36</u>	<u>32</u>
SUB-TOTAL	53	47
	#1B TOTAL	76
	HIGHER	LOWER
	<u>58</u>	<u>18</u>
SUB-TOTAL	76	24
	#1C TOTAL	80
	HIGHER	LOWER
	<u>62</u>	<u>18</u>
SUB-TOTAL	78	23
	#1D TOTAL	79
	HIGHER	LOWER
	<u>63</u>	<u>16</u>
SUB-TOTAL	80	20
	#1E TOTAL	73
	HIGHER	LOWER
	<u>44</u>	<u>29</u>
SUB-TOTAL	60	40
	#1F TOTAL	70
	HIGHER	LOWER
	<u>26</u>	<u>44</u>
SUB-TOTAL	37	63
	#1	
	HIGHER	LOWER
TOTAL >	<u>384</u>	<u>217</u>
AVERAGE >	64	36

APPENDIX C

MOST IMPORTANT PROBLEM DATA

1955-1959

Q: What is the most important problem you would like to see Congress take up in the new session starting in January?

1955: Jan 5	Foreign policy, Russia, China relationships	18%
#1	Economic problems, tax reductions, high cost of living	11%
	Unemployment	10%
	Stabilization of farm prices	7%
	Segregation, Discrimination	4%

Q: What do you consider to be the most urgent problem facing you and your family today? the country? the U.S. government?

1955: July 3	Foreign policy problems, working out a peace, dealing with Russia & Red China	48%
#2	Communism in the U.S.	6%
	Economic problems, high cost of living, prices, taxes	5%
	Government finances, debt, balancing the budget	5%
	Segregation, discrimination	4%
Nov 21	Keeping the peace, foreign policy, dealing with Russia	42%
#3	Farm problem, falling prices	8%
	Tax reduction	7%
	Communism in the U.S.	5%
	Government finances, balancing the budget	4%
1956: Aug 28	Threat of war, Suez, foreign policy	46%
#4	Civil rights	18%
	High cost of living	10%
	Farm problem	5%
	Unemployment	4%

	Oct 27	War, threat of war, Suez, foreign policy	48%
#5		High cost of living	13%
		Civil rights, desegregation	12%
		Farm problems	7%
		Unemployment	3%
1957:	June 14	Foreign policy, dealing with Russia	40%
#6		Economic problems (high cost of living, high taxes)	21%
		Others, no opinion	39%
	Aug 15	Keeping out of war, relations with Russia	34%
#7		High cost of living, threat of inflation	22%
		Integration problems	10%
		Nuclear tests, atomic control	6%
		Juvenile delinquency	4%
	Nov 6	Integration, racial problems	29%
#8		Keeping the peace, foreign policy, dealing with Russia	26%
		Economic, money problems	12%
		Defense preparedness	7%
		"Sputnik", missiles	6%
1958:	Feb 2	Keeping the peace	30%
		Economic problems	18%
#9		Sputnik, space problems	11%
		National defense	9%
		Education	6%
	Mar 23	Economic conditions	40%
		Keeping the peace	17%
#10		Sputniks, space problem	7%
		Integration	4%
		National defense	3%
	Nov 1	East-West fight, keeping the peace	42%
#11		Unemployment	11%
		Integration	9%
		High cost of living	8%
		Nuclear tests	2%
1959:	Feb 27	Keeping the peace	38%
		High cost of living	17%
#12		Integration struggle	10%
		Unemployment	9%
		National defense	2%

May 27	Keeping the peace	44%
	High cost of living	15%
#13	Unemployment	10%
	Integration	7%
	Others	18%
Oct 16	Keeping the peace	51%
	High cost of living	13%
#14	Union problems, strikes	5%
	Integration	5%
	Unemployment	3%

1960-1964

Q: Which of the following (on card) do you think the new President and new Congress should do something about?

