

DOCUMENT RESUME

ED 047 788

PS 004 412

AUTHOR Filep, Robert; And Others
TITLE Sesame Street. A Survey of Two Cities: Viewing Patterns in Inner City Los Angeles and Chicago.
INSTITUTION Institute for Educational Development, New York, N.Y.
SPONS AGENCY Children's Television Workshop, New York, N.Y.
PUB DATE 21 Aug 70
NOTE 127p.
EDRS PRICE MF-\$0.65 HC-\$6.58
DESCRIPTORS Audiences, Data Collection, *Inner City, *Low Income Groups, Measurement Techniques, Parents, Preschool Children, Questionnaires, Statistical Data, *Television Surveys, *Television Viewing
IDENTIFIERS *Sesame Street

ABSTRACT

This survey was conducted: (1) to develop a survey instrument for the collection of viewer interviews with the guidance and involvement of personnel recruited from inner city communities; (2) to ascertain if Sesame Street was being received by a significant number of inner city households in the low-income, minority, communities of Los Angeles and Chicago; (3) to identify television viewing patterns of the preschoolers and their parents; (4) to obtain data about the perceived value of the educational aspects of Sesame Street; and (5) to identify potential volunteer participants to maximize the effectiveness of each preschooler's viewing. The direction of the survey (covering 8,000 households) is toward determining if Sesame Street reaches the population for which it is intended--poor inner city preschoolers. Observations are provided that compare the audiences in the two cities and suggest future program modifications. Approximately one-third of the document consists of tables and survey forms. (AJ)



INSTITUTE FOR EDUCATIONAL DEVELOPMENT

999 N. SEPULVEDA BLVD • EL SEGUNDO, CALIFORNIA 90245 • (213) 772-2127

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A SURVEY OF TWO CITIES:

SEASAME STREET

Viewing Patterns In Inner City
Los Angeles And Chicago

ED0047788

PS004412

CONDUCTED FOR THE CHILDREN'S TELEVISION
WORKSHOP, NEW YORK, NEW YORK

AUGUST 21, 1970



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Los Angeles And Chicago

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ROBERT FILEP
PROJECT DIRECTOR

Los Angeles

Field Coordinator Pearl Gillette
Assistant Gwen Richards

Chicago

Field Coordinator Carol Adams
Assistant Eileen Washington

Research Associate Gary Millar

Survey Project Associate
Richard McKinlay

Statistical Project Associate
Norman Schneidewind

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INTRODUCTION

Sesame Street, in its brief history, has become a very significant new force in early childhood education. The evidence obtained by scientific audience samplings has revealed that the program had reached an exceptionally high level of distribution in terms of the universe of the target audience--the preschool child and the young child already in school. However, information concerning distribution of the program to the inner city audience is at present incomplete.

High among the goals of the creators of Sesame Street is the education and enrichment of the experience of the inner city child, to the extent that both the television program and the supporting materials can reach him. Strong evidence supports the proposition that much more can be done to favorably influence the social and intellectual development of the three, four, and five year old child than has conventionally been achieved by our educational system. However, while Sesame Street may have as one of its stated high priorities the education of the inner city child, the known and recorded viewing audience includes millions of children from middle-class or otherwise "advantaged" circumstances. Although some audience evaluation data had been gathered in the large Eastern cities, Children's Television Workshop, the producers of Sesame Street, had only limited information on viewing patterns in the cities in the Mid-Western or Western states.

Thus, the question arises: to what extent do poor inner city youngsters benefit from the existence of Sesame Street? Do they have television sets in their homes that can receive the program? Does "Sesame" open the "doors" for these youngsters? A need for answers to these and other questions prompted the conducting of this survey regarding the viewing habits of inner city youngsters in Los Angeles and Chicago.

OBJECTIVES

The purpose of this survey was to accomplish the following:

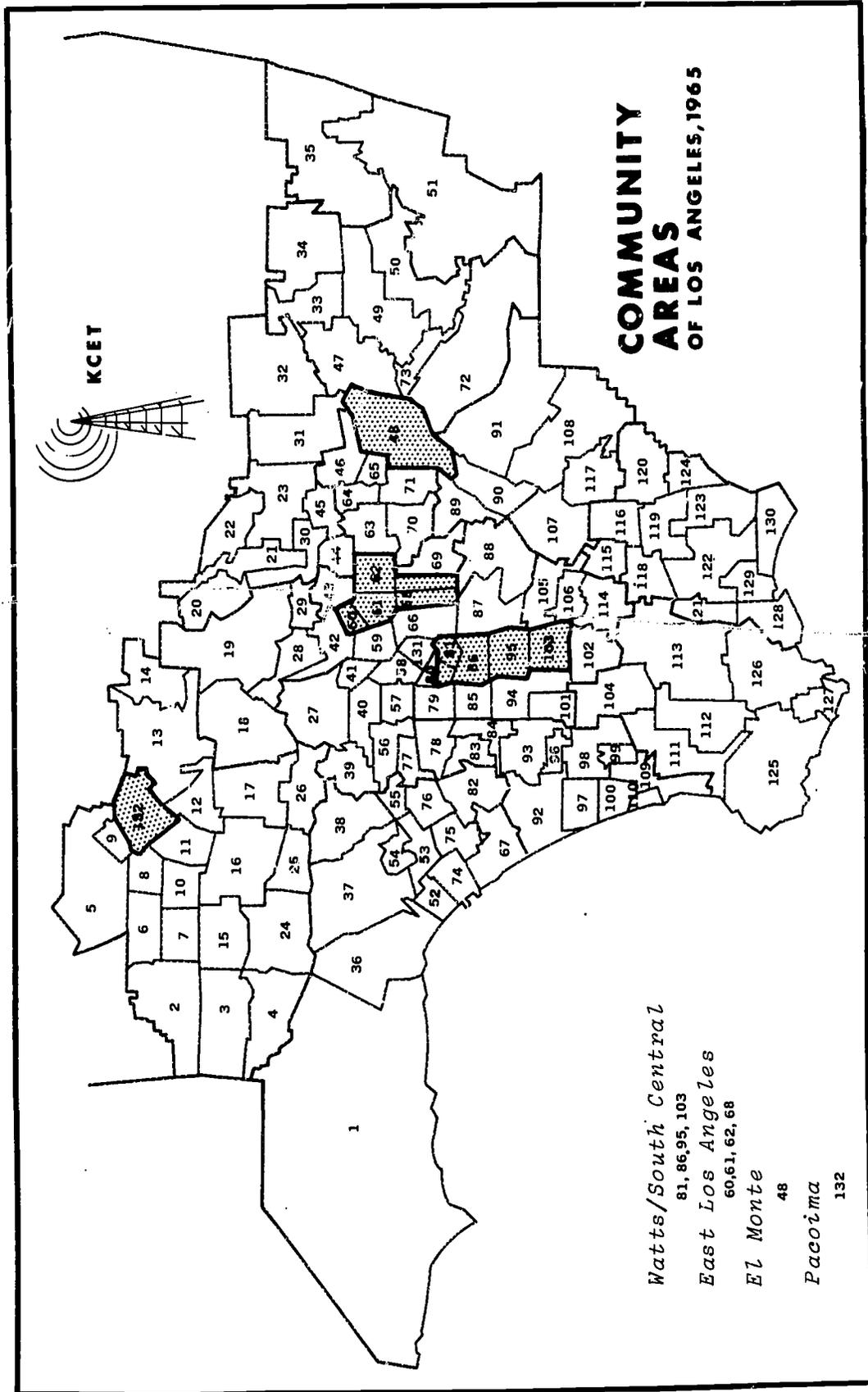
- Develop a survey instrument and procedures for the collection of viewer interviews with the guidance and involvement of personnel recruited from inner city communities.
- Ascertain if the Sesame Street presentation was being received by a significant number of inner city households in the low-income, minority communities in both Los Angeles and Chicago.
- Identify television viewing patterns of the households surveyed, especially those of the preschoolers and their parents.
- Obtain other data about Sesame Street including the perceived value of the educational aspects of the program.
- Identify potential participants for a voluntary effort designed to maximize the effectiveness of each preschooler's viewing of Sesame Street.

AREAS SURVEYED

Four distinct areas of each city were selected. Approximately 8,000 households were contacted in both cities during the period between June, 1970 and August, 1970.

In Los Angeles the communities surveyed included Watts/South Central, East Los Angeles, El Monte, and Pacoima. In Chicago the communities of Grand Boulevard, West Town, Lawndale, and Uptown were surveyed. Demographic characteristics of each area are provided in the sections that follow. Maps identifying the community areas are provided in Figures 1 and 2. (see page 4.)

