

Vol. II. Appendix

RELIGION AND TELEVISION

A Research Report by  
The Annenberg School of Communications,  
University of Pennsylvania  
and the Gallup Organization, Inc.

by

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Conducted under a grant from the  
Ad Hoc Committee on Electronic Church Research

April 1984

The Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, PA 19104

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**APPENDIX I:**  
**HISTORY OF THE PROJECT**

### History of the project

On February 6-7, 1980, a Consultation on the Electronic Church was held at New York University under the auspices of the National Council of Churches, the U.S. Catholic Conference, and the National Religious Broadcasters. The most important insight to come out of those two days of debate was the realization that no one had the basic information that was needed to assess the present situation in religious broadcasting in the United States.

At the conclusion of that meeting, Dr. William F. Fore of the National Council of Churches suggested to Dr. Ben Armstrong of the National Religious Broadcasters that they jointly invite a broadly representative group of both mainline and independent church groups to consider developing a major cooperative research project. Dr. Armstrong agreed, and some two dozen persons were invited to a meeting held July 24, 1980. Enthusiasm for the project resulted in the establishment of the Ad Hoc Committee on Electronic Church Research.

The Committee elected Richard Hirsch of the U.S. Catholic Conference its chairman and Dr. Peggy Shriver of the National Council of Churches as project coordinator. A Steering Committee was created to develop the details of the project.

Within the first few months the Steering Committee agreed that rather than restrict the project to so-called Electronic Church programs, the research should deal with a larger question: "What are the uses and impact of religious television and its secondary support systems as part of people's religious life; and how do

people relate this to their involvement with the local church and community?" The name was changed to the Religious Television Research Project, and all domestic religious broadcasting was included in its scope.

The Steering Committee secured the services of Dr. George Gerbner, Dean of The Annenberg School of Communications at the University of Pennsylvania, to act as research advisor.

Dr. Gerbner met with the Steering Committee on October 20, 1980, at which time the objectives were reduced to eleven questions grouped into four research clusters:

Demographic Analysis (Who is watching?)

1. What are the demographics of the audience for the Electronic Church? How many watch? Who? How much? Under what circumstances?

Content Analysis (What are the messages?)

2. Are the social concerns of the Electronic Church presented more in terms of charity or of justice?
3. What kind of God and Gospel is portrayed by the Electronic Church to the audience?

Uses and Gratifications Analysis (Why do people watch?)

4. How is the Electronic Church perceived by its audience? Is it more or less interesting than the local church? What needs are being met?
5. What are the appeals of the program elements - personalities, music, message content, personal communication, etc.?

Effects Analysis (How is the viewer's behavior affected?)

6. What effects does the Electronic Church have on people's support of and involvement in the process of viewing?
7. What is the extent of interaction in the process of viewing? What is the subsequent interaction in the family and community?
8. What brings people to a faith commitment, that is, a significant deepening of religious faith? Does the Electronic Church bring people to a faith commitment? How? How many? What does this faith commitment lead the viewer to do?
9. What effects are specific programs having on support and involvement in those programs' ministries? Do the programs generate support and involvement?
10. Where do people turn for spiritual leadership and help, especially as between the local church and the Electronic Church?
11. What is the impact of political suggestion on political action? In what kinds of political involvement is the audience stimulated to engage?

Gerbner developed a set of four "Request for Proposals" that were reworked and adopted by the entire Ad Hoc Committee on January 8, 1981.

In early 1981, the "Request for Proposals" was sent to virtually every major private and educational media research

organization in the nation. More than a dozen proposals were received. In order to further clarify the project and to facilitate negotiations, an all-day conference with interested research organizations was held on September 10, 1981. The major proposals were narrowed to five, and finally to two.

On July 27, 1982, the Steering Committee commissioned The Annenberg School of Communications at the University of Pennsylvania to be the primary contractor and to conduct Phase I (content analysis) and Phase III (local community survey); it asked the Gallup Organization of Princeton, New Jersey, to conduct Phase II (national survey). Coordination between the two research groups was stressed, and delivery of an integrated final report was made the responsibility of The Annenberg School research group. Cost of the overall project was approximately \$175,000.

More than 30 organizations participated in financial support of the project and became members of the Ad Hoc Committee. The members are listed in Appendix II. Funding ranged from \$250 to \$20,000. All funders of \$500 or more received copies of the basic report and tables. Funders at the level of \$3,000 or more were given access to the computer data tapes during the first twelve months following release of the study. Funders at the level of \$10,000 or more had the option of designating a representative on the Steering Committee.

In mid-1983, the Steering Committee appointed a Design Team to work with the Annenberg and Gallup teams on details of the research design and wording of the questions. Consisting wholly of research specialists, the Design Team members were: Dr. David W. Clark, Vice

President for Marketing, Christian Broadcasting Network (chairman); Dr. David A. Roozen, Center for Social and Religious Research, Hartford Seminary (coordinator); Dr. Bill Thorne, Marquette University; Dr. Mary Mattis, Director of Research, Presbyterian Church in the U.S.A.; and Mr. Martin Bradley, Manager, Research Services Department, Sunday School Board of the Southern Baptist Convention.

Throughout the three and a half years of the project the Steering Committee remained remarkably intact. Janes Engel, Wheaton College Graduate School, served for the first year, then resigned when he formed his own consulting business. Mary Mattis of the United Presbyterian Church U.S.A. joined the group in late 1982 and Bill Dingler of the Lutheran Layman's League in 1983. The members of the Steering Committee at the time of completion of the project were as follows:

Dr. Ben Armstrong, Executive Director  
National Religious Broadcasters  
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Morristown, New Jersey 07960  
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Research Services Department  
Sunday School Board of the  
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Dr. William F. Fore  
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Ms. Sandra Grear  
Director of Communication  
Presbyterian Church (U. S. A.)  
475 Riverside Drive, Room 1948  
New York, New York 10115  
(212) 870-2551

(Dr. Mary Mattis substituted for Ms. Grear during the later meetings of the Committee.)

Mr. Richard Hirsch  
Secretary for Communication  
United States Catholic Conference  
1011 First Avenue  
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Dr. Peggy Shriver  
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Research, Evaluation and Planning  
National Council of Churches  
475 Riverside Drive, Room 870  
New York, New York 10115  
(212) 870-2561

---William F. Fore, on behalf  
of the Steering Committee

**APPENDIX II:**  
**LIST OF SPONSORS**

## SPONSORS

Back To God Hour  
Billy Graham Evangelistic Association  
Campus Crusade for Christ  
Changed Lives/Ben Haden Evangelistic Association  
Christian Broadcasting Network  
Christian Church (Disciples of Christ)  
Church of the Brethren  
Diocese of Paterson, Roman Catholic Church  
Episcopal Church Foundation  
Evangelische Omroep  
General Conference of the Seventh Day Adventists  
Hartford Seminary Foundation  
In Touch Ministries  
International Lutheran Laymen's League  
Jimmy Swaggart Ministries  
Lutheran Church in America  
Lutheran World Federation  
Mennonite Board of Missions  
Mennonite Church/General Conference  
National Council of Churches  
National Religious Broadcasters  
Old Time Gospel Hour  
PTL Television Network  
Pathway Evangelism, Inc.  
Presbyterian Church (USA)  
Radio & TV Commission of the Southern Baptist Convention  
Reformed Church in America  
Russ Reid Co.  
Sunday School Board of the Southern Baptist Convention  
Texas Conference of Churches  
Trans World Radio  
U.S. Catholic Conference  
UNDA USA  
Union Theological Seminary, Richmond, VA  
United Church of Christ  
United Methodist Church  
WCFC-TV, Channel 38, Chicago  
World Association for Christian Communication

**APPENDIX III:**  
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Table III.1

Agreement Coefficients for Items  
in Message System Analysis

<u>Item</u>	<u>Recoding</u>	<u>Coeff.</u>	<u>Scale*</u>
Format of Program	orig.	.745	N
Presence of Audience	orig.	.635	N
Technical Sophistication	orig.	.512	O
Major Setting	orig.	.689	N
Place of Origin	orig.	.720	N
Where to Write	orig.	.894	N
Where to Call	orig.	.746	N
Phones in Background	orig.	.704	N
Prayer	orig.	.889	R
<u>Music</u>			
Hymn	orig.	.578	N
Soloists	orig.	.683	O
Organ Music	orig.	.573	O
Choir	orig.	.637	O
Orchestra	orig.	.738	O
<u>Items Offered</u>			
Books	orig.	.658	N
Display Items (message)	orig.	.795	N
Magazines, Newsletters	orig.	.768	N
Tapes and Records	orig.	.788	N
<u>Themes, Aspects of Life</u>			
Nature	(0,1)(2)(3)	.575	O
Supernatural	orig.	.517	O
Politics	orig.	.575	O
Crime	orig.	.599	O
Mass Communication	orig.	.542	O
Schools	orig.	.564	O
Close Relationships	(0,1)(2)(3)	.703	O
Home and Family	orig.	.501	O
Armed Forces	orig.	.583	O
Fear of Aging	(0,1)(2)(3)	1.000	O

\* N=Nominal, O=Ordinal, I=Interval, R=Ratio

Table III.1 continued

<u>Item</u>	<u>Recoding</u>	<u>Coeff.</u>	<u>Scale*</u>
<u>Personal Ailments and Problems</u>			
Life-threatening Health	orig.	.524	N
Alcoholism	orig.	.587	N
Tobacco Use	orig.	.854	N
Drug Addiction	orig.	.660	N
Physical Handicaps	orig.	.617	N
Thoughts of Suicide	orig.	.638	N
Family Tensions	(0)(1)(2)(3,4,5)(6)	.553	N
Financial Problems	(0)(1)(2)(3,4,5)(6)	.602	N
Unemployment	(0)(1)(2)(3,4,5)(6)	.544	N
Self Centeredness	(0)(1)(2)(3,4,5)(6)	.544	N
<u>Means of Cure for Ailments and Problems</u>			
Financial Contribution to Program	orig.	.756	N
<u>Social Problems</u>			
War	(0)(1)(2,3,4)(5)(6)	.542	N
Abortion	orig.	.521	N
Pornography	(0)(1)(2,3,4)(5)(6)	.696	N
Teenage Pregnancy	orig.	.658	N
Drug Abuse	(0)(1)(2,3,4)(5)(6)	.561	N
<u>Religious Items</u>			
Bible References	orig.	.671	N
Devil, Satan, Antichrist	orig.	.645	N
Hell	orig.	.551	N
Second Coming of Christ	orig.	.591	O
State of Israel	orig.	.618	N
<u>Financial Requests</u>			
Requests for Funds	orig.	.863	N
Purchase of Airtime	orig.	.711	N
Spread Gospel, evangelize	orig.	.516	N
Help poor and needy	orig.	.682	N
Building Project	orig.	.630	N
Educational activities	orig.	.730	N
Amount Requested	orig.	.547	R
Minimum Requested	orig.	.695	R
Maximum Requested	orig.	.767	R

\* N=Nominal, O=Ordinal, I=Interval, R=Ratio

Table III.1 continued

<u>Item</u>	<u>Recoding</u>	<u>Coeff.</u>	<u>Scale*</u>
<u>Feedback</u>			
Phone Numbers	orig.	.803	O
Purpose: Prayer	orig.	.738	N
Purpose: Free Gifts	orig.	.704	N
Purpose: Donations	orig.	.681	N
Promotion of Ancillary Activities	orig.	.531	N
Non-Biblical References	orig.	.600	N
Violence in Family Life	orig.	.797	N
Sinful Sexual Behavior	orig.	.641	N
<u>References to Local Churches</u>			
Mentioned	(0) (1, 2, 3, 4, 5, 6)	.507	N
Urged to Go	(0, 1, 2, 5, 6) (3, 4)	.532	N
<u>Social, Moral, and Political Issues</u>			
Abortion - Emphasis	orig.	.956	O
Abortion - Tendency	orig.	.904	O
Euthanasia - Emphasis	orig.	.999	O
Euthanasia - Tendency	orig.	1.000	O
Contraception - Emphasis	orig.	1.000	O
Contraception - Tendency	orig.	.999	O
New Morality - Emphasis	orig.	.589	O
New Morality - Tendency	orig.	.602	O
Sexual Deviancy - Emphasis	orig.	.704	O
Sexual Deviancy - Tendency	orig.	.694	O
Pornography - Emphasis	orig.	.942	O
Pornography - Tendency	orig.	.942	O
Homosexuality - Emphasis	orig.	.866	O
Homosexuality - Tendency	orig.	.865	O
Communism-Socialism - Emphasis	orig.	.531	O
Communism-Socialism - Tendency	orig.	.527	O
Death Penalty - Emphasis	orig.	.663	O
Death Penalty - Tendency	orig.	.667	O
Prayer in Public School - Emphasis	orig.	.738	O
Prayer in Public School - Tendency	orig.	.730	O
Theory of Evolution - Emphasis	orig.	.798	O
Theory of Evolution - Tendency	orig.	.730	O
Illicit Drug Use - Emphasis	orig.	.633	O
Illicit Drug Use - Tendency	orig.	.648	O
Welfare - Emphasis	orig.	.562	O
Welfare - Tendency	orig.	.648	O
Environmental Movement - Emphasis	orig.	.665	O
Environmental Movement - Tendency	orig.	.860	O



Table III.1 continued

<u>Item</u>	<u>Recoding</u>	<u>Coeff.</u>	<u>Scales</u>
<u>Other Social Institutions</u>			
Secular Education	(0, 2, 3, 4, 5)(1)	.342	N
College Education	(1)(0, 2, 3, 4, 5)	.741	N
Parochial Education	(1)(0, 2, 3, 5)(4)	.543	N
Military	(1)(0, 2, 3, 5)(4)	.502	N
Business	(1)(0, 2, 3, 5)(4)	.502	N
Law	(1)(0, 2, 3, 5)(4)	.541	N
<u>Miscellaneous Theological Issues</u>			
Controversy between Christians	(0, 1)(2, 3, 4)	.540	N
Secular Humanism	(0, 1)(2)(3)(4)	.665	N
Liberation Theology	(0, 1)(2)(3)(4)	.664	N
Charismatic Movement	(0, 1)(2)(3)(4)	.669	N
Healing	orig.	.554	N

\* N=Nominal, O=Ordinal, I=Interval, R=Ratio

Table III.1 continued

<u>Item</u>	<u>Recoding</u>	<u>Coeff.</u>	<u>Scale</u>
<u>The Participants</u>			
Status	orig.	.843	N
Role	orig.	.869	N
Testimonies	orig.	.624	N
Bible Quotes	orig.	.720	N
Conversion Experience	orig.	.714	N
Length of Time Saved	orig.	.501	N
Physical Contact with Others	orig.	.592	N
Physical Intensity	orig.	.748	N
Religious Affiliation	orig.	.699	N
Use of Profanity	orig.	1.000	N
Healing by Participant	orig.	.608	N
Outcome of Healing	orig.	.892	N
<u>Demographics</u>			
Occupation	orig.	.746	N
Sex	orig.	.973	N
Chronological Age	orig.	.906	R
Social Age	orig.	.744	N
Race	orig.	.925	N
Ethnicity	orig.	.660	N
<u>Marriage and Family Life</u>			
Marital Status	orig.	.680	N
Has Children	orig.	.731	N
Importance of Family Life	orig.	.503	N
<u>Violence and Victimization</u>			
Commits Violence	orig.	.908	N
Is Victimized	orig.	.797	N
<u>Personal Problems and Ailments</u>			
Life Threatening Health	orig.	.638	N
Minor Health Problems	orig.	.587	N
Impaired Hearing	orig.	1.000	N
Impaired Sight	orig.	.799	N
Impaired Use of Legs	orig.	.591	N
Impaired Use of Arms	orig.	.528	N
Smoking	orig.	.666	N
Thoughts of Suicide	orig.	.799	N
Family Tension	orig.	.596	N

\* N=Nominal, O=Ordinal, I=Interval, R=Ratio

Table III.2

Viewers and Non-Viewers of  
Religious Television Programs

Self-Report of Viewing						
	<u>Viewer</u>		<u>Non-Viewer</u>		<u>Total</u>	
	N	%*	N	%*	N	%+
<u>Diary Report</u>						
<u>Total</u>	1534	(60.8)	989	(39.2)	2523	(100.0)
<u>Diary Report</u>						
Viewer	939	37.2	289	11.5	1228	48.7
Non-Viewer	595	23.6	700	27.7	1295	51.3

---

\* percent of total sample; row percent in parentheses  
+ column percent

Table III.3

**Denominational Affiliation of "Confirmed Frequent"  
and Other Viewers of Religious Television**

-----Regional Sample-----

	"Confirmed Frequent"	Religious TV		All
	Viewers %	Viewers %	Non-Viewers %	
American Baptist	2.0	1.7	.9	1.4
Southern Baptist	19.0	19.9	9.2	15.7
Other Baptist	21.2	17.3	7.1	13.3
ALC, LCA	.7	1.3	1.8	1.5
Missouri Synod Lutheran	.7	.5	.4	.4
Other Lutheran	2.5	2.4	2.8	2.6
United Methodist	8.3	9.7	6.7	8.5
Other Methodist	7.1	6.8	6.1	6.5
PCUS, UPUSA	1.8	3.4	4.2	3.7
Other Presbyterian	3.3	4.2	4.2	4.2
Episcopal	.7	1.1	3.9	2.2
UCC, Disciples	1.6	2.6	3.8	3.1
Charismatic Christian	10.5	5.9	.7	3.9
Independent, Non-denom.	2.2	2.0	1.3	1.7
Other Protestant	5.6	4.0	3.0	3.6
Catholic	10.0	13.6	31.7	20.1
Jewish	.2	.4	3.2	1.5
Orthodox	.2	.3	.3	.3
None	1.1	1.1	4.9	2.6
Other faiths	1.6	1.8	3.0	2.3
Total (100%=)	..... (454)	..... (1516)	..... (970)	..... (2486)

-----National Sample-----

	Viewers	Non-Viewers
Baptist	15.3	7.9
Southern Baptist	15.1	5.6
Methodist	10.1	7.8
Lutheran	6.1	5.2
Presbyterian	3.3	3.0
Episcopalian	1.4	3.0
Catholic	18.7	3.5
Total (100%=)	..... (1666)	..... (1844)

\*Percentages reported are from raw frequency outputs and do not include missing values.

Table III.4

Demographic Categories of "Confirmed Frequent"  
"Other," and Non-Viewers of Religious Television

	-----Regional Sample-----				-----National Sample-----	
	"Confirmed Frequent"		Other	All	Viewers	Non-Viewers
	Viewers	Viewers	Non-Viewers	Viewers	%	%
	%	%	%	%		
<b>Education:</b>						
Less than High School	40.1	30.3	15.9	24.7	38.1	23.4
High School Grad	33.2	37.6	37.2	37.5	38.5	43.2
Some College and More	24.7	32.0	46.8	37.8	23.1	33.2
Total (100% =)	(454)	(1520)	(980)	(2500)	(1666)	(1844)
<b>Sex:</b>						
Male	34.8	36.8	42.4	39.0	43.9	50.5
Female	65.2	63.2	57.6	61.0	56.0	49.4
Total (100% =)	(454)	(1534)	(989)	(2523)	(1666)	(1844)
<b>Age:</b>						
18-29	5.3	11.9	27.8	18.1	16.5	31.2
30-49	26.4	37.2	44.2	40.0	35.1	37.5
50-65	44.1	33.6	20.8	28.6	27.3	19.1
Over 65	24.2	17.3	7.2	13.3	20.8	11.5
Total (100% =)	(454)	(1534)	(989)	(2523)	(1666)	(1844)
<b>Household Income:</b>						
Under \$15,000	49.4	40.0	25.1	34.2		
\$15,000 to \$24,999	28.4	31.0	27.2	29.5		
\$25,000 to \$35,000	12.0	14.1	20.3	16.5		
Over \$35,000	10.2	14.9	27.4	19.8		
Total (100% =)	(454)	(1365)	(872)	(2237)		
<b>Race:</b>						
White	76.8	79.3	92.0	84.2	81.0	88.6
Non-White	23.2	20.7	8.0	15.8	18.9	11.3
Total (100% =)	(454)	(1364)	(883)	(2247)	(1666)	(1844)

Table III.5

"Confirmed Frequent," "Other," and Non-Viewers  
of Religious Television Among Religious and Secular  
Demographic Categories

	-----Religious Viewing-----			
	"Confirmed Frequent"	Other Viewers	Non-Viewers	(N) (100%)
<u>Denomination:</u>				
American Baptist	25.7	48.6	25.7	(35)
Southern Baptist	21.8	55.4	22.8	(390)
Other Baptist	28.7	50.5	20.8	(331)
ALC, LCA	8.1	45.9	45.9	(37)
Missouri Synod Lutheran	27.3	36.4	36.4	(11)
Other Lutheran	17.2	40.6	42.2	(64)
United Methodist	17.5	51.9	30.7	(212)
Other Methodist	19.8	43.8	36.4	(162)
PCUS, UPUSA	8.9	45.6	45.6	(90)
Other Presbyterian	14.4	46.2	39.4	(104)
Episcopal	5.5	25.5	69.1	(55)
UCC, Disciples	9.2	42.1	48.7	(76)
Charismatic Christian	48.5	44.3	7.2	(97)
Independent, Non-denom.	23.3	46.5	30.2	(43)
Other Protestant	28.4	38.6	33.0	(88)
Catholic	8.4	31.4	60.2	(522)
Jewish	2.7	13.5	83.8	(37)
Orthodox	14.3	42.9	42.9	(7)
None	7.8	17.2	75.0	(64)
Other faiths	12.5	35.7	51.8	(56)
Overall	18.0	42.9	39.1	(2482)
<u>Education:</u>				
Less Than High School	29.2	45.5	25.3	(616)
High School Grad	16.9	44.1	39.0	(936)
Some College And More	11.8	39.6	48.6	(944)
Overall	18.0	42.7	39.3	(2496)
<u>Sex:</u>				
Male	16.1	41.2	42.7	(982)
Female	19.3	43.6	37.1	(1536)
Overall	18.0	42.7	39.3	(2518)
<u>Age:</u>				
18-29	5.3	34.6	60.2	(457)
30-49	11.9	44.6	43.5	(1005)
50-65	27.7	43.7	28.6	(721)
Over 65	32.8	46.0	21.2	(335)
Overall	18.0	42.7	39.3	(2518)

Table III. 5 continued

Household Income:

Under \$15,000	25.9	45.5	28.6	(765)
\$15,000 To \$24,000	17.4	46.6	36.1	(657)
\$25,000 To \$35,000	13.0	39.0	48.0	(369)
Over \$35,000	9.3	36.7	54.1	(442)
Overall	18.0	43.0	39.1	(2233)

Race:

White	16.3	40.8	42.9	(1891)
Non-White	26.3	53.5	20.1	(353)
Overall	17.9	42.8	39.3	(2244)

Church Attendance:

Once A Week Or More	22.8	47.6	29.6	(1361)
Less Than Once A Week	12.2	37.0	50.8	(1107)
Overall	18.0	42.9	39.1	(2468)

Local Annual Contributions:

None	9.7	25.7	64.6	(226)
Under \$120	14.6	42.0	43.4	(603)
\$120 To \$300	16.9	43.8	39.3	(664)
\$301 To Over \$1,200	23.7	49.3	27.0	(767)
Overall	17.9	43.4	38.8	(2260)

Importance of Religion:

Very Important	25.3	49.0	25.8	(1481)
Important	9.3	39.2	51.5	(798)
Not Very Important	1.4	17.5	81.1	(143)
Not Important At All	2.5	12.3	85.2	(81)
Overall	18.1	42.9	39.1	(2503)

Region:

Northeast	16.1	34.4	49.4	(1254)
Southeast	19.9	50.9	29.2	(1264)
Overall	18.0	42.7	39.3	(2518)

Table III.6

Viewers and Non-Viewers of Religious Television  
by MarketSelf-Report of Viewing

	<u>Viewer</u>		<u>Non-Viewer</u>		<u>Total</u>	
	N	%	N	%	N	%
<u>Total</u>	1534	100.0	989	100.0	2523	100.0
<u>Northeast</u>	638	46.6	620	62.7	1258	49.9
New York	146	9.5	141	14.3	287	11.4
Philadelphia	127	8.3	105	10.6	232	9.2
Baltimore	84	5.5	78	7.9	162	6.4
Hartford - New Haven	39	2.5	73	7.4	112	4.4
Pittsburgh	242	15.8	223	22.5	465	18.4
<u>Southeast</u>	894	58.4	369	37.3	1263	50.1
Nashville	151	9.8	80	8.1	231	9.2
Atlanta	176	11.5	71	7.2	247	9.8
Birmingham	172	11.2	46	4.7	218	8.6
Charlotte	253	16.5	97	9.8	350	13.9
Richmond	144	9.4	75	7.6	219	8.7



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## Explanation of Appendix Tables

The basic classification of the viewing of religious television in the regional data set is a division by which respondents who reported viewing "rarely" or "never" are grouped into the "light" category, and those who reported viewing "sometimes" or "frequently" are grouped into the "heavy" category. For general viewing, those who reported watching three hours a day or less are classified as "light" viewers, and those who reported watching four or more hours are classified as "heavy" viewers.

The basic analytic instrument in these appendices is the so-called "Cultivation Differential" (CD) table. The purpose of these tables is to present data on the contribution of religious and general viewing to various belief and behavior measures, with specifications of subgroup differences in overall associations along demographic and other dimensions.

For each variable, one of the response categories for that variable has been chosen for analysis in this tabular form. In most cases, the answer was chosen for theoretical reasons, including its being the predominant direction on a given variable suggested by content findings or its being the answer associated with "high religiosity" in earlier studies and analyses.

These tables present data for the viewers of both religious and general television. They are not mutually exclusive. All respondents are analyzed first according to their viewing of religious television and then according to their viewing of general television.

In each table, data are presented sequentially across from left to right first for respondent religious viewing and then for respondent general viewing. The first column of each table presents labels for categories of control variables (except for the first rows of data, which present the overall figures for religious and general viewing, without controls.) The rest of the columns present data for light and heavy religious and general viewing in the following order.

Column 2 reports the actual number and percentage of light viewers of religious television who gave a given answer to the question under analysis. This is the number of respondents who reported being infrequent or non-viewers of religious television who also answered the question with the response category chosen for analysis. In the case of the question, "Should Abortion be Legal?" (Table IV.3.23), column 2 represents the number and percentage of light-viewing respondents who said "No."

Column 3. Rather than presenting next the same information for the heavier viewers of religious television, the "Cultivation Differential" table presents instead what is called the "Cultivation Differential" (CD), which is the difference between the percentage of light and the percentage of heavy viewers of religious television who

responded with the answer under analysis. Specifically, the percentage giving this answer among light viewers is subtracted from the percentage giving this answer among heavy viewers. Thus, a positive cultivation differential means that heavy viewers responded with this answer more frequently, and the value of the CD is the precise difference in the percentage giving this answer between light and heavy viewers. (Relative N's for the "heavy" group can be determined by referring to the table of N's that follows. This table presents the base N for each control category, which would allow the total table to be reconstructed.)

Column 4. The strength and significance of the association in the table (religious or general viewing cross-tabulated with the dependent variable and controls) is presented in the form of the Gamma test of strength followed by asterisks denoting the significance of the association using Kendall's Tau-C.

Column 5-7 present information comparable to that given in Columns 2-4, but for light viewers of general television (as described above, those who view three hours or less per day).

Controls. These data are presented for overall viewing and then for control subgroups along demographic and religious dimensions. (see Section IV, Part 2, for a description of the construction of the "evangelical" vs. "other" denomination control item.)

The religious and general television controls at the bottom of both sides of the CD table present the same sort of subgroup specification as in the other control variables in the table. Under the religious television side, the frequencies and cultivation differentials are presented in categories of viewing of general television, and vice versa.

The table below presents the base N's for categories of all control variables used in the Cultivation Differential Tables.

Religion Study -- Table of 'N's"

---

General Television

	No.	Pct.	Valid Pct.	Cum Pct.
	----	-----	-----	-----
Light	1660	63.8	63.8	63.8
Heavy	942	36.2	36.2	100.0

Total N = 2602      Valid N = 2602



---

**Religious Television**

	No.	Pct.	Valid Pct.	Cum Pct.
	-----	-----	-----	-----
Light	1273	48.9	50.6	50.6
Heavy	1245	47.8	49.4	100.0
Missing	84m	3.2m	NA	NA

Total N = 2602      Valid N = 2518

---

**Education**

	No.	Pct.	Valid Pct.	Cum Pct.
	-----	-----	-----	-----
LT High School Grad	619	23.8	24.7	24.7
High School Grad	938	36.0	37.4	62.2
Some College And More	948	36.4	37.8	100.0
	97m	3.7m	NA	NA

Total N = 2602      Valid N = 2505

---

**Age**

	No.	Pct.	Valid Pct.	Cum Pct.
	-----	-----	-----	-----
18-29	469	18.0	18.0	18.0
30-49	1035	39.8	39.8	57.8
50-65	749	28.8	28.8	86.6
Over 65	349	13.4	13.4	100.0

Total N = 2602      Valid N = 2602

---

**Sex**

	No.	Pct.	Valid Pct.	Cum Pct.
	-----	-----	-----	-----
Male	1025	39.4	39.4	39.4
Female	1577	60.6	60.6	100.0

Total N = 2602      Valid N = 2602

---

**Race**

	No.	Pct.	Valid Pct.	Cum Pct.
	-----	-----	-----	-----
White	1952	75.0	84.1	84.1
Nonwhite	368	14.1	15.9	100.0
Missing	282m	10.8m	NA	NA

Total N = 2602      Valid N = 2320

---

**Household Income**

	No.	Pct.	Valid Pct.	Cum Pct.
	-----	-----	-----	-----
Under 15000	766	29.4	34.2	34.2
15000 To 24999	663	25.5	29.6	63.7
25000 To 35000	370	14.2	16.5	80.2
Over 35000	443	17.0	19.8	100.0
Refused, NA	360m	13.8m	NA	NA

Total N = 2602      Valid N = 2242

---

**Religious Denomination**

	No.	Pct.	Valid Pct.	Cum Pct.
	-----	-----	-----	-----
Evangelical Protestants	861	33.1	34.6	34.6
Others	1631	62.7	65.4	100.0
Missing	110m	4.2m	NA	NA

Total N = 2602      Valid N = 2492

---

**Political Self-designation**

	No.	Pct.	Valid Pct.	Cum Pct.
	-----	-----	-----	-----
Liberal	339	13.0	14.6	14.6
Moderate	1032	39.7	44.5	59.1
Conservative	948	36.4	40.9	100.0
Refused, NA	283m	10.9m	NA	NA

Total N = 2602      Valid N = 2319

Table IV.1.1

Distribution of Religious Television Programs  
by City of Broadcast

		Only Philadelphia	Only Atlanta	Both	Total
<u>All Programs</u>					
	N =	14 (100.0%)	19 (100.0%)	68 (100.0%)	101 (100.0%)
	hours =	7.5	12.0	55.5	75.0
<u>Television Ministries</u>					
	N =	8 (57.1%)	9 (47.4%)	61 (89.7%)	78 (77.2%)
	hours =	4.0	5.5	51.0	60.5
<u>Prominent</u>					
	N =	0 (0.0%)	0 (0.0%)	38 (55.9%)	38 (37.6%)
	hours =	0.0	0.0	37.5	37.5
<u>Other</u>					
	N =	8 (57.1%)	9 (47.4%)	23 (33.8%)	40 (39.6%)
	hours =	4.0	5.5	13.5	23.0
<u>Mainline Church</u>					
	N =	2 (14.3%)	6 (31.6%)	7 (10.3%)	15 (14.9%)
	hours =	1.0	4.5	4.5	10.0
<u>Miscellaneous</u>					
	N =	4 (28.6%)	4 (21.1)	0 (0.0%)	8 (7.9%)
	hours =	2.5	2.0	0.0	4.5
<u>Local</u>					
	N =	5 (35.7%)	8 (42.1%)	2 (2.9%)	15 (14.9%)
	hours =	3.0	5.0	2.0	10.0
<u>Syndicated</u>					
	N =	9 (64.3%)	11 (57.9%)	66 (97.1%)	86 (85.1%)
	hours =	4.5	7.0	53.5	65.0

Table IV.1.2

Format, Audience, Setting, and Time  
of Religious Television Programs

	<u>Television Ministries</u>			<u>Mainline Church</u>	<u>Misc.</u>	<u>All Programs</u>
	<u>Prominent</u>	<u>Other</u>	<u>All</u>			
N =	38	40	78	15	8	101
	%	%	%	%	%	%
<u>Format</u>						
Talk/Interview	52.6	12.5	32.1	6.7	62.5	30.7
Church/Revival	28.9	60.0	44.9	53.3	25.0	44.6
Drama	0.0	15.0	7.7	33.3	0.0	10.9
Bible Lesson	18.4	10.0	14.1	0.0	12.5	11.9
Other	0.0	2.5	1.3	6.7	0.0	2.0
<u>Audience</u>						
None	28.9	70.0	50.0	53.3	75.0	52.5
Active	44.7	12.5	28.2	33.3	25.0	28.8
Other	26.3	17.5	21.8	14.4	0.0	18.8
<u>Setting</u>						
Studio	68.4	75.0	71.8	60.0	75.0	70.3
Location	15.8	20.0	17.9	6.7	12.5	15.8
Church	10.5	5.0	7.7	33.3	12.5	11.9
Mixed	5.3	0.0	2.6	0.0	0.0	2.0
<u>Time Of Broadcast</u>						
6 a.m. - Noon	84.2	72.5	78.2	73.3	75.0	77.2
Noon - 6 p.m.	0.0	0.0	0.0	6.7	0.0	1.0
6:30 p.m. - 12:30 a.m.	15.8	27.5	21.8	20.0	25.0	21.8

Table IV. 1.3

Music and Prayers  
in Religious Television Programs

	<u>Television Ministries</u>			<u>Mainline Church</u>	<u>Misc.</u>	<u>All Programs</u>
	<u>Prominent</u>	<u>Other</u>	<u>All</u>			
N =	38	40	78	15	8	101
	%	%	%	%	%	%
<u>Programs With Music</u>	86.8	55.0	71.5	80.0	37.5	69.3
Hymn	15.8	10.0	12.8	40.0	12.5	16.8
Solo - Vocalist	60.5	40.0	50.0	46.7	12.5	29.7
Organ	39.5	17.5	28.2	46.7	12.5	29.7
Choir	28.9	22.5	26.9	33.3	0.0	23.8
Orchestra	44.7	17.5	30.8	14.4	12.5	26.7
<u>Programs With Prayers</u>	68.4	50.0	59.0	60.0	12.5	55.4
1 Prayer	26.3	35.0	30.8	13.3	12.5	26.7
2 Prayers	21.1	5.0	12.8	13.3	0.0	11.9
3+ Prayers	21.0	10.0	15.4	33.3	0.0	16.8
	N	N	N	N	N	N
<u>Number Of Prayers</u>						
Total	53	31	84	42	1	127
Average/Program	1.4	0.8	1.1	2.8	0.1	1.3
Average/Program With Prayers	2.0	1.6	1.8	4.7	1.0	2.3