1961: Jan 8	Hold down prices & prevent inflation	63%
#1	Federal aid for medical care of the aged	52%
	Raise minimum wage to \$1.25 per hour	48%
	Reduce taxes for people like myself	46%
	Do more to end segregation	46%

(back to the original question)

1962: Apr 29	War, peace, international tension	63%
#2	High cost of living, taxes, domestic economy	10%
	Unemployment	8%
	Racial problems, integration segregation	6%
	Juvenile delinquency	3%
1963: Apr 3	Cuba, Castro	24%
#3	Other international problems, Berlin, Laos, etc	39%
	Unemployment	11%
	Racial problems	4%
	Prices, high cost of living	4%
Oct 2	Racial problems	52%
#4	International problems (Russia-threat of war)	25%
	Unemployment	5%
	Taxes	5%
	Cost of Living	3%

1964: May 20	Racial problems	41%
#5	International problems (Russia, threat of war)	41%
	Unemployment	9%
	High cost of living	5%
	Other problems	11%
July 29	Racial problems	47%
#6	International problems	35%
	Unemployment	6%
	High cost of living	3%
	Other problems	16%
Aug 21	International problems	51%
#7	Racial problems	40%
	Unemployment	4%
	High cost of living	3%
	Other problems	14%
Oct 11	International problems, cold war problems	46%
#8	Racial problems	35%
	High cost of living	6%
	Unemployment	4%
	Too much government control	4%
1965-1969		
1965: Apr 16	Civil rights	52%
#1	Foreign affairs	39%
	Immorality, crime, juvenile delinquency	4%
	High cost of living	3%
	Unemployment	2%
June 11	Vietnam	23%
#2	Civil rights	23%
	Threat of war	16%
	Prestige abroad	9%
	Spread of world communism	9%
Oct 13	Civil rights	27%
#3	Vietnam	19%
	Threat of general war	17%
	Prestige abroad	7%
	World communism	6%
Dec 1	Vietnam	37%
#4	Civil rights	17%
	Threat of war	12%
	World communism	7%
	U.S. prestige abroad	6%

	Dec 29	Vietnam	33%
		Civil rights	19%
#5		Threat of WWII	11%
		Threat of world communism	9%
		Prestige abroad	5%
1966:	May 27	Vietnam crisis	45%
		High cost of living	16%
#6		Civil rights	9%
		Threat of war	8%
		Spread of world communism	5%
	Sept 11	Vietnam war	56%
		Racial problems	24%
#7		Inflation	16%
		Others	20%
		No opinion	3%
1967:	Oct 18	High cost of living	60%
		Sickness, health problems	8%
#8		Vietnam	5%
		Racial problems	4%
		Employment problems	3%
	Nov 12	Vietnam	50%
		Civil rights	21%
#9		High cost of living	16%
		Others, no opinion	13%
1968:	May 26	Vietnam situation	42%
		Race relations	25%
#10		Crime & lawlessness (includes riots, looting, juvenile delinquency)	15%
		High cost of living, taxes	8%
		Poverty	4%
	Aug 4	Vietnam	52%
		Crime & lawlessness (riots, looting, juvenile delinquency)	29%
#11		Race relations	13%
		High cost of living, taxes	9%
		Poverty	3%
	Sept 8	Vietnam	51%
		Crime (looting, riots, etc)	21%
#12		Civil rights	20%
		High cost of living	7%
		Poverty	3%

1969: Jan 30	Vietnam war	40%
#13	Crime & lawlessness (riots, looting, juvenile delinquency, etc)	17%
	Race relations	16%
	Inflation, high cost of living	9%
	College demonstrations	4%
1970-1974		
1970: June 18	Campus unrest	27%
#1	Vietnam war (including Cambodia)	22%
	Other international problems	14%
	Racial strife	13%
	High cost of living	10%
1971: Mar 18	Vietnam	28%
#2	Economic	24%
	Other international problems	12%
	Crime, lawlessness	7%
	Race relations	7%
June 17	Vietnam	33%
#3	Economic Issues	22%
	Drug addiction	12%
	Race relations	7%
	Crime, lawlessness	7%
Sept 23	Economic problems	45%
#4	Vietnam	25%
	Crime, lawlessness	12%
	Race relations	7%
	Poverty, welfare	6%
Dec 19	State of economy	41%
#5	Vietnam	15%
	Other international problems	8%
	Drug use and abuse	8%
	Racial problems	6%
1972: Aug 6	Vietnam	25%
#6	Inflation, high cost of living	23%
	Drug abuse	9%
	International problems	5%
	Crime	10%