Selection of the El Monte and Pacoima areas was based upon the recommendations of the participants in the Los Angeles Planning Seminar. Most surveys of Spanish-speaking low-income areas of Los Angeles County have generally dealt only with East Los Angeles. The seminar participants felt that this survey should also sample the Spanish-speaking "trough," which runs diagonally East and West somewhat North of the "Central City Barrio," and includes substantial numbers of low-income Spanish-speaking families.



Welfare Planning Council
Los Angeles Region 6/65
(see appendix for designation
of other areas)

Fig. 1. Community Areas Surveyed

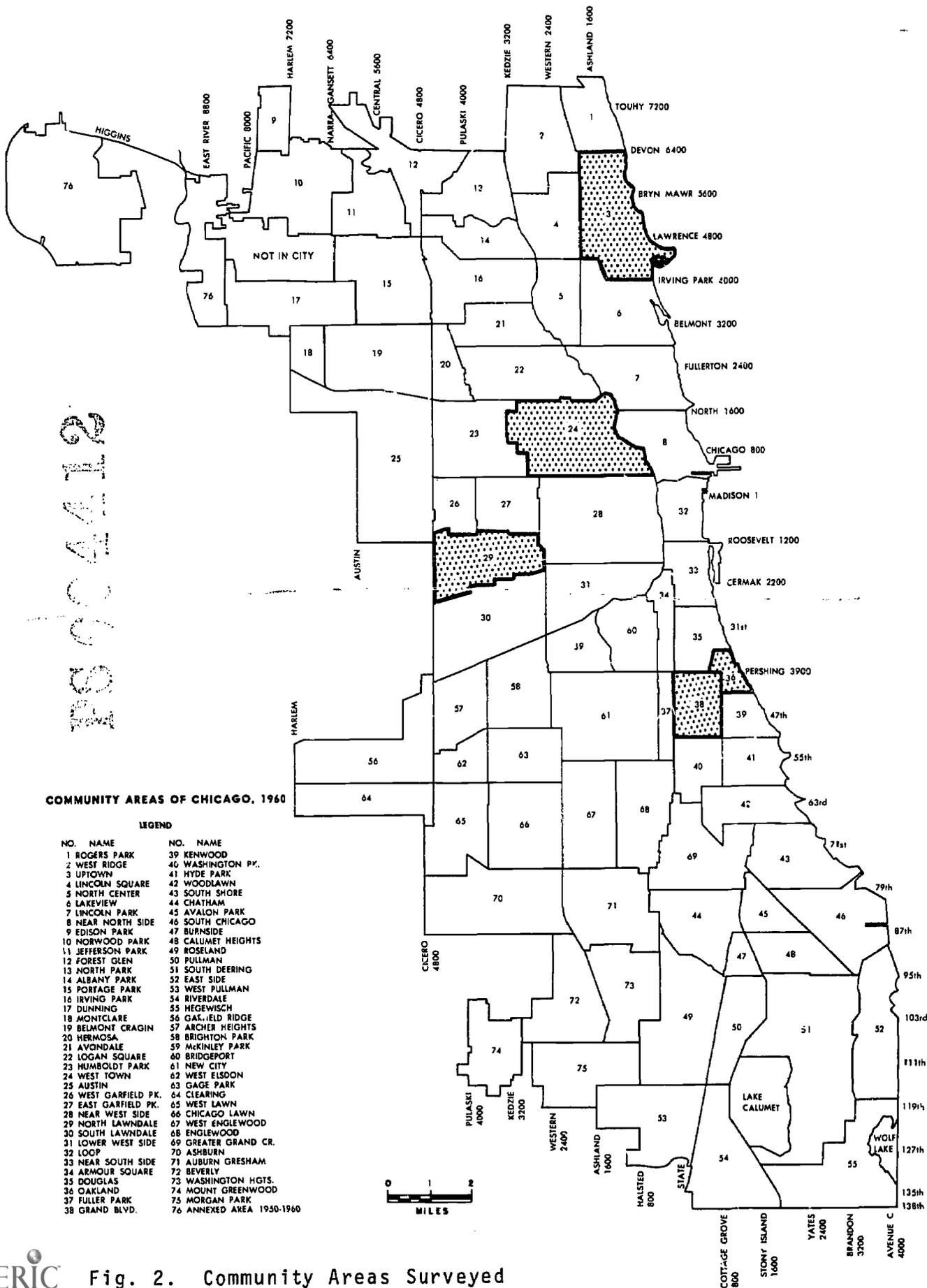


Fig. 2. Community Areas Surveyed

PROCEDURES

Advisory Committee Meeting

On May 13, 1970 an initial meeting of the project Advisory Committee was held at the Institute for Educational Development in New York City. The objective of this meeting was to examine the various general parameters of the project, the theoretical model, the sampling strategies for the survey, and the overall timetable for the project. Participating in that meeting were the following:

Dr. Nancy Arnez, Board of Directors, Association for Inner City Development, Chicago

Mrs. Evelyn Davis, Associate Director for Utilization, Children's Television Workshop

Dr. Robert T. Filep, Vice President, Institute for Educational Development

Mr. Robert Hatch, Director of Utilization, Children's Television Workshop

Rev. James E. Jones, Westminster Presbyterian Church, Los Angeles

Dr. Sidney P. Marland, Jr., President, Institute for Educational Development

Dr. Richard J. McKinlay, Associate Director, Survey Laboratory, University of Illinois, Chicago Circle Campus

Mr. Edward V. Moreno, Mexican-American Foundation, Los Angeles

Dr. Joseph Rosen, Superintendent of Schools, District Ten, Chicago, Illinois

Dr. Donald Smith, Board of Directors, Association
for Inner City Development

Mrs. Susan Wong, Research Associate, Institute for
Educational Development

Following the Advisory Committee meeting two planning seminars were convened, one in Los Angeles and one in Chicago. These groups were composed of individuals broadly representative of varied interests, expertise, and experience and were convened to examine the survey procedures and the plan for the project. The seminar participants assisted in the planning and design of the survey, critiqued the survey questionnaire, and identified procedures for involving in the survey those low-income minority communities with which they were most immediately involved. Each seminar participant nominated individuals from his community to work on the survey team. The participants in the Los Angeles and Chicago seminars are listed below:

Los Angeles

Mrs. Addalyne Beneford, Parent-Volunteer

Mrs. Shirley Better, Assistant Professor of
Sociology, Los Angeles State College

Mr. Roy T. Dawson, Human Resources Agency

Dr. Robert T. Filep, Institute for Educational
Development

Mrs. Pearl T. Gillette, Institute for Educational
Development

Mrs. Carol Grewe, Los Angeles Council of Churches

Mr. Robert Hatch, Children's Television Workshop

Mr. Edward Moreno, KCET-Project Director "Ahora"

Mr. Edward V. Moreno, Mexican American Foundation

Mr. Martin Ortiz, Center of Mexican American
Studies, Whittier College
Mrs. Lupe Reaza, Ford Boulevard Elementary School
Mrs. Gwendolyn Richards, Institute for Educational
Development
Mr. Edward "Abie" Robinson, Community Worker
Mrs. Inez C. Taylor, Parent-Headstart Director
Mrs. Margaret Wright, Parent-Community Worker

Chicago

Miss Carol L. Adams, Association for Inner City
Development
Dr. Nancy Arnez, Association for Inner City
Development
Mrs. Gustavia Cunningham, Community Consultant
Mrs. Evelyn Davis, Children's Television Workshop
Mrs. Carolyn Ditto, Community Consultant
Dr. Robert T. Filep, Institute for Educational
Development
Mrs. Leander Jones, Social Worker
Mrs. Rita Munoz, Community Consultant
Dr. Joseph Rosen, Chicago Public Schools
Dr. Donald Smith, Association for Inner City
Development
Mrs. Virginia Smith, Community Consultant
Mrs. Sonya Stone, Association for Inner City
Development
Mrs. Marie Veazey, Principal, Crown School
Miss Eileen Washington, Association for Inner
City Development

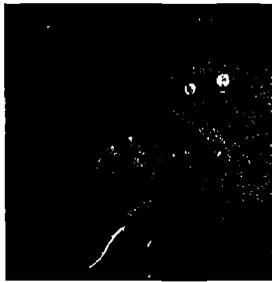


Edward Moreno
KCET-Project Director "Ahora" Survey Project Director, IED L. A. Human Resources Agency



Martin Ortiz
Whittier College
Mexican American Studies

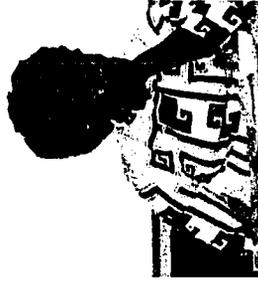
Gwendolyn Richards
IED Research Assistant



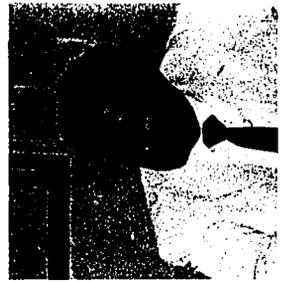
Maxima A. Salinda
Archdiocese Pre-School Project



Edward "Abie" Robinson
Los Angeles Community Worker



Pearl Gillette
IED Sesame Project Coordinator



Edward V. Moreno
Mexican American Foundation



Margaret Weight
L. A. Parent-Community Worker



Val Norman
Archdiocese Pre-School Project



Robert Hatch
Children's TV Workshop

General Sampling Approach

The goal of any sampling procedure is to provide a miniature yet as precise as possible representation of a known population with the information obtained within the constraints of available resources. In the case of the Sesame Street survey, the goal has been to provide a representative sample of families living in low-income inner city neighborhoods. (Here, family includes any household that regularly cares for children from two to five years of age.) To attain this goal a modification of the classic two stage area probability sample has been employed. While the chief characteristics and requirements of this sampling procedure have been well documented,¹ it will be worthwhile to review them here in order to better understand the strengths and limitations of the resultant data.