Table IV. 1.4

## Religious and Theological Issues in Religious Television Programs

N =	<u>Television Ministries</u>			<u>Mainline Church</u>	<u>Misc.</u>	<u>All Programs</u>
	<u>Prominent</u>	<u>Other</u>	<u>All</u>			
	38 %	40 %	78 %	15 %	8 %	101 %
<u>Reference To Bible</u>	100.0	85.0	92.3	73.3	100.0	90.0
<u>Devil, Satan</u>						
Mentioned	18.4	10.0	14.1	0.0	0.0	10.9
"real"	36.8	35.0	35.9	20.0	37.5	33.7
"symbolic"	2.6	2.5	2.6	0.0	0.0	2.0
<u>Hell</u>						
Mentioned	2.6	12.5	9.0	0.0	0.0	6.9
"real"	23.7	17.5	20.5	6.7	12.5	17.8
"symbolic"	2.6	0.0	1.3	0.0	0.0	1.0
<u>Second Coming</u>						
Mentioned	10.5	7.5	7.7	6.7	0.0	6.9
"real"	15.8	7.5	11.5	20.0	12.5	12.9
"imminent"	10.5	7.5	9.0	0.0	12.5	7.9
<u>Israel</u>						
Mentioned	36.8	7.5	21.8	13.3	12.5	19.8
Political Conflict	13.2	0.0	6.4	0.0	0.0	5.0
Fulfill God's Plan	0.0	7.5	3.8	6.7	12.5	5.0
Mixed	0.0	0.0	0.0	6.7	0.0	1.0
<u>Secular Humanism</u>						
Negative	10.5	5.0	7.7	0.0	0.0	5.9
Neutral	2.6	0.0	1.3	0.0	0.0	1.0
<u>Liberation Theology</u>						
Negative	2.6	0.0	1.3	0.0	0.0	1.0
Positive	0.0	0.0	0.0	6.7	0.0	1.0
<u>Controversy Between Christians</u>	42.1	30.0	35.9	26.7	25.0	33.7
<u>Charismatic Movement</u>						
Negative	0.0	2.5	1.3	0.0	0.0	1.0
Neutral	5.3	5.0	5.1	0.0	0.0	4.0
Positive	7.9	0.0	3.8	0.0	25.0	5.0
<u>Healing</u>						
Via Hands	2.6	2.6	2.6	0.0	12.5	3.0
Via TV	2.6	2.5	2.6	0.0	0.0	2.0
Both	0.0	2.5	1.3	0.0	0.0	1.0

Table IV. 1. 5

## Solicitation in Religious Television Programs

	<u>Television Ministries</u>			<u>Mainline Church</u>	<u>Misc.</u>	<u>All Programs</u>
	<u>Prominent</u>	<u>Other</u>	<u>All</u>			
N =	38	40	78	13	8	101
	%	%	%	%	%	%
<u>Funds - Solicited</u>						
One Or Two Times	23.7	42.5	33.3	20.0	62.5	33.7
Many Times	39.5	5.0	21.8	0.0	0.0	16.7
<u>Uses For Funds</u>						
None	39.5	75.0	57.7	80.0	37.5	59.4
Purchase Air Time	26.3	12.5	19.2	0.0	50.0	18.8
Spread Gospel	39.5	15.0	26.9	13.3	25.0	24.8
Help Poor	21.1	5.0	12.8	6.7	0.0	10.9
Building Project	26.3	0.0	12.8	6.7	0.0	10.9
Education	18.4	0.0	9.0	0.0	0.0	6.9
<u>Requests With No Reason</u>	4.2	47.4	23.3	0.0	0.0	19.6
<u>Monies Requested</u>						
% With Requests	21.1	10.0	15.4	0.0	0.0	11.9
Average Per Request	\$ 83	\$ 42	\$ 69	\$ 0	\$ 0	\$ 69
Average Per Program	\$ 17	\$ 4	\$ 11	\$ 0	\$ 0	\$ 8
<u>Minimum Request</u>						
% With Requests	19.9	12.5	20.5	0.0	25.0	17.8
Average Per Request	\$ 31	\$ 16	\$ 27	\$ 0	\$ 8	\$ 25
Average Per Program	\$ 9	\$ 2	\$ 6	\$ 0	\$ 2	\$ 4
<u>Maximum Request</u>						
% With Requests	19.9	10.0	19.2	0.0	25.0	16.8
Average Per Request	\$591	\$ 78	\$454	\$ 0	\$ 67	\$409
Average Per Program	\$171	\$ 8	\$ 87	\$ 0	\$ 17	\$ 69

Table IV.1.6

Items Offered For Sale or as  
Gifts on Religious Television Programs

	<u>Television Ministries</u>			<u>Mainline Church</u>	<u>Misc.</u>	<u>All Programs</u>
	<u>Prominent</u>	<u>Other</u>	<u>All</u>			
N =	38	40	78	15	8	101
	%	%	%	%	%	%
<u>Books</u>						
Not Mentioned	52.6	62.5	57.7	93.3	87.5	65.3
For Sale	2.1	7.5	5.1	0.0	0.0	4.0
Gift To Viewer	7.9	17.5	12.8	6.7	0.0	10.9
Given For Donation	28.9	2.5	15.4	0.0	12.5	12.9
Other	7.9	10.0	9.0	0.0	0.0	6.9
<u>Display Items</u>						
Not Mentioned	73.7	97.5	85.9	100.0	75.0	87.1
For Sale	0.0	0.0	0.0	0.0	0.0	0.0
Gift To Viewer	15.8	2.5	9.0	0.0	12.5	7.9
Given For Donation	10.5	0.0	5.1	0.0	12.5	5.0
Other	0.0	0.0	0.0	0.0	0.0	0.0
<u>Magazines/Newsletters</u>						
Not Mentioned	86.8	87.5	87.2	93.3	62.5	86.1
For Sale	2.6	0.0	1.3	0.0	0.0	1.0
Gift To Viewer	2.6	12.5	7.7	6.7	37.5	9.9
Given For Donation	5.3	0.0	2.6	0.0	0.0	2.0
Other	2.6	0.0	1.3	0.0	0.0	1.0
<u>Tapes/Recordings</u>						
Not Mentioned	52.6	57.5	55.1	73.3	62.5	58.4
For Sale	15.8	5.0	10.3	20.0	0.0	10.9
Gift To Viewer	2.6	7.5	5.1	6.7	0.0	5.0
Given For Donation	26.3	22.5	24.4	0.0	25.0	20.8
Other	2.6	7.5	5.1	0.0	12.5	5.0



Table IV. 1.7

## Responses Offered by Religious Television Programs

	<u>Television Ministries</u>			<u>Mainline Church</u>	<u>Misc.</u>	<u>All Programs</u>
	<u>Prominent</u>	<u>Other</u>	<u>All</u>			
N =	38	40	78	15	8	101
	%	%	%	%	%	%
<u>Phone Number To Call</u>	73.7	40.0	56.4	20.0	25.0	48.5
<u>Where To Call</u>						
Local Phone Number	0.0	12.5	6.4	13.3	50.0	9.9
Long Distance	26.3	20.0	23.1	0.0	37.5	18.8
"800" Number	13.2	5.0	9.0	6.7	12.5	7.9
Local & Long Distance	0.0	0.0	16.7	0.0	0.0	12.9
<u>Phones In Background</u>	28.9	0.0	14.1	0.0	0.0	10.9
<u>Purpose For Response</u>						
None	10.5	30.0	27.7	66.7	25.0	27.7
Counseling	47.4	22.5	34.6	0.0	12.5	27.7
Prayer	65.8	35.0	50.0	13.3	25.5	42.6
Free Gifts	55.3	50.0	52.6	33.3	62.5	50.5
Donations	57.9	37.5	47.4	13.3	37.5	41.6
<u>Auxiliary Activities</u>						
None	68.4	80.0	74.4	100.0	62.5	77.2
Mentioned	7.9	2.5	5.1	0.0	12.5	5.0
Crusades/Revivals	7.9	12.5	14.1	0.0	25.0	12.9
Seminars	15.8	5.0	6.4	0.0	0.0	5.0

Table IV.1.8

## Ailments and Personal Problems Mentioned in Religious Television Programs

	<u>Television Ministries</u>			<u>Mainline Church</u>	<u>Misc.</u>	<u>All Programs</u>
	<u>Prominent</u>	<u>Other</u>	<u>All</u>			
N =	38	40	78	15	8	101
	%	%	%	%	%	%
<u>All Ailments</u>						
None	18.4	30.0	24.4	33.3	37.5	26.7
One Or Two	18.4	42.5	30.8	40.0	25.0	31.7
Three Or More	63.2	27.5	44.9	26.7	37.5	41.6
<u>Health/Life-Threatening</u>						
No Solution	5.3	7.5	6.4	6.7	13.3	7.0
Solution	31.6	20.0	23.6	13.3	12.5	22.8
<u>Physical Handicap</u>						
No Solution	5.3	5.0	5.1	13.3	12.5	6.9
Spiritual Solution	26.3	12.5	19.2	0.0	25.0	16.8
<u>Thoughts Of Suicide</u>						
No Solution	2.6	2.5	2.6	6.7	0.0	3.0
Spiritual Solution	18.4	2.5	10.2	0.0	0.0	8.0
<u>Alcoholism</u>						
No Solution	0.0	0.0	0.0	6.7	12.5	2.0
Spiritual Solution	31.6	10.0	20.5	0.0	0.0	15.9
<u>Drug Addiction</u>						
No Solution	2.6	0.0	1.3	0.0	12.5	2.0
Spiritual Solution	31.6	7.5	19.2	0.0	0.0	14.9
<u>Unemployment</u>						
No Solution	5.3	5.0	5.1	20.0	0.0	6.9
Solution	42.1	7.5	24.4	0.0	12.5	19.8
<u>Financial Problems</u>						
No Solution	2.6	7.5	5.1	6.7	0.0	5.0
Solution	32.6	25.0	38.5	13.3	12.5	32.7
<u>Family Tensions</u>						
No Solution	5.3	12.5	9.0	20.0	0.0	9.9
Solution	47.4	22.5	34.6	13.3	25.0	30.7
<u>Cure: Financial Contribution To Program</u>						
	26.3	2.5	14.1	0.0	0.0	10.9

Table IV.1.9  
Social/Moral/Political Issues in Religious Television Programs

N =	<u>Television Ministries</u>			<u>Mainline</u>	<u>Misc.</u>	<u>All Programs</u>
	<u>Prominent</u>	<u>Other</u>	<u>All</u>			
	38	40	78	15	8	101
	%	%	%	%	%	%
<u>Abortion</u>						
Mentioned	21.1	7.5	14.1	6.7	12.5	12.9
Against	21.1	5.0	12.8	6.7	12.5	11.9
<u>New Morality</u>						
Mentioned	18.4	2.5	10.3	0.0	12.5	8.9
Against	18.4	2.5	10.3	0.0	12.5	8.9
<u>Sexual Deviancy</u>						
Mentioned	15.8	0.0	7.7	6.7	0.0	6.9
Against	15.8	0.0	7.7	6.7	0.0	6.9
<u>Pornography</u>						
Mentioned	21.1	5.0	12.8	0.0	0.0	9.9
Against	21.1	5.0	12.8	0.0	0.0	9.9
<u>Homosexuality</u>						
Mentioned	18.4	5.0	11.5	0.0	0.0	8.9
Against	18.4	5.0	11.5	0.0	0.0	8.9
<u>Drug Use</u>						
Mentioned	31.6	7.5	19.2	6.7	12.5	16.8
Against	31.6	7.5	19.2	6.7	12.5	16.8
<u>Death Penalty</u>						
Mentioned	2.6	2.5	2.6	0.0	0.0	2.0
Tolerant	2.6	2.5	2.6	0.0	0.0	2.0
<u>Communism/Socialism</u>						
Mentioned	7.9	2.5	5.1	0.0	12.5	5.0
Tolerant	2.6	0.0	1.3	0.0	0.0	1.0
Against	5.3	2.5	3.8	0.0	12.5	4.0
<u>Welfare</u>						
Mentioned	5.3	0.0	2.6	6.7	0.0	3.0
Against	5.3	0.0	2.6	0.0	0.0	2.0
<u>Environmental Movement</u>						
Mentioned	5.3	0.0	2.6	6.7	0.0	3.0
Tolerant	5.3	0.0	2.6	6.7	0.0	3.0
<u>Prayer In Public Schools</u>						
Mentioned	21.1	2.5	11.5	6.7	0.0	9.9
Tolerant	21.1	2.5	11.5	6.7	0.0	9.9
<u>Theory Of Evolution</u>						
Mentioned	5.3	2.5	3.8	0.0	0.0	3.0
Against	5.3	2.5	3.8	0.0	0.0	3.0
War	13.2	17.5	15.3	33.3	12.5	17.8
Violence In Family Life	13.2	5.0	9.0	13.3	0.0	8.9
Sinful Sexual Behavior	28.9	20.0	24.4	20.0	25.0	23.8

Table IV.1.10

Themes and Aspects of Life in  
Religious Television Programs and Prime-Time Dramatic Programs

	N =	<u>Television Ministries</u>				<u>Mainline</u>		<u>All</u>	Prime- Time Drama (1969- 1981)
		<u>Prominent</u>	<u>Other</u>	<u>All</u>		<u>Church</u>	<u>Misc.</u>		
		38	40	78	13	8	101	943	
		%	%	%	%	%	%	%	
Supernatural		73.6	55.0	64.0	50.0	62.5	60.5	17.3	
Mass Communication		76.4	75.0	75.7	46.7	100.0	73.3	67.2	
Politics		55.2	42.5	48.7	53.3	37.5	48.5	34.1	
Crime		47.7	35.0	41.0	33.3	37.5	39.7	58.9	
Schools		71.1	37.5	53.9	53.4	62.5	54.4	42.7	
Home And Family		78.9	77.5	78.1	86.7	87.5	80.2	82.2	
Armed Forces		28.9	17.5	23.1	26.7	50.0	25.8	20.7	

Table IV. 1. 11

Sex and Status of Participants in Religious Television Programs (1982)  
and Characters in Prime-Time Dramatic Programs (1969-1981)

	<u>Major</u>		<u>Minor</u>		<u>All</u>	
	N	%	N	%	N	%
<u>All Religious Programs</u>	138		614		752	
Men	114	82.6	384	62.5	498	66.2
Women	24	17.4	230	37.0	254	33.8
<u>All TV Ministries</u>	100		514		614	
Men	84	84.0	326	63.4	410	66.8
Women	16	16.0	188	36.6	204	33.2
<u>Prominent TV Ministries</u>	57		387		444	
Men	49	86.0	254	65.6	303	68.2
Women	8	14.0	133	34.4	141	31.8
<u>Other TV Ministries</u>	43		127		170	
Men	35	81.4	72	56.7	107	62.9
Women	8	18.6	55	43.3	63	37.1
<u>Mainline</u>	24		73		97	
Men	19	79.2	42	57.5	61	62.9
Women	5	20.8	31	42.5	36	37.1
<u>Miscellaneous</u>	14		27		41	
Men	11	78.6	16	59.3	27	65.9
Women	3	21.4	11	40.7	14	34.1
<u>Prime-Time Drama</u>	3,012		12,103		15,116	
Men	2,123	70.5	8,759	72.4	10,883	72.0
Women	886	29.4	3,288	27.2	4,174	27.6

Table IV. 1. 12

**Social Age, and Race/Ethnic Group of Participants in Religious Television Programs  
and Major Characters in Prime-Time Dramatic Programs**

Religious Programs (1982)										Prime-Time Dramatic Programs (1969-1981)									
All			Men			Women				All			Men			Women			
N	CX		N	CX	(RX)	N	CX	(RX)	N	CX		N	CX	(RX)	N	CX	(RX)		
N = 752		498	254						3012		2123	886							
Social Age																			
Child-Adols.	28	3.7	17	3.4 (60.7)	11	4.3 (39.3)			187	6.2	127	6.0 (67.9)	60	6.8 (32.1)					
Young Adult	99	13.2	54	10.8 (54.5)	45	17.7 (45.5)			644	21.4	395	18.6 (61.3)	249	28.1 (38.7)					
Settled Adult	999	79.7	413	82.9 (68.9)	186	73.2 (31.1)			2023	67.1	1484	69.9 (73.4)	539	60.8 (26.6)					
Elderly	23	3.1	11	2.2 (47.8)	12	4.7 (52.2)			95	3.2	72	3.4 (75.8)	23	2.6 (24.2)					
N = 752		498	254						2794		1972	819							
Race																			
White	666	88.6	436	87.6 (65.5)	230	90.6 (34.5)			2507	89.7	1757	88.9 (70.0)	753	91.9 (30.0)					
Black	77	10.2	56	11.2 (72.7)	21	8.3 (27.3)			212	7.6	159	8.1 (75.0)	53	6.5 (25.0)					
Oriental	6	0.8	3	0.6 (50.0)	3	1.2 (50.0)			28	1.0	23	1.2 (82.1)	5	0.6 (17.9)					
Cannot Code	0	0.0	0	0.0 (0.0)	0	0.0 (0.0)			37	1.3	27	1.4 (73.0)	7	0.9 (18.9)					
Hispanic	11	1.5	6	1.2 (54.5)	5	2.0 (45.5)			60	2.1	49	2.3 (81.7)	11	1.3 (18.3)					
Average																			
Chronological Age	41		42		39				36		37		32						

Note: Two percentages are given for each category: the percent of men or women who fall within that category (CX) and the percent of each category who are men and the percent who are women (RX).

Table IV.1.13

Social Age and Race/Ethnic Group of Participants  
in Religious Television Programs

	Television Ministries						Mainline Church						Miscellaneous						All Programs					
	Prominent			Other			All			All			All			All			All			All		
	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women
<b>All Participants</b> N =	444	303	141	170	107	63	614	410	204	97	61	39	41	27	14	732	498	234						
	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
<b>Social Age</b>																								
Child-Adols.	5.2	4.3	7.1	1.2	0.9	1.6	4.1	3.4	3.4	3.1	4.9	0.0	0.0	0.0	0.0	3.7	3.4	4.3						
Young Adult	14.2	12.2	18.4	12.9	7.9	22.2	13.8	11.0	19.6	11.3	9.8	13.9	7.3	11.1	0.0	13.2	10.8	17.7						
Settled Adult	77.7	80.5	71.6	82.4	89.7	69.8	79.0	82.9	71.1	80.4	83.6	75.0	87.8	81.5	100.0	79.7	82.9	73.2						
Elderly	2.3	2.0	2.8	3.5	1.9	6.3	2.6	2.0	3.9	5.2	1.6	11.1	4.9	7.4	0.0	3.1	2.2	4.7						
<b>Race</b>																								
White	88.5	87.5	90.8	84.7	84.1	85.7	87.5	86.6	89.2	94.8	93.4	97.2	90.2	88.9	92.9	88.6	87.6	90.6						
Black	9.5	10.6	7.1	15.3	15.9	14.3	11.1	12.0	9.3	5.2	6.6	2.8	9.8	11.1	7.1	10.2	11.2	8.3						
Oriental	1.4	1.7	2.1	0.0	0.0	0.0	1.0	0.7	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.6	1.2						
Hispanic	1.4	1.7	0.7	1.2	0.0	3.2	1.3	1.2	1.5	3.1	1.6	5.6	0.0	0.0	0.0	1.5	1.2	2.0						
<b>Major Participants</b> N =	57	49	8	43	35	8	100	84	16	24	19	5	14	11	3	138	114	24						
	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X						
<b>Social Age</b>																								
Child-Adols.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
Young Adult	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	10.5	40.0	0.0	0.0	0.0	2.9	1.8	8.3						
Settled Adult	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	83.3	89.5	60.0	92.9	90.9	100.0	96.4	97.4	91.7						
Elderly	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	9.1	0.0	0.7	0.9	0.0						
<b>Race</b>																								
White	86.0	83.7	100.0	90.7	88.6	100.0	88.0	85.7	100.0	93.8	94.7	100.0	100.0	100.0	100.0	90.6	88.6	100.0						
Black	14.0	16.3	0.0	7.3	11.4	0.0	12.0	14.3	0.0	4.2	5.3	0.0	0.0	0.0	0.0	9.4	11.4	0.0						
Oriental	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
Hispanic	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						

Table IV.1.14

Occupation of All and Major-Role Participants in Religious Television Programs  
and Major Characters in Prime-Time Dramatic Television Programs

Religious Programs					Prime-Time Dramatic Programs (1973-1981)						
All Participants					Major Characters						
	All	Men	Women		All	Men	Women		All	Men	Women
Total	N = 752	498	254		138	114	24		2276	1598	676
	%	%	%	%	%	%	%	%	%	%	%
Unknown	36.0	25.5	56.7	5.8	1.8	25.0		16.3	11.3	28.1	
Unemployed	0.3	0.4	0.0	0.0	0.0	0.0	0.0	2.3	1.9	3.3	
Housewife	0.3	0.0	0.8	0.7	0.0	4.2	0.0	2.5	0.1	8.3	
Retired	0.3	0.2	0.4	0.0	0.0	0.0	0.0	0.7	0.9	0.4	
Student	4.9	4.4	5.9	2.2	1.8	4.2	0.0	6.7	8.1	3.3	
Criminal	0.1	0.0	0.4	0.0	0.0	0.0	0.0	5.5	5.0	6.8	
Professional	24.2	27.1	18.5	33.3	29.8	50.0		18.5	18.1	19.4	
Clergy	15.2	21.5	2.7	47.8	57.0	4.2		0.7	0.8	0.4	
White-Collar	10.9	11.8	9.1	5.1	3.5	12.5		13.5	14.8	10.4	
Blue-Collar	1.1	1.4	0.4	0.7	0.9	0.0	0.0	6.7	6.4	7.5	
Military	0.4	0.4	0.4	0.0	0.0	0.0	0.0	4.1	5.2	1.6	
Police	0.7	1.0	0.0	0.0	0.0	0.0	0.0	15.0	19.1	5.2	
Other	5.7	6.2	4.7	4.3	5.3	0.0	0.0	7.4	8.3	5.3	



**Table IV: 1.15**

### Occupation of All and Major-Role Participants in Religious Television Programs

	Television Ministries						Mainline Church						Miscellaneous						All Programs					
	Prominent			Other			All			All			All			All			All			All		
	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women			
All Participants N =	444	303	141	170	63	614	410	204	97	61	39	41	27	14	732	498	234							
	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
Unknown	33.8	25.4	51.8	45.3	77.8	37.0	25.6	39.8	28.9	24.6	36.1	39.0	25.9	64.3	36.0	25.5	36.7							
Unemployed	0.0	0.0	0.0	1.2	1.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0							
Housewife	0.2	0.0	0.7	0.0	0.0	0.2	0.0	0.5	1.0	0.0	2.8	0.0	0.0	0.0	0.3	0.0	0.8							
Retired	0.2	0.3	0.0	0.0	0.0	0.2	0.2	0.0	1.0	0.0	2.8	0.0	0.0	0.0	0.3	0.2	0.4							
Student	6.1	5.3	7.8	1.8	1.9	1.6	4.9	5.9	7.2	6.6	8.3	0.0	0.0	0.0	4.9	4.4	5.9							
Criminal	0.2	0.0	0.7	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4							
Professional	29.7	31.7	25.5	15.9	21.5	6.3	25.9	29.0	19.6	11.5	11.1	29.3	33.3	21.4	24.2	27.1	18.5							
Clergy	11.7	16.2	2.1	20.6	30.8	3.2	14.2	20.0	2.5	17.5	27.9	0.0	0.0	0.0	15.2	21.5	2.8							
White-Collar	11.9	13.9	7.8	8.2	7.5	9.5	10.9	12.2	8.3	15.5	14.8	16.7	0.0	0.0	10.9	11.8	9.1							
Blue-Collar	0.5	0.7	0.0	2.4	2.8	1.6	1.0	1.2	0.5	1.0	1.6	0.0	0.0	0.0	1.1	1.4	0.4							
Military	0.5	0.3	0.7	0.6	0.9	0.0	0.5	0.5	0.5	2.1	3.3	0.0	0.0	0.0	0.4	0.4	0.4							
Police	0.7	1.0	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.0	0.0							
Other	0.0	0.0	0.0	4.1	6.5	0.0	0.0	0.0	14.4	9.8	22.2	4.9	3.7	0.0	5.7	6.2	4.7							
Major Roles N =	57	49	8	43	35	8	100	84	16	24	19	5	14	11	3	138	114	24						
	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
Unknown	0.0	0.0	0.0	9.3	0.0	50.0	4.0	0.0	25.0	8.3	5.3	20.0	14.3	9.1	33.3	5.8	1.8	25.0						
Housewife	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	20.0	0.0	0.0	0.7	0.0	4.2							
Student	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	10.5	20.0	0.0	0.0	2.2	1.8	4.2							
Professional	54.4	46.9	100.0	14.0	14.3	12.5	37.0	33.3	56.3	8.3	5.3	20.0	50.0	45.5	66.7	33.3	29.8	50.0						
Clergy	40.4	46.9	0.0	65.1	77.1	12.5	51.0	59.5	6.3	45.8	57.9	0.0	28.6	36.4	0.0	47.8	57.0	4.2						
White-Collar	0.0	0.0	0.0	9.3	5.7	25.0	4.0	2.4	12.5	12.5	10.5	20.0	0.0	0.0	5.1	3.5	12.5							
Blue-Collar	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	5.3	0.0	0.0	0.0	0.7	0.9	0.0							
Other	5.3	6.0	0.0	2.3	2.9	0.0	4.0	4.8	0.0	0.0	0.0	0.0	7.1	9.1	0.0	4.3	5.3	0.0						

Table IV.1.16

Comparison of Marriage and Family-Related Content Items in  
Religious Television Programs and Prime-Time Dramatic Television Programs

Religious Programs (1982)

Prime-Time Dramatic Programs (1973-1981)

	<u>All</u>			<u>Men</u>			<u>Women</u>			<u>All</u>			<u>Men</u>			<u>Women</u>		
	N	CX	(RX)	N	CX	(RX)	N	CX	(RX)	N	CX	(RX)	N	CX	(RX)	N	CX	(RX)
N =	732			498			234			1838			1283			553		
<u>Marital Status</u>																		
Cannot Code	397	52.8		285	57.2	(71.8)	112	44.1	(28.2)	474	23.8		406	31.6	(85.7)	66	11.9	(13.9)
Not Married	83	11.0		51	10.2	(61.4)	32	12.6	(38.6)	800	43.6		536	41.7	(67.0)	264	47.7	(33.0)
Married	259	34.4		155	31.1	(59.8)	104	41.0	(40.2)	357	19.5		221	17.2	(61.9)	136	24.6	(38.1)
Formerly Married	13	1.8		7	1.4	(53.8)	6	2.4	(46.2)	172	9.6		103	8.0	(58.9)	72	13.0	(41.1)
Mixed	0	0.0		0	0.0	(0.0)	0	0.0	(0.0)	32	1.7		17	1.3	(53.1)	15	2.7	(46.9)
<u>Has Children</u>																		
Cannot Code	593	79.1		416	83.5	(69.9)	179	70.5	(30.1)	1487	80.9		1064	82.9	(71.6)	421	76.1	(28.3)
None	53	7.0		32	6.4	(60.4)	21	8.3	(39.6)	1	0.0		0	0.0	(0.0)	0	0.0	(0.0)
Yes	104	13.8		50	10.0	(48.1)	54	21.3	(51.9)	351	19.1		219	17.1	(62.4)	132	23.9	(23.5)
<u>Importance of Family Life</u>																		
Cannot Code	360	74.5		390	78.3	(69.6)	170	66.9	(30.4)	925	50.4		713	55.6	(77.2)	210	38.0	(22.6)
Not Important	4	0.5		2	0.4	(50.0)	2	0.8	(50.0)	133	7.2		102	8.0	(76.7)	31	5.6	(23.3)
Important	188	25.0		106	21.3	(56.4)	82	32.3	(43.6)	780	42.4		468	36.5	(60.0)	312	56.4	(40.0)

Note: Two percentages are given for each category: the percent of men or women who fall within that category (CX) and the percent of each category who are men and the percent who are women (RX).

Table IV.1.17

**Marital and Family Status of All and Major-Role Participants  
in Religious Television Programs**

		Television Ministries				Mainline Church				Miscellaneous				All Programs			
		Prominent		Other		All											
		All	Men Women	All	Men Women	All	Men Women	All	Men Women	All	Men Women	All	Men Women	All	Men Women	All	Men Women
<b>All Participants</b>		444	303 141	170	107 63	614	410 204	97	61 39	41	27 14	752	498 254				
N =																	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Marital Status</b>																	
Cannot Code		59.9	64.4 50.4	40.6	44.9 33.3	54.6	59.3 45.1	44.3	45.9 41.7	46.3	51.9 35.7	52.8	57.2 44.1				
Not Married		7.9	7.3 9.2	13.5	11.2 17.5	9.4	8.3 11.8	23.7	26.2 19.4	4.9	3.7 7.1	11.0	10.2 12.6				
Married		30.6	27.4 37.6	42.9	41.1 46.0	34.0	31.0 40.2	30.9	38.9 38.9	48.8	44.4 57.1	34.4	31.1 40.9				
Formerly		1.6	1.0 2.8	2.9	2.8 3.2	2.0	1.5 2.9	1.0	1.6 0.0	0.0	0.0 0.0	1.7	1.4 2.4				
Has Children		12.2	9.2 18.4	16.5	11.2 23.4	13.4	9.8 20.6	16.5	14.8 19.4	14.6	3.7 35.7	13.8	10.0 21.3				
Importance Of Family Life		20.7	18.5 23.5	31.8	28.0 38.1	23.8	21.0 29.4	32.0	26.2 41.7	26.8	14.8 50.0	25.0	21.3 32.3				
<b>Major Roles</b>																	
N =		57	49 8	43	35 8	100	84 16	24	19 5	14	11 3	138	114 24				
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Marital Status</b>																	
Cannot Code		31.6	36.7 0.0	51.2	57.1 25.0	40.0	45.2 12.5	20.8	26.3 0.0	28.6	36.4 0.0	35.5	41.2 8.3				
Not Married		0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	41.7	36.8 60.0	7.1	9.1 0.0	8.0	7.0 12.5				
Married		68.4	63.3 100.0	46.5	42.9 62.5	59.0	54.8 81.3	33.3	31.6 40.0	64.3	54.5 100.0	55.1	50.9 75.0				
Formerly		0.0	0.0 0.0	2.3	0.0 12.5	1.0	0.0 6.3	4.2	5.3 0.0	0.0	0.0 0.0	1.4	0.9 4.2				
Has Children		28.1	30.6 12.5	14.0	5.7 30.0	22.0	20.2 31.3	25.0	26.3 20.0	14.3	9.1 33.3	21.7	20.2 29.2				
Importance Of Family Life		49.1	49.0 50.0	37.2	31.4 62.5	44.0	41.7 56.3	54.2	52.6 60.0	28.6	18.2 66.7	44.2	41.2 58.3				

Table IV. 1. 18

Status of All and Major-Role Participants  
in Religious Television Programs

	Television Ministries						Mainline Church						Miscellaneous						All Programs					
	Prominent			Other			All			All			All			All			All			All		
	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women
All Participants	444	303	141	170	107	63	614	410	204	97	61	39	41	27	14	752	498	254						
	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Announcer	5.4	6.9	2.1	4.7	7.5	0.0	5.2	7.1	1.5	4.1	6.6	0.0	0.0	0.0	0.0	4.8	6.6	1.2						
Host/Co-host	9.5	9.9	8.5	7.1	7.5	6.3	8.8	9.3	7.8	5.2	6.6	2.8	19.5	22.2	14.3	8.9	9.6	7.5						
Clergy	5.4	7.9	0.0	15.3	23.4	1.6	8.1	12.0	0.5	11.3	18.0	0.0	9.8	14.8	0.0	8.6	12.9	0.4						
Guest	8.1	8.9	6.4	6.5	8.4	3.2	7.7	8.8	5.4	5.2	3.3	8.3	31.7	33.3	28.6	8.6	9.4	7.1						
Celebrity	0.7	1.0	0.0	0.6	0.9	0.0	0.7	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.8	0.0						
Audience	5.4	4.3	7.8	18.2	9.3	33.3	9.0	5.6	15.7	4.1	3.3	5.6	36.6	25.9	57.1	9.8	6.4	16.5						
Dramatic	0.2	0.3	0.0	35.9	29.9	46.0	10.1	8.0	14.2	39.2	39.3	38.9	0.0	0.0	0.0	13.3	11.4	16.9						
Documentary	56.3	52.8	63.8	8.8	9.3	7.9	43.2	41.5	46.6	25.8	14.8	44.4	2.4	3.7	0.0	38.7	36.1	43.7						
Major Roles	57	49	8	43	35	8	100	84	16	24	19	5	14	11	3	138	114	24						
	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Host/Co-host	60.7	54.2	100.0	20.9	20.0	25.0	43.4	39.8	62.5	16.7	15.8	20.0	50.0	45.5	66.7	39.1	36.0	54.2						
Clergy	37.5	43.8	0.0	60.5	71.4	12.5	47.5	55.4	6.3	33.3	42.1	0.0	21.4	27.3	0.0	42.0	50.0	4.2						
Guest	1.8	2.1	0.0	4.7	5.7	0.0	3.0	3.6	0.0	0.0	0.0	0.0	28.6	27.3	33.3	5.1	5.3	4.2						
Celebrity	0.0	0.0	0.0	2.3	2.9	0.0	1.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.9	0.0						
Dramatic	0.0	0.0	0.0	11.6	0.0	62.5	5.1	0.0	31.3	50.0	42.1	80.0	0.0	0.0	0.0	12.3	7.0	37.4						