	Oct 8	Vietnam	27%
		Inflation, high cost of living	27%
#7		Drug use, abuse	9%
		International problems	10%
		Crime	8%
1973	Mar 11	High cost of living	59%
		Drugs	20%
#8		Crime	17%
		Race relations	16%
		Unemployment	16%
+ What do you think is the next most important problem facing this country today? (findings of both questions combined.)			
	May 20	High cost of living	62%
		Crime & lawlessness	17%
#9		Drugs	16%
		Corruption in government, Watergate	16%
		Pollution	9%
		Unemployment	9%
	Aug 27	High cost of living	89%
		Dissatisfaction/lack of trust in government	19%
#10		Corruption in government/ Watergate	14%
		Crime/lawlessness	13%
		International problems	11%
(back to original question)			
1974:	Jan 31	Energy crisis	46%
		High cost of living	25%
#11		Dissatisfaction with government	7%
		International problems	6%
	July 14	High cost of living	48%
		Dissatisfaction with/lack of trust in government	15%
#12		Corruption in government/ Watergate	11%
		Energy crisis/fuel shortage	6%
		Crime lawlessness	4%
	Sept 12	High cost of living	77%
		Dissatisfaction with/lack of trust in government	7%
#13		Corruption in government/ Watergate	3%
		International problems	3%

	Oct 20	High cost of living	81%
#14		Dissatisfaction with/lack of trust in government	6%
		Crime/lawlessness	4%
		Corruption in government/Watergate	3%
		Energy crisis	2%
1975-1979			
	1975: Apr 3	High cost of living	60%
#1		Unemployment	20%
		Dissatisfaction with government	7%
		Energy crisis	7%
		Moral decline/lack of religion	7%
	Aug 3	High cost of living	51%
#2		Unemployment	21%
		Dissatisfaction with government	9%
		Energy crisis	5%
		Crime/lawlessness	5%
	Dec 4	High cost of living	57%
#3		Unemployment	21%
		Energy situation	6%
		Inadequate government	5%
		Crime	4%
	1976: Feb 1	High cost of living	47%
#4		Unemployment	23%
		Crime & lawlessness	8%
		International problems	5%
		Moral decline/ lack of religion	4%
	May 16	High cost of living	38%
#5		Unemployment	24%
		Dissatisfaction with government	13%
		Crime & lawlessness	8%
		International problems, foreign policy	5%
		Moral decline/lack of religious committment	4%

	Nov 14	High cost of living	47%
		Unemployment	31%
#6		Dissatisfaction with government	6%
		Crime	6%
		Foreign affairs	6%
1977:	Apr 10	Inflation, high cost of living	58%
#7		Unemployment	39%
		Energy crisis	23%
		Crime	15%
		International problems	13%
	Aug 4	High cost of living	32%
		Unemployment	17%
#8		Energy problems	15%
		International problems, foreign policy	10%
		Crime & lawlessness	6%
	Nov 10	High cost of living, inflation	35%
#9		Unemployment	24%
		Energy problems	18%
		International problems, foreign policy	7%
		Crime & lawlessness	5%
1978:	Mar 12	High cost of living, inflation	33%
#10		Energy problems	29%
		Unemployment	17%
		International problems, foreign policy	7%
		Crime/lawlessness	4%
	May 18	Inflation, high cost of living	54%
#11		Unemployment	18%
		Energy situation	8%
		International problems	8%
		Dissatisfaction with government	3%
	July 27	High cost of living, inflation	60%
#12		Unemployment	14%
		International problems, foreign policy	10%
		Energy situation	4%
		Crime/lawlessness	3%