The chief assumptions guiding the selection of this approach were (1) that a selection procedure employing known (and approximately equal) probabilities of selecting families from each of the areas under consideration was required by the nature of the survey, (2) that housing units, apartments, single family residences, rooms in rooming houses, and others, could be effectively and reliably substituted as sampling units for the families constituting the population which was to be measured, and (3) that ordinary city blocks and occasionally larger clusters of housing units could provide an economical short cut to the arduous, and nearly impossible, technique of random selection of housing units.

The two stages of selection were to be carried out as follows: In the first stage, *blocks* within specified

¹C.f., Kish, Leslie. Survey Sampling. New York: John Wiley and Sons, 1967.

geographic areas would be selected as convenient clusters of housing units. In the second stage, *specific housing units* on selected blocks would be selected by probability procedures.

Design Decisions

Sample Frame. Several decisions had to be made before any blocks could be selected in the first stage. In the first place, the magnitude of the task had to be defined. The first step was to establish the geographic boundaries and the size of the area to be surveyed. In both Los Angeles and Chicago it was determined that four discrete geographic areas would be chosen. These four areas, their boundaries (see Figures 1 and 2), and estimates of the number of housing units they contained, are described below:

| <u>Los Angeles</u> | |
|---------------------|--------|
| Watts/South Central | 82,957 |
| East Los Angeles | 48,774 |
| El Monte | 20,081 |
| Pacoima | 24,990 |

| <u>Chicago</u> | |
|----------------------------|--------|
| Grand Boulevard-Oakland | 36,979 |
| Uptown (Model Cities Area) | 30,246 |
| North Lawndale | 30,243 |
| West Town | 9,478 |

These areas were selected because each contains a large population of racial minorities and low-income residents and because there is a large number of children in the two to five year age bracket residing in each area. Three of the four areas in Chicago and two of the four areas in Los Angeles are the sites of target areas of the Chicago and Los Angeles Model Cities Program.

TABLE 1. Demographic Data for Communities Surveyed

LOS ANGELES COMMUNITIES SURVEYED¹

| Community Name | Population | Urban or Suburban | Ethnic Percent-ages | Reported % under \$4,000 | Estimate of typical family stability | Quality of Housing | Percent of youth 0-19 yrs. |
|----------------------------|------------|-------------------|-----------------------------|--------------------------|--------------------------------------|-----------------------|----------------------------|
| <u>Watts/South Central</u> | | | | | | | |
| Avalon | 65,484 | U | W 5.9 B 89.2 SS 3.9 | 47.4 | Quite un- stable | Average- Poor | 34.0 |
| Central | 21,216 | U | W 4.8 B 72.7 SS 17.0 | 49.0 | Quite un- stable | Average- Poor | 34.0 |
| University | 20,775 | U | W 51.0 B 14.6 SS 27.6 | 46.0 | Quite un- stable | Poor | 23.0 |
| Florence/Graham | 68,548 | U | W 23.5 B 58.7 SS 17.8 | 37.2 | Quite un- stable | Average- Poor | 40.0 |
| Watts | 72,203 | U | W 5.5 B 85.7 SS 8.8 | 44.5 | Quite un- stable | Poor | 50.0 |
| <u>East Los Angeles</u> | | | | | | | |
| Boyle Heights | 75,065 | U | W 21.5 B 3.7 SS 66.8 | 40.0 | Stable | Poor | 41.0 |
| Lincoln Heights | 31,396 | U | W 38.4 B 2.5 SS 56.9 | 39.0 | Unstable | Poor | 33.6 |
| Mount Washington | 15,147 | U | W 63.9 B 1.0 SS 34.5 | 26.4 | Stable | Poor | 33.9 |
| East Los Angeles | 105,464 | U | W 29.1 B 1.0 SS 66.1 | 29.6 | Stable | Average to Poor | 42.9 |
| <u>El Monte</u> | 67,130 | S | W 85.2 B 0.0 SS 14.7 | 23.9 | Stable | Average | 39.6 |
| <u>Pacoima</u> | 39,522 | S | W 49.0 B 22.7 SS 25.9 | 22.4 | Stable | Average to Poor | 48.7 |

CHICAGO COMMUNITIES SURVEYED²

| Community Name | Population | Urban or Suburban | Ethnic Percent-ages | Reported % under \$3,000 | Reported Quality of Housing | With 1+ per room | Percent under 19 yrs. old |
|-----------------|------------|-------------------|--------------------------|--------------------------|-----------------------------|------------------|---------------------------|
| Grand Boulevard | 80,036 | U | W 0.5 B 99.4 | 32.6 | Poor | 22.1 | 30.9 |
| Uptown | 127,682 | U | W 96.0 B .3 O 3.7 | 13.1 | Average to Poor | 9.1 | 22.6 |
| North Lawndale | 124,937 | U | W 8.6 B 91.1 O .3 | 24.8 | Average to Poor | 35.0 | 48.8 |
| West Town | 139,657 | U | W 92.0 B 1.7 O 6.3 | 14.4 | Poor | 13.5 | 36.5 |
| Oakland | 24,378 | U | W 1.3 B 98.2 O .5 | 44.8 | Poor | 38.6 | 21.7 |

*W = White
B = Black
SS = Spanish Surname
O = Other

¹ Data based upon 1960 Census Data, 1965 Welfare Planning Council Los Angeles Region Social Profiles: Los Angeles County 1965, and Model Cities Program, March 1970 Problem Analysis.

² Data Sources included 1960 Census Data, also Model Cities Program,

Determination of Desired Sample Size. It was assumed that not many more than 1,000 interviews could be conducted within the constraints of available resources. An equal allocation (800 completed interviews) was set for each city. But within each city, the allocation to the four areas was determined by the anticipated variability of sample characteristics and by the precision desired in each area. Application of these criteria led to an allocation of the target sample size roughly proportionate to the overall population of the areas (with the exception of North Lawndale in Chicago). The sample sizes initially allocated were as shown in the first column. But during the course of the survey, the target sample size was increased as indicated in the second column.

| | <u>Original Estimate</u> | <u>Final Sample Size</u> |
|-------------------------|--------------------------|--------------------------|
| <u>Los Angeles</u> | | |
| Watts/South Central | 400 | 500 |
| East Los Angeles | 200 | 250 |
| El Monte | 100 | 125 |
| Pacoima | 100 | 125 |
| <u>Chicago</u> | | |
| Grand Boulevard-Oakland | 300 | 300 |
| Uptown | 250 | 250 |
| North Lawndale | 150 | 150 |
| West Town | 100 | 100 |

These figures constituted the final targets. The next step was to calculate the size of the sample required to provide a reasonable probability that they would be obtained.

Determination of Required Initial Sample. In order to compensate for sampling losses due to the failure of the interviewers to reach every housing unit (coverage) or for failure to complete interviews at each household reached

(completion); and, more significantly, to compensate for the fact that relatively few households would contain eligible families, a much larger sample had to be provided.

For each area in both cities, coverage and completion proportions of .95 and .80, respectively, were assumed. The proportion of eligible families, however, was estimated separately for each area on the basis of the most reliable and most current available demographic data.

Given the accuracy of these estimates, the sample increment factor was determined by multiplying the estimated percentage of eligible families by the coverage and completion percentages yielding a resultant percentage--or factor. The eligibility proportions (or percentages) and the corresponding sample increment factors are shown in Table 2. Based on these figures, the required number of contacts and the actual initial sample size desired was calculated. These figures constitute the sample sizes estimated to be required to yield the completion figures previously described.