Table IV.1.19

**Religious Affiliation of All and Major-Role Participants  
in Religious Television Programs**

		Television Ministries						Mainline Church						Miscellaneous						All Programs					
		Prominent			Other			All			All			All			All			All			All		
		All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women
All Participants		N =																							
		444	303	141	170	107	63	614	410	204	97	61	39	41	27	14	752	498	234						
		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Religious Affiliation																									
Christian		58.7	60.4	53.3	65.3	64.5	66.6	60.6	61.5	58.8	28.8	27.9	30.6	68.3	66.7	71.4	56.9	57.6	55.3						
Protestant		1.1	1.7	0.0	4.1	5.6	1.6	2.0	2.7	0.5	14.4	21.3	2.8	0.0	0.0	0.0	3.5	4.8	0.8						
Catholic		0.7	0.7	0.7	0.0	0.0	0.0	0.5	0.5	0.5	6.2	8.2	2.8	22.0	18.5	28.6	2.4	2.4	2.4						
Gives Testimony		11.5	10.6	13.5	20.6	13.1	33.3	14.0	11.2	19.6	4.1	6.6	0.0	26.8	25.9	28.6	13.4	11.4	17.3						
Quotes Bible		16.2	20.1	7.8	23.5	30.8	11.1	18.2	22.9	8.8	19.6	27.9	5.6	31.7	44.4	7.1	19.1	24.7	8.3						
Conversion Exp.		3.8	4.0	3.5	3.5	4.7	1.6	3.7	4.1	2.9	0.0	0.0	0.0	26.8	25.9	28.6	4.5	4.8	3.9						
Always Believed		1.4	2.0	0.0	2.4	1.9	3.2	1.6	2.0	1.0	1.0	1.6	0.0	0.0	0.0	0.0	1.5	1.8	0.8						
Saved		0.9	0.0	1.3	3.5	4.7	1.6	1.6	2.2	0.5	0.0	0.0	0.0	7.3	7.4	7.1	1.7	0.8	2.2						
Years Saved		(12.0)	(0.0)	(12.0)	(13.0)	(4.0)	(11.0)	(13.0)	(4.0)	(12.0)	(0.0)	(0.0)	(0.0)	(11.0)	(27.0)	(16.0)	(12.0)	(16.0)	(13.0)						
Major Participants		N =																							
		57	49	8	43	35	8	100	84	16	24	19	5	14	11	3	138	114	24						
		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Religious Affiliation																									
Christian		98.2	98.0	100.0	88.4	94.3	62.5	94.0	96.4	81.3	45.8	36.9	80.0	57.2	63.7	33.3	81.9	83.3	75.0						
Protestant		1.8	2.0	0.0	4.7	5.7	0.0	3.0	3.6	0.0	16.7	21.1	0.0	0.0	0.0	0.0	5.1	6.1	0.0						
Catholic		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	13.8	0.0	42.9	36.4	66.7	6.5	6.1	8.3						
Gives Testimony		22.8	24.5	12.5	11.6	11.4	12.5	18.0	19.0	12.5	8.3	10.5	0.0	28.6	27.3	33.3	17.4	18.4	12.5						
Quotes Bible		77.2	83.7	37.5	76.7	82.9	50.0	77.0	83.3	43.8	45.8	57.9	0.0	71.4	81.8	33.3	71.0	78.9	33.3						
Conversion Exp.		8.8	10.2	0.0	7.0	8.6	0.0	8.0	9.5	0.0	0.0	0.0	0.0	21.4	18.2	33.3	8.0	8.8	4.2						
Always Believed		5.3	6.1	0.0	4.7	2.9	12.5	5.0	4.8	6.3	0.0	0.0	0.0	0.0	0.0	0.0	3.6	3.5	4.2						
Saved		4.5	4.1	0.0	5.7	4.7	0.0	4.0	4.8	0.0	0.0	0.0	0.0	7.1	9.1	0.0	3.6	4.4	0.0						
Years Saved		(10.0)	(10.0)	(0.0)	(14.0)	(14.0)	(0.0)	(12.0)	(12.0)	(0.0)	(0.0)	(0.0)	(0.0)	(7.0)	(7.0)	(0.0)	(11.0)	(11.0)	(0.0)						

## Healing by and of All and Major Participants in Religious Television Programs

[illegible]

Table IV.1.21

Personal Problems of Participants  
in Religious Television Programs

	Television Ministries						Mainline Church						Miscellaneous						All Programs					
	Prominent			Other			All			All			All			All			All			All		
	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women	All	Men	Women
All Participants N =	444	303	141	170	107	63	614	410	204	97	61	39	41	27	14	732	498	234						
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Any Ailment	6.5	4.6	10.6	26.5	17.8	41.3	12.1	8.0	20.1	18.6	18.0	19.4	24.4	18.5	35.7	13.6	9.8	20.9						
Life Threatening	1.6	0.3	4.3	4.1	3.7	4.8	2.3	1.2	4.4	0.0	0.0	0.0	9.8	7.4	14.3	2.4	1.4	4.3						
Minor Health	0.7	0.0	2.1	8.2	3.7	15.9	2.8	1.0	6.4	4.1	3.3	5.6	7.3	3.7	14.3	3.2	1.4	6.7						
Impaired Hearing	0.0	0.0	0.0	1.2	0.9	1.6	0.3	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.4						
Impaired Sight	0.5	0.3	0.7	0.6	0.9	0.0	0.5	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.4						
Impaired Legs	0.7	0.3	1.4	6.5	4.7	9.5	2.3	1.5	3.9	1.0	1.6	0.0	4.9	7.4	0.0	2.3	1.8	3.1						
Impaired Arms	0.9	0.7	1.4	2.9	2.8	3.2	1.5	1.2	2.0	0.0	0.0	0.0	4.9	7.4	0.0	1.5	1.4	1.6						
Smoking	0.0	0.0	0.0	0.6	0.9	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0						
Suicide	0.7	0.3	1.4	0.0	0.0	0.0	0.5	0.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.8						
Family Tension	3.6	3.0	5.0	10.6	6.5	17.5	5.5	3.9	8.8	15.5	14.8	16.7	7.3	3.7	14.3	6.9	5.2	10.2						

Table IV.2.1

Total List of Programs Named as  
Viewed by Regional Survey Respondents

Amazing Grace  
 Another Life  
 At Home With The Bible  
 Ben Hayden  
 Bible Story Time  
 Billy Graham  
 Bishop Jasper Roby  
 Bob Jones  
 CBN (unspecified)  
 Calvary Temple  
 Charles Young  
 Christopher Close-up  
 Chuck Smith (Deliverance Church)  
 Crusade for Christ  
 D. James Kennedy  
 Day of Discovery  
 Dwight Thompson  
 Ernest Angely  
 Faith for Today  
 First Baptist  
 Focus on Black Religion  
 Fredrick K. Price  
 "Gospel Songs"  
 "Gospel Music"  
 Gospel Singing Jubilee  
 Gospel Variations  
 Gospel Expo  
 Harvester Network  
 Herald of Truth  
 Hour of Power  
 Huffman Assembly  
 In Touch (Charles Stanley)  
 Insight  
 It Is Written  
 James Robeson  
 Jerry Falwell  
 Jewish  
 Jim Bakker  
 Jim Whittington  
 Jimmy Swaggart  
 Kenneth Copeland  
 Lessons for Living  
 Lift Every Voice  
 Living World  
 Local Presbyterian  
 Local Baptist  
 Local Lutheran  
 Local Methodist  
 Local Other Denominations  
 Lutheran Hour  
 Mass  
 Mother Angelica  
 Old Fashioned Gospel Hour  
 Oral Roberts  
 Other Local Programs  
 PTL Club  
 Pat Robertson  
 Real to Reel  
 Religious Movies  
 Rex Humbard  
 Robert Schuller  
 Seasonal or Other Special  
 Sounds of Life  
 Spread a Little Sunshine  
 "Sunday Church Service"  
 The Lundstroms  
 The Methodist Hour  
 Two Rivers Hour  
 Voice of Truth  
 Waters of Life  
 Wheat St. Baptist Church  
 World Tomorrow (Herbert Armstrong)  
 700 Club



Table IV. 2. 2

**Percentage of Respondents Who Watch Local  
and Syndicated Religious Television Programs Within Denominational  
and Demographic Categories**

	Local Wkend	Synd. Wkend	Synd. Weekdy only	Synd. Drama	Total No.
	%	%	%	%	
<u>Denomination:</u>					
American Baptist	11.4	54.3	28.6	0.0	(35)
Southern Baptist	22.8	57.2	30.3	0.0	(390)
Other Baptist	17.8	60.5	26.5	.6	(332)
ALC, LCA	13.5	48.6	2.7	0.0	(37)
Missouri Synod	9.1	54.5	0.0	0.0	(11)
Other Lutheran	12.5	48.4	14.1	3.1	(64)
United Methodist	10.8	54.9	21.1	0.0	(213)
Other Methodist	12.3	47.5	25.3	1.2	(162)
PCUS, UPUSA	7.6	41.3	20.7	0.0	(92)
Other Presbyterian	15.4	44.2	14.4	0.0	(104)
Episcopal	7.3	25.5	5.5	0.0	(55)
UCC, Disciples	15.8	38.2	7.9	1.3	(76)
Charismatic Christ	17.5	68.0	69.1	1.0	(97)
Independent, Non-d	20.9	51.2	44.2	0.0	(43)
Other Protestant	7.8	52.2	35.6	1.1	(90)
Catholic	11.5	27.3	10.9	.9	(532)
Jewish	2.6	10.5	2.6	2.6	(38)
None	1.6	20.3	7.8	0.0	(64)
Other Faiths	8.8	38.6	19.3	0.0	(57)
<u>Lit/Cher Scale:</u>					
High	19.7	65.8	43.9	.6	(644)
Medium	15.8	46.1	15.6	.6	(469)
Low	8.5	27.8	8.1	.5	(751)
<u>Education:</u>					
Less than High School	17.8	55.3	27.8	.5	(619)
High School Grad	12.0	46.2	24.6	.5	(938)
Some College And More	13.2	38.9	15.3	.7	(948)
<u>Age:</u>					
18-29	8.3	25.4	12.6	.6	(469)
30-49	9.0	40.1	22.6	.8	(1035)
50-65	19.2	54.2	25.0	.4	(749)
Over 65	22.1	60.5	20.9	.3	(349)
<u>Sex:</u>					
Male	10.8	41.4	17.9	.3	(1025)
Female	15.3	46.1	23.5	.8	(1577)
<u>Evangelical Denomination:</u>					
Evangelicals	20.2	57.9	32.4	.4	(925)
Other Protestants	10.7	47.4	19.4	.6	(841)
Catholics	11.5	27.3	10.9	.9	(532)
Other Faiths	4.4	24.5	10.7	.6	(159)
<u>Region:</u>					
Northeast	9.9	37.7	17.1	1.0	(1301)
Southeast	17.2	50.7	25.4	.2	(1301)
<u>Race:</u>					
White	12.6	42.1	19.0	.6	(1952)
Non-white	19.6	56.3	31.5	.5	(368)

Note: The "Local weekend" category consists predominantly of mainline programs. These "Syndicated weekend" and "weekday" categories are dominated by the television ministries. "Drama" programs are approximately half mainline and half television ministries. These categories are not exclusive. Cells do not add to 100% across or down.

Table IV.2.3

Percentage of Respondents Who Watch  
Program Types Within Denominational  
and Demographic Categories

	Most Prominent	"Other" Ministries	Main- line	"Other" Progs.	Total No.
	%	%	%	%	
<u>Denomination:</u>					
American Baptist	54.3	2.9	2.9	17.1	(35)
Southern Baptist	53.6	6.4	12.3	15.1	(390)
Other Baptist	49.1	6.6	8.1	16.9	(332)
ALC, LCA	37.8	2.7	10.8	0.0	(37)
Missouri Synod Lutheran	54.5	0.0	9.1	0.0	(11)
Other Lutheran	42.2	3.1	6.3	12.5	(64)
United Methodist	48.4	4.2	7.0	11.3	(213)
Other Methodist	39.5	1.9	6.8	9.9	(162)
PCUS, UPUA	44.6	1.1	4.3	7.6	(92)
Other Presbyterian	37.5	2.9	10.6	10.6	(104)
Episcopal	25.5	1.8	1.8	5.5	(55)
UCC, Disciples	25.0	5.3	7.9	17.1	(76)
Charismatic Christian	69.1	19.6	3.1	18.6	(97)
Independent, Non-denom	51.2	9.3	9.3	16.3	(43)
Other Protestant	55.6	8.9	0.0	5.6	(90)
Catholic	19.0	3.6	9.2	7.1	(532)
Jewish	5.3	2.6	2.6	0.0	(38)
None	9.4	3.1	1.6	3.1	(64)
Other Faiths	33.3	3.5	5.3	10.5	(57)
<u>Lit/Char. Scale:</u>					
High	63.2	11.0	9.6	16.9	(644)
Medium	36.2	2.3	9.6	11.9	(469)
Low	22.0	2.1	5.9	6.4	(751)
<u>Education:</u>					
Less than High School	46.7	6.3	9.7	14.9	(619)
High School Grad	40.1	4.9	7.4	10.2	(938)
Some College and More	33.4	4.5	6.8	10.0	(948)
<u>Sex:</u>					
Male	34.0	3.8	6.2	9.9	(1025)
Female	40.6	5.6	8.4	11.7	(1577)
<u>Age:</u>					
18-29	19.0	3.0	5.1	7.0	(469)
30-49	35.7	4.9	4.5	9.8	(1035)
50-64	47.0	5.7	9.9	13.4	(749)
Over 65	51.0	5.7	14.6	14.6	(349)
<u>Evangelical Denomination:</u>					
Evangelicals	52.0	8.0	9.5	16.1	(925)
Other Protestants	42.4	3.3	6.1	9.3	(841)
Catholics	19.0	3.6	9.2	7.1	(532)
Other Faiths	17.0	3.1	3.1	5.0	(159)
<u>Region:</u>					
Northeast	31.9	5.3	4.8	7.2	(1301)
Southeast	44.1	4.5	10.2	14.7	(1301)
<u>Race:</u>					
White	36.4	3.8	7.8	9.4	(1952)
Non-white	46.2	10.3	8.2	16.8	(368)

Note: These categories are not exclusive. Cells do not equal 100% across or down.

Table IV. 2. 4

Correlations Between Viewing Religious Television, Viewing  
Conventional Television, Contributions to Religious Television,  
and Demographic, Belief, and Behavior Variables

	Religious Television	General Television	Contribution to Religious TV
Education	-.262*** (2496)	-.251*** (2505)	.032 (317)
Income	-.232*** (2233)	-.250*** (2242)	.126* (294)
Age	.321*** (2518)	.169 (2602)	-.032 (317)
Sex	.064*** (2518)	.112*** (2602)	.049 (317)
Race	.187*** (2244)	.129*** (2320)	-.061 (279)
Lit/Char. Scale	.495*** (1843)	.049* (1864)	.120* (246)
Evangelical Denom.	.291*** (2447)	.057** (2457)	-.032 (311)
Church Attendance	.284*** (2468)	-.011 (2501)	.144** (310)
Local Church Contribution	.205*** (2260)	-.093*** (2336)	.220*** (301)
Frequency of Prayer	.194*** (2559)	-.099*** (2496)	.036 (317)
Importance of Religion	.382*** (2503)	.083*** (2521)	.129* (316)

[Significance key: \*\*p<.05 \*\*\*p<.01 \*\*\*\*p<.001]

Note: Direction of codings are generally with higher values moving toward labeled value. I.e., Prayer: high frequent; contributions: larger contributions; importance of religion: high very important; race: high=non-white; Lit/Char. Scale: high "fundamentalist."

Table IV.2.5

Context of Religious Television  
Viewing by Denominations, Belief, and Demographic Variables

Watches Religious TV:			
	W/Family	Alone	Total
	%	%	%
<u>Denomination:</u>			
American Baptist	1.5	2.1	1.4
Southern Baptist	23.1	16.7	15.7
Other Baptist	16.9	16.9	13.3
ALC, LCA	1.1	1.5	1.5
Missouri Synod Lutheran	.4	.6	.4
Other Lutheran	2.3	2.7	2.6
United Methodist	9.5	9.9	8.5
Other Methodist	6.4	6.7	6.5
PCUS, UPUSA	3.9	2.7	3.7
Other Presbyterian	3.5	5.0	4.2
Episcopal	.9	1.5	2.2
UCC, Disciples	2.9	2.4	3.0
Charismatic Christian	7.4	4.3	3.9
Independent, Non-denom	2.6	1.2	1.7
Other Protestant	4.1	3.8	3.6
Catholic	10.5	18.5	21.3
Jewish	.1	.8	1.5
Orthodox	.3	.3	.3
None	.9	1.2	2.6
Other Faiths	2.1	1.2	2.3
Total (100%)	(800)	(658)	(2492)
<u>Lit/Char. Scale:</u>			
High	53.6	45.1	34.5
Medium	24.3	25.6	25.2
Low	22.0	29.3	40.3
Total (100%)	(604)	(481)	(1864)
<u>Education:</u>			
Less than High School	30.6	30.1	24.7
High School Grad	37.5	37.5	37.4
Some College and More	31.9	32.4	37.8
Total (100%)	(800)	(661)	(2505)
<u>Sex:</u>			
Male	42.0	29.5	39.4
Female	58.0	70.5	60.6
Total (100%)	(803)	(664)	(2602)
<u>Age:</u>			
18-29	20.6	11.1	18.0
30-49	39.8	34.1	39.8
50-65	26.6	33.9	28.8
Over 65	12.9	20.9	13.4
Total (100%)	(770)	(693)	(2602)
<u>Evangelical Denomination:</u>			
Evangelicals	52.9	42.7	37.6
Mainline Protestants	33.2	34.9	34.2
Catholics	10.5	19.1	21.7
Other Faiths	3.3	3.3	6.5
Total (100%)	(788)	(644)	(2457)
<u>Region:</u>			
Northeast	34.4	49.1	50.0
Southeast	65.6	50.9	50.0
Total (100%)	(803)	(664)	(2602)
<u>Race:</u>			
White	80.9	78.6	84.1
Non-white	19.1	21.4	15.9
Total (100%)	(717)	(589)	(2320)

Table IV.2.6

## Frequency of Calling or Writing Religious Television Programs by Demographic and Belief Variables

Called or Wrote in Last Year:			
	1-2 times	3 or more	All Who Call
	-----	-----	-----
	%	%	%
<u>Lit/Char. Scale:</u>			
High	70.4	82.5	77.0
Medium	17.3	9.3	12.9
Low	12.3	8.2	10.1
Total (100%)	..... (81)	..... (97)	..... (178)
<u>Education:</u>			
Less than High School	16.8	31.9	24.5
High School Grad	40.2	38.9	39.5
Some College and More	43.0	29.2	35.9
Total (100%)	..... (107)	..... (113)	..... (220)
<u>Sex:</u>			
Male	32.7	26.5	29.5
Female	67.3	73.5	70.5
Total (100%)	..... (107)	..... (113)	..... (220)
<u>Evangelical Denomination:</u>			
Evangelicals	53.8	52.7	53.2
Mainline Protestants	27.4	33.0	30.3
Catholics	16.0	12.5	14.2
Other Faiths	2.8	1.8	2.3
Total (100%)	..... (106)	..... (112)	..... (218)
<u>Region:</u>			
Northeast	44.9	55.8	50.5
Southeast	55.1	44.2	49.5
Total (100%)	..... (107)	..... (113)	..... (220)
<u>Race:</u>			
White	76.3	69.6	72.8
Non-white	23.7	30.4	27.2
Total (100%)	..... (93)	..... (102)	..... (195)

Table IV.2.7

Frequency of Categories of Contribution to Religious Television  
by Income, Belief, Behavior, and Education Variables

## Category of Contribution:

Income:

<\$15,000	31.1	30.4	44.8
\$15-25,000	24.3	36.7	31.6
\$25-35,000	20.3	8.9	10.9
>\$35,000	24.3	24.1	12.6
Total (100%)	..... (75)	..... (80)	..... (174)

Lit/Char. @Scale:

High	83.1	64.7	69.0
Medium	12.7	22.1	10.3
Low	4.2	13.2	20.7
Total (100%)	..... (73)	..... (70)	..... (145)

Attendance:

>Once a Week	47.1	29.9	27.0
Once a Week	36.8	49.4	46.0
>Once a Week	12.6	13.8	15.3
<Once a Month	3.4	6.9	11.6
Total (100%)	..... (89)	..... (89)	..... (189)

Education:

Less than High School	23.0	25.0	30.4
High School Grad	33.3	42.0	39.2
Some College and More	43.7	33.0	30.4
Total (100%)	..... (87)	..... (87)	..... (194)

Table IV.2.8

Responses Among Non-Viewers of Religious Television  
to a Religious Program if They "Happen to See It,"  
by Demographic and Belief Variables

	Respondent Would:			
	Change Channel	Watch	Other	Total
<u>Education:</u>				
Less than High School	10.9	28.2	11.3	14.3
High School Grad	34.2	42.3	36.3	36.0
Some College and More	54.9	29.4	52.5	49.8
Total (100%=)	597	163	80	840
<u>Sex:</u>				
Male	44.6	27.9	49.4	41.8
Female	55.4	72.1	50.6	58.2
Total (100%=)	601	165	81	847
<u>Age:</u>				
18-29	30.4	18.8	32.1	28.3
30-49	48.9	37.0	37.0	45.5
50-65	15.5	28.5	27.2	19.1
Over 65	5.2	15.8	3.7	7.1
Total (100%=)	601	165	81	847
<u>Income:</u>				
<\$15000	20.1	33.6	22.9	22.9
\$15-25,000	27.2	28.7	32.9	28.0
\$25-35,000	22.9	18.9	12.9	21.2
>\$35,000	29.8	18.9	31.4	27.9
Total (100%=)	537	143	70	750
<u>Lit/Char. Scale:</u>				
High	9.8	16.7	24.5	12.5
Medium	22.9	32.5	26.4	25.1
Low	67.3	50.8	49.1	62.5
Total (100%=)	437	120	53	610
<u>Evangelical Denomination:</u>				
Evangelicals	20.8	31.9	19.5	22.8
Mainline Protestants	35.0	33.1	40.3	35.1
Catholics	32.8	28.8	29.9	31.7
Other Faiths	11.5	6.3	10.4	10.4
Total (100%=)	592	160	77	829

Table IV.3.1

The Relationship Between Religious  
And General Television Viewing And  
Reading The Bible "Frequently."

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.)			Light: (See note) (No.)			
	Pct.	CD	Gamma(sig)		Pct.	CD	Gamma(sig)
Overall	241 19.0	32.8	.619***	391 36.3	- 3.4		-.026
Education							
LT High School	53 23.7	28.6	.544***	139 48.9	- 9.0		-.140*
High School Grad	86 18.6	30.6	.605***	196 35.2	- 3.0		-.033
Some College Plus	101 17.1	36.2	.674***	220 32.0	- 5.0		-.016
Age							
18-29	44 13.3	21.9	.608***	30 18.7	1.0		.031
30-49	97 17.1	32.7	.636***	224 32.0	- 3.7		.019
50-65	60 22.8	29.8	.561***	197 42.5	- 1.9		-.027
Over 65	40 37.0	26.0	.479***	120 60.9	-14.7		-.263**
Sex							
Male	71 13.2	29.5	.609***	196 27.3	- 3.9		-.064
Female	170 23.3	33.5	.619***	395 43.4	- 6.2		-.069
Race							
White	192 18.6	33.3	.621***	441 34.7	- 3.3		-.025
Nonwhite	25 23.6	27.2	.555***	87 48.3	-11.8		-.193*
Household Income							
Under 15000	66 22.4	31.5	.574***	188 47.0	-11.0		-.159**
15000 To 25000	59 19.5	30.6	.617***	151 37.6	- 4.3		-.097
25000 To 35000	44 19.2	30.8	.576***	81 32.0	- 3.8		-.013
Over 35000	33 11.3	39.7	.753***	82 23.8	3.8		.045
Religion							
Evangelical	93 35.1	27.0	.509***	317 58.9	-14.0		-.225***
Others	140 14.3	28.6	.600***	252 24.7	2.3		.054
Political Self-Designation							
Liberal	21 10.7	34.5	.698***	57 25.3	- 3.2		.025
Moderate	80 15.0	32.8	.635***	192 30.2	- 0.1		.011
Conservative	103 24.6	32.5	.582***	277 44.8	- 8.0		-.093
Light	General Television:			Religious Television:			
	170 19.9	36.7	.655***	170 19.9	- 2.7		-.046
Heavy	71 17.2	28.0	.580***	409 56.6	-11.4		-.194***

\*[Tau-C Significance Key: \*\*\* = < .001, \*\* = < .01, \* = < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]



Table IV.3.2

The Relationship Between Religious  
And General Television Viewing And  
Praying "Frequently" To God.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	714 56.5	27.1	.376***	1104 68.1	4.2	.109**
Education						
LT High School	120 38.3	24.8	.522***	240 73.8	1.2	.027
High School Grad	278 60.4	21.8	.502***	393 70.7	1.8	.049
Some College Plus	311 52.9	33.2	.679***	436 63.6	6.7	.183**
Age						
18-29	151 49.8	35.0	.656***	138 52.1	7.5	.192*
30-49	300 53.2	26.7	.550***	440 63.2	3.5	.093
50-65	173 66.0	17.8	.443***	349 75.5	4.4	.107
Over 65	90 83.3	8.7	.382*	177 89.8	- 2.3	-.098
Sex						
Male	236 44.2	31.3	.567***	401 56.2	5.9	.134*
Female	478 65.5	22.6	.575***	703 77.6	- 0.7	-.010
Race						
White	580 56.5	26.0	.552***	849 67.2	2.6	.071
Nonwhite	66 62.3	25.1	.593***	142 79.3	- 0.3	.003
Household Income						
Under 15000	172 58.9	26.0	.565***	297 74.4	0.9	.028
15000 To 25000	166 54.8	29.2	.615***	279 69.4	1.9	.071
25000 To 35000	134 58.8	24.1	.519***	172 68.3	- 0.8	.014
Over 35000	139 47.4	32.5	.611***	195 56.5	8.8	.199*
Religion						
Evangelical	159 60.0	24.7	.558***	421 78.3	- 3.5	-.083
Others	540 55.2	27.6	.569***	643 63.0	8.1	.189***
Political Self-Designation						
Liberal	86 43.7	43.0	.749***	124 55.4	13.4	.314**
Moderate	290 54.4	29.7	.605	420 66.5	4.7	.118
Conservative	267 63.9	18.6	.452***	453 73.5	0.5	.028
Light	General Television:			Religious Television:		
	475 55.7	27.8	.583***	475 55.7	2.5	.076
Heavy	239 58.2	25.5	.555***	603 83.5	0.2	.012

\*[Tau-C Significance Key: \*\*\*= < .001, \*\*= < .01, \*= < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.3

The Relationship Between Religious And General  
Television Viewing And Belief That The Bible Is The  
Actual Word Of God And Should Be Taken Literally.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.)			Light: (No.)	(See note)		
	Pct.	CD	Gamma(sig)		Pct.	CD	Gamma(sig)
Overall	361 28.8	33.0	.593***	664 41.5	9.9	.187***	
Education							
LT High School	109 34.2	19.4	.422***	214 66.9	0.5	.012	
High School Grad	169 37.1	23.5	.447***	260 47.2	4.5	.104	
Some College Plus	81 13.8	36.3	.691***	171 25.1	8.6	.164*	
Age							
18-29	96 29.3	33.6	.620***	86 32.8	12.8	.241**	
30-49	133 23.9	34.7	.615***	244 35.3	11.7	.230***	
50-65	86 33.0	31.4	.574***	227 50.0	8.2	.150*	
Over 65	46 43.4	18.9	.385***	107 55.7	0.2	.008	
Sex							
Male	135 25.5	30.6	.572***	256 36.4	11.0	.190**	
Female	226 31.3	33.7	.599***	408 45.6	7.6	.153***	
Race							
White	283 27.8	35.0	.622***	510 40.7	8.5	.157***	
Nonwhite	40 37.7	19.9	.373***	86 48.9	5.5	.088	
Household Income							
Under 15000	118 40.7	24.7	.472***	219 55.6	0.8	.019	
15000 To 25000	88 29.1	33.4	.604***	175 43.4	9.0	.157*	
25000 To 35000	62 27.3	28.8	.545***	90 36.0	7.1	.138	
Over 35000	41 14.2	38.8	.663***	89 26.0	7.0	.111	
Religion							
Evangelical	138 52.3	19.5	.403***	350 65.5	0.8	.021	
Others	219 22.7	30.2	.579***	294 29.2	14.7	.268***	
Political Self-Designation							
Liberal	39 19.9	31.2	.633***	61 27.6	13.1	.273**	
Moderate	136 25.9	33.0	.602***	227 36.4	12.9	.245***	
Conservative	139 33.3	31.6	.560***	297 48.3	6.8	.133*	
Light	General Television:			Religious Television:			
	210 24.8	36.5	.643***	210 24.8	12.5	.227***	
Heavy	151 37.3	25.2	.478***	438 61.3	1.2	.023	

\*[Tau-C Significance Key: \*\*\* = <.001, \*\* = <.01, \* = <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.4

The Relationship Between Religious And  
General Television Viewing And Belief  
That Jesus Christ Will Come Again.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Overall	880 76.9	18.5	.725***	1264 85.1	3.2	.140*	
Education							
LT High School	154 82.8	13.8	.713***	289 96.0	- 8.1	-.536***	
High School Grad	340 81.9	13.3	.626***	451 87.9	2.4	.121	
Some College Plus	379 71.0	24.2	.778***	490 77.7	9.2	.313***	
Age							
18-29	256 82.6	11.6	.549***	211 84.1	3.4	.141	
30-49	392 76.6	19.8	.785***	540 83.9	5.7	.247*	
50-65	162 70.4	24.8	.784***	363 86.6	- 0.2	-.009	
Over 65	70 76.1	18.5	.694***	150 87.2	2.9	.142	
Sex							
Male	364 75.1	18.4	.655***	546 83.2	1.2	.043	
Female	516 78.3	18.2	.767***	718 86.5	3.5	.169*	
Race							
White	714 76.3	19.4	.748***	976 83.9	3.6	.148*	
Nonwhite	83 86.5	7.8	.447*	153 92.7	- 1.0	-.074	
Household Income							
Under 15000	210 79.8	15.0	.645***	335 91.3	- 4.1	-.213	
15000 To 25000	227 81.7	14.7	.715***	330 88.2	3.5	.194	
25000 To 35000	159 75.4	21.0	.792***	199 82.6	3.5	.134	
Over 35000	184 70.2	23.4	.723***	239 76.4	9.3	.300*	
Religion							
Evangelical	229 91.2	5.9	.520**	499 96.1	- 2.2	-.238	
Others	637 72.9	21.4	.719***	725 79.1	6.6	.226***	
Political Self-Designation							
Liberal	124 69.7	24.8	.764***	152 76.4	9.7	.314*	
Moderate	370 77.6	17.7	.710***	489 84.5	4.2	.182	
Conservative	304 79.0	16.4	.695***	507 87.1	2.8	.138	
Light	General Television:			Religious Television:			
	582 76.0	19.3	.732***	582 76.0	2.8	.082	
Heavy	298 78.8	16.8	.706***	653 95.3	0.3	.028	

\*[Tau-C Significance Key: \*\*\*= <.001, \*\*= <.01, \*= <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.5

The Relationship Between Religious And  
General Television Viewing And Reporting  
That Religion Is "Very Important."

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.)			Light: (No.) (No.)	(See note)		
	Pct.	CD	Gamma(sig)		Pct.	CD	Gamma(sig)
Overall	534 42.3	33.9	.631***	947 59.8	- 1.6	-.003	
Education							
LT High School	106 51.5	24.4	.503***	233 71.7	- 8.5	-.195*	
High School Grad	204 44.6	30.3	.581***	337 61.1	- 2.6	-.033	
Some College Plus	222 37.8	41.2	.714***	366 53.4	- 0.5	.047	
Age							
18-29	110 33.4	37.8	.648***	113 42.6	2.7	.153	
30-49	227 40.4	32.8	.608***	376 55.1	- 1.1	-.001	
50-65	129 49.2	28.8	.581***	307 69.1	- 4.0	-.082	
Over 65	68 63.0	18.3	.448***	151 78.6	- 7.3	-.175	
Sex							
Male	180 33.7	37.1	.644***	353 50.9	- 1.4	-.016	
Female	354 48.7	30.5	.611***	594 66.7	- 4.7	-.067	
Race							
White	423 41.3	32.8	.613***	708 57.3	- 3.3	-.029	
Nonwhite	56 52.8	28.8	.583***	137 78.3	-10.0	-.231*	
Household Income							
Under 15000	132 45.4	30.9	.596***	283 71.1	-13.8	-.240***	
15000 To 25000	126 41.4	33.2	.621***	229 56.8	5.6	.113	
25000 To 35000	94 41.0	37.6	.672***	147 58.1	- 8.5	-.126	
Over 35000	107 36.6	39.2	.670***	169 49.1	4.0	.101	
Religion							
Evangelicals	142 54.0	26.8	.565***	402 75.0	- 6.4	-.145	
Others	382 39.1	33.7	.621***	528 51.8	1.3	.068	
Political Self-Designation							
Liberal	59 29.9	47.7	.769***	109 49.5	- 1.7	.062	
Moderate	206 38.8	34.2	.623***	343 55.0	0.3	.034	
Conservative	211 50.5	28.6	.581***	402 66.9	- 2.6	-.035	
	General Television:			Religious Television:			
Light	374 44.0	34.5	.648***	374 44.0	- 5.1	-.031	
Heavy	160 38.9	34.2	.622***	366 78.5	- 5.4	-.140*	

\*Tab-C Significance Key: \*\*\* = .001, \*\* = .01, \* = .05

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.6

The Relationship Between Religious  
And General Television Viewing And  
Having Had A Religious Experience.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Overall	273 21.9	29.3	.578***	596 37.7	- 3.9	-.085*	
Education							
LT High School	50 24.3	28.2	.551***	156 48.9	-12.9	-.259**	
High School Grad	95 21.1	25.9	.536***	199 36.4	- 5.4	-.122	
Some College Plus	125 21.6	33.9	.639***	226 33.6	2.4	.053	
Age							
18-29	72 21.9	26.5	.540***	86 32.5	- 8.5	-.208*	
30-49	124 22.3	27.9	.558***	238 34.9	- 2.1	-.047	
50-65	53 20.9	31.2	.610***	184 41.1	- 1.0	-.019	
Over 65	24 22.6	30.2	.585***	88 47.3	-10.2	-.206	
Sex							
Male	107 20.2	30.5	.605***	234 33.5	0.9	.020	
Female	166 23.2	28.3	.557***	362 41.0	- 7.3	-.161**	
Race							
White	218 21.5	28.0	.563***	448 36.3	- 6.2	-.138**	
Nonwhite	31 29.8	19.8	.397***	83 47.2	- 8.3	-.168	
Household Income							
Under 15000	63 22.0	29.2	.577***	174 44.6	- 9.6	-.198**	
15000 To 25000	64 21.2	30.3	.595***	160 40.1	- 7.0	-.151	
25000 To 35000	52 23.1	21.8	.462***	76 30.8	1.7	.040	
Over 35000	55 19.1	35.6	.673***	107 31.5	- 1.6	-.037	
Religion							
Evangelicals	97 37.3	23.0	.437***	294 56.1	- 7.9	-.157*	
Others	169 17.5	25.7	.565***	286 28.5	- 2.1	-.033	
Political Self-Designation							
Liberal	42 21.4	32.3	.620***	80 36.0	- 5.6	-.128	
Moderate	105 20.1	28.7	.583***	208 33.7	- 0.8	-.018	
Conservative	102 24.6	26.7	.528***	253 41.7	- 7.6	-.162*	
Light	General Television: 195 23.3	31.9	.604***	Religious Television: 195 23.3	- 4.2	-.124	
Heavy	78 19.1	26.6	.561***	390 55.2	- 9.5	-.188**	

\*[Tau-C Significance Key: \*\*\* < .001, \*\* < .01, \* < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.7

The Relationship Between Religious And General  
Television Viewing And Having Been "Born-again."