	Oct 12	Inflation/ high cost of living	59%
#13		Unemployment	12%
		International problems, foreign policy	6%
		Energy situation	5%
		Crime & lawlessness	4%
1979:	Mar 22	High cost of living, inflation	62%
#14		International problems, foreign policy	18%
		Energy problems	14%
		Unemployment	6%
		Crime & lawlessness	3%
	June 7	High cost of living, inflation	57%
#15		Energy problems	33%
		International problems, foreign policy	5%
		Unemployment	5%
		Crime & lawlessness	2%
	Nov 15	High cost of living, inflation	63%
#16		Energy problems	22%
		International problems, foreign policy	5%
		Unemployment	6%
		Dissatisfaction with government	4%
1980-1984			
1980:	Feb 17	International problems, foreign policy	44%
#1		Inflation, high cost of living	39%
		Energy problems	12%
		Unemployment	4%
		Dissatisfaction with government	3%
	Aug 3	Inflation, high cost of living	56%
#2		Unemployment	15%
		International problems	12%
		Dissatisfaction with government	8%
		Energy problems	6%

	Oct 2	High cost of living, inflation	60%
#3		Unemployment	16%
		International problems	15%
		Dissatisfaction with government	6%
		Energy problems	4%
1981:	Jan 15	High cost of living, inflation	53%
#4		Unemployment	11%
		Crime, violence	4%
		Energy problems	4%
		International problems	4%
	Mar 8	Inflation, high cost of living	73%
#5		Unemployment, recession, depression	8%
		Energy problems	5%
		Defense, war	3%
		Crime	2%
	Oct 22	High cost of living, inflation	52%
#6		Unemployment	17%
		Reagan's budget cuts	6%
		Excessive government spending	4%
		Fear of war	4%
1982:	Feb 7	High cost of living, inflation	59%
#7		Unemployment, recession	28%
		Reagan budget cuts	7%
		International problems	6%
		Crime	5%
	May 2	Unemployment, recession	44%
#8		High cost of living, inflation	24%
		Economy (general)	11%
		Reagan budget cuts	7%
		High interest rates	7%
	June 27	Unemployment, recession	41%
#9		Inflation, high cost of living	25%
		Economy (general)	11%
		High interest rates	10%
		Fear of war	10%

	Sept 12	Unemployment, recession	48%
#10		Inflation, high cost of living	23%
		Economy (general)	16%
		High interest rates	8%
		Fear of war	6%
	Oct	Unemployment	62%
#11		Inflation, high cost of living	18%
		Fear of war, international problems	6%
		Moral decline in society	3%
1983:	May 8	Unemployment, recession	54%
#12		Inflation, high cost of living	18%
		Fear of war	11%
		Economy (general)	8%
		Excessive government spending	5%
	Aug 25	Unemployment	48%
#13		Inflation, high cost of living	14%
		Fear of war	10%
		Economy (general)	7%
		International problems	6%
	Oct	Unemployment	42%
#14		Fear of war, international problems	23%
		Inflation, high cost of living	12%
		Moral decline in society	5%
	Dec 11	Fear of war, international problems	37%
#15		Unemployment	32%
		Inflation, high cost of living	11%
		Moral decline in society	6%
1984:	Mar 15	Threat of war, international tensions	28%
#16		Unemployment, recession	28%
		Excessive government spending	12%
		Inflation, high cost of living	10%
		Moral decline in society	7%

July 15	Threat of war	27%
	Unemployment	26%
#17	High cost of living, high interest rates	14%
	Excessive government spending	11%
	Moral decline in society	5%
Aug 30	Unemployment	23%
	Threat of war	22%
#18	High cost of living, high interest rates	18%
	Excessive government spending	16%
	Economy	8%
Oct 21	Threat of war	30%
	Unemployment	22%
#19	High cost of living, taxes, high interest rates	12%
	Excessive government spending	10%
	Economy (general)	4%

The preceding data was compiled from:

Gallup, George H. The Gallup Poll: Public Opinion
1935-1971. New York: Random House, 1972.

---. The Gallup Poll: Public Opinion 1972-1984.
Wilmington: Scholarly Resources Inc.,
1973-1985.