TABLE 2. Computation of Sample Size

| | Estimated Pro- portion Eligible | Coverage Proportion | Completion Proportion | Sample Increment Factor | Required Sample Size | Desired Sample Size |
|----------------------------------|------------------------------------|------------------------|--------------------------|-------------------------------|-------------------------|------------------------|
| <u>Los Angeles</u> | | | | | | |
| Watts/South Central | .13 | x .95 | x .80 = | .0988 | x 4,048 = | 400 |
| East Los Angeles | .13 | x .95 | x .80 = | .0988 | x 2,024 = | 200 |
| El Monte | .12 | x .95 | x .80 = | .0912 | x 1,096 = | 100 |
| Pacoima | .15 | x .95 | x .80 = | .1140 | x 877 = | 100 |
| Total | | | | | 8,095 | 800 |
| <u>Chicago</u> | | | | | | |
| Grand Boulevard-Oakland | | | | | | |
| General Population ² | .15 | x .95 | x .80 = | .1140 | x 2,341 = | 300 |
| Robert Taylor Homes ² | .30 | x .95 | x .80 = | .2280 | x 109 = | |
| Uptown | .15 | x .95 | x .80 = | .1140 | x 2,193 = | 250 |
| North Lawndale | .18 | x .95 | x .80 = | .1368 | x 1,096 = | 150 |
| West Town | .15 | x .95 | x .80 = | .1140 | x 879 = | 100 |
| Total | | | | | 6,618 | 800 |

²The Grand Boulevard-Oakland area of Chicago was further subdivided in order to design a more efficient sample selection and field work procedure for the Robert Taylor Homes, a large (approximately 3,100 units) high-rise public housing development.

Sampling Procedures³

First Stage. The first stage of the sample selection consists of drawing a random sample of blocks from all blocks within each area. The basic problem to be resolved at this stage centers about the number of city blocks to be selected; that is, the extent to which the sample units are clustered together within the community. The root of the problem lies in the fact that great economies can be obtained by clustering the units together, but such clustering could reduce the precision of the sample since one can anticipate relatively little heterogeneity within such clusters. To moderate between the two alternatives, the decision was made to let the average block size in each area constitute the average measure of cluster size.

Thus, in its simplest form, if the sampling plan called for an initial sample of 1,000 units in an area in which the average block contained 100 housing units, ten blocks would be randomly selected and every housing unit on the selected blocks would be declared to be a part of the sample. The problem with this approach however, is that blocks vary greatly in size, so that selecting blocks of the same size would undermine the requirement that each housing unit in a given area should have an equal chance of being selected.

To resolve this problem, all of the blocks in each area were converted to standard "measure of size" (MOS) units. Thus, one MOS unit was made equal to the average number of housing units per block in each area.⁴ Class

³The procedures outlined here are described in detail in Kish, (op. cit.), Chapter 9.

⁴In Los Angeles, where the number of blocks per Census Tract is very large, each Census Tract was handled as a separate area. In both Los Angeles and Chicago, block statistics, tract statistics, and tract maps compiled by the U. S. Bureau of the Census were employed.

sampling intervals were established for each MOS unit, and the number of housing units (HUs) in a block was converted to equivalent MOS units by noting the MOS class interval that encompassed the number of housing units in the block. Each block was listed by Census Tract and block number and an integral number of MOS units. Blocks with a value of MOS less than one were combined with other fractional MOS blocks or were combined with larger blocks in order to obtain integral MOS units. A cumulative list of MOS units was made and used for selecting blocks. A random procedure was then employed to make the selection of blocks from these lists.⁵

Second Stage. The net effect of the sampling procedures employed in the first stage was to select blocks proportionate to the number of housing units on the block. To compensate for this effect, the probability of drawing a housing unit within a block once the block had been selected was made inversely proportional to the block size. For example, on a block of size 3 MOS (which was three times as likely to have been selected as a block of 1 MOS) only one household in three would be selected. This procedure both maximized the spread of housing units throughout the community and made the overall probability of drawing a housing unit--the product of the first stage and the second stage draws--a constant.

To draw these housing units, pre-determined intervals were applied to listing sheets supplied to the interviewers along with a map of the sample block. The listing instructions (see Appendix) that were provided to the interviewers required that all housing units on each block be listed in order to provide some control over the selection procedures. Only those housing units falling at the pre-determined interval were ultimately interviewed.

⁵In Los Angeles, a simple random sample employing random number blocks produced the sample blocks. In Chicago, a systematic random selection employing a random start and the application of a pre-determined interval was employed.

Training of Survey Personnel

Shortly after the Planning Seminars, a series of Training Sessions were held for the survey teams in Chicago and Los Angeles on June 19 and 25 respectively.

These sessions lasted one and one-half days. The sessions were conducted by the field coordinator in each location with the assistance of the survey consultant and the project director. Some of the topics covered in the sessions included:

- Project Overview
- Listing and Sampling Procedures
- General Survey Procedures
- Review of Survey Materials
- Discussion and Role-Playing of Interviewing Techniques
- Detailed Review of the Questionnaire
- Assignment of Trial Interviews - Preliminary Interviewing

Following three days in the community conducting trial interviews, the survey members returned for additional training in survey procedures. Individual training sessions were provided for individual interviewers as required, based upon review of the completed questionnaires submitted. The list of the survey personnel and their community affiliation is given below:

LOS ANGELES

| | |
|-------------------|---------------------|
| Margaret A. Burks | Watts/South Central |
| Adel Clairborne | Watts/South Central |
| Cleo V. Cole | Watts/South Central |
| Catherine Davis | Watts/South Central |

| | |
|--------------------|---------------------|
| Brian E. Foster | Watts/South Central |
| William M. Gay | El Monte |
| Arvella Grigsby | Watts/South Central |
| Lionel V. Heredia | East Los Angeles |
| Leander Hodge | Watts/South Central |
| Abbie Inez | Pacoima |
| Bertha M. Madrid | El Monte |
| Raymond G. Mellado | East Los Angeles |
| Jose D. Pereira | East Los Angeles |
| Arturo Perez | East Los Angeles |
| Elba L. Quintana | El Monte |
| Betty J. Seay | Watts/South Central |
| Eula B. Sidney | Watts/South Central |
| Angel D. Sistos | Pacoima |
| Marie J. Stephens | Watts/South Central |
| Woodrow W. Strode | East Los Angeles |
| Jack D. Taylor | Watts/South Central |
| Dora G. Torres | Watts/South Central |

CHICAGO

| | |
|----------------------|-----------------|
| Josephine Booker | Grand Boulevard |
| Geraldine M. Cogbill | Grand Boulevard |
| Bonita Curtis | Grand Boulevard |
| Janise E. Dixon | Grand Boulevard |
| Charline Fesperman | Uptown |
| Burnell Hines | Grand Boulevard |
| Inez Hobbs | Grand Boulevard |
| America Howard | Grand Boulevard |

| | |
|--------------------|-----------------|
| Willie M. Minor | Lawndale |
| Margarita Reyes | West Town |
| Charline Scott | Uptown |
| Ionia Smith | Grand Boulevard |
| Jana Straugh | Uptown |
| Gladys Torres | West Town |
| Cecelia White | Grand Boulevard |
| Jackie A. Williams | Lawndale |

Conduct of the Survey

The headquarters for distribution of questionnaires, collection of data, etc. in Chicago was the office of the Association for Inner City Development located at the Center for Inner City Studies, 700 East Oakwood Boulevard, Chicago. The Los Angeles headquarters for the survey activities was primarily IED's South Central field office located at 4272 South Broadway, Los Angeles.

Verification

Each interviewer conducted interviews in his community. In some instances, the most efficient interviewers in the survey team also performed interviews in other communities similar to their own.

For accuracy, at least a ten-percent sample of each interviewer's completed questionnaires were verified by another interviewer or a member of the staff. (The standard form used for this purpose can be found in Appendix G.)

The total number of housing units contacted were 7,366. These were broken down as follows:

Los Angeles

Questionnaires:

| | |
|--------------------------------|------------|
| Long | 1,150 |
| Short | 2,123 |
| Refusals | 396 |
| No Response (after 3 tries) | <u>975</u> |
| Total Questionnaires | 4,644 |

Chicago

| | |
|-------------------------------------|-------|
| Total Questionnaires (Estimated) | 2,722 |
|-------------------------------------|-------|

Assessment of Reception

When individuals did indicate that they were able to receive Channel 28 (in Los Angeles only) interviewers proceeded to request permission to check the quality of the reception of that channel. Where possible, the interviewers personally checked for the nature of reception difficulties (such as fuzziness, low contrast, etc.) which are reported in the addendum to the questionnaire (see Appendix A).

Press and Radio Coverage

Local press releases were submitted to inform the various communities that the survey was in progress and that community people were conducting it. Newspaper coverage was obtained in Los Angeles in the neighborhood newspapers of the Los Angeles Sentinel and the Southside Journal. In Chicago, the Chicago Sentinel carried an article regarding the survey. (Two of these articles are included in Appendix H.)

Radio coverage was also provided on radio stations, KGFS, KALI, and KWKW in Los Angeles and requested on major radio and television stations in Chicago.