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.)	CD	Gamma(sig)	Light: (See note) (No.)	CD	Gamma(sig)	
	Pct.			Pct.			
Overall	169 59.3	24.8	.368***	479 77.4	- 2.3	-.068	
Education							
LT High School	34 69.4	18.1	.311*	141 88.7	-11.1	-.387*	
High School Grad	66 65.3	21.0	.539***	162 79.0	2.3	.072	
Some College Plus	68 51.5	25.9	.526***	164 68.9	- 5.7	-.128	
Age							
18-29	44 61.1	24.1	.572***	57 63.5	19.3	.491**	
30-49	76 58.5	28.5	.652***	193 77.2	- 3.6	-.102	
50-65	31 53.4	30.1	.630***	135 81.2	- 8.2	-.227	
Over 65	18 72.0	7.3	.198	74 81.3	- 7.6	-.217	
Sex							
Male	63 57.3	25.0	.552***	181 74.5	- 1.0	-.025	
Female	106 60.6	24.4	.574***	298 79.3	- 3.7	-.106	
Race							
White	135 59.2	24.5	.560***	354 76.1	- 2.4	-.066	
Nonwhite	18 56.3	28.3	.620**	67 77.9	1.0	.029	
Household Income							
Under 15000	39 60.9	24.8	.586***	146 82.5	- 4.5	-.140	
15000 To 25000	42 64.6	20.6	.517**	130 80.7	- 2.0	-.065	
25000 To 35000	37 63.8	16.2	.388*	63 74.1	- 5.7	-.139	
Over 35000	26 44.8	33.2	.628***	73 65.8	- 7.2	-.131	
Religion							
Evangelicals	84 84.0	8.9	.427*	280 91.8	- 2.3	-.135	
Others	79 44.4	28.2	.536***	186 62.6	- 2.1	-.045	
Political Self-Designation							
Liberal	17 42.5	39.9	.728***	54 67.5	3.1	.072	
Moderate	64 56.6	28.4	.625***	168 77.4	- 4.7	-.125	
Conservative	71 66.4	17.3	.445***	208 78.8	- 0.7	-.021	
Light	General Television:			Religious Television:			
	125 60.7	25.3	.598***	125 60.7	- 5.0	-.102	
Heavy	44 55.7	25.3	.544***	344 86.0	- 5.0	-.182	

\*Tau-C Significance Key: \*\*\* &lt; .001, \*\* &lt; .01, \* &lt; .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.8

The Relationship Between Religious  
And General Television Viewing  
And Belief In Miracles.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.)			Light: (See note) (No.)			Gamma(sig)
	Pct.	CD	Gamma(sig)	Pct.	CD	Gamma(sig)	
Overall	892 72.6	18.9	.604***	1272 80.9	2.9	.101	
Education							
LT High School	146 72.6	18.4	.585***	268 84.3	0.7	.028	
High School Grad	327 73.5	18.8	.625***	454 83.8	- 1.3	-.052	
Some College Plus	412 71.9	19.5	.612***	518 77.3	7.5	.240**	
Age							
18-29	253 77.4	18.6	.751***	214 80.8	4.0	.142	
30-49	408 74.3	18.6	.637***	346 80.3	6.7	.241**	
50-65	162 64.3	26.2	.681***	360 81.3	- 0.6	-.020	
Over 65	69 68.3	19.8	.550***	152 82.2	- 0.9	-.029	
Sex							
Male	354 68.1	21.2	.592***	531 77.0	2.5	.075	
Female	538 75.9	16.7	.600***	741 83.9	1.8	.069	
Race							
White	718 72.1	19.8	.631***	986 80.7	1.5	.050	
Nonwhite	79 76.0	14.6	.505**	149 84.7	2.5	.103	
Household Income							
Under 15000	206 73.3	17.9	.579***	332 86.2	- 3.7	-.140	
15000 To 25000	226 75.3	17.5	.616***	334 84.1	1.0	.037	
25000 To 35000	164 73.3	16.4	.525***	194 77.6	7.4	.240	
Over 35000	194 68.6	19.9	.559***	247 74.0	6.6	.188*	
Religion							
Evangelical	213 81.9	12.8	.598***	483 91.0	- 0.4	-.022	
Others	667 70.2	18.5	.539***	753 75.9	4.5	.130*	
Political Self-Designation							
Liberal	135 70.7	21.7	.668***	162 75.0	13.2	.426**	
Moderate	391 75.3	16.2	.556***	506 82.3	2.0	.074	
Conservative	289 70.5	20.5	.617***	497 82.0	- 1.5	-.050	
Light	General Television:			Religious Television:			
	591 71.4	20.7	.648***	591 71.4	3.7	.094	
Heavy	301 75.1	15.5	.523***	654 92.1	- 1.5	-.097	

\*[Tau-C Significance Key: \*\*\* = <.001, \*\* = <.01, \* = <.05]

[Note: "Light" viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.9

The Relationship Between Religious  
And General Television Viewing And  
Favoring Speaking In Tongues.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	146 27.4	22.1	.445***	310 37.3	8.2	.166**
Education						
LT High School	19 25.3	34.0	.622***	81 44.0	16.7	.326**
High School Grad	54 30.9	15.4	.317***	110 39.7	2.0	.040
Some College Plus	72 25.6	17.5	.375***	116 32.5	2.3	.052
Age						
18-29	44 29.3	35.6	.634***	51 36.4	13.0	.261
30-49	72 28.9	24.2	.471***	150 41.3	1.7	.035
50-65	23 23.5	22.4	.469***	81 34.8	12.7	.258*
Over 65	7 19.4	20.1	.460*	28 29.8	12.1	.260
Sex						
Male	52 24.9	23.2	.473***	112 32.4	19.6	.387***
Female	94 29.0	21.3	.423***	198 40.9	2.0	.042
Race						
White	101 23.5	20.8	.442***	204 32.3	7.3	.158*
Nonwhite	26 53.1	9.5	.193	64 60.4	- 0.6	-.012
Household Income						
Under 15000	32 28.1	25.3	.491***	87 41.4	9.8	.194
15000 To 25000	30 22.7	27.3	.545***	90 39.1	2.0	.042
25000 To 35000	26 27.1	17.3	.366*	44 36.7	- 3.4	-.073
Over 35000	40 29.4	15.0	.315*	63 33.9	9.0	.188
Religion						
Evangelical	45 29.4	23.5	.459***	155 42.9	10.1	.199*
Others	99 26.3	18.8	.394***	150 33.0	6.0	.130
Political Self-Designation						
Liberal	25 29.4	11.2	.422**	42 36.8	9.5	.193
Moderate	61 28.8	16.8	.350***	108 35.3	8.4	.175
Conservative	49 25.3	23.7	.480***	126 37.1	8.0	.165
Light	General Television:			Religious Television:		
	93 25.1	22.5	.461***	93 25.1	7.6	.185
Heavy	53 32.7	19.9	.391***	214 47.6	5.0	.101

\*[Tau-C Significance Key: \*\*\* = <.001, \*\* = <.01, \* = <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]



Table IV.3.10

The Relationship Between Religious And  
General Television Viewing And Likelihood  
To Attend Church "Once A Week Or More."

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	356 44.7	21.1	-.408***	885 56.0	- 2.6	.053
Education						
LT High School	87 42.9	18.2	-.353***	178 55.6	- 2.1	.042
High School Grad	207 45.9	19.4	-.379***	312 57.2	- 3.3	.068
Some College Plus	260 44.8	27.6	-.527***	378 55.6	- 1.6	.033
Age						
18-29	107 32.7	20.2	-.429***	103 39.0	- 0.4	.008
30-49	252 45.5	20.2	-.393***	374 54.7	- 1.7	.034
50-65	132 51.2	14.8	-.299***	271 61.0	- 1.4	.031
Over 65	65 61.9	9.6	-.214	137 72.5	-10.4	.232*
Sex						
Male	192 36.9	24.6	-.465***	342 49.4	- 4.7	.094
Female	364 50.3	17.8	-.356***	543 61.1	- 3.9	.081
Race						
White	451 44.6	22.6	-.436	684 55.5	- 2.1	.041
Nonwhite	51 48.6	11.1	-.221	104 59.4	- 6.6	.134
Household Income						
Under 15000	66 42.6	20.6	-.396***	228 57.7	- 5.6	.112
15000 To 25000	138 45.5	18.8	-.365***	226 56.5	- 3.0	.060
25000 To 35000	100 44.4	29.7	-.563***	146 58.6	- 8.6	.173
Over 35000	121 42.3	32.2	-.599***	177 52.1	6.2	-.126
Religion						
Evangelical	110 42.6	25.7	-.487***	327 62.0	- 4.4	.092
Others	438 45.3	18.7	-.364***	539 53.3	- 1.7	.034
Political Self-Designation						
Liberal	60 30.9	28.0	-.538***	90 41.7	2.1	-.043
Moderate	231 44.1	20.0	-.387	337 54.3	- 3.0	.059
Conservative	215 51.8	18.1	-.367***	384 63.2	- 5.0	.104
Light	General Television:			Religious Television:		
	385 45.9	22.2	-.431**	385 45.9	- 3.7	.074
Heavy	171 42.2	20.3	-.391***	486 68.1	- 5.6	.121*

\*[Tau-C Significance Key: \*\*\* = < .001, \*\* = < .01, \* = < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. 3. 11

The Relationship Between Religious And General  
Television Viewing And "Increased" Church Attendance.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Overall	204 18.4	6.2	.094*	297 20.2	3.2	-.014	
Education							
LT High School	37 21.9	2.8	.023	71 24.3	-0.8	-.024	
High School Grad	83 20.0	6.6	.141*	116 22.3	3.0	-.028	
Some College Plus	83 16.1	5.2	.060	106 17.0	3.7	-.033	
Age							
18-29	50 17.4	9.6	.123	43 18.5	3.7	-.091	
30-49	97 19.3	7.9	.078	138 21.9	2.6	.003	
50-65	40 18.0	4.7	.067	77 18.2	7.3	.080	
Over 65	17 17.3	4.6	.049	39 21.3	-2.3	-.102	
Sex							
Male	66 14.3	7.6	.179**	103 16.3	5.1	.040	
Female	138 21.2	4.8	.052	194 23.2	1.1	-.041	
Race							
White	155 17.3	4.1	.056	215 18.8	0.5	-.058	
Nonwhite	28 30.1	4.4	.103	49 29.7	6.6	.055	
Household Income							
Under 15000	55 21.5	4.7	.058	95 26.1	-3.5	-.104	
15000 To 25000	51 19.2	3.0	.056	66 17.6	8.3	.104	
25000 To 35000	38 18.6	4.8	.134	46 19.7	2.5	-.103	
Over 35000	39 15.5	10.7	.242*	57 18.4	5.5	-.005	
Religion							
Evangelical	53 21.9	4.9	.139*	122 23.6	4.7	.026	
Others	145 17.0	5.7	.079	167 18.3	2.9	-.034	
Political Self-Designation							
Liberal	25 15.2	12.1	.221*	39 20.4	1.0	-.018	
Moderate	85 17.9	4.7	.083	110 19.0	2.8	-.036	
Conservative	76 20.1	4.5	.063	122 21.3	3.1	.005	
Light	General Television:			Religious Television:			
	135 18.0	5.1	.077	135 18.0	1.1	-.067	
Heavy	69 19.1	7.5	.126*	160 23.1	3.5	.006	

\* [Tau-C Significance Key: \*\*\* = &lt; .001, \*\* = &lt; .01, \* = &lt; .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.12

The Relationship Between Religious And  
General Television Viewing And Yearly  
Contribution To Local Church Over \$180.00.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	489 43.0	16.5	.325***	790 53.3	- 9.5	-.103**
Education						
LT High School	59 32.8	17.8	.381***	139 48.6	- 8.9	-.135
High School Grad	166 40.3	19.6	.365***	272 55.1	-11.5	-.173**
Some College Plus	261 48.7	20.3	.395***	370 59.1	- 9.9	-.143*
Age						
18-29	81 26.6	11.7	.329***	75 29.3	- 0.3	.107
30-49	234 46.6	14.5	.300***	348 55.2	-11.0	-.121*
50-65	126 53.6	12.1	.258***	267 63.9	-11.7	-.194**
Over 65	48 51.1	4.7	.137	100 56.2	- 9.4	-.062
Sex						
Male	231 47.5	13.8	.266***	364 55.2	-11.8	-.148*
Female	258 39.7	18.8	.373***	426 51.8	- 7.8	-.075
Race						
White	398 42.8	18.3	.352***	605 52.7	- 8.6	-.096*
Nonwhite	35 37.6	16.1	.315**	91 53.2	-12.2	-.125
Household Income						
Under 15000	80 29.7	19.4	.369***	163 44.7	- 6.4	-.067
15000 To 25000	108 38.4	20.9	.397***	194 52.4	- 7.3	-.131
25000 To 35000	107 48.4	26.8	.527***	158 64.5	-18.0	-.284**
Over 35000	149 55.4	25.5	.544***	211 65.5	- 7.1	-.125
Religion						
Evangelical	107 46.1	13.6	.265***	286 59.5	-10.5	-.202**
Others	377 42.2	17.3	.332***	494 53.6	-12.3	-.158***
Political Self-Designation						
Liberal	62 34.8	25.7	.487***	92 44.7	- 1.0	.070
Moderate	201 41.8	18.9	.354***	312 53.7	-10.6	-.131*
Conservative	189 49.6	12.0	.246***	343 60.0	-14.6	-.206**
Light	General Television:			Religious Television:		
	364 47.6	17.5	.344***	364 47.6	-14.0	-.192***
Heavy	125 33.6	18.4	.357***	421 65.1	-13.1	-.235***

\*[Tau-C Significance Key: \*\*\*= <.001, \*\*= <.01, \*= <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. 3. 13

The Relationship Between Religious And  
General Television Viewing And Frequent  
Participation In Non-worship Activities.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	216 19.3	8.2	.230***	358 24.4	- 2.2	-.088**
Education						
LT High School	27 16.0	6.9	.387***	60 20.4	0.6	-.111
High School Grad	82 19.8	6.1	.201**	122 23.5	- 1.3	-.010
Some College Plus	105 20.3	13.9	.319***	170 27.4	- 2.9	-.095
Age						
18-29	37 12.9	11.9	.356***	42 18.1	- 4.2	-.066
30-49	107 21.3	8.1	.234***	157 24.8	- 0.3	-.010
50-65	47 21.2	5.9	.161*	110 26.1	- 2.6	-.139*
Over 65	25 25.5	1.8	.148	49 26.9	- 1.0	-.128
Sex						
Male	81 17.6	6.0	.237***	135 21.4	- 3.5	-.059
Female	135 20.8	9.0	.218***	223 26.6	- 2.5	-.124**
Race						
White	172 19.2	8.5	.231***	271 23.8	- 1.9	-.096*
Nonwhite	24 25.8	6.5	.269**	34 32.7	- 4.7	-.121
Household Income						
Under 15000	48 18.8	3.1	.177**	75 20.6	0.2	-.134***
15000 To 25000	49 18.4	10.9	.322***	98 26.3	- 4.8	-.045
25000 To 35000	40 19.6	17.6	.361***	66 28.2	- 5.1	-.168
Over 35000	47 18.7	14.4	.311***	75 24.2	- 1.5	.036
Religion						
Evangelical	51 21.2	7.6	.314***	147 28.4	- 5.1	-.131*
Others	160 18.8	8.2	.177***	203 22.3	- 0.4	-.055
Political Self-Designation						
Liberal	25 13.2	8.8	.272**	38 19.9	- 2.6	-.117
Moderate	75 15.8	11.6	.290***	124 21.4	- 0.4	-.056
Conservative	92 24.4	4.8	.176***	166 29.0	- 5.6	-.136*
Light	General Television:			Religious Television:		
	157 21.0	7.4	.213***	157 21.0	- 4.7	-.162*
Heavy	59 16.3	10.4	.288***	197 28.4	- 1.7	-.075

\*[Tau-C Significance Key: \*\*\*= < .001, \*\*= < .01, \*= < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.14

Percentage Attending Church Once a Week or More Among  
Categories of Viewing of Religious Television by  
Denomination and "Fundamentalism" Categories

	-----Religious Viewing-----				CD*	N	P(Tau)
	None	Rare	Some	Freq			
	%	%	%	%			
<u>Evangelical Denominations:</u>							
Evangelicals	38.5	54.3	66.6	69.3	15.0	(905)	.001
Mainline Protestants	38.9	43.9	62.3	65.9	22.0	(824)	.001
Catholics	54.8	77.3	64.0	74.5	-2.8	(521)	.001
Other Faiths	20.6	42.9	52.6	64.3	21.4	(154)	.001
<u>Lit/Char. Scale:</u>							
High	61.3	64.9	74.3	78.7	13.8	(629)	.01
Medium	50.9	66.1	58.7	60.5	-5.6	(450)	--
Low	33.9	46.4	50.8	52.1	5.7	(736)	.001

Table IV.3.15

Percentage Making Contributions to Local Church Among Categories  
of Viewing of Religious Television, Denominational,  
and "Fundamentalism" Categories

	-----Religious Viewing-----				CD*	N	P(Tau)
	None	Rare	Some	Freq			
	%	%	%	%			
<u>Evangelical Denomination:</u>							
Evangelicals	44.3	54.9	58.9	60.4	5.5	(830)	.01
Mainline Protestants	41.0	51.0	60.6	63.9	12.9	(755)	.001
Catholics	43.0	53.1	57.5	49.0	-4.1	(486)	.01
Other Faiths	21.2	50.0	52.9	61.5	11.5	(141)	.001
<u>Lit/Char. Scale:</u>							
High	55.9	70.6	65.8	66.0	-4.6	(580)	--
Medium	44.5	52.8	48.5	50.0	-2.8	(425)	--
Low	36.1	46.9	57.9	54.7	7.8	(682)	.001

\*The differential calculation compares "rare" with "frequent" viewers.

Table IV. 3. 16

The Relationship Between Religious And  
General Television Viewing And Opposing  
A Freeze On Nuclear Weapons.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	392 35.4	7.7	.139***	375 41.7	- 6.9	-.145**
Education						
LT High School	63 37.6	1.3	.027	107 42.1	- 7.4	-.155
High School Grad	126 32.3	13.4	.276***	190 42.0	- 7.4	-.157*
Some College Plus	197 36.9	7.8	.160*	252 41.5	- 6.4	-.136
Age						
18-29	78 25.7	15.0	.332**	84 34.3	-10.4	-.249*
30-49	185 37.6	7.3	.149*	257 41.5	- 2.8	-.058
50-65	89 40.6	4.2	.084	173 46.9	- 7.8	-.158
Over 65	40 44.0	- 7.2	-.148	61 42.1	- 8.2	-.172
Sex						
Male	202 42.5	6.7	.134*	321 49.8	-14.0	-.281***
Female	190 30.1	9.1	.199***	254 34.6	- 0.2	-.005
Race						
White	332 36.6	11.2	.225***	476 44.3	- 8.1	-.167**
Nonwhite	21 23.3	7.4	.185	41 26.8	3.4	.084
Household Income						
Under 15000	77 31.7	8.8	.190*	126 42.4	-10.3	-.219**
15000 To 25000	92 33.2	5.8	.125	132 37.5	- 2.9	-.062
25000 To 35000	72 36.4	15.2	.302**	98 43.8	- 4.2	-.085
Over 35000	106 39.6	14.0	.277**	145 46.2	-11.2	-.229
Religion						
Evangelicals	80 36.4	9.0	.186*	193 44.5	- 7.7	-.096
Others	300 34.7	6.4	.136*	350 40.3	- 8.3	-.178**
Political Self-Designation						
Liberal	43 24.2	13.0	.300*	61 30.0	0.1	.001
Moderate	161 34.0	3.0	.066	203 37.5	- 6.3	-.140
Conservative	163 43.9	5.5	.109	272 51.1	-11.7	-.233**
Light	General Television:			Religious Television:		
	276 37.1	10.4	.209***	276 37.1	- 5.1	-.114
Heavy	116 32.0	5.2	.116	273 47.5	-10.3	-.208**

\*[Tau-C Significance Key: \*\*\*= < .001, \*\*= < .01, \*= < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.17

The Relationship Between Religious  
And General Television Viewing And  
Favoring Tougher Pornography Laws.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	901 76.3	4.6	.137**	1210 78.8	- 1.2	-.034
Education						
LT High School	146 77.2	- 4.3	-.116	218 76.0	- 3.0	-.078
High School Grad	346 79.3	3.4	.108	430 81.3	- 0.3	-.010
Some College Plus	404 73.9	13.2	.411***	509 78.9	- 0.1	-.005
Age						
18-29	217 71.9	- 1.3	-.031	187 74.2	- 6.2	-.131
30-49	401 74.8	7.7	.227**	522 77.2	1.6	.045
50-65	198 80.8	2.0	.066	365 83.1	- 3.3	-.111
Over 65	85 86.7	- 7.1	-.233	136 80.5	3.3	.115
Sex						
Male	338 67.9	10.7	.270***	500 73.5	- 3.5	-.080
Female	563 82.4	- 0.3	-.010	710 82.9	- 2.1	-.072
Race						
White	741 76.5	7.4	.231***	949 78.8	2.3	.072
Nonwhite	63 64.3	5.6	.127	124 72.9	- 9.6	-.221
Household Income						
Under 15000	197 72.2	3.6	.093	276 75.0	- 1.3	-.033
15000 To 25000	216 75.3	7.2	.216*	298 79.3	0.1	.005
25000 To 35000	175 82.5	0.5	.015	196 82.0	1.5	.052
Over 35000	201 75.0	14.7	.489***	260 80.7	- 3.3	-.100
Religion						
Evangelicals	183 75.0	3.1	.086	391 77.9	- 2.0	-.055
Others	701 76.5	6.8	.209**	756 79.7	- 1.3	-.038
Political Self-Designation						
Liberal	118 66.7	7.3	.179	138 68.0	3.3	.129
Moderate	390 77.5	3.6	.108	479 78.8	- 0.5	-.014
Conservative	311 78.9	5.7	.190*	493 83.4	- 3.9	-.130
Light	General Television:			Religious Television:		
	610 76.6	5.4	.162*	610 76.6	- 1.0	-.029
Heavy	291 75.6	3.8	.110	550 82.0	- 2.6	-.082

\*[Tau-C Significance Key: \*\*\*= <.001, \*\*= <.01, \*= <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. 3. 18

The Relationship Between Religious And  
General Television Viewing And Favoring The  
Death Penalty For Persons Convicted Of Murder.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.)	CD	Gamma(sig)	Light: (See note) (No.)	CD	Gamma(sig)	
	Pct.			Pct.			
Overall	817 74.5	- 3.6	-.092	1020 73.6	- 7.5	-.184***	
Education							
LT High School	132 76.7	-11.9	-.284**	179 72.5	- 6.8	-.157	
High School Grad	321 80.7	8.0	-.222*	373 80.7	- 9.6	-.261**	
Some College Plus	358 69.0	6.0	.149	423 72.9	- 6.5	-.154	
Age							
18-29	209 69.0	- 5.1	-.114	179 73.4	-13.3	-.293**	
30-49	368 76.0	- 5.7	-.149	445 75.2	- 5.1	-.126	
50-65	171 76.3	- 3.5	-.094	290 78.0	- 9.9	-.247**	
Over 65	69 81.2	- 8.5	-.236	106 75.2	0.0	.001	
Sex							
Male	393 81.9	- 3.7	-.114	515 81.6	- 4.7	-.144	
Female	424 68.8	- 2.4	-.054	505 70.3	- 6.4	-.145*	
Race							
White	676 75.3	1.3	.036	826 77.1	- 3.6	-.098	
Nonwhite	50 34.9	- 7.1	-.142	74 55.2	- 8.9	-.178	
Household Income							
Under 15000	172 69.9	- 4.5	-.103	223 70.1	- 5.9	-.134	
15000 To 25000	199 73.2	- 1.8	-.043	252 75.7	- 8.3	-.201*	
25000 To 35000	160 76.6	1.2	.035	168 76.7	0.9	.024	
Over 35000	191 75.5	4.5	.130	232 78.9	- 8.3	-.218	
Religion							
Evangelicals	174 75.3	- 6.0	-.150	322 75.8	-11.5	-.269**	
Others	633 74.5	- 2.8	-.070	651 75.8	- 6.2	-.154*	
Political Self-Designation							
Liberal	113 64.2	- 0.7	-.016	131 66.5	- 7.5	-.159	
Moderate	315 71.3	- 2.7	-.063	382 72.8	- 7.3	-.169*	
Conservative	318 84.4	- 9.5	-.288***	424 81.5	- 5.8	-.172	
Light	General Television:			Religious Television:			
	563 76.1	- 0.9	-.023	363 76.1	- 4.8	-.122	
Heavy	254 76.1	- 6.0	-.140	419 75.2	- 9.9	-.235***	

\*[Tau-C Significance Key: \*\*\*= <.001, \*\*= <.01, \*= <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]



Table IV.3.19

The Relationship Between Religious And  
General Television Viewing And Having  
Voted In The 1980 General Election.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	924 72.8	4.4	.117*	1305 79.0	-10.7	-.274***
Education						
LT High School	121 58.2	10.1	.216*	219 67.6	- 9.4	-.118
High School Grad	316 68.3	8.3	.208**	430 77.2	-11.8	-.283***
Some College Plus	481 81.8	6.2	.241**	589 86.1	- 6.9	-.240*
Age						
18-29	182 54.8	6.3	.132	181 65.6	-20.3	-.394***
30-49	435 77.0	- 1.5	-.041	354 78.5	- 7.1	-.187*
50-65	216 82.1	0.7	.023	405 86.7	-11.2	-.360***
Over 65	91 83.5	- 5.4	-.172	165 81.7	- 3.8	-.116
Sex						
Male	411 76.0	5.3	.157*	590 80.9	- 9.0	-.247**
Female	513 70.5	4.5	.114*	715 77.5	-10.9	-.268***
Race						
White	760 73.7	2.5	.065	1014 78.8	-11.3	-.285***
Nonwhite	64 59.8	20.3	.460***	146 78.5	- 9.4	-.241*
Household Income						
Under 15000	176 59.7	12.6	.276***	284 71.5	- 8.6	-.194*
15000 To 25000	217 71.4	5.2	.134	319 79.4	-12.7	-.315***
25000 To 35000	176 77.2	7.1	.226	210 83.3	-10.7	-.306*
Over 35000	243 82.9	5.0	.199	297 86.1	- 7.5	-.256
Religion						
Evangelical	171 64.5	9.5	.220**	400 74.8	- 9.8	-.229**
Others	736 75.1	5.2	.150*	829 81.4	-11.3	-.303***
Political Self-Designation						
Liberal	142 72.4	13.5	.398**	182 80.5	- 6.4	-.182
Moderate	400 74.8	2.8	.078	521 81.2	-13.0	-.335***
Conservative	315 75.4	2.4	.069	499 80.4	-10.5	-.276***
Light	General Television:			Religious Television:		
	661 77.2	4.0	.120	661 77.2	-13.5	-.318***
Heavy	263 63.7	8.1	.184**	582 81.2	- 9.4	-.258***

\*[Tau-C Significance Key: \*\*\*= <.001, \*\*= <.01, \*= <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. B. 20

The Relationship Between Religious And  
General Television Viewing And Belief  
That Premarital Sex Is "Always Wrong."

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.)			Light: (No.) Pct.	(See note)		
	Pct.	CD	Gamma(sig)		CD	Gamma(sig)	
Overall	339 28.7	31.2	.486***	690 45.6	- 2.8	-.049	
Education							
LT High School	82 43.4	23.1	.406***	191 64.1	- 8.2	-.146	
High School Grad	132 30.8	26.4	.407***	234 43.7	- 3.8	-.038	
Some College Plus	122 21.9	31.6	.534***	226 35.1	- 5.5	-.125*	
Age							
18-29	49 15.3	18.6	.309***	54 20.8	- 1.3	.019	
30-49	125 23.9	29.4	.452***	246 37.9	- 2.4	-.040	
50-65	108 44.6	20.7	.353***	257 60.6	- 5.8	-.118	
Over 65	57 58.2	18.6	.375**	133 73.5	- 5.1	-.131	
Sex							
Male	114 22.6	32.0	.494***	259 38.3	- 2.3	-.065	
Female	225 33.2	29.7	.469***	431 61.5	- 3.5	-.090*	
Race							
White	276 28.5	36.8	.568***	547 46.0	- 1.0	-.008	
Nonwhite	23 24.0	19.7	.382***	69 42.1	- 8.8	-.196*	
Household Income							
Under 15000	99 36.3	24.7	.381***	209 56.6	-10.6	-.166**	
15000 To 25000	76 26.3	33.5	.536***	173 45.5	- 4.1	-.086	
25000 To 35000	60 28.4	30.4	.534***	93 40.9	- 3.1	-.045	
Over 35000	36 20.4	35.6	.561***	107 32.7	- 0.5	.056	
Religion							
Evangelical	106 42.4	23.1	.375***	317 63.0	-12.2	-.221***	
Others	230 25.2	30.2	.489***	337 35.9	3.0	.044	
Political Self-Designation							
Liberal	32 16.9	34.4	.590***	62 29.7	0.1	.025	
Moderate	107 21.5	36.9	.539***	228 38.9	0.7	-.025	
Conservative	156 39.7	22.5	.374***	323 54.7	- 7.2	-.099	
Light	General Television:			Religious Television:			
	224 28.2	36.8	.554***	224 28.2	1.5	-.004	
Heavy	115 29.7	23.3	.390***	433 65.0	-12.0	-.210***	

\*[Tau-C Significance Key: \*\*\* < .001, \*\* < .01, \* < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.21

The Relationship Between Religious And  
General Television Viewing And Belief  
That Extramarital Sex Is "Always Wrong."

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	CD	Gamma (sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Overall	970 78.9	10.5	.371***	1331 84.1	0.0	-.004	
Education							
LT High School	180 90.9	1.0	.066	293 94.2	- 5.7	-.359*	
High School Grad	369 82.9	7.3	.303**	468 87.2	- 1.2	-.052	
Some College Plus	413 71.7	14.3	.391***	514 77.1	- 0.2	-.009	
Age							
18-29	260 81.0	- 0.4	-.009	211 79.9	1.5	.034	
30-49	405 73.8	14.6	.440***	542 80.2	- 0.3	-.009	
50-65	212 83.8	7.0	.299*	396 88.0	0.7	.031	
Over 65	93 87.7	5.9	.335	182 94.3	- 6.3	-.383*	
Sex							
Male	393 75.4	12.0	.362***	573 81.7	- 4.2	-.131	
Female	577 81.5	9.1	.359***	758 85.9	1.1	.041	
Race							
White	799 80.0	12.0	.470***	1053 84.9	1.7	.067	
Nonwhite	74 71.8	8.8	.235	134 78.4	- 1.6	-.045	
Household Income							
Under 15000	245 84.8	3.3	.133	347 89.4	- 5.4	-.231*	
15000 To 25000	245 81.9	10.3	.437***	341 85.9	3.3	.149	
25000 To 35000	167 76.6	11.1	.364**	198 81.1	- 0.6	-.020	
Over 35000	199 70.3	18.5	.495***	252 76.4	0.9	.019	
Religion							
Evangelicals	218 84.5	6.0	.272*	473 90.8	- 5.5	-.259***	
Others	734 77.4	11.5	.379***	794 80.6	3.4	.108	
Political Self-Designation							
Liberal	119 63.3	19.0	.406***	148 69.2	4.7	.119	
Moderate	416 79.2	10.2	.357***	518 83.4	1.2	.028	
Conservative	350 86.2	4.7	.227*	539 89.1	- 1.2	-.049	
Light	General Television:			Religious Television:			
	643 77.9	13.6	.489***	643 77.9	3.0	.079	
Heavy	327 80.9	5.7	.199*	639 91.5	- 4.9	-.246**	

\*[Tau-C Significance Key: \*\*\*= < .001, \*\*= < .01, \*= < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. 3. 22

The Relationship Between Religious And  
General Television Viewing And Belief  
That Homosexuality Is "Always Wrong."