MOST IMPORTANT PROBLEM

1955-1959			1960-1964		
#1 TOTAL	50		#1 TOTAL	255	
ECONOMIC		NON-ECON	ECONOMIC		NON-ECON
11	18		63	52	
10	4		48	46	
7			46		
28	22		157	98	
SUB-TOTAL	56	44	SUB-TOTAL	62	38
#2 TOTAL	68		#2 TOTAL	90	
ECONOMIC		NON-ECON	ECONOMIC		NON-ECON
5	48		10	63	
5	6		8	6	
	4			3	
10	58		18	72	
SUB-TOTAL	15	85	SUB-TOTAL	20	80
#3 TOTAL	66		#3 TOTAL	82	
ECONOMIC		NON-ECON	ECONOMIC		NON-ECON
8	42		11	24	
7	5		4	39	
4				4	
19	47		15	67	
SUB-TOTAL	29	71	SUB-TOTAL	18	82
#4 TOTAL	83		#4 TOTAL	90	
ECONOMIC		NON-ECON	ECONOMIC		NON-ECON
10	46		5	52	
5	18		8	258	
4			3		
19	64		13	77	
SUB-TOTAL	23	77	SUB-TOTAL	14	86
#5 TOTAL	83		#5 TOTAL	96	
ECONOMIC		NON-ECON	ECONOMIC		NON-ECON
13	48		9	41	
7	12		5	41	
3					
23	60		14	82	
SUB-TOTAL	28	72	SUB-TOTAL	15	85
#6 TOTAL	61		#6 TOTAL	91	
ECONOMIC		NON-ECON	ECONOMIC		NON-ECON
21	40		6	47	
			3	35	
			9	82	
SUB-TOTAL	34	66	SUB-TOTAL	10	90

	#7 TOTAL	76		#7 TOTAL	98
	ECONOMIC	34		ECONOMIC	4
	NON-ECON	10		NON-ECON	3
		6			
		4			
		<u>22</u>			<u>7</u>
SUB-TOTAL		71	SUB-TOTAL		91
		29			93

	#8 TOTAL	80		#8 TOTAL	95
	ECONOMIC	29		ECONOMIC	6
	NON-ECON	26		NON-ECON	4
		7			
		6			
		<u>12</u>			<u>10</u>
SUB-TOTAL		85	SUB-TOTAL		85
		15			89

	#9 TOTAL	74		<u>TOTAL ></u>	<u>157</u>		<u>643</u>
	ECONOMIC	30		AVERAGE	>	20	80
	NON-ECON	11					
		9					
		6					
		<u>18</u>					
SUB-TOTAL		76					
		24					

	#10 TOTAL	71
	ECONOMIC	17
	NON-ECON	7
		4
		3
		<u>40</u>
SUB-TOTAL		31
		56
		44

	#11 TOTAL	72
	ECONOMIC	11
	NON-ECON	8
		42
		9
		2
		<u>19</u>
SUB-TOTAL		53
		26
		74

	#12 TOTAL	76
	ECONOMIC	17
	NON-ECON	9
		38
		10
		2
		<u>26</u>
SUB-TOTAL		50
		34
		66

	#13 TOTAL	76
	ECONOMIC	NON-ECON
	15	44
	10	7
	25	51
SUB-TOTAL	<u>33</u>	<u>67</u>

	#14 TOTAL	77
	ECONOMIC	NON-ECON
	13	51
	3	5
		5
	16	61
SUB-TOTAL	<u>21</u>	<u>79</u>

	<u>TOTAL ></u>	<u>423</u>	<u>977</u>
AVERAGE	>	30	70

1965-1969				1970-1974			
	#1 TOTAL	100		#1 TOTAL	86		
	ECONOMIC	NON-ECON		ECONOMIC	NON-ECON		
	3	52			27		
	2	39			22		
		4			14		
					13		
	5	95		10	76		
SUB-TOTAL	5	95	SUB-TOTAL	12	88		
	#2 TOTAL	80		#2 TOTAL	78		
	ECONOMIC	NON-ECON		ECONOMIC	NON-ECON		
		23			28		
		23			12		
		16			7		
		9			7		
		9					
	0	80		24	54		
SUB-TOTAL	0	100	SUB-TOTAL	31	69		
	#3 TOTAL	76		#3 TOTAL	81		
	ECONOMIC	NON-ECON		ECONOMIC	NON-ECON		
		27			33		
		19			12		
		17			7		
		7			7		
		6					
	0	76		22	59		
SUB-TOTAL	0	100	SUB-TOTAL	27	73		
	#4 TOTAL	79		#4 TOTAL	95		
	ECONOMIC	NON-ECON		ECONOMIC	NON-ECON		
		37		45	25		
		17		6	12		
		12			7		
		7					
		6					
	0	79		51	44		
SUB-TOTAL	0	100	SUB-TOTAL	54	46		
	#5 TOTAL	77		#5 TOTAL	78		
	ECONOMIC	NON-ECON		ECONOMIC	NON-ECON		
		33			15		
		19			8		
		11			8		
		9			6		
		5					
	0	77		41	37		
SUB-TOTAL	0	100	SUB-TOTAL	53	47		