RESULTS

The survey results obtained in both cities are presented in separate sections. The Los Angeles data are presented first in a graphic format, followed by a series of statements. These statements are based upon statistical comparisons of the information derived from factors included in the questionnaires (i.e., level of income, ethnic variability, etc.). Tests of significance were applied to the comparisons. Only the comparisons reaching significance levels of .95 or greater are reported in the following.

Each chart also indicates the size of the sample used for the information. This is given as N= followed by the sample size.

The statements section identifies each observation by a number, which is keyed to the numerical identification of each of the χ^2 analyses data tables presented in Appendix I. The statements also indicate the sample size in the margin.

WHAT WAS THE NATURE OF THE LOS ANGELES POPULATION SURVEYED?

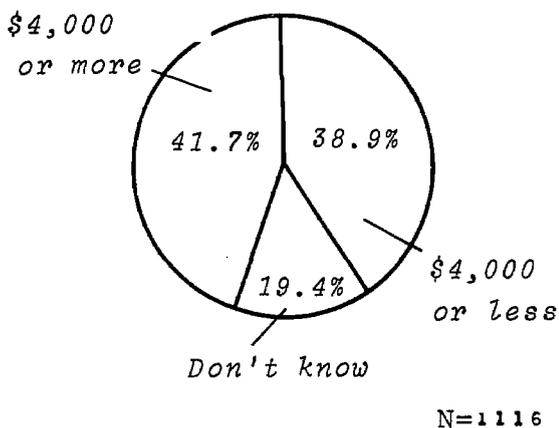


Fig. 4. Distribution of Annual Income

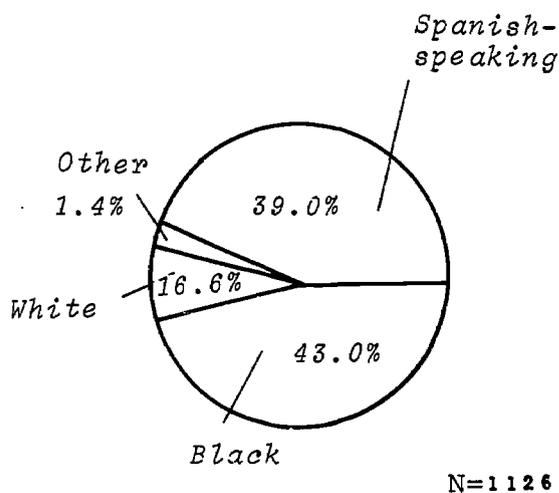


Fig. 5. Distribution by Ethnic Group

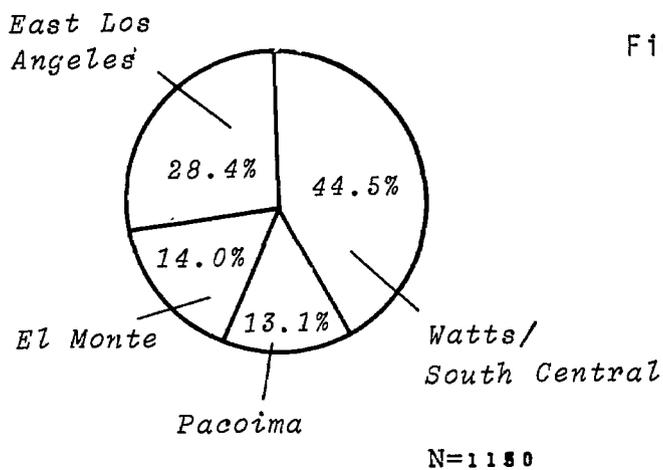
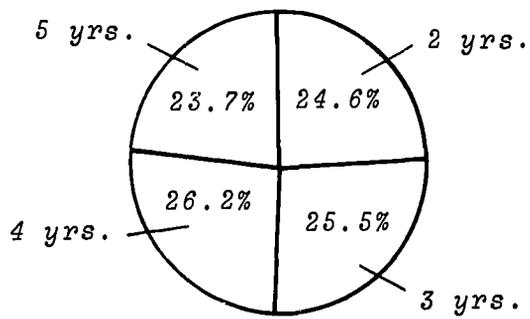
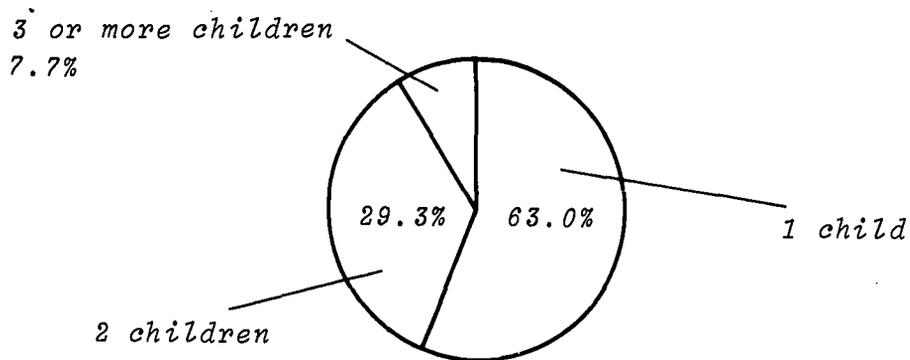


Fig. 6. Distribution by Area.



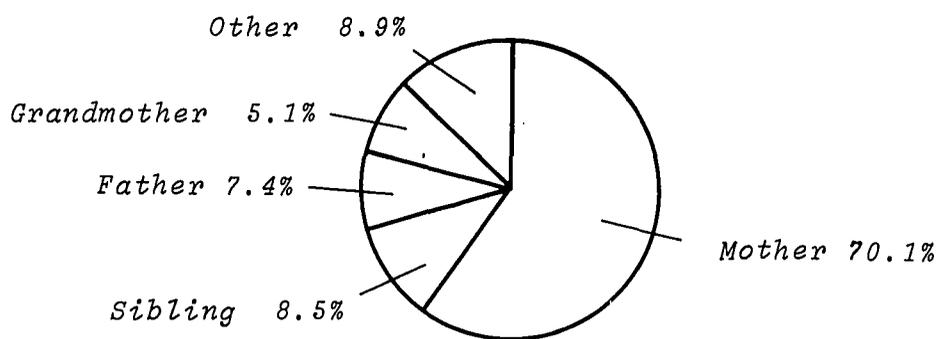
N=1153

Fig. 7. Distribution by Age of Children



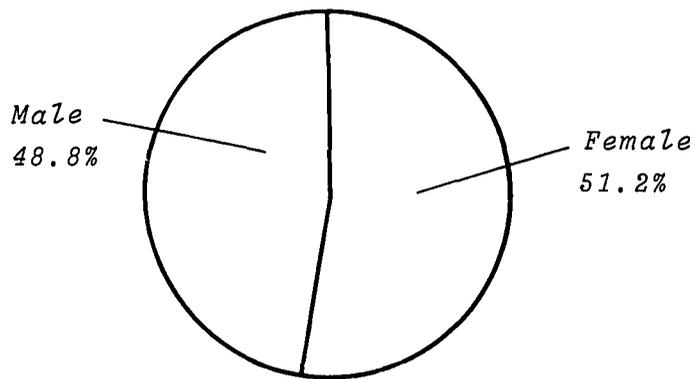
N=1045

Fig. 8. Density of 2 to 5 year olds per family.



N=1150

Fig. 9. Respondent's Relationship to Child.



N=1511

Fig. 10. Distribution of Sex of Children.

WHO IS WATCHING SESAME STREET IN LOS ANGELES?

In Los Angeles, the answer to this question is dictated by the ability to receive the signal from Channel 28 (UHF). This is the only station that carries the Sesame Street program.

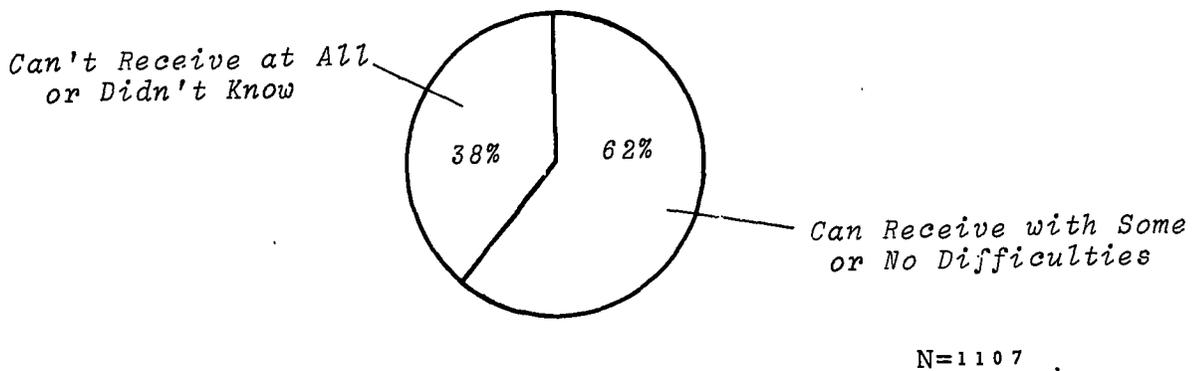


Fig. 11. Segment of Viewers Able to Receive Ch. 28.