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	793 69.6	19.9	.562***	1179 78.8	2.8	.083
Education						
LT High School	162 83.9	7.9	.367**	280 91.2	- 4.2	-.213
High School Grad	329 78.1	10.3	.345***	427 83.7	- 0.6	-.022
Some College Plus	297 97.2	31.5	.692***	420 68.0	4.9	.116
Age						
18-29	207 67.0	9.3	.322*	167 63.7	8.6	.201*
30-49	316 64.0	24.6	.606***	472 74.8	2.0	.040
50-65	185 76.8	14.2	.501***	368 86.0	0.0	.006
Over 65	87 88.8	6.9	.472*	172 94.0	- 0.8	-.069
Sex						
Male	336 68.0	20.4	.552***	516 76.8	2.2	.063
Female	459 70.8	19.3	.562***	663 80.5	2.3	.070
Race						
White	641 69.1	21.9	.624***	914 78.7	2.2	.066
Nonwhite	70 72.2	11.8	.354*	133 80.1	1.1	.030
Household Income						
Under 15000	214 77.3	13.0	.462***	318 84.8	1.1	.042
15000 To 25000	193 69.2	20.1	.566***	301 80.7	- 1.7	-.048
25000 To 35000	147 71.4	14.3	.398***	183 78.9	- 5.8	-.135
Over 35000	146 58.2	31.4	.694***	208 68.0	7.6	.167
Religion						
Evangelical	201 82.7	9.3	.414***	459 90.5	- 3.4	-.160
Others	582 66.2	21.0	.540***	666 72.4	6.2	.153**
Political Self-Designation						
Liberal	98 35.1	28.0	.595***	131 64.5	6.0	.162
Moderate	310 65.1	23.2	.576***	434 75.3	3.1	.060
Conservative	307 79.7	12.2	.475***	497 85.4	2.6	.119
Light	General Television:			Religious Television:		
	522 68.1	22.2	.611***	322 68.1	4.5	.100
Heavy	273 72.6	15.9	.472***	611 90.3	- 1.8	-.094

\*[Tau-C Significance Key: \*\*\* = < .001, \*\* = < .01, \* = < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. 3.23

The Relationship Between Religious And General  
Television Viewing And Opposing Legalized Abortion.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Overall	399 38.3	29.1	.539***	651 50.3	5.5	.109*	
Education							
LT High School	92 57.9	19.1	.419***	180 71.7	- 2.2	-.053	
High School Grad	177 47.3	20.2	.396***	237 56.0	3.1	.063	
Some College Plus	129 25.6	29.8	.563***	200 35.7	0.9	.020	
Age							
18-29	104 36.1	29.9	.550***	92 39.0	12.2	.243*	
30-49	162 34.5	26.5	.495***	250 44.2	4.3	.086	
50-65	89 43.2	27.9	.528***	208 59.6	4.4	.094	
Over 65	44 55.0	19.1	.401**	101 70.6	- 6.4	-.147	
Sex							
Male	157 36.0	28.6	.529***	264 47.4	3.8	.076	
Female	242 39.9	29.0	.540**	387 52.6	5.4	.108	
Race							
White	333 39.3	29.8	.552***	505 50.2	6.1	.121*	
Nonwhite	34 37.4	20.4	.393**	75 50.7	1.3	.026	
Household Income							
Under 15000	122 50.6	22.9	.460***	193 62.9	3.0	.065	
15000 To 25000	105 42.2	21.1	.406***	170 54.7	- 4.5	-.089	
25000 To 35000	66 36.5	20.9	.402***	86 43.7	2.8	.057	
Over 35000	65 25.4	32.8	.607***	99 34.0	9.2	.192	
Religion							
Evangelical	97 44.7	27.5	.526***	272 65.1	- 3.9	-.083	
Others	297 36.8	26.3	.492***	343 42.4	11.0	.218***	
Political Self-Designation							
Liberal	45 24.6	29.0	.560***	68 34.3	2.4	.052	
Moderate	135 31.4	31.9	.581***	212 42.7	9.0	.180**	
Conservative	163 47.7	25.9	.507***	294 60.6	2.6	.055	
Light	General Television: 249 36.1	31.4	.573***	Religious Television: 249 36.1	6.4	.134*	
Heavy	150 42.5	24.8	.472***	372 67.5	- 0.2	.005	

\*[Tau-C Significance Key: \*\*\* = <.001, \*\* = <.01, \* = <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. 3. 24

Percent of Light and Heavy Religious Television Viewers  
Scoring "High" on "Traditional Sexual Values" (Tradval) Index.

Control Variable	<u>Religious TV Viewing</u>		C. D.	Gamma
	Light %	Heavy %		
Total	29	58	+29	.55***
<u>Political Self-Designation:</u>				
Liberal	19	49	+30	.60***
Moderate	22	53	+31	.59***
Conservative	37	65	+28	.52***
<u>Education:</u>				
Less than High School	46	66	+20	.39***
High School Grad	34	46	+12	.45***
Some College and More	19	49	+30	.60***
<u>Age:</u>				
Young (18-35)	23	45	+22	.47***
Middle (36-55)	27	59	+32	.58***
Older (56-89)	44	64	+20	.39***
<u>Sex:</u>				
Male	24	53	+19	.56***
Female	32	61	+29	.53***
<u>Church Attendance:</u>				
Less than Weekly	12	38	+26	.63***
Weekly or More	49	66	+17	.36***

Significance Key: \* <.05 \*\*<.01 \*\*\*<.001

Table IV.3.25

Percent of Light and Heavy General Television Viewers  
Scoring "High" on "Traditional Sexual Values" (Tradval) Index

Control Variable	<u>General TV Viewing</u>		C. D.	Gamma
	Light %	Heavy %		
Total	43	44	+ 1	.02
<u>Political Self-Designation:</u>				
Liberal	29	32	- 3	.08
Moderate	36	39	+ 3	.00
Conservative	52	51	- 1	-.01
<u>Education:</u>				
Less than High School	63	57	- 4	-.11
High School Grad	47	46	- 1	.00
Some College and More	31	27	- 4	-.09
<u>Age:</u>				
Young (18-35)	28	32	+ 4	.07
Middle (36-55)	43	44	+ 1	.04
Older (56-89)	61	55	- 6	.12
<u>Sex:</u>				
Male	37	37	0	.00
Female	47	47	0	-.01
<u>Church Attendance:</u>				
Less than Weekly	19	25	+ 6	.17*
Weekly or More	60	59	- 1	-.00

Significance Key: \* <.05 \*\*<.01 \*\*\*<.001

Table IV. 3. 26

Percent of Light, Medium and Heavy Television  
Ministry Viewers Scoring "High" on "Traditional  
Sexual Values" (Tradval) Index

Control Variable	<u>Television Ministry Viewing</u>			C. D.	Gamma
	Light	Medium	Heavy		
Total	29	52	69	+40	.49***
<u>Political Self-Designation:</u>					
Liberal	19	41	58	+39	.54***
Moderate	23	45	65	+42	.51***
Conservative	36	58	76	+40	.48***
<u>Education:</u>					
Less than High School	45	63	76	+31	.38***
High School Grad	33	51	67	+34	.42***
Some College and More	17	41	60	+43	.57***
<u>Age:</u>					
Young (18-35)	21	39	58	+37	.46***
Middle (36-55)	26	51	71	+45	.54***
Older (56-89)	47	60	72	+25	.30***
<u>Sex:</u>					
Male	23	47	65	+42	.53***
Female	33	54	70	+37	.46***
<u>Church Attendance:</u>					
Less than Weekly	14	31	43	+29	.49***
Weekly or More	47	62	77	+30	.36***

Significance Key: \* <.05 \*\*<.01 \*\*\*<.001



Table IV.3.27

The Relationship Between Religious And  
General Television Viewing And Belief That  
Women Are Happiest When They Are At Home.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	708 62.8	16.8	.396***	998 68.9	6.8	.170***
Education						
LT High School	138 84.5	0.2	.006	230 85.9	- 2.6	-.101
High School Grad	281 69.6	12.6	.337***	345 73.7	5.5	.152
Some College Plus	262 49.8	19.0	.380***	331 55.0	6.3	.128
Age						
18-29	130 50.5	17.1	.343**	122 50.2	11.5	.230*
30-49	296 58.6	18.4	.405***	397 63.6	10.1	.232**
50-65	183 76.6	4.6	.139	328 79.2	2.3	.070
Over 65	79 91.9	- 3.9	-.212	151 89.9	- 2.0	-.100
Sex						
Male	320 66.0	14.0	.347***	457 70.5	7.2	.184*
Female	388 60.4	19.0	.432***	541 67.5	7.3	.176**
Race						
White	568 62.5	18.9	.448***	781 68.9	7.4	.184**
Nonwhite	63 64.3	10.7	.250	110 69.6	4.6	.114
Household Income						
Under 15000	194 74.3	8.0	.233*	274 76.8	5.3	.162
15000 To 25000	166 60.4	19.6	.449***	257 70.4	0.4	.009
25000 To 35000	118 60.8	16.0	.361**	140 65.4	5.4	.122
Over 35000	143 52.6	20.9	.429***	181 57.8	7.4	.155
Religion						
Evangelical	175 72.3	6.8	.184*	362 75.7	3.4	.096
Others	518 60.0	20.0	.453***	579 64.4	9.3	.216***
Political Self-Designation						
Liberal	104 58.4	20.4	.452***	128 64.6	6.3	.142
Moderate	281 58.7	17.2	.379***	358 62.7	10.6	.241***
Conservative	262 69.5	11.3	.297***	417 75.0	2.7	.074
Light	General Television:			Religious Television:		
	453 59.8	18.8	.423***	453 59.8	9.3	.202**
Heavy	255 69.1	11.9	.313***	502 78.6	2.4	.077

\*[Tau-C Significance Key: \*\*\* = < .001, \*\* = < .01, \* = < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

- Table IV.3.28

Percent of Light and Heavy Religious  
Television Viewers Scoring "High" On "Traditional  
Female Role" (Tradfem) Index

Control Variable	<u>Religious TV Viewing</u>		C. D. %	Gamma %
	Light %	Heavy %		
Total	28	51	+23	.42***
<u>Political Self-Designation:</u>				
Liberal	18	40	+22	.50***
Moderate	23	46	+23	.43***
Conservative	36	57	+21	.38***
<u>Education:</u>				
Less than High School	52	61	+ 9	.16
High School Grad	32	50	+18	.34***
Some College and More	16	41	+25	.44***
<u>Age:</u>				
Young (18-35)	18	35	+17	.38***
Middle (36-55)	28	50	+22	.38***
Older (56-89)	52	61	+ 9	.15*
<u>Sex:</u>				
Male	30	51	+21	.34***
Female	26	51	+25	.45***
<u>Church Attendance:</u>				
Less than Weekly	22	46	+24	.45***
Weekly or More	35	54	+19	.33***

Significance Key: \* <.05 \*\*<.01 \*\*\*<.001

Table IV. 3. 29

The Relationship Between Religious And General  
Television Viewing And Belief That Women Should  
Not Work If They Are "Supported By Their Husbands."

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Overall	376 32.8	22.9	.442***	617 42.9	2.6	.052	
Education							
LT High School	99 54.4	11.8	.243**	180 65.9	- 8.0	-.170	
High School Grad	167 39.7	14.4	.283***	233 47.2	- 1.4	-.027	
Some College Plus	107 20.0	25.7	.543***	176 28.5	3.1	.073	
Age							
18-29	74 24.1	14.7	.332**	64 25.7	5.6	.136	
30-49	141 27.5	21.2	.428***	227 36.0	1.2	.024	
50-65	107 44.4	16.5	.323***	214 53.4	3.8	.077	
Over 65	54 62.1	8.4	.187	112 71.3	- 7.4	-.169	
Sex							
Male	169 35.0	21.9	.421***	273 43.3	3.9	.078	
Female	207 31.2	23.9	.461***	344 42.6	2.1	.043	
Race							
White	302 32.5	26.0	.491***	470 41.9	6.1	.124*	
Nonwhite	30 31.3	12.3	.259	78 48.8	-16.5	-.332**	
Household Income							
Under 15000	132 49.3	14.7	.294***	210 60.7	- 5.4	-.111	
15000 To 25000	92 33.5	19.1	.377***	155 43.5	- 0.1	-.002	
25000 To 35000	48 23.8	29.5	.571***	81 37.0	- 7.2	-.160	
Over 35000	54 19.4	23.2	.510***	85 26.5	1.1	.028	
Religion							
Evangelical	90 37.8	16.9	.330***	247 53.2	-10.2	-.204**	
Others	277 31.2	25.5	.486	338 37.3	9.7	.197***	
Political Self-Designation							
Liberal	38 20.5	24.9	.525***	60 28.7	3.3	.078	
Moderate	130 26.9	23.2	.465***	204 36.4	2.6	.056	
Conservative	159 42.1	20.6	.397***	281 52.2	2.2	.043	
Light	General Television:			Religious Television:			
	229 29.8	29.0	.542***	229 29.8	9.1	.200**	
Heavy	147 38.9	12.5	.248***	366 58.8	- 7.4	-.150*	

\*[Tau-C Significance Key: \*\*\* = <.001, \*\* = <.01, \* = <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. 3. 30

Percent of Light and Heavy General Television Viewers  
Scoring "High" on "Traditional Female Role" (Tradfem) Index

Control Variable	<u>General TV Viewing</u>		C. D.	Gamma
	Light	Heavy		
Total	39	41	+ 2	.09*
<u>Political Self-Designation:</u>				
Liberal	28	24	- 4	.06
Moderate	31	36	+ 5	.15*
Conservative	47	48	+ 1	.05
<u>Education:</u>				
Less than High School	62	54	- 8	-.15
High School Grad	41	41	0	.01
Some College and More	24	27	+ 3	.09
<u>Age:</u>				
Young (18-35)	21	25	+ 4	.17**
Middle (36-55)	38	41	+ 3	.07
Older (56-89)	59	57	- 2	-.04
<u>Sex:</u>				
Male	38	43	+ 5	.12
Female	39	40	+ 1	.08
<u>Church Attendance:</u>				
Less than Weekly	29	35	+ 6	.21**
Weekly or More	46	46	0	.01

Significance Key: \* <.05 \*\*<.01 \*\*\*<.001

Table IV. 3. 31

Percent of Light, Medium and Heavy Television  
Ministry Viewers Scoring "High" on "Traditional  
Female Role" (Tradfem) Index

Control Variable	<u>Television Ministry Viewing</u>			C. D.	Gamma
	Light	Medium	Heavy		
Total	29	47	54	+25	.33***
<u>Political Views:</u>					
Liberal	19	34	46	+27	.38***
Moderate	23	42	48	+25	.37***
Conservative	38	52	61	+23	.27***
<u>Education:</u>					
Less than High School	52	58	69	+17	.18**
High School Grad	32	47	50	+18	.24***
Some College and More	15	36	44	+29	.40***
<u>Age:</u>					
Young (18-35)	16	34	35	+19	.37***
Middle (36-55)	30	43	56	+26	.28***
Older (56-89)	54	60	61	+ 7	.09
<u>Sex:</u>					
Male	31	46	60	+29	.34***
Female	28	47	52	+24	.34***
<u>Church Attendance:</u>					
Less than Weekly	23	43	49	+26	.37***
Weekly or More	38	49	57	+19	.24***

Significance Key: \* <.05 \*\*<.01 \*\*\*<.001

Table IV.3.32

The Relationship Between Religious And General  
Television Viewing And Having A "Great Deal" Of  
Confidence In The People Running The Local Church.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	Cd	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	197 13.9	1.2	-.022	1046 66.2	3.2	.056
Education						
LT High School	44 22.1	1.2	.011	233 74.6	3.1	.077
High School Grad	74 16.3	- 0.9	-.040	359 67.1	3.6	.064
Some College Plus	76 13.1	- 1.5	-.106	390 60.2	- 1.2	-.034
Age						
18-29	92 16.0	4.3	.021	145 56.0	3.8	.058
30-49	70 12.6	1.0	-.046	414 61.3	4.4	.085
50-65	53 20.6	- 2.8	-.061	332 73.6	- 1.2	-.041
Over 65	22 21.4	- 0.8	-.041	155 79.9	4.5	.131
Sex						
Male	81 15.3	2.8	.021	418 60.2	2.8	.049
Female	116 16.2	0.3	-.056	628 71.0	1.3	.017
Race						
White	166 16.4	- 0.7	-.049	804 65.6	2.6	.049
Nonwhite	17 17.0	3.4	.048	121 67.2	6.2	.102
Household Income						
Under 15000	62 21.7	- 1.6	-.041	267 70.6	3.8	.072
15000 To 25000	51 16.8	0.3	-.027	258 66.5	5.2	.094
25000 To 35000	26 11.6	1.3	-.009	161 65.4	-10.4	-.173
Over 35000	37 12.8	0.1	-.155	188 57.0	3.6	.065
Religion						
Evangelicals	44 17.0	0.0	-.049	397 75.3	- 0.9	-.047
Others	148 15.4	1.8	-.004	582 60.4	6.7	.126**
Political Self-Designation						
Liberal	32 16.4	7.4	.130	131 62.1	- 2.3	-.047
Moderate	89 16.9	- 1.1	-.024	383 62.1	5.8	.117
Conservative	62 15.1	1.1	-.048	423 70.6	3.9	.075
Light	General Television:			Religious Television:		
	121 14.3	0.7	-.061	454 56.8	4.0	.056
Heavy	76 19.1	0.8	.013	536 75.9	0.0	-.010

\*[Tau-2 Significance Key: \*\*\* = <.001, \*\* = <.01, \* = <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. 3. 33

The Relationship Between Religious And General  
Television Viewing And Having A "Great Deal" Of  
Confidence In The People Running Organized Religion.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Overall	329 27.5	14.8	.255***	519 33.5	3.9	.029	
Education							
LT High School	49 27.1	18.4	.311***	108 36.5	6.8	.071	
High School Grad	129 29.7	11.2	.216***	184 35.7	- 1.0	-.022	
Some College Plus	149 26.1	15.3	.263***	198 30.1	5.6	.047	
Age							
18-29	74 23.0	15.7	.319***	71 26.5	2.1	.016	
30-49	139 26.0	14.3	.259***	205 30.4	6.1	.071	
50-65	79 32.9	9.6	.135*	164 38.7	1.7	-.01	
Over 65	37 37.8	10.7	.190	79 42.9	3.6	.012	
Sex							
Male	114 22.4	18.2	.302	204 29.3	5.8	.030	
Female	215 31.4	11.9	.218***	315 36.9	1.6	.010	
Race							
White	266 27.3	16.8	.284***	402 33.5	4.8	.044	
Nonwhite	26 26.0	11.2	.281**	58 32.0	2.7	-.038	
Household Income							
Under 15000	86 31.5	11.2	.210***	146 40.1	- 3.3	-.099	
15000 To 25000	83 28.3	15.4	.291***	125 32.7	9.1	.099	
25000 To 35000	54 25.0	14.3	.234**	75 31.0	- 1.9	-.054	
Over 35000	67 23.9	18.8	.266**	95 29.0	5.4	.063	
Religion							
Evangelicals	70 27.9	16.1	.267***	196 38.7	1.2	-.015	
Others	254 27.5	13.4	.245***	291 30.5	5.6	.061	
Political Self-Designation							
Liberal	47 25.3	15.2	.306***	66 31.1	2.5	.031	
Moderate	127 24.9	21.5	.338***	207 33.8	3.0	.015	
Conservative	124 31.5	6.5	.112**	195 33.4	5.1	.041	
Light	General Television:			Religious Television:			
	217 26.9	14.3	.248***	217 26.9	2.0	-.018	
Heavy	112 28.9	15.0	.265***	275 41.1	2.8	.027	

\*[Tau-C Significance Key: \*\*\* = <.001, \*\* = <.01, \* = <.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.34

The Relationship Between Religious And General  
Television Viewing And Having A "Great Deal"  
Of Confidence In The People Running Science.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (No.)	(See note)		Light: (No.)	(See note)		
	Pct.	CD	Gamma(sig)	Pct.	CD	Gamma(sig)	
Overall	491 42.8	- 7.9	-.136*	607 41.5	- 6.6	-.145*	
Education							
LT High School	34 33.1	- 2.3	.025*	73 29.3	4.9	.090*	
High School Grad	153 36.6	- 6.1	-.078*	175 35.4	- 4.7	-.115*	
Some College Plus	278 49.9	- 4.7	-.109*	326 50.5	- 8.9	-.188*	
Age							
18-29	137 43.2	-17.1	-.280*	118 44.2	-13.9	-.281*	
30-49	221 42.1	- 4.9	-.076*	279 42.6	- 6.6	-.152*	
50-65	100 43.7	- 7.9	-.130*	162 40.6	- 5.3	-.122*	
Over 65	33 42.9	- 9.4	-.192*	48 34.3	4.3	.123*	
Sex							
Male	256 50.6	-12.8	-.222*	319 47.8	- 8.8	-.188*	
Female	235 36.6	- 3.4	-.059*	288 36.3	- 3.5	-.092*	
Race							
White	404 43.0	- 5.4	-.098*	478 42.0	- 3.7	-.094*	
Nonwhite	26 27.1	8.3	.195*	59 35.5	- 4.5	-.149*	
Household Income							
Under 15000	85 34.0	- 3.9	-.042*	103 31.4	0.5	-.029*	
Household Income 15000 To 25000	115 41.7	- 5.8	-.068*	146 40.6	- 5.2	-.114*	
25000 To 35000	83 39.2	- 3.0	-.075*	98 42.1	-13.0	-.266*	
Over 35000	150 52.8	- 7.0	-.192*	174 51.9	- 7.2	-.107*	
Religion							
Evangelicals	79 33.9	- 0.8	-.020*	164 35.6	- 6.0	-.103*	
Others	402 45.0	- 8.5	-.149*	404 44.0	- 6.4	-.151*	
Political Self-Designation							
Liberal	76 41.5	- 4.4	-.120	29 13.1	10.1	.256**	
Moderate	229 45.7	-11.2	-.179**	76 12.0	16.3	.372***	
Conservative	152 41.3	- 5.1	-.102	64 10.6	19.6	.379***	
Light	General Television:			Religious Television:			
	349 44.5	- 7.0	-.149*	349 44.5	- 5.4	-.156*	
Heavy	142 39.1	- 7.7	-.072*	230 37.5	- 6.1	-.093*	

\*[Tau-C Significance Key: \*\*\* = < .001, \*\* = < .01, \* = < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]



Table IV. 3.35

The Relationship Between Religious And  
General Television Viewing And Having A "Great  
Deal" Of Confidence In The People Running Medicine.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Return Overall	507 41.1	0.0	-.009	659 41.5	- 1.0	-.047	
Education							
LT High School	59 30.7	12.6	.231	108 35.9	6.3	.104	
High School Grad	186 41.3	- 3.5	-.059	209 39.4	0.3	-.043	
Some College Plus	257 44.2	- 1.3	-.024	305 45.0	- 5.2	-.100	
Age							
18-29	155 47.4	- 8.4	-.125	128 47.2	- 5.3	-.115	
30-49	214 38.6	3.8	.042	284 41.3	- 2.5	-.077	
50-65	97 39.0	- 1.8	-.020	166 37.6	0.6	-.012	
Over 65	41 39.8	8.0	.140	81 42.9	4.1	.029	
Sex							
Male	227 42.6	- 3.3	-.061	292 41.2	0.3	-.045	
Female	280 39.9	2.2	.024	367 41.7	- 1.7	-.051	
Race							
White	436 43.5	- 1.1	-.038	532 42.8	0.3	-.019	
Nonwhite	26 24.5	14.2	.309	61 34.5	1.1	-.025	
Household Income							
Under 15000	119 42.8	- 1.5	.010	160 42.8	- 2.0	-.081	
15000 To 25000	110 36.8	5.1	.077	147 37.5	4.6	.091	
25000 To 35000	89 39.4	0.5	-.067	97 38.8	2.1	.020	
Over 35000	137 47.6	- 6.1	-.124	157 46.4	- 4.6	-.085	
Religion							
Evangelicals	119 40.9	1.5	.039	227 41.3	1.4	.015	
Others	377 40.9	- 1.2	-.036	389 41.0	- 1.0	-.075	
Political Self-Designation							
Liberal	63 32.1	9.9	.092	80 36.2	1.9	-.001*	
Moderate	240 46.0	- 5.7	-.106	274 43.6	- 0.8	-.012	
Conservative	164 40.7	- 0.5	-.018	246 41.6	- 3.5	-.118	
Light	General Television:			Religious Television:			
	350 42.1	- 1.4	-.048	350 42.1	- 3.0	-.105	
Heavy	157 39.1	2.5	.066	279 40.7	0.9	.010	

\*[Tau-C Significance Key: \*\*\* < .001, \*\* < .01, \* < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.36

The Relationship Between Religious And General  
Television Viewing And Having A "Great Deal"  
Of Confidence In The People Running The Government.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Overall	135 10.9	4.9	.076*	226 14.0	- 1.7	-.106***	
Education							
LT High School	28 14.4	0.4	.073	31 16.5	- 3.4	-.031	
High School Grad	47 10.3	4.9	.107*	72 13.3	- 1.4	-.127*	
Some College Plus	39 10.1	3.9	.096	83 12.3	- 0.1	-.084	
Age							
18-29	28 8.6	1.6	.037	24 8.9	0.1	-.101	
30-49	48 8.6	3.3	-.003	60 11.4	- 2.7	-.196**	
50-65	35 13.7	2.8	.101	79 17.5	- 3.2	-.098	
Over 65	24 23.1	0.1	.013	43 22.9	- 0.7	.033	
Sex							
Male	58 11.0	8.0	.131*	108 15.1	- 0.2	-.168**	
Female	77 10.8	2.5	.048	118 13.2	- 2.0	-.059	
Race							
White	110 10.8	3.8	.109**	174 13.9	- 0.2	-.084*	
Nonwhite	9 8.9	2.3	.128	23 12.6	- 4.0	-.211*	
Household Income							
Under 15000	38 13.3	1.8	.114	38 13.3	- 1.8	-.104	
15000 To 25000	32 10.5	2.4	.042	49 12.3	- 1.2	-.043	
25000 To 35000	22 9.9	8.8	.211*	33 13.2	0.2	-.187*	
Over 35000	25 8.7	8.1	.041	39 11.4	- 0.1	.062	
Religion							
Evangelicals	37 14.5	1.2	.001	86 16.4	- 2.7	-.116*	
Others	95 9.9	4.8	.113**	118 11.9	- 0.2	-.079	
Political Self-Designation							
Liberal	13 6.7	7.8	.085	25 11.4	- 1.5	-.087	
Moderate	60 11.5	- 2.7	.021	78 12.3	- 2.1	-.029	
Conservative	46 11.1	5.8	.098	97 15.9	- 3.7	-.131	
Light	General Television:			Religious Television:			
	91 10.8	3.8	.087*	91 10.8	0.2	-.108*	
Heavy	44 11.0	2.5	.085	115 16.6	- 3.1	-.093*	

\*[Tau-C Significance Key: \*\*\* < .001, \*\* < .01, \* < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.37

The Relationship Between Religious And General  
Television Viewing And Having A "Great Deal"  
Of Confidence In The People Running The Press.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.) Pct.	Cd	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)	
Overall	197 15.9	1.2	-.022	242 15.0	4.5	.075*	
Education							
LT High School	44 22.1	1.2	.011	66 21.5	2.6	.092	
High School Grad	74 16.3	- 0.9	-.040	79 14.5	3.3	.058	
Some College Plus	76 13.1	- 1.5	-.106	75 11.1	5.1	.065	
Age							
18-29	52 16.0	4.3	.021	42 15.4	4.8	.004	
30-49	70 12.6	1.0	-.046	92 13.3	1.1	.028	
50-65	53 20.6	- 2.8	-.061	77 16.8	5.2	.137*	
Over 65	22 21.4	- 0.8	-.041	31 16.4	14.5	.129	
Sex							
Male	81 15.3	2.8	.021	114 15.9	3.9	.093	
Female	116 16.2	0.3	-.056	128 14.3	5.1	.060	
Race							
White	166 16.4	- 0.7	-.049	182 14.5	5.1	.090*	
Nonwhite	17 17.0	3.4	.048	35 19.7	0.4	-.015	
Household Income							
Under 15000	62 21.7	- 1.6	-.041	73 19.2	3.1	.047	
15000 To 25000	51 16.8	0.3	-.027	63 15.9	2.4	.099	
25000 To 35000	26 11.6	1.3	-.009	30 12.0	0.3	-.032	
Over 35000	37 12.8	0.1	-.155	36 10.6	10.5	.112	
Religion							
Evangelicals	44 17.0	0.0	-.049	88 17.0	- 0.1	.021	
Others	148 15.4	1.8	-.004	131 13.1	7.9	.126**	
Political Self-Designation							
Liberal	32 16.4	7.4	.130	36 16.1	10.5	.122	
Moderate	89 16.9	- 1.1	-.024	102 16.1	1.7	.058	
Conservative	62 15.1	1.1	-.048	83 13.6	6.6	.102	
Light	General Television:			Religious Television:			
	121 14.3	0.7	-.061	121 14.3	4.8	.053	
Heavy	76 19.1	0.8	.013	104 15.0	4.9	.118*	

\*[Tau-C Significance Key: \*\*\* = < .001, \*\* = < .01, \* = < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.38

The Relationship Between Religious And General  
Television Viewing And Having A "Great Deal"  
Of Confidence In The People Running Television.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.)			Light: (See note) (No.)			
	Pct.	CD	Gamma(sig)	Pct.	CD	Gamma(sig)	
Overall	194 19.6	4.8	.101**	194 12.1	16.0	.339***	
Education							
LT High School	50 24.8	5.3	.073	31 16.3	24.8	.414***	
High School Grad	83 18.5	- 2.3	-.043	66 12.3	12.2	.275***	
Some College Plus	61 10.5	3.4	.122*	61 9.1	9.2	.317***	
Age							
18-29	54 16.6	3.4	.013	38 14.0	8.6	.168*	
30-49	69 12.4	5.7	.111*	71 10.2	14.6	.383***	
50-65	46 18.0	3.2	.099	58 12.9	19.0	.347***	
Over 65	25 24.0	- 0.3	.088	27 14.3	21.4	.405***	
Sex							
Male	79 15.0	3.9	.107*	85 12.0	16.2	.312***	
Female	115 16.1	5.1	.085*	109 12.1	16.0	.342***	
Race							
White	157 15.5	2.3	.051	139 11.1	15.7	.335***	
Nonwhite	20 19.0	7.9	.194*	30 16.6	16.9	.317***	
Household Income							
Under 15000	74 25.6	1.2	.024	68 17.7	17.8	.331***	
15000 To 25000	40 13.3	7.0	.113	42 10.7	15.9	.320***	
25000 To 35000	34 15.2	0.1	.091	31 12.5	8.6	.262**	
	27 9.4	1.5	.004	29 8.6	6.0	.315***	
Religion							
Evangelicals	47 17.9	2.2	.061	68 13.0	16.8	.324***	
Others	145 15.2	5.4	.092*	109 11.0	16.5	.363***	
Political Self-Designation							
Liberal	23 11.9	12.2	.253**	29 13.1	10.1	.256**	
Moderate	89 16.7	3.0	.079	76 12.0	16.3	.372***	
Conservative	64 15.8	3.4	.059	64 10.6	19.6	.379***	
Light	General Television:			Religious Television:			
	93 11.1	1.6	.086*	93 11.1	13.9	.369***	
Heavy	101 25.0	5.8	.051	88 12.7	18.1	.323***	

\*[Tau-C Significance Key: \*\*\* = C.001, \*\* = C.01, \* = C.05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV. 3.39

The Relationship Between Religious And  
General Television Viewing And Belief That  
"You Can't Be Too Careful" In Dealing With People.

Control Variable	Religious Television Viewers			General Television Viewers		
	Light: (See note) (No.) Pct.	CD	Gamma(sig)	Light: (See note) (No.) Pct.	CD	Gamma(sig)
Overall	624 50.6	9.3	.186*	811 51.4	10.7	.217*
Education						
LT High School	133 66.8	6.4	.150*	222 70.9	0.5	.011*
High School Grad	251 55.3	- 1.1	-.023*	283 52.2	6.4	.130*
More Than College	236 41.3	11.2*	.221	274 41.4	15.3	.299*
Age						
18-29	179 56.3	6.0	.124*	136 52.9	12.2	.248*
30-49	258 46.7	7.4	.148*	311 45.7	14.0	.274*
50-65	125 48.3	12.9	.257*	240 53.2	8.5	.172*
Over 65	62 60.8	6.3	.137*	124 64.9	- 0.4	-.009*
Sex						
Male	254 48.7	2.5	.050*	327 47.0	10.0	.199*
Female	370 52.1	12.6	.255*	484 54.8	9.6	.198*
Race						
White	490 48.8	5.2	.103*	591 47.7	10.1	.199*
Nonwhite	74 70.5	4.5	.114*	126 72.0	4.3	.112*
Household Income						
Under 15000	179 61.7	8.8	.194*	235 61.0	12.5	.279*
15000 To 25000	152 51.9	7.3	.148*	216 55.4	2.2	.045*
25000 To 35000	108 48.2	4.0	.079*	116 46.8	8.9	.176*
Over 35000	110 38.9	2.1	.044*	124 37.2	11.2	.225*
Religion						
Evangelicals	161 61.7	4.2	.090*	314 60.2	11.6	.256*
Others	448 47.2	6.8	.135*	455 46.2	10.3	.204*
Political Self-Designation						
Liberal	88 45.8	18.0	.352**	105 47.5	15.5	.305**
Moderate	248 47.5	8.9	.177**	299 48.1	9.9	.197**
Conservative	220 54.2	5.8	.117	326 54.5	8.0	.164*
Light	General Television:			Religious Television:		
	386 46.7	9.9	.195*	386 46.7	11.9	.235*
Heavy	238 58.6	6.0	.125*	395 56.6	8.0	.166*

\*[Tau-C Significance Key: \*\*\* = < .001, \*\* = < .01, \* = < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]  
[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

Table IV.3.40

The Relationship Between Religious And  
General Television Viewing And That The Chances Of  
Being A Victim Of Violence Are Between 1-10.

Religious Television Viewers				General Television Viewers			
Control Variable	Light: (See note) (No.)	CD	Gamma(sig)	Light: (See note) (No.)	CD	Gamma(sig)	
	Pct.			Pct.			
Overall	189 15.3	1.6	.062	212 13.4	6.8	.240	
Education							
LT High School	39 19.3	0.1	.002	48 13.6	7.7	.244*	
High School Grad	76 16.7	- 0.2	-.008	77 14.3	5.8	.201*	
Some College Plus	73 12.8	2.0	.084	81 12.3	4.6	.185	
Age							
18-29	39 18.2	- 0.3	-.011	44 16.3	3.9	.128	
30-49	74 13.3	4.7	.175*	86 12.3	8.4	.296**	
50-65	40 13.7	1.2	.041	37 12.8	8.6	.299**	
Over 65	16 13.4	- 0.9	-.035	25 13.7	2.2	.090	
Sex							
Male	84 16.0	1.8	.064	98 14.0	8.5	.282**	
Female	105 14.8	1.7	.063	114 13.0	6.2	.227**	
Race							
White	140 13.9	0.7	.030	153 12.4	4.6	.183**	
Nonwhite	29 28.4	- 4.1	-.107	37 21.3	8.0	.211	
Household Income							
Under 15000	37 19.7	- 1.9	-.062	33 14.6	8.1	.267**	
15000 To 25000	34 17.9	0.1	.031	61 13.5	7.2	.231*	
25000 To 35000	31 14.1	1.3	.038	31 12.8	3.6	.212	
Over 35000	23 8.7	2.3	.125	33 9.9	- 0.7	-.039	
Religion							
Evangelicals	37 14.2	2.2	.085	70 13.7	3.0	.188	
Others	148 13.3	1.9	.069	133 13.3	7.3	.236***	
Political Self-Designation							
Liberal	34 17.3	1.9	.063	36 16.4	4.0	.1339	
Moderate	78 13.0	3.4	.122	90 14.6	3.4	.189***	
Conservative	33 13.3	2.1	.084	69 11.4	9.2	.335***	
Light	General Television:			Religious Television:			
	107 12.8	2.1	.085	107 12.8	7.5	.267**	
Heavy	82 20.3	- 0.6	-.018	101 14.9	4.8	.169*	

\*[Tau-Q Significance Key: \*\*\* = < .001, \*\* = < .01, \* = < .05]

[Note: "Light" Viewers of Religious TV are those who "never" or "rarely" watch]

[Note: "Light" Viewers of General TV are those who watch 3 hours or less per day]

**APPENDIX V:**  
**The Gallup Report**

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## I. INTRODUCTION

#### A. OBJECTIVES OF THE STUDY

In view of the rapid increase in religious television programming since the middle 1970s, a study was commissioned under joint sponsorship by a number of religious agencies and broadcasters to determine the extent and nature of religious television's impact on American culture. Two components of the study, detailed analysis of program content and viewer surveys in two regional markets, were conducted by the Annenberg School of Communication at the University of Pennsylvania. The third, a representative survey of viewers and non-viewers in the United States, was contracted to the Gallup Organization, Inc.