	#6 TOTAL	83		#6 TOTAL	72
	ECONOMIC	45		ECONOMIC	25
	NON-ECON	16		NON-ECON	9
		9			5
		8			10
		5			
		0			23
		83			49
SUB-TOTAL		0	SUB-TOTAL	32	68
	#7 TOTAL	96		#7 TOTAL	81
	ECONOMIC	56		ECONOMIC	27
	NON-ECON	24		NON-ECON	9
					10
					8
		16			54
SUB-TOTAL		17	SUB-TOTAL	33	67
	#8 TOTAL	80		#8 TOTAL	128
	ECONOMIC	60		ECONOMIC	59
	NON-ECON	3		NON-ECON	16
		4			16
		63			53
SUB-TOTAL		79	SUB-TOTAL	59	41
	#9 TOTAL	87		#9 TOTAL	129
	ECONOMIC	50		ECONOMIC	62
	NON-ECON	21		NON-ECON	9
					16
					16
		16			9
SUB-TOTAL		18	SUB-TOTAL	55	45
	#10 TOTAL	94		#10 TOTAL	146
	ECONOMIC	8		ECONOMIC	89
	NON-ECON	4		NON-ECON	19
		15			14
					13
		12			11
SUB-TOTAL		13	SUB-TOTAL	61	57
	#11 TOTAL	106		#11 TOTAL	84
	ECONOMIC	9		ECONOMIC	25
	NON-ECON	3		NON-ECON	46
		13			7
		12			6
SUB-TOTAL		11	SUB-TOTAL	30	59
		89			70

	#12 TOTAL	102		#12 TOTAL	84
	ECONOMIC	NON-ECON		ECONOMIC	NON-ECON
	7	51		48	15
	3	21			11
		20			6
					4
	10	92		48	36
SUB-TOTAL	10	90		57	43
	#13 TOTAL	86		#13 TOTAL	90
	ECONOMIC	NON-ECON		ECONOMIC	NON-ECON
	9	40		77	7
		17			3
		16			3
		4			
	9	77		77	13
SUB-TOTAL	10	90		86	14
	<u>TOTAL ></u>	<u>163</u>		<u>#14 TOTAL</u>	<u>96</u>
				ECONOMIC	NON-ECON
AVERAGE >	12	87		81	6
					4
					3
					2
				81	15
			SUB-TOTAL	84	16
				<u>TOTAL ></u>	<u>674</u>
					726
			AVERAGE >	48	52

1975-1979				1980-1984			
#1 TOTAL		101		#1 TOTAL		102	
ECONOMIC		NON-ECON		ECONOMIC		NON-ECON	
60	7	39	44	4	12	3	
20	7						
	7						
80	21	43	59				
SUB-TOTAL	79	21		SUB-TOTAL	42	58	
#2 TOTAL		91		#2 TOTAL		97	
ECONOMIC		NON-ECON		ECONOMIC		NON-ECON	
51	9	56	12	15	8	6	
21	5						
	5						
72	19	71	26				
SUB-TOTAL	79	21		SUB-TOTAL	73	27	
#3 TOTAL		93		#3 TOTAL		101	
ECONOMIC		NON-ECON		ECONOMIC		NON-ECON	
57	6	60	15	16	6	4	
21	5						
	4						
78	15	76	25				
SUB-TOTAL	84	16		SUB-TOTAL	75	25	
#4 TOTAL		87		#4 TOTAL		76	
ECONOMIC		NON-ECON		ECONOMIC		NON-ECON	
47	8	53	4	11	4	4	
23	5						
	4						
70	17	64	12				
SUB-TOTAL	80	20		SUB-TOTAL	84	16	
#5 TOTAL		92		#5 TOTAL		91	
ECONOMIC		NON-ECON		ECONOMIC		NON-ECON	
38	13	73	5	8	3	2	
24	8						
	5						
	4						
62	30	81	10				
SUB-TOTAL	67	33		SUB-TOTAL	89	11	
#6 TOTAL		96		#6 TOTAL		83	
ECONOMIC		NON-ECON		ECONOMIC		NON-ECON	
47	6	52	4	17			
31	6			6			
	6			4			
78	18	79	4				
SUB-TOTAL	81	19		SUB-TOTAL	95	5	