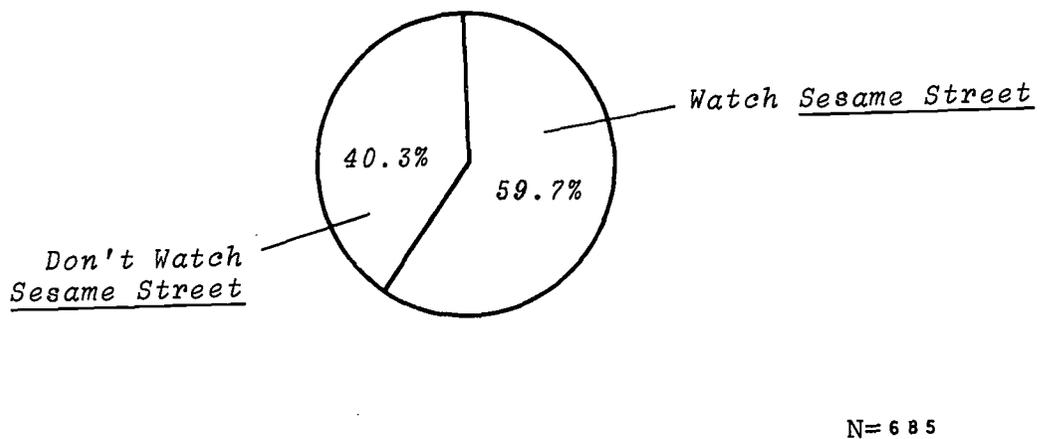
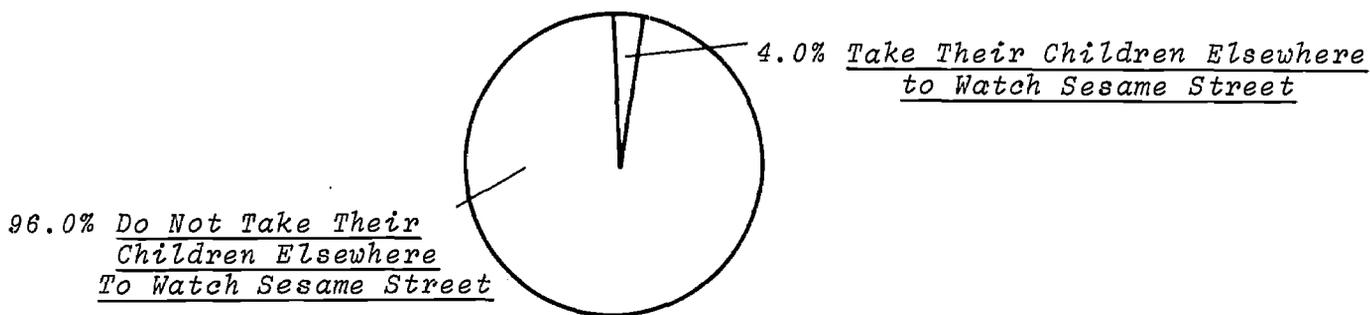
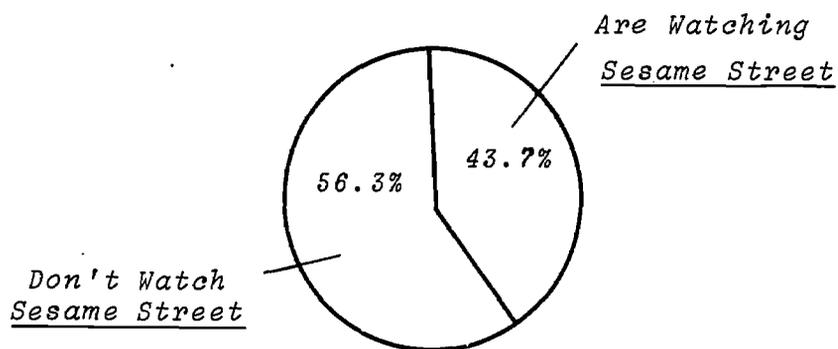


Fig. 12. Viewers Among Those Who Have the Capability to Watch at Home.



N=1107

Fig. 13. Viewers Who Take Their Children Elsewhere to Watch.
(Day Care Centers, Other homes, etc.)



N=1105

Fig. 14. Viewers Among the Total Population Sampled.

WHAT ARE THE VIEWING CHARACTERISTICS OF THOSE CHILDREN WHO
WATCH THE PROGRAM?

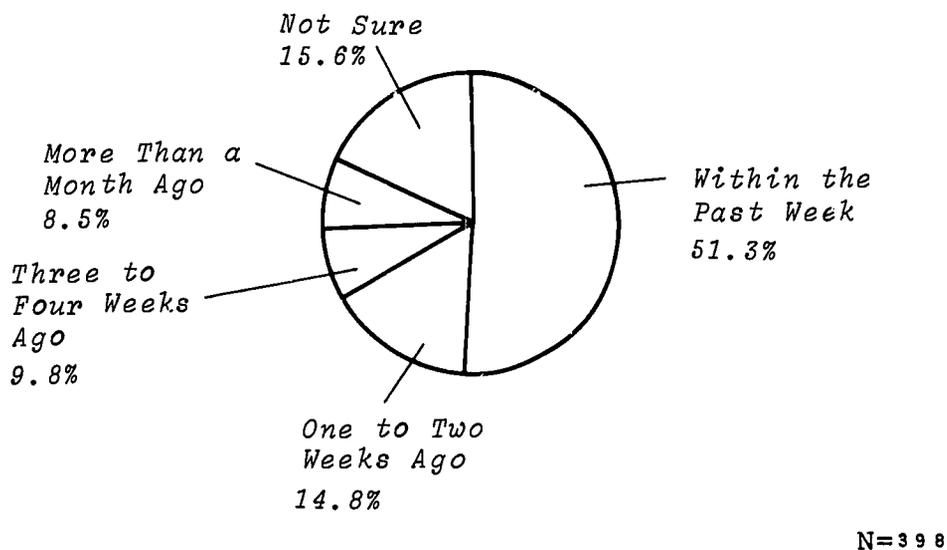
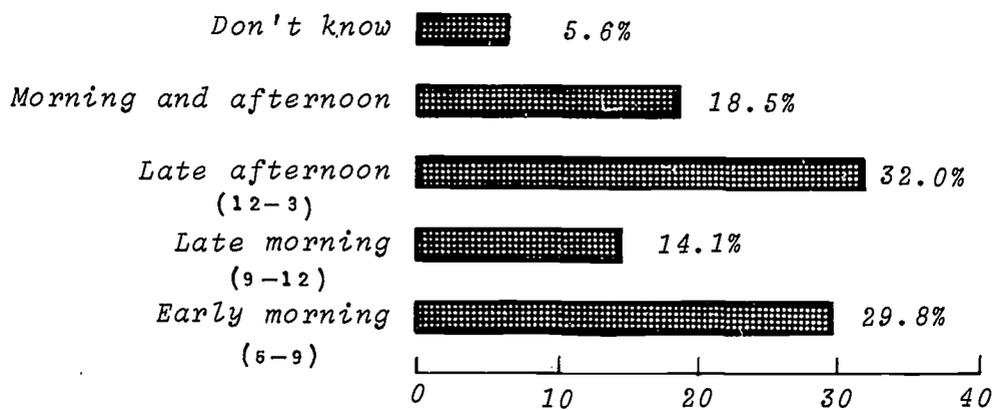
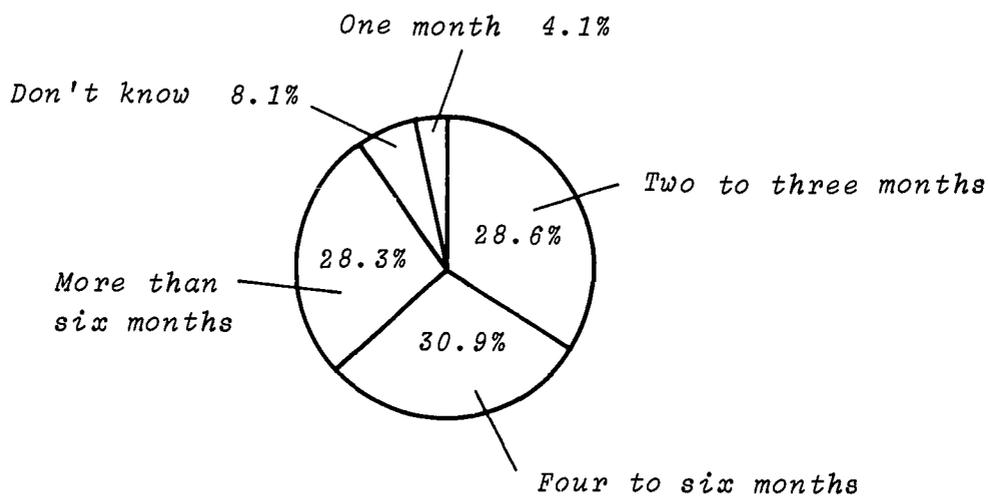


Fig. 15. Last Time Program was Viewed.