The objectives of the Gallup portion of the study were: (1) to obtain descriptive information on the extent of religious television viewing and associated activities; (2) to examine the social, religious, and attitudinal characteristics of viewers in comparison with non-viewers; and (3) to determine the impact of religious television viewing on more conventional forms of religious participation. Descriptive evidence was to be obtained on the numbers of people nationally who watch religious television, on the extent of their viewing, on gratifications from viewing, on program preferences, and on other kinds of activities associated with viewing, such as sending contributions, receiving literature, and discussing programs with friends. To develop a more complete profile of the religious television viewer, these characteristics were to be examined in relation to standard demographic variables,

such as age, sex, education, region, and race; in relation to religious activities and orientations, such as denomination, church membership, saliency of religion, frequency of attendance at religious services, views of the church and its goals, and theological outlook; and in relation to selected other variables, such as conventional television viewing and viewing preferences. For purposes of comparison, viewers were to be contrasted with non-viewers on these characteristics. Finally, an attempt was to be made, both from direct questioning and from indirect analysis of the relations among variables, to determine whether religious television viewing detracted from or augmented such activities as church attendance, church work or other voluntary activity, and financial contributions to churches.

The Data. Questions designed in cooperation with the study's Steering Committee were administered to a nationally representative sample of the adult population, age 18 and over, in May, 1983. Two weeks later data were collected from a supplementary nationally representative sample of religious viewers. Both studies were conducted by professional interviewers in person in accordance with standard Gallup Omnibus Survey sampling procedures and quality controls. A total of 954 viewers and 1,049 non-viewers were interviewed in all. Viewers, defined as anyone who had watched a religious program on television during the past 30 days, were oversampled at a ratio of two to one relative to their actual incidence in the population.

## B. HIGHLIGHTS OF THE FINDINGS

The results of the study are presented in detail in Section II. Among the highlights of the results presented there are the following findings:

1. Approximately one in three adults (32 percent) had watched a religious program on television in the past 30 days; 18 percent had done so in the past 7 days.
2. Sermons, music, and inspiration were selected most often as the gratifications that viewers\* especially liked about the religious programs they watched.
3. The most common day and time for viewing is Sunday before 10 AM. Approximately four in ten viewers watch during this period. Approximately two in ten watch during "church hours" on Sunday (10 AM to 12 noon).
4. Nearly one-third of all viewers had made financial contributions to the programs they watched. The median amount contributed during the past year was \$30.

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\*Unless specified, viewers are defined as those who watched a religious TV program within the past 30 days.

5. One viewer in three had received letters or literature from a religious program during the past year; one in ten had written or called back.

6. Viewers were more likely than non-viewers to register dissatisfaction with changes in moral standards in the U.S., but were just as satisfied with the overall religious climate, and were more satisfied with their local churches.

7. On the whole, viewers were no more likely than non-viewers to have specific complaints about their churches.

8. Compared with non-viewers, viewers tend to be older, less educated, southern, and disproportionately rural, nonwhite, and female. Because of their age, they are also somewhat more likely to be confined to their homes and to have health problems.

9. Viewers are only slightly more likely to spend a lot of time watching conventional television than are non-viewers. Except for religious programs and a disinclination to watch movies on television, their tastes in programming are not dissimilar from non-viewers' tastes.

10. Viewers are more likely than non-viewers to be Protestants, to say that religion is personally important to them, to hold evangelical views, to be church members, and to attend church regularly.

11. Of all the factors distinguishing viewers from non-viewers, holding evangelical views appears to have the greatest effect; i.e., viewers are more likely than non-viewers to hold these views.

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12. Only 3 percent of religious television viewers say viewing has decreased their involvement in church. But one in six (18%) says religious TV contributes more than the church to his or her spiritual life, and one in three (34%) says this about religious TV's contribution to information on moral and social issues.

13. When level of religiosity and other factors are held constant, religious television viewing does not seem to be associated with lower levels of church attendance, volunteer work, or church contributions in the sample as a whole.

14. Within small subgroups of the population, however, religious viewing does seem to be associated with lower religious involvement, holding subjective religiosity constant. These subgroups include persons requiring assistance in going places, persons past the age of fifty, divorced persons, those with low levels of education, and those who have become dissatisfied with their local church.

15. Among non-viewers, more than half claim to have heard or read little or nothing about religious programs on television.

16. Non-viewers have negative rather than positive attitudes toward religious television by a ratio of three to one. This ratio is highest among college graduates, easterners, persons not sharing evangelical views, and persons who seldom or never attend church.

## II. THE FINDINGS IN DETAIL



## A. CHARACTERISTICS OF RELIGIOUS TELEVISION VIEWING

This section summarizes findings on the frequency of religious television viewing, reasons for viewing and perceived gratifications from viewing, contributions and other activities associated with viewing, and the social contexts of viewing. Except for the results on frequency of viewing, which are based on the total sample, the tables in this section are based on questions that were asked of viewers only; i.e., persons who said they had watched a religious program on television within the past thirty days.

### 1. Frequency of Viewing

Approximately one out of every three adults (32 percent) claims to have watched a religious program on television in the past thirty days (Table 1). This is a smaller proportion than found in two previous Gallup surveys. A survey conducted in 1982 which asked an identical question on viewing found that 43 percent claimed to have watched in the past thirty days. A 1981 survey showed that 32 percent had watched during the past seven days. Both of these previous surveys were conducted in the winter, however, in January and in December respectively, and thus are likely to have been influenced by religious programming for the Christmas holidays and by higher rates of overall television viewing during winter months. Taking these seasonal effects into account, it seems doubtful that the present figures reflect any overall decline in religious television viewing.

Table 1

## FREQUENCY OF VIEWING RELIGIOUS TELEVISION

(Total Weighted Sample)

VIEWERS		32%
Within past 7 days	18%	
2 or more hours	8%	
1 to 2 hours	6%	
Less than 1 hour	3%	
Don't know	<u>1%</u>	
Within past 30 days, but not past 7 days	<u>14%</u>	
NON-VIEWERS		68%
Didn't watch in past 30 days, but have watched	10%	
Never watched	<u>58%</u>	
NUMBER OF INTERVIEWS	(2,003)	

Of those who had watched religious programs in the past thirty days, slightly more than half said they had done so within the past seven days. Thus, a total of 18 percent of the adult population -- slightly fewer than one in five -- claims to have seen a religious program on TV during the past week. This figure can be compared with data on personal attendance at religious services to put it into perspective. Gallup polls find that approximately 40 percent of the adult public attends religious services within any given week. The number of persons who watch religious programs on TV, therefore, is about half the number who attend religious services in person.

Among those who watched during the past week, the median amount of time spent viewing was nearly two hours. As proportions of the total sample, 8 percent claimed to have watched two or more hours in the past seven days, another 6 percent had watched at least one hour but less than two hours, and 3 percent had watched less than one hour.

An additional question asked non-viewers if they had ever watched a religious program on television. Ten percent said they had -- meaning that 42 percent of the sample altogether had been exposed to religious television at some time in their lives. For the present report, however, "viewers" refers only to those who had watched a religious program on television during the past thirty days.

## 2. Reasons for Viewing

Viewers were asked to state in their own words the main reason or reasons why they watched religious television programs. These answers were then grouped into categories (Table 2). About one answer in five indicated that the respondent simply liked or enjoyed the programs, but failed to indicate anything further about specific sources of enjoyment. Most of the other answers referred to specific aspects of the programs. These answers suggest that most viewers explicitly watch because of the religious content of these programs. One viewer in seven admitted that these programs substitute for not attending church. One person in eight mentioned the uplift or inspiration the programs give them. Others mentioned the fact that the programs correspond with their own religious beliefs, that the programs contribute to their spiritual life, or that they like the preaching or the music.

The responses also indicate that a minority of viewers watch for reasons other than the religious content. Seven percent said they watched simply because the programs happened to be on. Others indicated they watched in order to get another point of view or because the programs were educational. Perhaps as many as one person in five gave reasons not pertaining to the specific religious content of the programs.

Overall, the reasons given suggest that most viewers consciously choose religious programs for their religious content rather than watching them simply from convenience.

Overall, the reasons given suggest that most viewers consciously choose religious programs for their religious content rather than watching them simply from convenience. This was also true to an even greater extent among viewers who had watched at least one hour in the past week (See Appendix).

Table 2

## REASONS FOR VIEWING

(Viewers Only)

"What is your main reason for watching religious television programs?"

Percent

22%	ENJOYMENT/I LIKE IT: enjoy watching it; I like to watch these programs
14%	SUBSTITUTE FOR NOT ATTENDING CHURCH: it substitutes for not attending services regularly; because I don't go to church; haven't gone to church recently, so feel I should get something out of the service on TV
13%	UPLIFTING/INSPIRING: gives me a lift; lifts my heart; good feeling
10%	RELIGIOUS BELIEFS: our beliefs are the same; I believe in the Lord; I'm Catholic; because I'm born again
9%	SPIRITUAL GROWTH: spiritual benefits from them; for spiritual uplift; strengthens my religious faith
8%	THE PREACHING/SERMON: good preaching; I like the sermon; enjoy the Biblical quotes
8%	INFORMATION/LEARNING: for information; learning; educational
7%	HAPPENED TO BE ON: it was on the channel - didn't bother to turn it off; wife turned it on so I had to watch it
5%	MUSIC/SINGING: enjoy music; enjoy the singing
5%	LIKE INDIVIDUAL SPEAKERS: watch a certain preacher; the person on the program
5%	WANTED TO GET ANOTHER POINT OF VIEW: look to see what other people's ideas are; to get another viewpoint, especially politics
4%	TO GROW IN MY RELIGION: help to believe more; because I want to know more about the Lord

Continued . . .

Percent

4%	INTERESTED: interested in program
3%	CURIOSITY:
2%	TO FEEL CLOSE TO GOD
2%	ENTERTAINING/AMUSING
2%	TO LEARN WHAT'S HAPPENING
3%	DON'T KNOW

NUMBER OF INTERVIEWS (954)

### 3. Gratifications from Viewing

Viewers were also presented with a hand card containing a list of ten statements describing potential "gratifications" or aspects of religious programs that viewers might find particularly gratifying. From this list, viewers were asked to select any of the statements describing things they especially liked about the religious programs they watched.

The "preaching or sermon" was selected most often -- by about one viewer out of two (Table 3). This was followed by "the music", "having your spirits lifted", and "feeling close to God". About a third of the viewers said they liked each of these aspects. Thus, explicitly religious gratifications head the list of things viewers like about these programs.

These gratifications were followed by more general gratifications such as "general enjoyment", "knowing more about what's happening in the world", and "information about important moral or social issues". Each of these was selected by a quarter to a third of the viewers.

A small minority of viewers also selected several other items that are often associated with more conventional types of religious participation: "the experience of worshipping", "feeling that you are a better person", and "the sense of companionship or fellowship".

Altogether, 96 percent of the viewers selected at least one of the gratifications listed, 73 percent chose two or more, and half chose three or more.



Altogether, 96 percent of the viewers selected at least one of the gratifications listed, 73 percent chose two or more, and half chose three or more. Gratifications listed by frequent viewers are shown in Table 42.)

Table 3

## GRATIFICATIONS FROM VIEWING

(Viewers Only)

"From the list, what things do you especially like about the religious programs you watch?"

Percentage of Viewers Who  
Like Each of the Following

The preaching or sermon	52%
The music	41%
Having your spirits lifted	40%
Feeling close to God	36%
General enjoyment	31%
Knowing more about what's happening in the world	24%
Information about important moral or social issues	24%
The experience of worshipping	22%
Feeling that you are a better or stronger person	21%
The sense of companionship or fellowship	14%
Other	2%
None	2%
Don't Know	2%

Number of Interviews (954)

#### 4. Specific Programs

The programs that viewers say they watch most often are: Billy Graham, Jimmy Swaggart, Gral Roberts, Pat Robertson's "700 Club," and Jim Bakker's "PTL Club" (Table 4). At least one out of every ten viewers mentioned each of these programs.

After the top five, the programs mentioned most often were: Robert Schuller's "Hour of Power," Jerry Falwell's "Old Time Gospel Hour," and Rex Humbard. Each of these was mentioned by at least 5 percent of the viewers.

It is interesting to observe that none of these programs is associated with a particular religious denomination. All of these programs, moreover, (with the possible exception of Robert Schuller's "Hour of Power") are oriented toward evangelical-style theology. None is associated with the liberal tradition of American Christianity.

The largest number of programs mentioned having denominational sponsorship were those of the Baptists (4 percent) and Roman Catholics (1 percent). No other specific denomination was mentioned by as many as 0.5 percent of the viewers. It is likely that some of the programs listed as "religious services (unspecified)" and "other" were local programs sponsored by denominations or local churches, but no further information was given on these.

Table 4

## PROGRAMS WATCHED MOST OFTEN

(Viewers Only)

"Which religious television programs do you watch most often?"

	<u>Percentage of Viewers Mentioning Each of The Following</u>
Billy Graham Crusade/Billy Graham	16%
Jimmy Swaggart	13%
Oral Roberts	12%
700 Club/Pat Robertson	11%
PTL Club/Jim Bakker	10%
Hour of Power/Robert Schuller	8%
Old Time Gospel Hour/Jerry Falwell	6%
Rex Humbard	5%
Baptist programs	4%
Ernest Angely	2%
Kenneth Copeland	2%
Gospel Singing Jubilee	2%
Roman Catholic programs	2%
James Robison	1%
Insight	1%
Herbert Armstrong	1%
Dr. D. James Kennedy	*
Jack Van Impe	*
Davey and Goliath	*
Garner Ted Armstrong	*
Religious services (unspecified)	6%
Other	9%
Don't watch any one most often	9%
Don't know	14%

Number of Interviews	(954)
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\*Less than 1 percent.

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Those viewers who said they had watched a religious program in the past 7 days (18 percent of the total sample) were asked to name the religious programs they had watched -- thus giving another estimate of the relative popularity of specific programs (Table 5).

Here, the top five programs were: Jimmy Swaggart, Oral Roberts, Pat Robertson's "700 Club", Jim Bakker's "PTL Club", and Billy Graham. On this list Jimmy Swaggart ranked first, compared to third on the former list; and Billy Graham dropped from first place to fifth.

The top five were followed by Robert Schuller's "Hour of Power", Jerry Falwell's "Old Time Gospel Hour", and Rex Humbard. Baptist and Roman Catholic programs again were the only ones mentioned with any frequency having denominational sponsorship.

It is impossible to obtain a precise estimate of local programming as opposed to syndicated programming from these figures. Undoubtedly, many of the programs listed as "religious services (unspecified)" and "other" and some of the Baptist and Roman Catholic programs were local or unsyndicated programs, but exact information is not available. However, it is clear that estimates of religious television viewing based strictly on syndicated programs (e.g. Nielson or Arbitron) are likely to be low -- perhaps by as much as 30 percent. On the other hand, it is also possible that figures based on self-reports, such as these, are somewhat inflated by the fact that respondents may use a longer period than seven days for their recollections.

Table 5

## PROGRAMS WATCHED DURING PAST 7 DAYS

(Viewers Within Past 7 Days Only)

"If you remember, please tell me the names of the religious programs or their sponsoring groups you watched on television."

	<u>Percentage Who Mentioned Each of the Following</u>
Jimmy Swaggart	25%
Oral Roberts	20%
700 Club/Pat Robertson	18%
PTL Club/Jim Bakker	16%
Billy Graham Crusade/Billy Graham	14%
Hour of Power/Robert Schuller	13%
Old Time Gospel Hour/Jerry Falwell	12%
Rex Humbard	8%
Baptist programs	8%
Gospel Singing Jubilee	5%
Kenneth Copeland	4%
Ernest Angely	3%
James Robison	2%
Garner Ted Armstrong	2%
Roman Catholic programs	2%
Herbert Armstrong	2%
Insight	1%
Davey and Goliath	1%
Dr. D. James Kennedy	1%
Jack Van Impe	1%
Religious services (unspecified)	9%
Other	15%
Don't remember	11%

Number of Interviews

(546)

## 5. Day and Time of Viewing

Most viewers watch religious programs on Sundays; and most of this viewing occurs on Sunday mornings. However, the largest share of viewing takes place in early morning hours before the usual time for church services. Only one viewer in five watches religious programs between 10 AM and 12 noon on Sunday (Table 6). By comparison, 44 percent watch before 10 AM on Sunday. One in five also watches after noon on Sunday, mostly after 6 PM. Altogether, 71 percent of all viewers say they watch some time on Sundays.

Weekdays and Saturday viewing is spread almost evenly throughout the week. Altogether, fewer than one viewer in twenty watches on any given week day or on Saturday. Early morning evokes slightly greater shares of viewing than any other time of day. Afternoon evokes the smallest share of viewing.

The fact that the numbers in Table 6 add to more than 100 percent (169 percent to be exact) indicates that some viewers watch during more than one of the categories listed.

Table 6

## DAY AND TIME OF VIEWING

(Viewers Only)

Percentage of all viewers who watch religious  
programs during the days and times specified

	<u>Before 10 AM</u>	<u>10 AM to 12 Noon</u>	<u>12 Noon to 6 PM</u>	<u>6 PM to 8 PM</u>	<u>After 8 PM</u>
Sunday	44%	20%	3%	9%	8%
Monday	3%	2%	1%	1%	2%
Tuesday	3%	2%	1%	2%	2%
Wednesday	3%	2%	1%	1%	2%
Thursday	3%	2%	1%	1%	2%
Friday	3%	1%	1%	1%	2%
Saturday	2%	1%	1%	2%	2%
Weekdays	4%	4%	1%	4%	4%
Everyday	5%	2%	1%	3%	4%

Number of Interviews (954)



## 6. Contributions and Other Activities

Approximately one viewer in four (28 percent) claims to have sent money to a religious television program at one time or another (Table 7).

About half of this number say they have sent money on an irregular basis (once in awhile). Of the other half, relatively few send money regularly; more respond only to special appeals. Thus, the data lend some logic to the frequency of special appeals that are broadcast on religious television programs.

Slightly more than half of those viewers who have sent money at all say they have made contributions only to one program. Scarcely anyone claims to have contributed to more than two different programs.

The mean contribution given during the past year was almost \$100, but median giving (less biased by large sums) ranged around \$30. One quarter of all contributors gave \$10 or less, while at the other end, a quarter gave over \$75 apiece. Further analysis of contributions is presented in Tables 30, 31, 32, and 33.)

Table 7

## CONTRIBUTIONS TO RELIGIOUS TV PROGRAMS

(Viewers Only)

"Have you ever sent money to any religious television programs?"

YES 28%

Regularly 5%

Once in awhile 13%

Special appeals only 9%

To one program only 16%

To two different programs 10%

To three or more programs 2%

\$10 or less 7%

Between \$11 and \$29 5%

Between \$30 and \$74 7%

\$75 or more 7%

Mean: \$95.24

NO 70%

Don't know 2%

100

Number of Interviews (954)

Questions were also asked about other kinds of communication between religious programs and viewers (Table 8). Only one viewer in three had received letters or literature in the past year from any of the programs they watch. About one in every five viewers had received literature more than five times during the year. Hardly anyone had received telephone calls. About one viewer in ten had either written or called the programs they watched.

Table 8

## ACTIVITIES ASSOCIATED WITH VIEWING

(Viewers Only)

"How many times, within the past year, if any, have you received letters or literature from any of these programs?"

AT LEAST ONCE	34%
---------------	-----

More than 5 times	20%
-------------------	-----

2 to 5 times	12%
--------------	-----

Once	2%
------	----

NEVER	62%
-------	-----

Don't know	4%
------------	----

100

"How many times, within the past year, if any, have you received telephone calls from any of these programs?"

AT LEAST ONCE	3%
---------------	----

NEVER	95%
-------	-----

Don't know	2%
------------	----

100

"How many times, within the past year, if any, have you written or called any of the religious TV programs you watch?"

AT LEAST ONCE	11%
---------------	-----

More than three times	2%
-----------------------	----

2 to 3 times	4%
--------------	----

Once	4%
------	----

NEVER	87%
-------	-----

Don't know	2%
------------	----

100

Number of Interviews	(954)
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## 7. The Social Contexts of Viewing

Finally, several questions were asked viewers about the social contexts of their viewing — whether they watched alone or with others, and whether they ever discussed programs with others. These were asked to determine whether religious television viewing is strictly a private activity, or whether it occurs within the context of some kind of social interaction that might enhance its meaning or assist in disseminating its ideas.

Viewers are split almost evenly between those who watch alone and those who watch with someone else (Table 9). The percentage who watch alone is higher, of course, than the proportion who live alone, so some viewers apparently watch while family members are away or are engaged in other activities.

Viewers are also split in terms of whether they discuss the programs they watch with family members: about half say they do so often or occasionally; about half do so seldomly or never. About four in ten discuss these programs with friends at least occasionally, but one third never discuss them with friends. Fewer than one in five discuss them occasionally or often with their pastor or rabbi. And only a quarter discuss them this often with other members of their church or synagogue.

Overall, 17 percent of the viewers indicated that they never discuss religious programs with anyone — family, friends, pastors, or church people. Another 19 percent discuss religious programs with only one of these groups.

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Table 9

## THE SOCIAL CONTEXTS OF VIEWING

(Viewers Only)

"Do you generally watch these programs alone or with someone else?"

ALONE	47%
WITH SOMEONE ELSE	52%
Don't Know	1%
	<hr/>
	100
Number of Interviews	(954)

"When you watch religious programs, how often, if ever, do you discuss these programs with . . ."

	<u>Often</u>	<u>Occasionally</u>	<u>Seldom</u>	<u>Never</u>	<u>Don't Know</u>
Your family	23%	31%	21%	24%	1%
Your friends	13%	29%	23%	33%	2%
Your pastor or rabbi	5%	13%	14%	64%	4%
Other people in your church or synagogue	6%	20%	18%	52%	4%

Number of Interviews (954)

## B. ATTITUDES OF RELIGIOUS VIEWERS

The study included a brief section on religious and moral perceptions, perceptions of the church, attitudes concerning the church's goals, and personal religious orientations. These were included in order to determine whether religious television viewers differ significantly from non-viewers on these important issues. Attitudes on more specific social issues were dealt with in the Annenberg portion of the project and, therefore, were not examined in the Gallup study. Readers should note, however, that a Gallup study conducted in December 1981 explored the relations between various dimensions of religious commitment, including religious television viewing, and attitudes and values in a number of areas (see RELIGION IN AMERICA, 1982).

### 1. Perceptions of Moral and Religious Climate

One of the hypotheses formulated during the design phase of the study was that dissatisfaction with the current moral and religious climate or dissatisfaction with the churches may be one of the factors motivating people to watch religious television. The fact that Jerry Falwell, James Robison, and other religious television personalities have been critical of the moral and religious climate lends some credence to this hypothesis.

The results also provide limited support for this argument. When asked how satisfied or dissatisfied they were with "the way moral standards have been changing in America," more than eight in ten religious television viewers said they were dissatisfied (Table 10). In fact, 50 percent said they were "very dissatisfied." By comparison, only 31 percent of the non-viewers said they were very dissatisfied. Thus, on morality there is indeed greater concern among viewers than among non-viewers.

On perceptions of religion, the two are much more similar to one another. When asked how they felt about "the religious or spiritual climate in America," 56 percent of the viewers expressed dissatisfaction, compared with 50 percent of the non-viewers. Most of this difference was in the "very dissatisfied" category (20 percent vs. 14 percent). Thus, there is only modest reason to think that viewers may watch religious television simply because they are more dissatisfied with the broader religious climate than non-viewers.

If viewers are slightly less satisfied with the general religious climate than non-viewers, they are nevertheless more satisfied with their own religious organizations. When asked their feelings about "the way things have been going lately in your local church or synagogue," 71 percent of all viewers said they were satisfied, compared with only 59 percent of the non-viewers.



Table 10

## PERCEPTIONS OF MORAL AND RELIGIOUS CLIMATE

	<u>Viewers</u>	<u>Non-Viewers</u>
Feelings about:		
The way moral standards have been changing in America		
Extremely satisfied	2%	2%
Fairly satisfied	11%	24%
Somewhat dissatisfied	34%	38%
Very dissatisfied	50%	31%
Don't know	3%	5%
The religious or spiritual climate in America		
Extremely satisfied	3%	3%
Fairly satisfied	37%	37%
Somewhat dissatisfied	36%	36%
Very dissatisfied	20%	14%
Don't know	5%	10%
The way things have been going lately in your local church or synagogue		
Extremely satisfied	24%	16%
Fairly satisfied	47%	43%
Somewhat dissatisfied	10%	9%
Very dissatisfied	5%	5%
Don't know	14%	27%
Number of Interviews	(954)	(1049)

## 2. Perceptions of the Church

To assess attitudes toward the church in greater detail, viewers and non-viewers were presented with a list of eleven statements, each expressing some specific source of dissatisfaction or barrier to participation in one's local church or synagogue, and asked to indicate which ones were true in their own case (Table 11).

On the whole, viewers and non-viewers were remarkably similar in their responses to these statements. Approximately four in ten among both groups indicated that none of the statements were true for them. On specific statements, the percentages never differed by more than two percentage points. The only exception was that fewer viewers than non-viewers agreed with the statement "I object to some of the things my church or synagogue teaches." Thus, it appears doubtful that dissatisfaction with the local church accounts for much of the reason why some people watch religious television while others do not.

Descriptively, it is nevertheless of value to religious leaders to note the kinds of concerns that viewers and non-viewers have about the church. The single most important complaint has to do with the church placing too much emphasis on money -- a finding consistent with previous research.

Table 11

## PERCEPTIONS OF THE CHURCH

"Which of these statements, if any, are true for you?"

Percent selecting each:	<u>Viewers</u>	<u>Non-Viewers</u>
I object to some of the things my church or synagogue teaches	12%	18%
It isn't convenient for me to attend religious services	13%	13%
I don't feel comfortable with the people at my church or synagogue	9%	8%
I am dissatisfied with the pastor or rabbi at my church or synagogue	5%	6%
My local church or synagogue doesn't meet my spiritual needs	9%	8%
Other responsibilities keep me from getting to religious services	20%	18%
There is too much emphasis on money at my local church or synagogue	21%	23%
My local church or synagogue is too conservative on social issues	6%	8%
My local church or synagogue is too liberal on social issues	4%	3%
My local church or synagogue isn't addressing the serious issues currently facing our society	10%	8%
I don't like the way services have changed at my church or synagogue	9%	10%
Other	1%	2%
None	44%	42%
Number of Interviews	(954)	(1049)

A sizable minority also believe that other responsibilities make it difficult for them to get to religious services. Both of these problems were identified in the UNCHURCHED AMERICAN study as leading reasons why people fail to attend religious services.

On the other hand, some of the problems that have been suspected of leading people to watch religious television or to not participate in religious activities at all seem not to be particularly pronounced -- at least as far as absolute percentages are concerned. Fewer than ten percent felt the church was not meeting their spiritual needs. Fewer than ten percent were dissatisfied with their pastor or rabbi. Fewer than ten percent felt uncomfortable with the people at their church or synagogue. And equally small numbers felt their church or synagogue was too liberal on social issues -- or that it was too conservative on social issues.

### 3. Perceptions of Church Goals

If viewers and non-viewers resemble one another in terms of satisfaction with the church, they do differ however in terms of what they think the church's priorities should be (Table 12). Large numbers of viewers and non-viewers felt that the churches should be helping individual members grow spiritually and should be concerned with maintaining high moral standards; similar but somewhat smaller proportions included preaching and celebrating the Sacraments as well as encouraging fellowship among the churches' top goals. But there were sharp differences concerning the importance of evangelism and social justice. About half of the viewers thought evangelism and missionary work should be among the church's top three goals. In contrast, fewer than a third of the non-viewers felt this way. Conversely, fewer than one quarter of the viewers felt that social justice should be included in the church's top three goals, compared to about a third of the non-viewers.

Thus, the relative priority of evangelism versus social justice -- an issue shown in previous studies to be a dividing line in many large denominations -- also looms important here, dividing viewers from non-viewers. These are relative differences, of course. There is broad agreement among viewers and non-viewers on many of the church's other goals. But on evangelism viewers are clearly more favorably inclined than non-viewers, while on social justice they are somewhat less favorably inclined.

Table 12

## PERCEPTIONS OF CHURCH GOALS

"Here are some views of what the church's main goal should be. Please tell me which one you think should be the most important. Which one would you rank second in importance? And which one would be third?"

	<u>Viewers</u>	<u>Non-Viewers</u>
Percent who said each of the following should be one of the church's top three goals:		
Helping individual members grow spiritually	77%	76%
Maintaining high moral standards	57%	57%
Evangelism and missionary work	46%	30%
Encouraging fellowship among believers	52%	49%
Preaching and celebrating the Sacraments	38%	38%
Working for social justice	22%	34%
Number of Interviews	(954)	(1049)

#### 4. Personal Religious Orientations

Viewers also differ from non-viewers in their personal religious views and experiences. Three questions -- concerning views of the Bible, "born again" experiences, and evangelistic activity -- were included as standard Gallup items used to differentiate evangelicals from non-evangelicals in studies since 1978. A fourth item asked about religious experiences (other religious characteristics are discussed in the following sections).

Viewers are significantly more likely to hold a literalist interpretation of the Bible than non-viewers -- more than half do, compared with fewer than a third of the non-viewers (Table 13). Viewers are also more likely to put their feelings about the importance of evangelism for the church into practice personally, saying they have tried to encourage someone to believe in Jesus Christ or to accept Him as his or her Savior in considerably greater numbers (68 percent) than non-viewers (37 percent). And a greater share (55 percent) say they have been "born again" than among non-viewers (24 percent). These results, therefore, suggest that viewers differ from non-viewers in being disproportionately oriented toward evangelical-style religiosity.

The fourth question -- on religious experience -- suggests that viewers are also more disposed toward the experiential dimension of religion than non-viewers. Half of the former said they had had a religious experience, compared to a quarter of the latter.

Table 13

## PERSONAL RELIGIOUS ORIENTATIONS

Which one of these statements comes closest to describing your feelings about the Bible?	<u>Viewers</u>	<u>Non-Viewers</u>
The Bible is the actual word of God and is to be taken literally, word for word	58%	28%
The Bible is the inspired word of God but not everything in it should be taken literally, word for word	32%	49%
The Bible is an ancient book of fables, legends, history and moral perceptions recorded by men	6%	14%
Don't Know/Other/None	4%	9%
Have you ever tried to encourage someone to believe in Jesus Christ or to accept Him as his or her Savior?		
Yes	68%	37%
No	31%	62%
Don't Know	1%	1%
Would you say that you have been 'born again' or have had a 'born again' experience—that is, a turning point in your life when you committed yourself to Christ?		
Yes	55%	24%
No	43%	75%
Don't Know	2%	1%

Continued . . .



	<u>Viewers</u>	<u>Non-Viewers</u>
Have you ever had a 'religious experience' — that is a particularly powerful religious insight or awakening?		
Yes	49%	26%
No	47%	71%
Don't Know	4%	3%
Number of Interviews	(954)	(1049)

### C. A SOCIAL PROFILE OF THE RELIGIOUS TELEVISION VIEWER

This section compares religious television viewers and non-viewers on social characteristics, such as gender, age, education, race, and residence; on religious characteristics, such as religious preference, religiosity, theological orientation, and church attendance; and on selected television viewing characteristics. It also compares persons who watch a lot of religious television with viewers who watch less and with viewers of conventional television. Some evidence is presented on viewers of specific programs on contributors versus non-contributors.

#### 1. Viewers vs. Non-viewers

Social characteristics. While non-viewers are evenly divided between males and females, viewers tend to be disproportionately female (Table 14). They also tend to be older, on the average, than non-viewers. Thus, almost half the viewers are age 50 or over, while about one in five is below the age of 30. In keeping with this pattern, viewers are also more likely to be widowed or divorced than non-viewers, but less likely to be single. About one in every five viewers is widowed or divorced.

Compared with non-viewers, viewers tend to have relatively lower levels of education. Fewer than one in four have ever been to college. More than a third never advanced beyond the eighth grade. Viewers are also somewhat more likely than non-viewers to come from racial minority groups.

Table 14

SOCIAL CHARACTERISTICS OF RELIGIOUS  
TV VIEWERS AND NON-VIEWERS

	<u>Viewers</u>	<u>Non-Viewers</u>
Percent:		
Male	44%	51%
Female	56%	49%
Under 30	17%	31%
30 - 49	35%	38%
50 or over	48%	31%
Married	66%	63%
Single	12%	26%
Divorced/widowed	21%	11%
Grade school	38%	23%
High school	39%	43%
Some college	13%	15%
College graduate	10%	19%
White	81%	89%
Nonwhite	19%	11%
Central City	29%	34%
Suburb	35%	29%
Rural	36%	27%
East	18%	31%
Midwest	29%	27%
South	37%	23%
West	16%	19%
TV Viewing		
High	36%	32%
Medium	46%	44%
Low	17%	24%
Number of Interviews	(954)	(1049)

In terms of residence, viewers are divided almost equally among central city areas, suburbs, and rural areas. But compared with non-viewers the proportion living in rural areas is high. Regionally, about two-thirds of all viewers are concentrated in the South or Midwest. Relative to non-viewers, the proportion in the South is particularly high, while that in the East is noticeably low.

Table 14 also shows that viewers of religious television are slightly more likely than non-viewers to watch television a lot. However, it would appear that overall television viewing is not one of the characteristics that sharply differentiates religious viewers from non-viewers.

Overall, the standard social characteristics that most distinguish viewers from non-viewers are age and education. Since older people have lower levels of education on the average than younger people, we also tabulated the proportion of viewers within each category of age and education separately (Table 15). This makes it possible to determine if viewing is associated mainly with a lack of advanced education or with other aspects of being an older person. As Table 15 shows, viewing is generally more common among those with lower levels of education. The effect of education on viewing is stronger among older people than it is among younger people. As for age, most of the differences in viewing are between those under and over age 30, rather than between persons under and over age 50.