#7 TOTAL	148	#7 TOTAL	105
ECONOMIC	58	ECONOMIC	59
NON-ECON	23	NON-ECON	6
	39		5
	13		7
	51		94
SUB-TOTAL	66	SUB-TOTAL	90
	34		10
#8 TOTAL	80	#8 TOTAL	93
ECONOMIC	32	ECONOMIC	44
NON-ECON	15	NON-ECON	11
	17		24
	6		7
	31		7
SUB-TOTAL	49	SUB-TOTAL	82
	61		11
	39		12
#9 TOTAL	89	#9 TOTAL	97
ECONOMIC	35	ECONOMIC	41
NON-ECON	18	NON-ECON	10
	24		25
	5		11
	30		10
SUB-TOTAL	59	SUB-TOTAL	87
	66		10
	34		90
#10 TOTAL	90	#10 TOTAL	101
ECONOMIC	33	ECONOMIC	48
NON-ECON	29	NON-ECON	6
	17		23
	4		16
	40		8
SUB-TOTAL	50	SUB-TOTAL	95
	56		6
	44		6
#11 TOTAL	91	#11 TOTAL	89
ECONOMIC	54	ECONOMIC	62
NON-ECON	18	NON-ECON	6
	3		18
	19		3
SUB-TOTAL	72	SUB-TOTAL	80
	79		9
	21		10
#12 TOTAL	91	#12 TOTAL	96
ECONOMIC	60	ECONOMIC	54
NON-ECON	14	NON-ECON	11
	3		18
	17		8
SUB-TOTAL	74	SUB-TOTAL	5
	81		85
	19		11
	19		11

#13 TOTAL	86	#13 TOTAL	85		
ECONOMIC	NON-ECON	ECONOMIC	NON-ECON		
59	6	48	10		
12	5	14	6		
	4	7			
71	15	69	16		
SUB-TOTAL	83	17	SUB-TOTAL	81	19

#14 TOTAL	103	#14 TOTAL	82		
ECONOMIC	NON-ECON	ECONOMIC	NON-ECON		
62	18	42	23		
6	14	12	5		
	3				
68	35	54	28		
SUB-TOTAL	66	34	SUB-TOTAL	66	34

#15 TOTAL	102	#15 TOTAL	86		
ECONOMIC	NON-ECON	ECONOMIC	NON-ECON		
57	33	32	37		
5	5	11	6		
	2				
62	40	43	43		
SUB-TOTAL	61	39	SUB-TOTAL	50	50

#16 TOTAL	100	#16 TOTAL	85		
ECONOMIC	NON-ECON	ECONOMIC	NON-ECON		
63	22	28	28		
6	5	12	7		
	4	10			
69	31	50	35		
SUB-TOTAL	69	31	SUB-TOTAL	59	41

<u>TOTAL</u>	> 1158	441
AVERAGE	> 72	28

#17 TOTAL	83	
ECONOMIC	NON-ECON	
26	27	
14	5	
11		
51	32	
SUB-TOTAL	61	39

#18 TOTAL	87	
ECONOMIC	NON-ECON	
23	22	
18		
16		
8		
65	22	
SUB-TOTAL	75	25

	#19 TOTAL	78
	ECONOMIC	NON-ECON
	22	30
	12	
	10	
	4	
	48	30
SUB-TOTAL	62	38
	<u>TOTAL > 1453</u>	<u>447</u>
AVERAGE	> 76	23

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