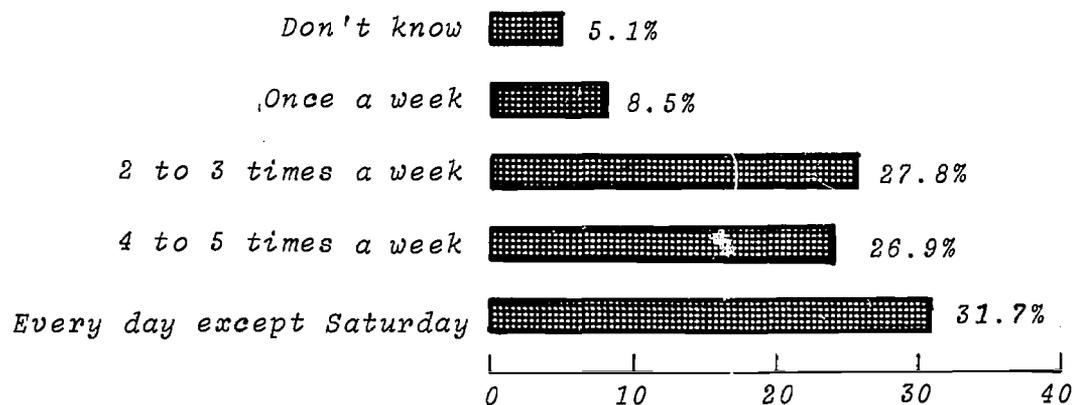
N=319

Fig. 16. Time of Day Program Was Viewed.



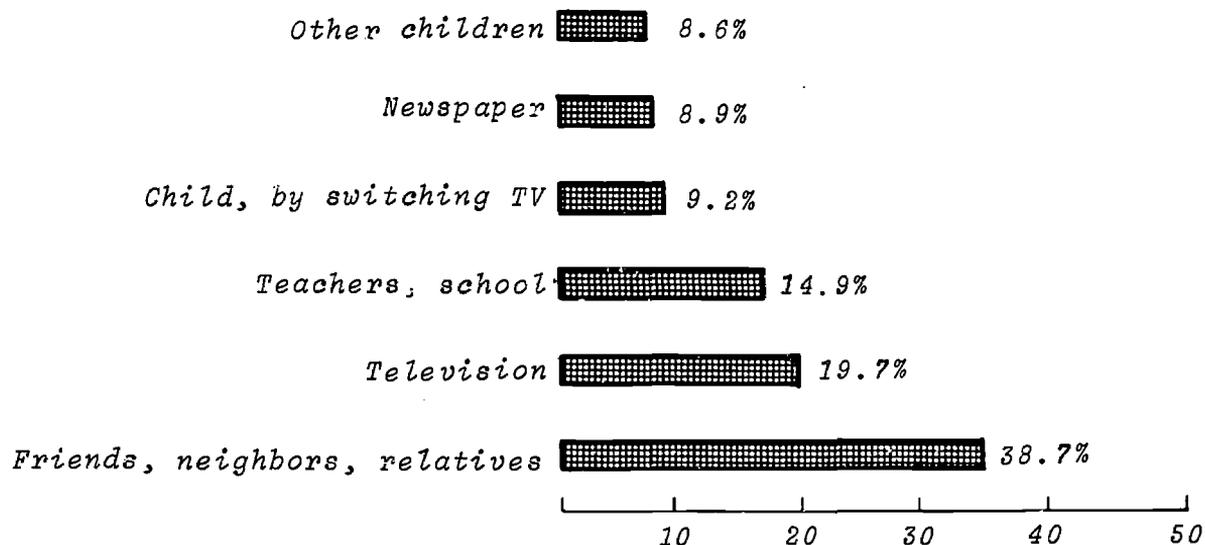
N=315

Fig. 17. The Number of Months the Program Has Been Viewed.



N=315

Fig. 18. The Number of Days Each Week the Program is Viewed.



N=315

Fig. 19. Respondent's Source of Information About Sesame Street.

Confidence limits of the percentages provided

The percentages in the preceding sections and other sections of the report apply only to the sample. When projecting from the sample to the total population, it is necessary to use a range of percentages. The midpoint of the range is the sample percentage, and the range extends from a low limit to a high limit, each of which is a function of the sample percentage and sample size.

Utilizing a measure of confidence, called a confidence coefficient of .95 (which indicates that 95 times out of 100 the actual population percentage will fall within the projected range for the population) the following high and low limits apply to the total population sampled. The figures and confidence bars listed below illustrate the range for certain data reported in an earlier section. It should be noted that when applying confidence limits to smaller sub-samples, broader ranges will result. For example:

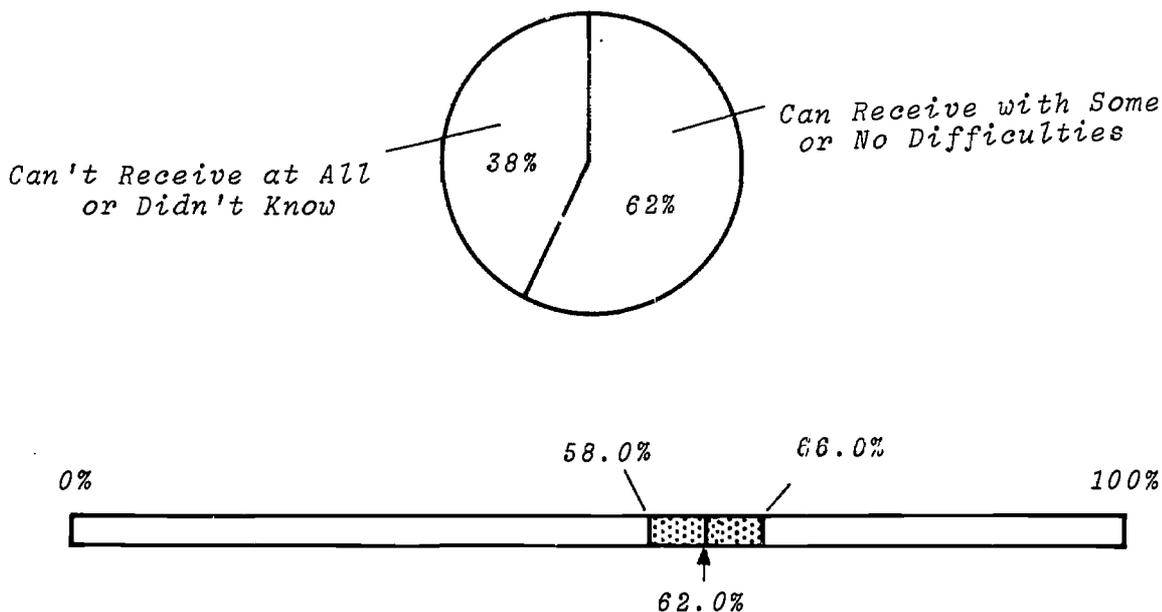


Fig. 20. Total Sample.

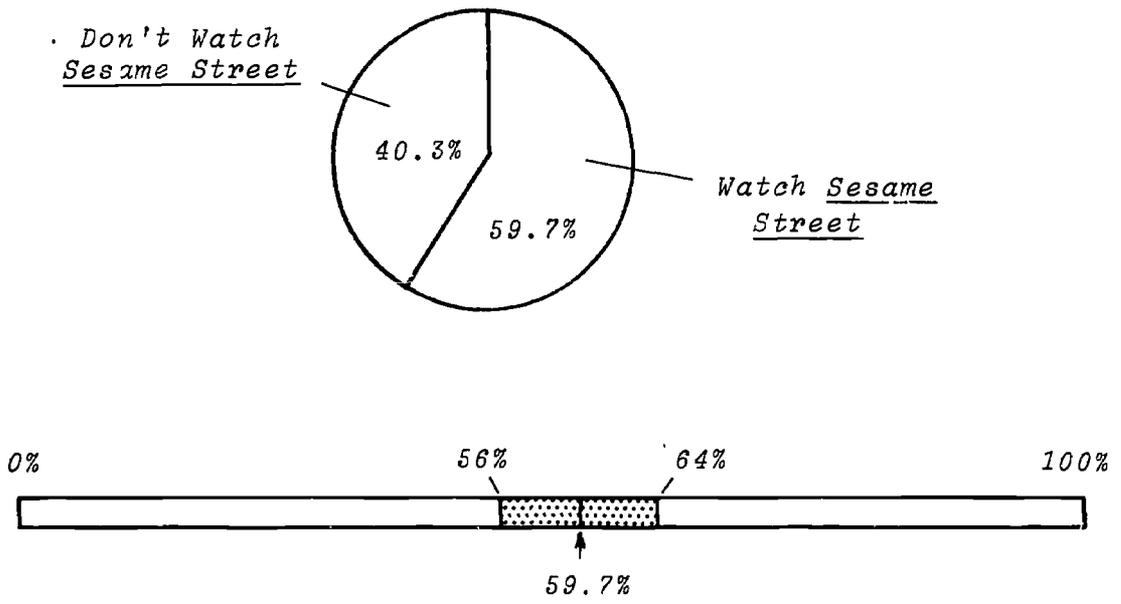


Fig. 21. Viewers Among Those Who Have the Capability to Watch at Home.