Table 15

## RELIGIOUS TV VIEWING BY AGE AND EDUCATION

Percentage in each category of age and  
education who said they watched religious TV

	<u>Grade School</u>	<u>High School</u>	<u>Some College</u>	<u>College Graduate</u>
Under age 30				
Percent	14%	21%	19%	13%
Number	(36)	(905)	(296)	(195)
Age 30 to 49				
Percent	49%	32%	36%	22%
Number	(118)	(1080)	(262)	(389)
Age 50 or over				
Percent	52%	39%	35%	25%
Number	(617)	(907)	(175)	(254)

Note: Numbers weighted to compensate for oversampling of viewers

Table 16 suggests one of the reasons why older people, whatever their level of education, may watch more religious television than younger people: viewers are more likely than non-viewers to be socially isolated. Specifically, about one viewer out of three gets away from his or her home less than two hours a day, whereas only one non-viewer in five is confined this much. Also, a somewhat larger share of viewers than non-viewers requires assistance in getting around. These problems are, of course, more common among the elderly than among the young. For example, about 63 percent of those who never get out of the house are past 50, as are a majority of those who require assistance when they go out.

Another social factor which was examined is residential mobility. Previous research has shown that changing residences leads people to participate in religious services less often -- apparently because it takes time to become assimilated in a local church or synagogue again. Since American society generates considerable residential mobility, it seemed possible that this mobility might be one of the reasons why people watch religious television; i.e., religious television serves as a substitute for those who are not involved in a local church due to residential mobility.

This argument receives only limited support. Controlling for age, viewers are generally no more likely to have moved within the past five years than are non-viewers (Table 17). The only exceptions are that viewers under age 30 are slightly more likely to have moved often in the past five years, and viewers age 30 to 49 are slightly more likely to have moved at least once than are non-viewers.

Table 16

## MEASURES OF SOCIAL ISOLATION

	<u>Viewers</u>	<u>Non-Viewers</u>
"In an average day about how many hours do you get away from your (home/residence) in good weather?"		
None	7%	4%
1 to 2 hours	27%	18%
3 to 4 hours	18%	17%
5 to 7 hours	9%	14%
8 or more hours	37%	46%
Don't Know	2%	1%
"Which statement best describes how you get to places out of walking distance?"		
Without help (travel alone on buses, taxis, or drive your own car)	85%	91%
With some help (have someone to help or accompany you)	12%	8%
Don't go out at all (unless arrangements are made for a specialized vehicle like an ambulance)	1%	1%
No Answer	2%	*
Number of Interviews	(954)	(1049)

Table 17

RESIDENTIAL MOBILITY AMONG VIEWERS AND  
NON-VIEWERS, CONTROLLING FOR AGE

"Over the past five years, how many times have you changed residences?"

	<u>Viewers</u>	<u>Non-Viewers</u>
<u>Persons under age 30</u>		
Percent who moved at least once	66%	69%
Percent who moved 3 or more times	41%	34%
Number	(153)	(298)
<u>Persons age 30 to 49</u>		
Percent who moved at least once	42%	38%
Percent who moved 3 or more times	12%	10%
Number	(330)	(409)
<u>Persons age 50 or over</u>		
Percent who moved at least once	20%	18%
Percent who moved 3 or more times	3%	3%
Number	(468)	(334)



A Note on Health. The study did not include questions to determine whether people with poor health are more likely to watch religious television. A previous (1982) Gallup survey, however, contained both a question on viewing and an extensive series of questions on health, thus shedding some light on this issue. One set of questions asked respondents to indicate which, if any, medical conditions they had had during the past twelve months, such as high blood pressure, heart trouble, diabetes, headaches, etc. The other set asked about psychological problems such as depression, anxiety, and lack of energy. For convenience, respondents were classified as having good physical health if they mentioned no more than one of the medical conditions listed, and good emotional health if they had none of the psychological problems asked about. Since health varies with age, respondents were also grouped into three broad age categories for purposes of comparison.

Among persons age 50 and older, viewers are significantly less likely to be in good physical health than non-viewers, and marginally less likely to be in good emotional health (Table 18). Among persons age 30 to 49, viewers and non-viewers scarcely differ from one another on these measures. And among persons age 18 to 29, viewers are only modestly less likely to have good health than non-viewers. To the extent that poor health is a factor in religious viewing, therefore, its effect appears to be limited to older persons.

Table 18

## HEALTH OF VIEWERS AND NON-VIEWERS

(Based on a 1982 Gallup Study)

	<u>Viewers</u>	<u>Non-Viewers</u>
<u>Persons under age 30</u>		
Percent in good physical health	57%	66%
Percent in good emotional health	73%	79%
Number (weighted)	(248)	(498)
<u>Persons age 30 to 49</u>		
Percent in good physical health	61%	63%
Percent in good emotional health	81%	86%
Number (weighted)	(363)	(518)
<u>Persons age 50 or over</u>		
Percent in good physical health	39%	56%
Percent in good emotional health	71%	78%
Number (weighted)	(518)	(415)

Religious characteristics. Viewers are far more likely to be Protestants than are non-viewers; conversely, non-viewers are more likely than viewers to be Roman Catholics (Table 19). Specifically, nearly three-fourths of the viewers are Protestants, while fewer than one in five is a Roman Catholic. Among non-viewers, only half are Protestants while four in ten are Catholics.

As for specific denominations, Southern Baptists and other Baptists make up the largest share of viewers from any particular background, together comprising about 30 percent of all viewers. These proportions are also larger among viewers than among non-viewers. Methodists, Lutherans, and Presbyterians comprise the other leading categories of viewers, but they are not disproportionately represented in comparison with their numbers among non-viewers.

About three-quarters of all viewers are church members -- a somewhat higher figure than among non-viewers. When asked, "How important is religion in your own life?" viewers are also more likely than non-viewers to say "very important." Seven out of ten did so; among non-viewers, fewer than half did so.

Another striking difference between viewers and non-viewers is the proportion of the former who are evangelicals. This comparison is based on the standard Gallup index of evangelical belief, the items in which were discussed in the previous section. By this measure, 37 percent of all viewers were classified as evangelicals, compared with only 9 percent of the non-viewers.

Table 19

## RELIGIOUS CHARACTERISTICS OF VIEWERS AND NON-VIEWERS

	<u>Viewers</u>	<u>Non-Viewers</u>
Percent:		
Protestant	72%	51%
Roman Catholic	19%	40%
Other/Don't Know	9%	9%
Baptist	15%	8%
Southern Baptist	15%	6%
Methodist	10%	8%
Lutheran	6%	5%
Presbyterian	3%	3%
Episcopalian	1%	3%
Church member	77%	66%
Non-member	23%	34%
Religion - Very Important	71%	44%
Religion - Fairly Important	23%	34%
Religion - Not Very Important	5%	22%
Evangelical	37%	9%
Non-evangelical	63%	91%
Church Attendance		
Once a week or more	48%	33%
2-3 times a month	11%	12%
Once a month	17%	11%
Special occasions	13%	24%
None	11%	20%
Number of Interviews	(954)	(1049)

Finally, viewers are more likely to attend church regularly than non-viewers. About half go every week, compared to only a third of the non-viewers. At the other end of the scale, fewer than a quarter of the viewers say they never attend or attend only on special occasions, whereas nearly half of the non-viewers fall into these categories.

Overall, then, viewers appear to be considerably more oriented toward organized religion than are non-viewers. Their attitudes toward the church and involvement in it will be examined more closely in Section D. One thing to observe at this point, however, is that viewers are by no means monolithic in their religious orientations. While the majority are Protestants, for example, a substantial minority nevertheless are Roman Catholics; and among the Protestants, no single denomination makes up more than a small percentage. Again, most are active church members, but one in four is not a church member and does not attend church. And even though many hold evangelical views, the majority does not.

Television viewing characteristics. As mentioned, religious television viewers are likely to watch television in general only slightly more than are non-viewers. The two also do not differ greatly from one another in viewing preferences (Table 20). About the same number — a majority — in each case listed "news" as one of their three top choices in type of programming. About a third of each group included "sports". Smaller, but similar proportions listed "talk shows", "police/action shows", and "variety shows".

The most sizable difference is in the proportions listing "movies" among their top three choices: 25 percent of religious television viewers; 45 percent of non-viewers. Smaller differences appear in several other categories as well: religious television viewers are somewhat more likely than non-viewers to prefer game shows and soap operas; and somewhat less likely to prefer documentaries and drama.

Viewers — by definition — were also more likely to choose religious programs, of course: 31 percent did so. It is interesting, however, that religious programs scarcely dominate the viewing preferences of these viewers — two-thirds do not even list them among their three favorite types of show. At the same time, no other type of program, except news and sports, was chosen as often as religious programs. In short, religious programs fail to do well in absolute terms among viewers, but relative to specific other types of programs they compare quite favorably.

Table 20

PREFERENCES FOR TYPES OF TELEVISION PROGRAMS  
AMONG RELIGIOUS TV VIEWERS AND NON-VIEWERS

"Here is a list of types of programs shown on TV. I would like you to rank three in order of your personal preference. First, which do you most prefer? Which would be your second preference? Which would be third?"

	<u>Viewers</u>	<u>Non-Viewers</u>
Percent who selected each of the following among their top 3 choices:		
News	52%	50%
Religious programs	31%	3%
Sports	30%	32%
Documentaries	26%	32%
Movies	25%	45%
Soap operas	23%	17%
Quiz/game shows	19%	13%
Talk shows	19%	19%
Situation comedies	19%	24%
Police/action shows	17%	19%
Variety shows	17%	18%
Drama	15%	21%
Number of Interviews	(954)	(1049)

It can also be seen that the patterns of viewing preference among viewers and non-viewers do not alter greatly when only those who watch a lot of television (four or more hours a day) are compared (Table 21). Again, religious television viewers are less inclined to prefer movies than are non-viewers. Otherwise, their preferences are remarkably similar.

As might be expected, the single factor most capable of predicting whether or not viewers list religious programs among their top three preferences is whether that person is an evangelical. More than half (54 percent) of evangelical religious television viewers listed religious programs among their three favorite types of programs, compared with only 18 percent of non-evangelical religious television viewers.

Previous tables have shown the separate effects of conventional television viewing and of religious commitment on religious television viewing. The question also arises as to the combined effects of these factors. As a crude test, the joint effects of heavy conventional viewing and religiosity on religious viewing are examined (a more detailed multivariate analysis is presented later). As Table 22 shows, both conventional viewing and religiosity positively affect religious viewing. However, the effects of religiosity appear to be stronger than the effects of conventional viewing. For example, reading down each column, the differences between those for whom religion is very important

Continued on page 54



Table 21

PROGRAM PREFERENCES AMONG RELIGIOUS TV  
VIEWERS AND NON-VIEWERS, HEAVY VIEWERS ONLY

(Only those who watch conventional TV 4 hours or more per day)

	<u>Viewers</u>	<u>Non-Viewers</u>
Percent who selected each of the following among their top 3 choices:		
News	43%	41%
Religious programs	25%	1%
Sports	28%	29%
Documentaries	22%	22%
Movies	30%	49%
Soap operas	34%	30%
Quiz/game shows	22%	19%
Talk shows	19%	20%
Situation comedies	21%	26%
Police/action shows	19%	24%
Variety shows	18%	19%
Drama	19%	20%
Number of Interviews	(348)	(326)

Table 22

## VIEWING BY RELIGIOSITY AND CONVENTIONAL VIEWING

(Total Weighted Sample)

Percent in each category of conventional viewing  
and religiosity who had watched a religious program  
in the past 30 days

	<u>Less than 2 hours of TV</u>	<u>2 to 4 hours of TV</u>	<u>More than 4 hours of TV</u>
<u>Religion - Very Important</u>			
Percent	54%	61%	64%
Number (Weighted)	(407)	(901)	(647)
<u>Religion - Fairly Important</u>			
Percent	26%	41%	43%
Number (Weighted)	(205)	(426)	(339)
<u>Religion - Not Very Important</u>			
Percent	13%	18%	18%
Number (Weighted)	(99)	(211)	(153)

versus those for whom religion is not very important are 41 percentage points, 43 percentage points, and 46 percentage points, respectively. By comparison, the differences in each row between those who view conventional television less than two hours and those who view more than four hours a day are only 10 points, 17 points, and 5 points, respectively.

Finally, the study provided some information on cable TV (Table 23). Overall, viewers were no more likely than non-viewers to have cable TV in their homes (they were not asked whether they watched religious programs on cable channels). Within particular segments of the population, some differences appeared between viewers and non-viewers, but these differences were generally small: college educated viewers were more likely to have cable TV than either college educated non-viewers or non-college educated viewers; viewers in central cities were more likely to have cable TV than non-viewers in central cities; the opposite was true among suburban residents; and southern viewers were somewhat less likely than southern non-viewers to have cable TV.

Table 23CABLE TV AMONG VIEWERS AND NON-VIEWERS,  
CONTROLLING FOR OTHER FACTORS

Percent with a cable TV in household

	<u>Viewers</u>	<u>Non-Viewers</u>
Within each category listed:		
Total sample	38%	38%
Under age 30	42%	39%
Age 30 to 49	42%	43%
Age 50 or over	34%	32%
Grade school	30%	31%
High school	42%	41%
Some college	48%	41%
College graduate	44%	39%
White	40%	40%
Nonwhite	30%	29%
Central City	37%	30%
Suburb	36%	43%
Rural	41%	41%
East	38%	35%
Midwest	37%	38%
South	39%	47%
West	38%	34%
TV Viewing		
High	40%	45%
Medium	38%	40%
Low	34%	26%

## 2. Frequent vs. Infrequent Viewers

This section summarizes the differences between frequent viewers — those who watched religious television two or more hours in the past seven days — and infrequent or casual viewers — those who watched less than two hours in the past seven days.

Overall, the results may be summarized as follows: the characteristics that distinguish viewers from non-viewers also differentiate frequent from infrequent viewers (Table 24). Specifically, frequent viewers are disproportionately likely to be female, past age fifty, educated only at the grade school level, residents of rural areas in the South and Midwest, and heavy viewers of conventional television. Low levels of education and older age appear to be the factors that most sharply differentiate the frequent viewer from the infrequent viewer. The proportion of frequent viewers who live in the Midwest is especially high, while those living in the East are relatively few. Race and marital status are about the same among frequent and infrequent viewers.

Religiously, frequent viewers are even more likely than infrequent viewers to be Protestants and to hold evangelical views. They are somewhat more likely to say religion is important to them, and to attend church regularly, but no more likely to be church members (Table 25).

Table 24

SOCIAL CHARACTERISTICS OF FREQUENT VS.  
INFREQUENT RELIGIOUS TV VIEWERS

(Viewers Only)

Percent:	<u>Watched 2 or More Hours in Past 7 Days</u>	<u>Watched Less than 2 hours in past 7 days</u>
Male	41%	51%
Female	59%	49%
Under age 30	12%	19%
Age 30 to 49	29%	35%
Age 50 or over	58%	46%
Married	67%	63%
Single	9%	14%
Divorced/widowed	24%	23%
Grade school	50%	34%
High school	36%	40%
Some college	9%	14%
College graduate	5%	11%
White	75%	76%
Nonwhite	25%	24%
Central City	27%	33%
Suburb	31%	35%
Rural	42%	32%
East	14%	23%
Midwest	35%	21%
South	38%	38%
West	14%	18%
TV Viewing		
High	46%	34%
Medium	40%	47%
Low	14%	19%
Number of Interviews	(418)	(468)

Table 25RELIGIOUS CHARACTERISTICS OF FREQUENT VS.  
INFREQUENT RELIGIOUS TV VIEWERS

(Viewers Only)

	<u>Watched 2 or More Hours in Past 7 Days</u>	<u>Watched Less than 2 Hours in Past 7 Days</u>
Percent:		
Protestant	83%	69%
Roman Catholic	11%	19%
Other	6%	12%
Church Member	78%	77%
Non-member	22%	23%
Religion - Very Important	83%	72%
Religion - Fairly Important	14%	23%
Religion - Not Very Important	3%	5%
Evangelical	58%	34%
Non-evangelical	42%	66%
Church Attendance		
Once a week or more	51%	46%
2 to 3 times a month	11%	9%
Once a month	17%	19%
Special occasions	10%	13%
None	11%	13%
Number of Interviews	(418)	(468)

### 3. Frequent Religious TV Viewers vs. Frequent Conventional Viewers

A different type of comparison is made possible by examining frequent viewers of religious television -- two or more hours in the past seven days -- with frequent viewers of conventional television -- four or more hours in an average day. There is some overlap in these categories since frequent religious viewers can also be frequent conventional viewers. However, the comparisons are nevertheless meaningful, since the question at issue here is whether viewers of religious television are distinguishable from heavy viewers of television in general.

On social characteristics, the principal factors distinguishing viewers of religious television from heavy viewers in general are the following: viewers of religious television tend to be considerably older on the average and considerably less likely to have advanced in school beyond the eighth grade; they are also somewhat more likely to live in rural areas and in the South and Midwest (Table 26). In short, the social profiles of the two types of viewers tend to be relatively distinct.

Religiously, the two are also clearly different (Table 27). Viewers of religious television are more likely to be Protestants, to say religion is very important to them, to hold evangelical views, and to attend church on a weekly basis. They are also somewhat more likely to be church members. These patterns again reinforce the idea that viewers of religious programs select these programs specifically because of their religious content and because this content appeals to their broader interests in religion.



Table 26

SOCIAL CHARACTERISTICS OF FREQUENT RELIGIOUS TV  
VIEWERS AND FREQUENT CONVENTIONAL VIEWERS

Percent:	<u>Watched religious TV 2 or more hours in past 7 days</u>	<u>Watch TV 4 or more hours in average day</u>
Male	41%	41%
Female	59%	59%
Under age 30	12%	28%
Age 30 to 49	29%	32%
Age 50 or over	58%	40%
Married	67%	60%
Single	9%	21%
Divorced/widowed	24%	18%
Grade school	50%	35%
High school	36%	45%
Some college	9%	13%
College graduate	5%	7%
White	75%	80%
Nonwhite	25%	20%
Central City	27%	38%
Suburb	31%	32%
Rural	42%	30%
East	14%	24%
Midwest	35%	31%
South	38%	28%
West	14%	17%
Number of Interviews	(418)	(1182)

Table 27

SOCIAL CHARACTERISTICS OF FREQUENT RELIGIOUS TV  
VIEWERS AND FREQUENT CONVENTIONAL VIEWERS

Percent:	<u>Watched religious TV 2 or more hours in past 7 days</u>	<u>Watch TV 4 or more hours in average day</u>
Protestant	83%	58%
Roman Catholic	11%	30%
Other	6%	12%
Church member	78%	70%
Non-member	22%	30%
Religion - Very Important	83%	55%
Religion - Fairly Important	14%	29%
Religion - Not Very Important	3%	16%
Evangelical	58%	22%
Non-evangelical	42%	78%
Church Attendance		
Once a week or more	51%	34%
2 to 3 times a month	11%	12%
Once a month	17%	16%
Special occasions	10%	20%
None	11%	18%
Number of Interviews	(418)	(1182)

#### 4. Viewers of Specific Programs

Because of the small number of viewers who mentioned any one program as the program they watch most often, this analysis is limited to four major programs: Billy Graham, Jimmy Swaggart, Oral Roberts, and the "700 Club." Each of these was mentioned by more than 100 persons in the survey as the program they most often watch. In addition, a column labelled "local programs" is added for purposes of comparison (Tables 28 and 29). Included in this column are all persons who mentioned watching religious services (unspecified) most often, other programs, Baptist programs, or Roman Catholic programs. As mentioned before, not all of these are likely to have in fact been local programs, but they represent a type of programming clearly different in sponsorship from the other four. Following, then, is a summary of the social and religious attributes which distinguish the viewers of each of these programs from one another.

Billy Graham. Of the five programs, Billy Graham has the highest percentage of female viewers, the highest percentage of viewers age 50 and over, and the largest proportion of white viewers. His viewers are relatively less likely to be evangelicals than some of the other programs' viewers, but do not stand out on any of the other religious items.

Jimmy Swaggart. His viewers include the highest percentage of men (although women are still the majority), the highest proportion in the South (nearly half), and one of the highest proportions of rural dwellers. Religiously, he has the largest percentage of

Protestant viewers and the smallest percentage of Roman Catholic viewers; his viewers are the most likely to say religion is very important to them; and the most likely to hold evangelical views.

Oral Roberts. Of the five, Oral Roberts has the highest proportion of viewers under age 30, but also one of the highest percentages of viewers past age 50. His audience is particularly likely to be divorced, widowed, or single (nearly half are not married). He has by far the least educated audience. His viewers include a relatively large proportion of non-whites and rural dwellers, but he also has the largest proportion of viewers in the East of any of the programs. He has the highest proportion of non-church-members, people who do not attend church regularly, and people who consider religion only fairly important.

"700 Club." Pat Robertson's "700 Club" is distinguished by having the largest proportion of viewers between the ages of 30 and 50, the highest percentage who are married, the lowest percentage with only a grade school education, the lowest share in rural areas, and the highest share in the Midwest. His viewers also score highest on being church members and attending church regularly.

Local Programs. These programs share many of the overall characteristics of the audiences of the "big four": disproportionately female, older, less educated, Southern, church members. They are distinguished mostly by the fact that their audiences are somewhat

better educated than average, racially somewhat more diverse, better represented in the West, and better represented among Catholics.

On the whole, similarities among the audiences of these programs outweigh differences (e.g. when compared with non-viewers). But it is also clear from these comparisons that somewhat differentiated markets have been developed by the different content and styles of these shows. Jimmy Swaggart, for example, appears to have the greatest appeal to the traditional, conservative Protestant in the southern Bible-belt. Oral Roberts, in contrast, attracts more viewers from outside the church, particularly the dispossessed who may gain hope from the type of message he presents. Pat Robertson, on the other hand, appears more successful at capturing a churched audience from "middle America." Billy Graham's audience is relatively diverse. But the most diverse audience is that of the local programs which are themselves more diverse in denominational sponsorship, region, race, and theology.

Table 28

## SOCIAL CHARACTERISTICS OF VIEWERS OF SPECIFIC PROGRAMS

	<u>Billy Graham</u>	<u>Jimmy Swaggart</u>	<u>Oral Roberts</u>	<u>700 Club</u>	<u>Local Programs</u>
Percent:					
Male	38%	44%	43%	41%	42%
Female	62%	56%	57%	59%	58%
Under age 30	16%	12%	17%	15%	10%
Age 30 to 49	24%	44%	27%	47%	32%
Age 50 or over	59%	43%	56%	37%	57%
Married	64%	68%	53%	72%	68%
Single	9%	7%	15%	12%	11%
Divorced/widowed	27%	25%	32%	16%	21%
Grade school	47%	42%	58%	29%	39%
High school	38%	45%	31%	46%	33%
Some college	7%	10%	5%	15%	16%
College graduate	8%	3%	5%	10%	12%
White	87%	80%	76%	82%	76%
Nonwhite	13%	20%	24%	18%	24%
Central City	24%	21%	26%	36%	32%
Suburb	31%	32%	28%	30%	39%
Rural	45%	46%	46%	34%	29%
East	19%	14%	22%	16%	18%
Midwest	32%	23%	32%	40%	26%
South	38%	49%	37%	38%	33%
West	11%	14%	9%	6%	23%
Number of Interviews	(153)	(124)	(114)	(105)	(191)

Table 29

## RELIGIOUS CHARACTERISTICS OF VIEWERS OF SPECIFIC PROGRAMS

	<u>Billy Graham</u>	<u>Jimmy Swaggart</u>	<u>Oral Roberts</u>	<u>700 Club</u>	<u>Local Programs</u>
Percent:					
Protestant	81%	83%	80%	71%	68%
Roman Catholic	17%	6%	14%	18%	24%
Other	2%	11%	6%	11%	8%
Church member	81%	78%	74%	84%	84%
Non-member	19%	22%	26%	16%	16%
Religion					
Very Important	74%	83%	70%	72%	82%
Fairly Important	21%	13%	27%	22%	14%
Not Very Important	3%	3%	1%	4%	4%
Evangelical	43%	52%	43%	47%	42%
Non-evangelical	57%	48%	57%	53%	58%
Church Attendance					
Once a week or more	53%	51%	41%	57%	52%
2 to 3 times a month	8%	7%	14%	9%	17%
Once a month	20%	16%	16%	18%	14%
Special occasions	10%	11%	16%	10%	8%
None	10%	15%	13%	7%	8%
Number of Interviews	(153)	(124)	(116)	(105)	(191)

## 5. Contributors

The social and religious characteristics of viewers who sent money to the programs they watch versus viewers who did not are shown in Tables 30 and 31. Demographically, contributors are slightly more likely to be females than are non-contributors and somewhat more likely to be past 50. Otherwise, the two do not differ substantially from one another on such factors as education, marital status, race, or residence.

Religion appears to be a much more decisive factor in distinguishing contributors from non-contributors. Contributors are more likely to be Protestants, church members, weekly church attenders, and persons for whom religion is very important. Above all, they tend to hold evangelical views. Of the contributors, more than half did so, compared with fewer than a third of the non-contributors.

As Table 32 shows, contributing is also very closely associated with frequency of viewing. Specifically, 35 percent of those who watched two or more hours in the past seven days had sent money, compared to only 15 percent of those who had watched less than one hour. Large donations (\$25 or more) were also positively associated with viewing. The table also reveals a strong association between receiving literature or phone calls from programs and contributions.



Table 30

## SOCIAL CHARACTERISTICS OF CONTRIBUTORS

	<u>Viewers who sent money</u>	<u>Viewers who did not send money</u>
Percent:		
Male	41%	45%
Female	59%	55%
Under age 30	12%	18%
Age 30 to 49	34%	36%
Age 50 or over	54%	46%
Married	65%	67%
Single	12%	13%
Divorced/widowed	23%	21%
Grade school	36%	39%
High school	41%	38%
Some college	15%	12%
College graduate	8%	11%
White	82%	80%
Nonwhite	18%	20%
Central City	27%	30%
Suburb	38%	34%
Rural	35%	36%
East	17%	18%
Midwest	28%	29%
South	36%	36%
West	19%	16%
Number of Interviews	(272)	(663)

Table 31

## RELIGIOUS CHARACTERISTICS OF CONTRIBUTORS

	<u>Viewers who sent money</u>	<u>Viewers who did not send money</u>
Percent:		
Protestant	81%	69%
Roman Catholic	14%	20%
Other	5%	11%
Church member	83%	74%
Non-member	17%	26%
Religion - Very Important	84%	66%
Religion - Fairly Important	14%	26%
Religion - Not Very Important	2%	6%
Evangelical	51%	31%
Non-evangelical	49%	69%
Church Attendance		
Once a week or more	56%	45%
2 to 3 times a month	11%	12%
Once a month	18%	17%
Special occasions	8%	15%
None	7%	12%
Number of Interviews	(272)	(663)

Table 32

## CONTRIBUTIONS AND OTHER CONTACT WITH PROGRAMS

(Viewers Only)

	<u>Percent who sent any money</u>	<u>Percent who sent \$25 or more</u>
Among those who:		
Watched 2 or more hours	35%	27%
Watched 1 to 2 hours	24%	15%
Watched less than 1 hour	15%	8%
Received literature	53%	35%
Did not receive literature	6%	4%
Received phone calls	63%	51%
Did not receive phone calls	21%	13%

## 6. Multivariate Analysis

To recap briefly, the results presented thus far indicate that religious television viewers tend to be concentrated disproportionately among women, older people, divorced and widowed persons, those with lower educations, blacks, rural dwellers, southerners, those who watch a lot of television generally, homebound persons, and persons for whom religious beliefs are important, particularly evangelicals. The analyses suggest further that heavy viewing of religious programs, as opposed to less frequent viewing, also tends to be concentrated among the same types of people. Contributors to religious programs also tend to be differentiated from non-contributors by the same factors (with the exceptions that have been noted).

These findings cannot be taken strictly at face value, however. Some of the factors that characterize religious television viewers descriptively overlap with others. As already noted, for example, older people tend on the average to be less well educated than younger people. Or for another example, evangelicals tend to be concentrated in rural areas and in the South more so than non-evangelicals. Thus, the various social and religious factors need to be examined simultaneously in order to see which ones differentiate viewers from non-viewers, taking other factors into account.

To this end, multiple regression analyses were performed introducing eleven social and religious characteristics simultaneously as predictors of viewing within the past thirty days, amount of viewing within the past seven days, and amount of contributions to religious

programs. These characteristics were: (1) an evangelical index constructed of the three standard Gallup evangelical items, (2) hours of total television viewing per average day, (3) age, (4) race, (5) marital status (divorced or widowed vs. married or single), (6) rural (vs. urban or suburban), (7) education, (8) hours away from home per day, (9) importance of religion, (10) region (South or Midwest vs. East or West), and (11) sex.

Taking the effects of these variables into account simultaneously, evangelicalism emerges as the single best predictor of all three viewing variables (Table 33). Hours of total television viewing is significantly associated with viewing and frequency of viewing as well, but not with contributions. Compared with evangelicalism, its effects are only about half as strong. Of the other factors, age also has a consistent and statistically significant effect.

The effects of race and marital status are statistically significant, but weak and inconsistent. Specifically, blacks are slightly more likely than whites to view and to view frequently, but are less likely to contribute, other things being equal. Divorced and widowed persons are more likely to view and contribute, but view somewhat less frequently than married or single persons.

None of the other variables had consistent, strong, or statistically significant effects. It appears that sex, region, city size, and education influence viewing behavior only indirectly through their effects on evangelicalism and conventional television viewing.

Table 33

MULTIVARIATE ANALYSIS OF VIEWER CHARACTERISTICS  
(Standardized Multiple Regression Coefficients)

<u>Independent Variables</u>	<u>Dependent Variables</u>		
	<u>Watched religious TV in past 30 days</u>	<u>Hours watched in past 7 days</u>	<u>Amount of money sent in</u>
Evangelical Index	.209*	.226*	.187*
Hours of TV per Day	.080*	.110*	-.024
Age	.069*	.084*	.070*
Race	.075*	.066*	-.032*
Marital status	.033*	-.037*	.062*
Rural/Urban	.032*	-.013	.002
Education	.022	-.035*	.027
Hours out of house	-.008	-.009	.033*
Religion Important	.029	.023	.015
Region	.008	.013	-.022
Sex	.003	.017	-.006

\*Significant at or beyond the .05 level

#### D. RELIGIOUS TELEVISION AND THE CHURCH

The relationship between religious television and the church, particularly the impact or potential impact of the former on the latter, is the focus of this section. A variety of evidence will be examined, including respondents' own assessments of this relationship, a comparison of gratifications from the two, attitudes toward the church among viewers, and levels of participation in both, taking other factors into account.

##### 1. Perceived Effects on Involvement

As one mode of assessing the effects of religious television on the church, viewers were asked directly to say whether religious television had changed their involvement in their local church or synagogue (Table 34). Overwhelmingly they said "no." Only one in ten thought their involvement had been affected.

Of this number, two out of three said their involvement had increased. Among more serious viewers (those who had watched at least one hour in the past week), a somewhat larger proportion (17 percent) admitted to having changed their involvement. But again the largest share thought their involvement had increased rather than decreased. Thus, only three percent of all viewers -- and the same proportion among heavy viewers -- felt that their involvement in church had actually decreased.

Table 34

## VIEWING AND PERCEIVED CHANGE IN CHURCH INVOLVEMENT

(Viewers Only)

	<u>All Viewers</u>	<u>Viewers who watched 1 hour or more in the past 7 days</u>
"Has watching religious TV changed your involvement in your local church or synagogue?"		
YES	10%	17%
Increased it	7%	14%
Decreased it	<u>3%</u>	<u>3%</u>
NO/Don't Know	90%	83%
Number of Interviews	(954)	(279)



## 2. Church Attendance and Religious Television

The veracity of these perceptions is reinforced by the actual relationship between church attendance and viewing. As seen earlier, viewers are more likely than non-viewers to attend religious services regularly. Part of this difference, of course, is due to the fact that religion is simply more important to viewers, on the whole, than to non-viewers. Thus, the critical test is whether viewers attend more often or less often than non-viewers for whom religion is equally important.

When level of religiosity is controlled, viewers and non-viewers attend religious services in virtually the same proportions (Table 35). By this test, viewing religious television programs does not seem to be associated with reduced levels of attendance at religious services.

This impression is also confirmed by the results of multiple regression analysis. When the effects of age, education, religiosity, and religious television on church attendance are examined simultaneously, the net effect of religious television on church attendance is statistically significant, but weakly positive (adding about one percent to the explained variance in church attendance).

Table 35

CHURCH ATTENDANCE AMONG VIEWERS AND  
NON-VIEWERS, CONTROLLING FOR RELIGIOSITY

Percent who attend once a week or more

	<u>Viewers</u>	<u>Non-Viewers</u>
Among persons for whom:		
Religion is very important	59%	57%
	(693)	(460)
Religion is fairly important	24%	22%
	(206)	(335)
Religion is not very important	0%	3%
	(40)	(223)

### 3. Volunteer Work and Religious Television

Another question asked respondents whether they had done any volunteer work for their church during the past year. Overall, 46 percent of the viewers and 32 percent of the non-viewers had done this type of work at least once. Controlling for differences in levels of religiosity, viewers were still somewhat more likely than non-viewers to have done such work (Table 36). Again, therefore, no indication is evident that viewers of religious television are less involved in their local churches than non-viewers having comparable levels of religious commitment.

This conclusion is also sustained when volunteer work outside the church is considered. First, 80 percent of the viewers and 76 percent of the non-viewers had "donated time to help someone, other than a family member, who was sick or in need" at least once during the past year; and within each level of religiosity, viewers were as likely as non-viewers to have done so (Table 37). Second, 43 percent of the viewers and 45 percent of the non-viewers had "done volunteer work for a community organization, other than a church, such as a civic group or charity" at least once during the past year; and there were no significant differences in the proportions among viewers and non-viewers at each level of religiosity (Table 38). Third, 20 percent of the viewers and 21 percent of the non-viewers said they belonged to two or more voluntary organizations in their community, other than a church or religious group; again there were no differences in the percentages within levels of religiosity (Table 39).

Table 36

CHURCH WORK AMONG VIEWERS AND NON-VIEWERS,  
CONTROLLING FOR LEVEL OF RELIGIOSITY

Percent who have done volunteer work at their church  
at least several times during the past year

	<u>Viewers</u>	<u>Non-Viewers</u>
Among persons for whom:		
Religion is very important	50%	41%
	(693)	(460)
Religion is fairly important	25%	16%
	(206)	(335)
Religion is not very important	4%	9%
	(40)	(223)

Table 37

ALTRUISTIC ACTIVITY AMONG VIEWERS AND NON-VIEWERS,  
CONTROLLING FOR LEVEL OF RELIGIOSITY

Percent who donated time to help someone  
at least several times during the past year

	<u>Viewers</u>	<u>Non-Viewers</u>
Among persons for whom:		
Religion is very important	76%	74%
	(693)	(460)
Religion is fairly important	69%	65%
	(206)	(335)
Religion is not very important	45%	53%
	(40)	(223)

Table 38

VOLUNTEER WORK AMONG VIEWERS AND NON-VIEWERS,  
CONTROLLING FOR LEVEL OF RELIGIOSITY

Percent who have done volunteer work for a  
community organization, other than a church,  
at least several times during the past year

	<u>Viewers</u>	<u>Non-Viewers</u>
Among persons for whom:		
Religion is very important	38%	36%
	(693)	(460)
Religion is fairly important	35%	35%
	(206)	(335)
Religion is not very important	24%	30%
	(40)	(223)

Table 39

MEMBERSHIP IN VOLUNTARY ORGANIZATIONS AMONG VIEWERS AND NON-VIEWERS,  
CONTROLLING FOR LEVEL OF RELIGIOSITY

Percent belonging to two or more "voluntary  
organizations in your community, other than  
a church or religious groups"

	<u>Viewers</u>	<u>Non-Viewers</u>
Among persons for whom:		
Religion is very important	20%	22%
	(693)	(460)
Religion is fairly important	21%	21%
	(206)	(335)
Religion is not very important	15%	22%
	(40)	(223)

#### 4. Financial Giving and Religious Television

Religious leaders have also considered whether religious television viewing may be associated with reduced levels of financial giving to local churches. As with other kinds of involvement, the results fail to confirm this idea. Among viewers as a whole, 40 percent said they had given \$180 or more to their local church or synagogue during the past year, compared with 28 percent of the non-viewers. Only 13 percent of the viewers had not contributed anything, compared with 23 percent of the non-viewers. At the opposite extreme, 12 percent of the viewers had given more than \$1,000, compared with 7 percent of the non-viewers.

Viewers within specific segments of the sample also contributed more money to their churches than did non-viewers with similar social and religious characteristics (Table 40). For example, among regular church attenders, viewers were four percentage points more likely than non-viewers to have given \$180 or more during the past year. The same was true among persons for whom religion was very important. Within each age category and at each level of education viewers were also more likely than non-viewers to contribute this much.

Multiple regression analysis of these relations showed no statistically significant relation between religious television viewing and church giving, controlling for religiosity, age, and education, and a weak positive relation between church giving and giving to religious television, controlling for the same factors.



Table 40

CHURCH CONTRIBUTIONS AMONG VIEWERS AND NON-VIEWERS,  
CONTROLLING FOR OTHER FACTORS

Percent who contributed more than \$180 to their  
local place of worship during the past year

	<u>Viewers</u>	<u>Non-Viewers</u>
Within each category:		
Under age 30	21%	11%
Age 30 to 49	44%	35%
Age 50 or over	44%	38%
Grade school	28%	22%
High school	45%	26%
Some college	48%	29%
College graduate	56%	41%
White	44%	30%
Nonwhite	22%	15%
Religion - very important	47%	43%
Religion - fairly important	28%	24%
Religion - not very important	11%	8%
Evangelical	48%	42%
Non-evangelical	35%	27%
Attend church weekly	60%	56%
Attend 2 to 3 times a month	36%	31%
Attend once a month	29%	23%
Attend on special occasions	11%	11%
Do not attend	8%	5%

## 5. Benefits from Church and Religious Television

Since many religious television viewers, it appears, remain actively involved in their churches as well, it is valuable to know what benefits viewers feel they receive from each. To this end, viewers were asked, "At present do you feel the church or religious TV contributes more to your spiritual life?" Among all viewers, slightly more than half (54 percent) said the church, only 18 percent said religious TV, and the remainder said both were equal or neither contributed more, or they weren't sure which contributed more (Table 41). Among viewers who had watched at least an hour of religious television during the past week, the answers were not substantially different: a majority still chose the church and one in four chose religious television.

Viewers were also asked, "At present do you feel the church or religious TV contributes more to informing you about the moral and social issues that are crucial in America today?" On this question the proportions selecting religious TV were higher (34 percent among all viewers and 47 percent among frequent viewers). The church continued to receive a large share of the choices (39 percent and 29 percent, respectively), but it would appear that frequent viewers look upon religious TV for information about moral and social issues.

Table 41

RELATIVE CONTRIBUTION OF CHURCH AND  
RELIGIOUS TV TO RELIGIOUS LIFE

(Viewers Only)

	<u>All Viewers</u>	<u>Viewers who watched 1 hour or more in the past 7 days</u>
"At present do you feel the church or religious TV contributes more to your spiritual life?"		
CHURCH	54%	51%
RELIGIOUS TV	18%	26%
BOTH EQUAL	13%	16%
NEITHER	10%	4%
Don't Know	5%	3%
"At present do you feel the church or religious TV contributes more to informing you about the moral and social issues that are crucial in America today?"		
CHURCH	39%	29%
RELIGIOUS TV	34%	47%
BOTH EQUAL	14%	17%
NEITHER	8%	3%
Don't Know	5%	4%
Number of Interviews	(954)	(279)

## 6. Gratifications from Each

An assessment that is less dependent on respondents' own perceptions comes from comparing the gratifications people obtain from religious TV with those obtained from the church. The same list of statements was presented to respondents at two different points in the interview, asking them what they liked about church and what they liked about religious television. Since the latter was asked only of viewers, it seemed appropriate that the former should be restricted to church members. And to sharpen the comparison, both sets of answers were tabulated for those active in their respective mode of involvement. Thus, gratifications from religious TV are tabulated for those who had watched it at least one hour in the past week, while gratifications from church are presented for those who attend at least once a week. The results, shown in Table 42, provide some interesting insights into the areas where the church or religious television hold a comparative advantage.

The preaching or sermon ranks high on both lists as the thing most often liked. But the percentages in each column are not greatly different, suggesting that neither the church nor religious television currently holds a competitive edge as far as sermons are concerned. Inspiration (having one's spirits lifted) also ranks high on both lists. Again the percentages are similar enough to one another to suggest that neither religious television nor the church holds the advantage. Also important on both lists are music and general enjoyment -- receiving choices by about the same percentages in both columns. Further down

the lists are the informational gratifications (knowing what's happening, and information on moral issues). These also received about the same number of favorable mentions in each column. Where the two columns differ most are on the items concerning closeness to God, an experience of worship, feeling strengthened, and companionship or fellowship. On all of these the church scores considerably higher. In other words, these are the areas where the church appears to have a distinct competitive advantage.

It should be emphasized that things are not quite this black and white, for many of the persons who watch religious television or attend church do both. Thus the image of two competing camps is not exactly accurate. Nevertheless, religious television and the church clearly do provide some of the same gratifications, but are different on others. What these findings suggest is that religious television has done well in supplying several of the things that the church has traditionally offered, namely, sermons and music. Where religious television has done less well is on the ritual and experiential aspects of worship. This is not particularly surprising, since television represents a more vicarious, privatized form of communication. But the message for the churches may be that their strength -- the strength on which they can build -- lies chiefly in the experience of worship, fellowship, and communion with the sacred.

These conclusions are reinforced by the results shown in Table 43, reporting the percentages of viewers who liked each aspect listed only for the church, only for religious television, for both, or for neither. Church outstrips religious television, again, on worship, fellowship, closeness to God, and feeling better. On most of the other items, religious television scores about as well as the church.

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Table 42

## GRATIFICATIONS FROM RELIGIOUS TV VS. CHURCH

	Gratifications from religious TV for persons viewing at <u>least 1 hr/wk.</u>	Gratifications from church for persons attending at least once <u>a week or more</u>
Percent saying they especially like each of the following:		
The preaching or sermon	61%	66%
Having your spirits lifted	54%	62%
Feeling close to God	50%	77%
The music	49%	52%
General enjoyment	44%	41%
Knowing more about what's happening in the world	31%	23%
The experience of worshipping	30%	60%
Feeling that you are a better or stronger person	28%	50%
Information about important moral or social issues	24%	32%
The sense of companionship or fellowship	20%	54%
Number of Interviews	(279)	(821)

Table 43

## GRATIFICATIONS AMONG VIEWERS

(Viewers Only)

Percentage of viewers who said they especially like each gratification listed for:

	<u>Church and TV</u>	<u>Church Only</u>	<u>TV Only</u>	<u>Neither</u>
The preaching or sermon	35%	19%	17%	29%
Having your spirits lifted	26%	23%	14%	37%
Feeling close to God	28%	31%	8%	34%
The music	28%	17%	13%	42%
General enjoyment	15%	18%	16%	52%
Knowing more about what's happening in the world	9%	10%	16%	66%
The experience of worshipping	14%	31%	8%	47%
Feeling that you are a better or stronger person	14%	24%	6%	55%
Information about important moral or social issues	10%	13%	13%	64%
The sense of companionship or fellowship	9%	33%	6%	52%

## 7. Effects of Religious Television on Selected Subgroups

The foregoing suggests that religious television has no negative effects on church participation for the sample as a whole. Statistically, the effects of viewing appear negligible. However, there are some subgroups within the population for whom its effects are in fact negative. These subgroups are not large enough to affect the statistical analyses presented thus far. Nevertheless, it is valuable to note what these subgroups are.

The following results pertain to persons who say religion is very important to them. This, in effect, provides a control for the fact that religion was, on the whole, more salient to religious viewers than to non-viewers and that church participation also varies with degree of religiosity. These, then, are religious people who differ from one another primarily in terms of other characteristics.

Several findings suggest that persons from subgroups lacking the resources to participate in organized activities outside their home or family, or to feel comfortable in such settings, including the church, are less likely to participate in church if they watch religious programs on television than if they don't:

\*Religious viewers requiring assistance in going places were slightly less likely than religious non-viewers who required such assistance to attend church weekly (50 percent vs. 57 percent).



\*Religious viewers age 50 and older were slightly less likely to attend church weekly than religious non-viewers of comparable age (60 percent vs. 65 percent).

\*Religious viewers who were divorced were less likely than religious non-viewers who were divorced to attend church weekly (31 percent vs. 48 percent).

\*Religious viewers with only grade school educations were less likely than religious non-viewers with similar educations to attend church weekly (52 percent vs. 66 percent).

For certain types of disadvantaged persons, therefore, religious television does appear to serve as a substitute for personal participation in church activities. It is among these subgroups that conventional television viewing also tends to be high. The data suggest that heavy conventional viewing is associated with lower levels of church involvement, especially for those who include only small amounts of religious television in their viewing diet.

Another set of findings suggests that viewing may serve as a substitute for active church participation among those who, for whatever reasons, become dissatisfied with their church:

\*Among religious persons who were "very dissatisfied" with the way things had been going in their local church, only 23 percent of the viewers attended church weekly, compared with 43 percent of the non-viewers. Similarly, 23 percent of these viewers

had donated time for church activities at least several times during the past year, compared with 36 percent of their non-viewing counterparts. Viewers who were "somewhat dissatisfied" with their church donated time as frequently as non-viewers, but were not as likely to attend church weekly (36 percent vs. 57 percent) or to have contributed \$180 or more to their local church during the past year (38 percent vs. 51 percent).

The veracity and accuracy of respondents' perceptions of when they watched religious programs, how their viewing had affected their involvement, and how each form of involvement contributed to their spiritual life was also born out by several findings:

\*Religious viewers for whom religion was very important were less likely to attend church weekly if their viewing occurred on Sundays between 10 AM and noon than if it occurred on Sundays at other times (51 percent vs. 64 percent). They were also less likely to have donated time to church activities (35 percent vs. 51 percent) or to have given \$180 or more to their church during the past year (41 percent vs. 50 percent).

\*Among viewers for whom religion was very important, those who said religious television had caused their level of church involvement to decrease were, in fact, less likely than those who said their involvement hadn't changed to attend church

weekly (14 percent vs. 59 percent) or to donate time on church activities (21 percent vs. 49 percent). Those who said their involvement had increased also appear to have been reporting accurately (70 percent attended church weekly and 65 percent had spent time on church activities).

\*Among viewers for whom religion was very important, those who said religious television contributed more to their spiritual life than the church were less likely than those who said the church contributed more to attend church weekly (22 percent vs. 75 percent), to have spent time on church activities (22 percent vs. 60 percent), or to have contributed \$180 or more to their church during the past year (23 percent vs. 62 percent).

\*Among viewers for whom religion was very important, those who said religious television contributed more information on moral and social issues than the church were also less likely than those who said the church contributed more to attend church weekly (43 percent vs. 75 percent), to have spent time on church activities (36 percent vs. 60 percent), or to have contributed \$180 or more to their church during the past year (42 percent vs. 59 percent).

It may also be worth noting that a number of other analyses failed to turn up any significant differences in levels of religious participation among selected categories of viewers and non-viewers.

For example, failing to receive specific gratifications from the church, such as not liking the sermon or pastor, did not appear to be associated with lower levels of involvement among viewers than among non-viewers. Nor were viewers who preferred to watch particular television programs any less likely to attend church, other things equal, than other viewers. Similarly, neither the number of hours viewers spent watching religious programs nor the amount of money they contributed to these programs appear to have had a negative effect on church involvement or contributions.

## E. ATTITUDES OF NON-VIEWERS

This final section presents the results of several questions directed specifically at non-viewers. These asked about reasons for not viewing religious television, how much people had heard or read about religious television, and whether their attitudes toward it were positive, neutral, or negative.

### 1. Reasons for Not Viewing

Non-viewers were asked to give some of the main reasons they had for not watching religious television. The largest category of answers indicated sheer lack of interest rather than any particular form of dislike. People responded simply that they did not enjoy religious television programs, found them boring, or preferred other shows (Table 44).

Another category of responses was more negative in tone, mentioning specific aspects of religious television regarded as being objectionable. Among these, the most frequent objection concerned the programs' emphasis on money. Others saw the personalities in these programs as being phony, felt that the programs were beneath their level of intelligence, disliked the aggressive style, or disagreed on doctrines.

A few respondents indicated that they had no need for religious television because they went to church. Others said they simply were not television viewers. Only a small proportion gave reasons, such as lack of time or unavailability of programs, which suggested they might become viewers if circumstances were different.

Table 44

## REASONS FOR NOT VIEWING

(Non-Viewers Only)

"What is your main reason for not watching religious programs on TV?"

Percent

- |     |  |
|-----|--|
| 36% | LACK OF INTEREST: I have no interest in them; just don't enjoy them; like other shows better; bore me  |
| 23% | DISLIKE SPECIFIC ASPECTS: they're after my money; just want contributions; they are phonies; insult people's intelligence; too pushy; don't agree with their doctrines |
| 10% | LACK OF TIME: I don't often have enough time; I don't have time with my work   |
| 9%  | NEEDS MET IN CHURCH: get enough from my church going; attend church in person; church keeps me informed  |
| 5%  | SELDOM/NEVER WATCH TV: don't watch TV very often; we read -- don't watch TV at all   |
| 4%  | LACK OF AVAILABLE PROGRAMS: none on television here; get only one channel; none for my faith   |

## 2. Exposure and Attitudes toward Religious TV

Despite the fact that some religious programs and leading television pastors have been much in the news, overall familiarity with religious television among non-viewers appears to be relatively low. More than half said they had heard or read little or nothing; fewer than one in ten claimed to have read or heard a great deal (Table 45). Those segments of the population in which familiarity was highest included: better educated persons, southerners, evangelicals, and regular church-goers. Heavy conventional television viewing was not associated with greater familiarity.

Non-viewers were about evenly split between those who felt neutral toward religious television and those who had feelings about it. But among those who had feelings, negative sentiments outnumbered positive sentiments by a ratio of three to one (Table 45).

Non-viewers who had heard or read a lot about religious television were significantly less likely to feel neutral toward it than non-viewers who were less familiar with it (Table 46). Those with greater familiarity were somewhat more likely to have positive feelings than those with less familiarity. But they were also more likely to express negative feelings. Overall, the ratio of negative to positive feelings was about the same at each level of familiarity.

Once again something can be learned about the place of religious television in American society by comparing those who, while not viewers

Continued on page 101

Table 45

## NON-VIEWERS EXPOSURE AND ATTITUDES ABOUT RELIGIOUS TV

(Non-Viewers Only)

"How much would you say you have heard or read about religious television programs — would you say a great deal, a fair amount, only a little, or nothing?"

A GREAT DEAL	7%
A FAIR AMOUNT	24%
ONLY A LITTLE	38%
NOTHING	18%
Don't Know	13%
Number of Interviews	(1049)

"Would you describe your attitude toward religious television programs as being positive, neutral, or negative?"

POSITIVE	9%
NEUTRAL	43%
NEGATIVE	34%
Don't Know	14%
Number of Interviews	(1049)



Table 46

## ATTITUDE TOWARD RELIGIOUS TV BY LEVEL OF FAMILIARITY

(Non-Viewers Only)

	<u>Percent positive</u>	<u>Percent neutral</u>	<u>Percent negative</u>	<u>Ratio +/-</u>
Among non-viewers who had heard or read:				
A great deal	15%	26%	59%	.25
A fair amount	15%	44%	41%	.37
Only a little	8%	54%	38%	.21
Nothing	6%	56%	38%	.16

themselves, were positive toward it, versus those with negative attitudes. Demographically, those with positive views share many of the characteristics that distinguish viewers from the remainder of the population (Table 47). They are disproportionately women, past age fifty, divorced or widowed, lacking in advanced education, from racial minority groups, and southern. The only exceptions to the patterns observed earlier for viewers is that those with positive attitudes are no more likely than those with negative attitudes to live in rural areas, nor are the regional differences as pronounced. Religiously, those with positive feelings also resemble viewers and the differences between these respondents and those with negative viewers are even more pronounced (Table 48). The largest difference occurs on evangelical views. Whereas a third of those with positive feelings hold evangelical views, only two percent of those with negative feelings do so. The former are also consistently more likely to be Protestants, church members, regular church attenders, and people who say religion is very important to them.

In sum, much of the animosity toward religious television appears to be rooted in animosity or indifference toward religion in general. Those who dislike religious television are themselves, by and large, detached from religious institutions and personally disinclined toward high religiosity. Those with positive feelings toward religious television are far more likely to be active in churches and oriented toward strong personal religiosity.

Table 47

SOCIAL CHARACTERISTICS OF NON-VIEWERS WITH  
POSITIVE VS. NEGATIVE ATTITUDES

(Non-Viewers Only)

	<u>Positive</u>	<u>Negative</u>
Percent:		
Male	43%	58%
Female	57%	42%
Under age 30	29%	33%
Age 30 to 49	39%	40%
Age 50 or over	32%	26%
Married	60%	64%
Single	23%	27%
Divorced/Widowed	17%	9%
Grade school	33%	17%
High school	42%	40%
Some college	13%	16%
College graduate	12%	26%
White	77%	90%
Nonwhite	23%	10%
Central City	39%	38%
Suburb	33%	36%
Rural	28%	26%
East	42%	36%
Midwest	19%	26%
South	26%	19%
West	14%	19%
Number of Interviews	(94)	(362)

Table 48

RELIGIOUS CHARACTERISTICS OF NON-VIEWERS WITH  
POSITIVE VS. NEGATIVE ATTITUDES

(Non-Viewers Only)

	<u>Positive</u>	<u>Negative</u>
Percent:		
Protestant	54%	38%
Roman Catholic	31%	37%
Church member	79%	58%
Non-member	20%	42%
Religion - Very Important	69%	29%
Religion - Fairly Important	20%	36%
Religion - Not Very Important	7%	32%
Evangelical	31%	2%
Non-evangelical	69%	98%
Church Attendance		
Once a week or more	44%	23%
2 to 3 times a month	19%	10%
Once a month	16%	8%
Special occasions	13%	31%
None	8%	27%
Number of Interviews	(94)	(362)

## APPENDIX

TABLE I

## REASONS FOR VIEWING\*

(Viewers who had watched at least 1 hour during past 7 days)

"What is your main reason for watching religious television programs?"

Percent

28%	Enjoyment/I like it
17%	Uplifting/inspiring
14%	Substitute for not attending church
11%	Religious beliefs
11%	Spiritual growth
10%	The preaching/sermon
8%	Information/learning
8%	To grow in my religion
5%	Music/singing
4%	Interested
3%	Wanted to get another point of view
3%	To feel close to God
2%	Entertaining/amusing
2%	Happened to be on
2%	Like individual speakers

NUMBER OF INTERVIEWS (279)

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\* For all viewers see Table 2

## PEARSON CORRELATION COEFFICIENTS - BACKGROUND VARIABLES

	<u>Sex</u>	<u>Age</u>	<u>Marital</u>	<u>Education</u>	<u>Race</u>	<u>Rural</u>	<u>Region</u>	<u>TV</u>
<u>Total Sample (N = 2003)</u>								
Watched past 30 days	.041*	.097*	.080*	-.085*	.098*	.050*	.073*	.094*
Watched past 7 days	.042*	.136*	.081*	-.138*	.022	.096*	.132*	.045*
Hours watched	.046*	.106*	.033	-.138*	.102*	.018	.064*	.129*
<u>Viewers Only (N = 954)</u>								
Watched past 7 days	.001	.029	-.020	-.010	.127*	.062*	.014	.043
Hours watched	.044	.062*	.010	-.112*	.087*	.015	.013	.144*
Sent money	.000	-.049	-.054*	-.038	-.045	-.026	.035	-.030
Amount sent	-.026	.028	-.076*	.029	-.065*	.016	.010	-.072*
Written letters	.034	-.022	.062*	-.003	-.020	-.016	-.028	.006
Received letters	.015	.045	-.019	-.010	-.067*	-.011	-.047	-.032
Gratifications	.124*	.057*	.042	-.045	.017	.056*	.022	.041
Discuss - family	-.020	-.019	.126*	.031	-.053	.029	.040	-.069*
Discuss - friends	.062*	-.011	-.018	.047	-.039	-.001	.045	-.048
Discuss - pastor	-.018	-.018	-.032	.034	-.046	.033	.054*	-.078
Discuss - church people	-.005	.010	-.050	.022	-.049	.040	.068*	-.073

\* Statistically significant at or beyond the .05 level

Dichotomous variables: Sex (Male-0/Female-1), Marital (Married, Single-0/Divorced, Widowed-1),  
Race (White-0/Nonwhite-1), Rural (Central City, Suburb-0, Rural-1),  
Region (Nonsouth-0/South-1)

Gratifications - Additive index of all aspects especially liked about religious TV programs

## PEARSON CORRELATION COEFFICIENTS - RELIGION VARIABLES

	Religion - Imp.	Evangel- ical	Church Attend.	Church Work	Church Gratif.	Church Obstacles	Church Satisf.	Religious Exp.
<u>Total Sample (N = 2003)</u>								
Watched past 30 days	.109*	.241*	.137*	.065*	.076*	.005	.091*	.132*
Watched past 7 days	.129*	.247*	.145*	.092*	.118*	.024	.058*	.035
Hours watched	.109*	.263*	.124*	.100*	.115*	.035	.035	.078*
<u>Viewers Only (N = 954)</u>								
Watched past 7 days	.066*	.142*	.053*	.040	.040	.007	.035	.074*
Hours watched	.077*	.204*	.081*	.076*	.084*	.038	.078*	.075*
Sent money	.188*	.150*	.136*	.024	.085*	.016	.071*	.106*
Amount sent	.063*	.148*	.083*	.066*	.103*	.038	.043	.025
Written letters	.042	.096*	.023	.055*	.100*	.022	.034	.049
Received letters	.078*	.121*	.064*	.072*	.104*	.049	.064*	.012
Gratifications	.128*	.269*	.187*	.109*	.454*	.012	.185*	.061*
Discuss - family	.068*	.244*	.119*	.195*	.178*	-.080*	.069*	.027
Discuss - friends	.126*	.214*	.116*	.186*	.148*	-.057*	.107*	.004
Discuss - pastor	.066*	.140*	.150*	.208*	.130*	-.109*	.101*	.022
Discuss - church people	.102*	.168*	.195*	.211*	.180*	-.117*	.145*	.009

\* Statistically significant at or beyond the .05 level

Indexes Used:

Evangelical (3-item Gallup index, one point each for believing in literal Bible, having had a 'born again' experience, and having tried to convert someone), Church Gratifications (additive index of all aspects of church especially liked), Church Obstacles (additive index of all statements listed as being applicable concerning problems with local church), Gratifications (additive index of all aspects especially liked about religious TV programs)



## DISCRIMINANT ANALYSIS: VIEWERS VS. NON-VIEWERS

Standardized Canonical Discriminant  
Function Coefficients

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Evangelical Index	.650
Age	.332
Race	.174
Region	.173
TV Viewing	.148
Satisfaction with Religious Climate	.146
Education	-.125
Obstacles to Church Involvement	.122
Importance of Religion	.115
Satisfaction with Moral Changes	-.112
Church Work	.108
Church Attendance	.102
Rural Residence	.079
Marital Status	.067
Satisfaction with Local Church	.059

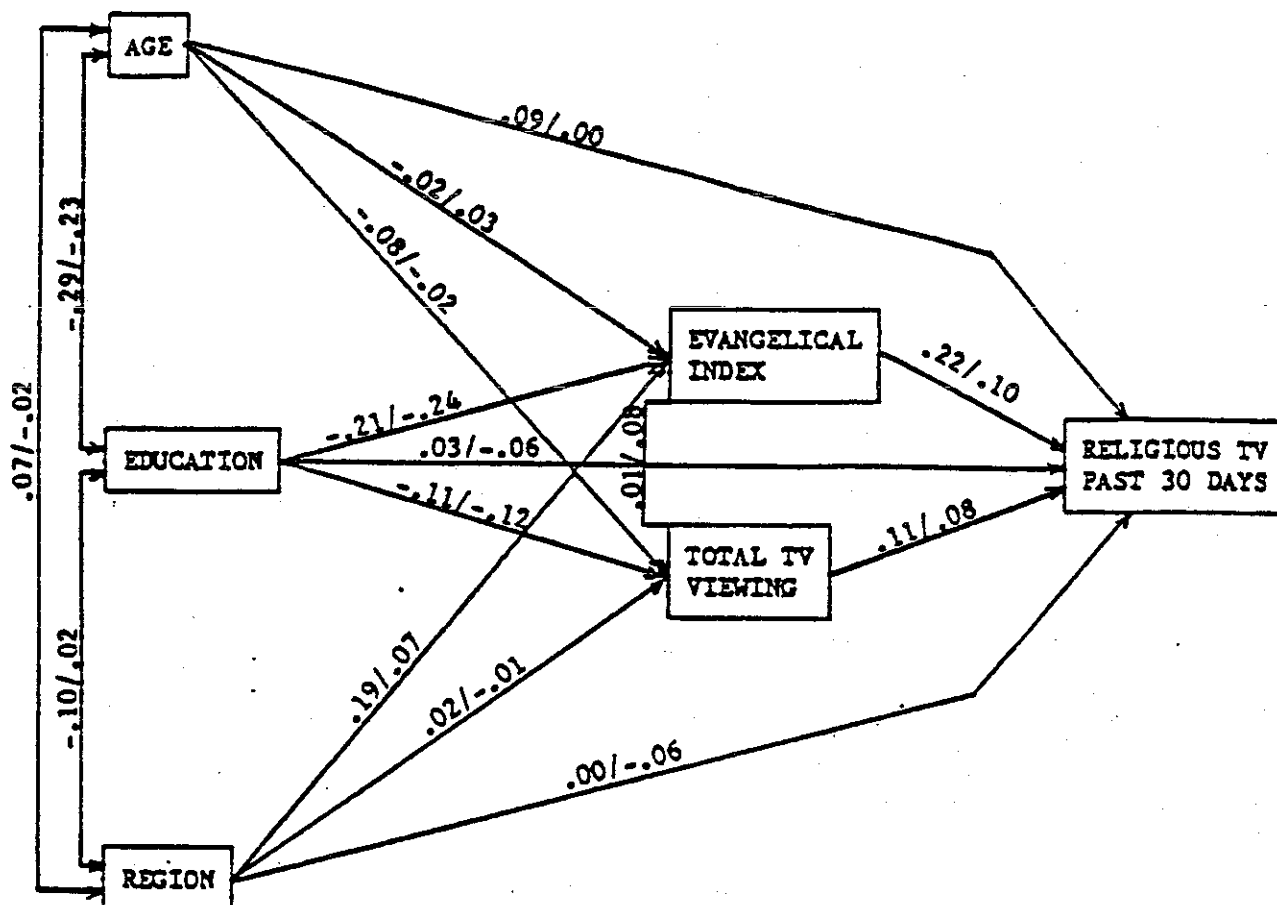
Canonical Correlation = .491

Wilks' Lambda = .759

Cases classified correctly: 72%

## PATH DIAGRAM - PROTESTANTS, CATHOLICS

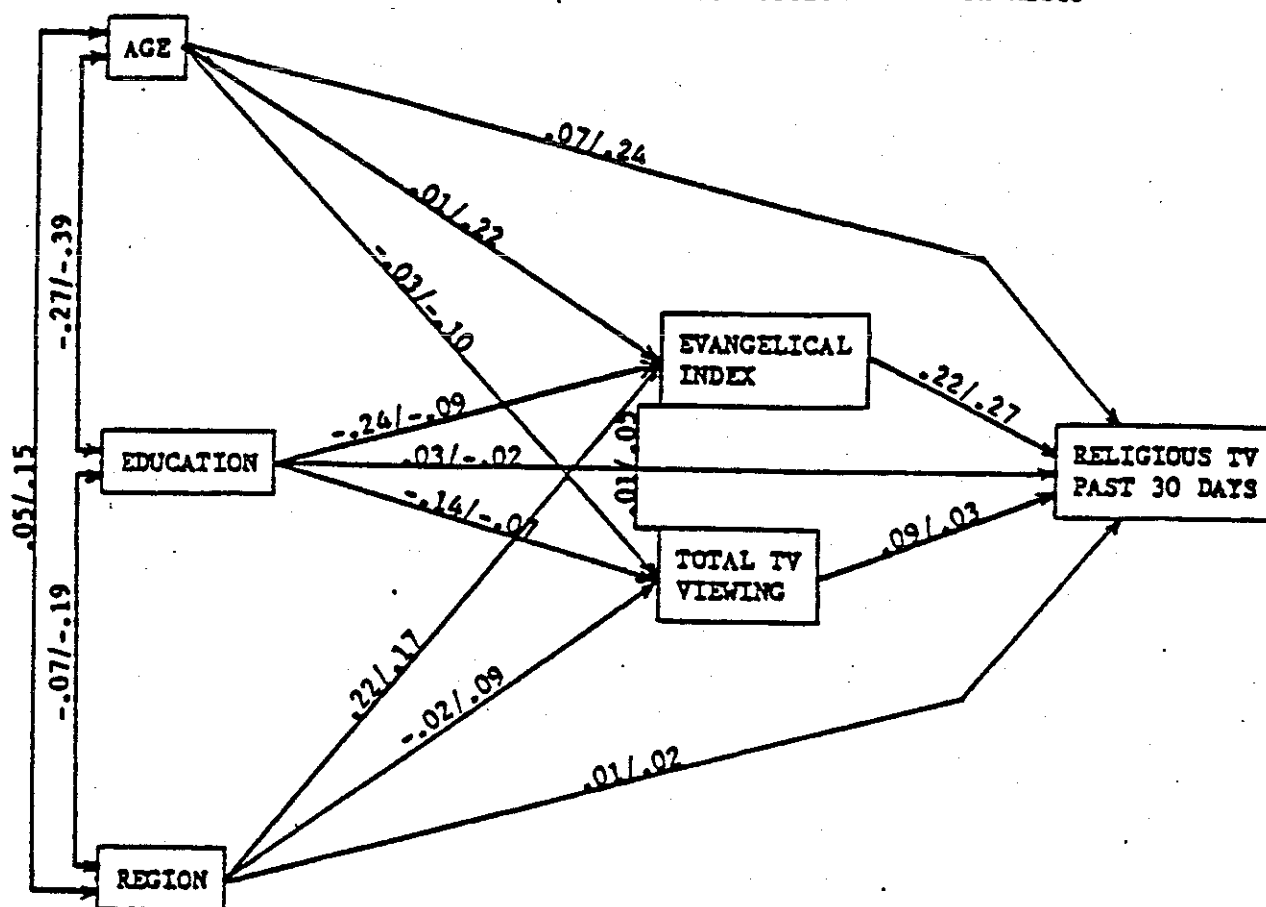
First number represents coefficient for Protestants,  
second number represents coefficient for Catholics



Interpretation: Among Protestants, evangelicalism has the strongest effect in determining whether a person watched religious TV in the past 30 days; this effect largely mediates the effects of education and region; age has a small independent effect, as does total TV viewing. Among Catholics, the effect of evangelicalism is weaker, but still significant; total TV viewing also has a significant effect; and northern Catholics are slightly more likely to watch than are southern Catholics, controlling for the other factors in the model.

## PATH DIAGRAM - WHITES, NONWHITES

First number represents coefficient for whites,  
second number represents coefficient for nonwhites



Interpretation: Among whites, evangelicalism is the strongest predictor of religious TV viewing; it in turn is predicted by lower levels of education and by living in the South; most of the effects of education and region on religious TV viewing flow through these variables' effects on evangelicalism; total TV viewing and age also have independent effects on religious viewing. Among nonwhites, evangelicalism has a strong effect on religious viewing; it in turn is associated with living in the South, lower levels of education, and older age; age also has a strong independent effect on religious viewing; the effect of total viewing on religious viewing is insignificant.

## MULTIPLE REGRESSION ANALYSES OF CHURCH INVOLVEMENT

## I. Church Attendance (Y)

$X_i$	a	$b_i$	Standard error	F	Increment in $R^2$
Religious TV	3.007	.116	.039	8.99*	.010
Religiosity	3.007	.502	.027	337.24*	.141
Age	3.007	.005	.002	6.81	.010
Education	3.007	-.025	.021	1.46	.001

## II. Church Contributions (Y)

Religious TV	.222	-.068	.062	1.20	.002
Religiosity	.222	.517	.044	138.05*	.067
Age	.222	.027	.003	68.52*	.030
Education	.222	.351	.034	106.97*	.031

## III. Church Contributions (Y)

TV Contributions	.215	.005	.001	56.78*	.032
Religiosity	.215	.500	.043	133.81*	.062
Age	.215	.026	.003	66.63*	.028
Education	.215	.347	.033	108.60*	.031

\*Significant at or beyond the .05 level