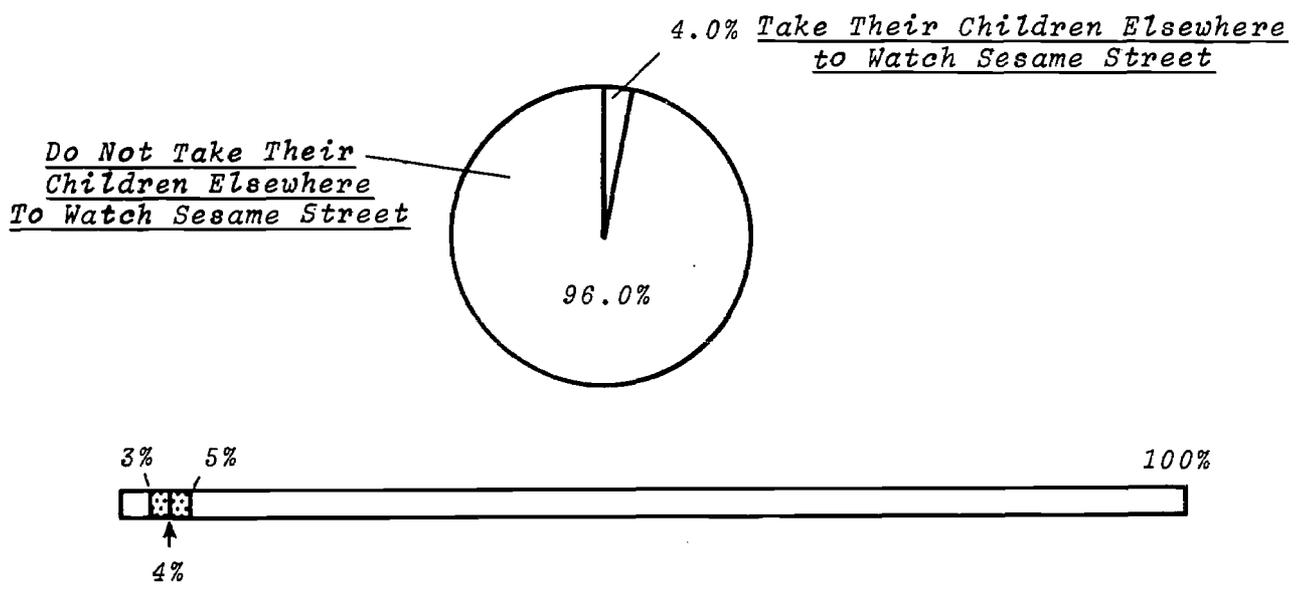


Fig. 22. Viewers Who Take Their Children Elsewhere to Watch. (Day Care Centers, Other homes, etc.)

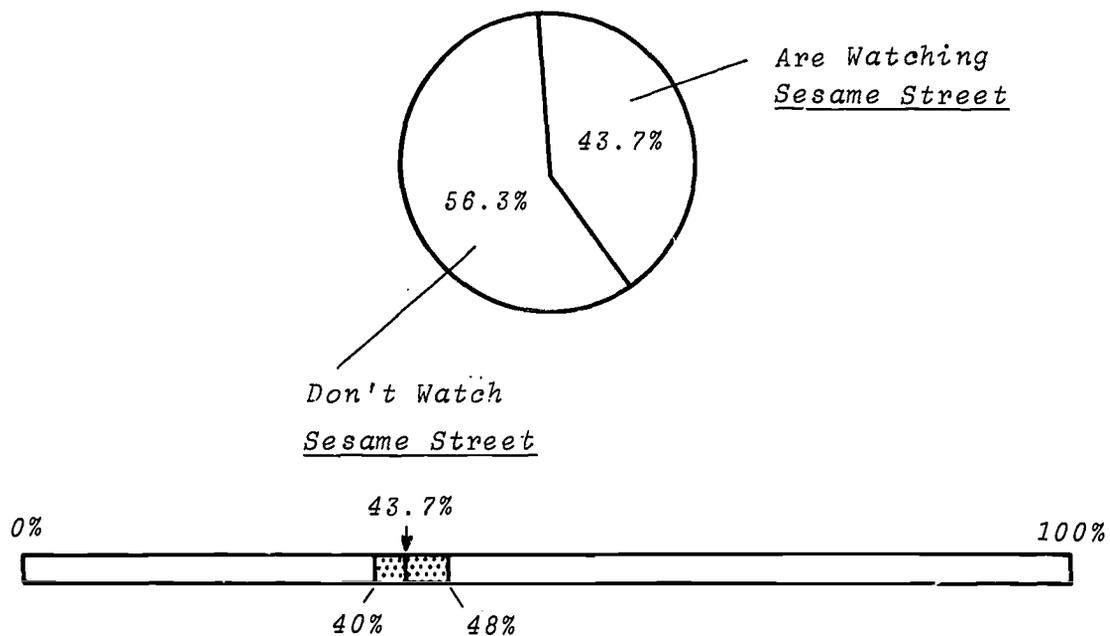


Fig. 23. Total Watching Sesame Street

The preceding are examples of intervals for certain percentages. Note, that the ranges shown are dependent on the sample size used and for smaller sample sizes, broader ranges would result. Should the reader wish to make percentage range estimates of the other data, a chart of Confidence Belts for Proportions is provided in Appendix D.

Ethnic Characteristics of the Los Angeles Population

A number of analyses were conducted to examine relationships between ethnic characteristics and other data obtained in the survey. Tests of significance were applied in all of the χ^2 (chi-square) analyses undertaken and only those reaching levels of confidence of .95 or greater are reported below.

The general patterns that emerged from within the population surveyed suggested the following:

Viewing Patterns of the Children

χ^2 Analysis⁶

Number in Sample

- | | | |
|---|---|------|
| 1 | Children in White homes watch <u>Sesame Street</u> away from home more often than children in Black and Spanish-speaking homes. | 1086 |
| 2 | Children in Black homes watch television with older children more often than in White and Spanish-speaking homes. | 735 |

Availability of Television Sets

- | | | |
|---|--|------|
| 3 | Relatively more Black families than White families reported having more than one television set. | 1073 |
|---|--|------|

⁶These numbers act as keys to the χ^2 variables provided in a survey questionnaire in Appendix C. χ^2 analyses tables reflecting percentages, etc., are available upon request. These are also keyed to the above statements.

χ^2 Analysis

Number
in Sample

| | | |
|---|---|------|
| 4 | Relatively more White families, however, reported having color television sets. | 1078 |
| 5 | The greatest portion of children who watched television alone were from Spanish-speaking homes. | 1063 |

Babysitting Patterns

| | | |
|----|--|-----|
| 6 | More siblings who stay with younger children at home do so in Black homes. | 873 |
| 7 | More mothers usually stay with children in White or Spanish-speaking homes. | 940 |
| 8 | Grandmothers stay with the children more often in Black homes. | 856 |
| 9 | Children in the Black community were cared for outside the home more frequently than in other communities. | 994 |
| 10 | In White and Spanish-speaking families, babysitting by non-family members took place more often at the child's home. | 124 |

χ^2 Analysis

Number
in Sample

Characteristics in Relation to Families

| | | |
|----|--|------|
| 11 | White and Black families liked the educational aspects of <u>Sesame Street</u> to a greater extent than did Spanish-speaking families. | 280 |
| 12 | Women predominated as heads of household in the Black community. | 1075 |

Capability Profile

In Los Angeles, viewing Sesame Street is dependent on the ability to receive the one UHF channel that transmits the program.

Thus, a sub-sample was selected containing only those who had the capability of receiving this channel clearly or with only slight reception difficulties. Comparisons were then used to see if any factors tended to be associated with viewing or non-viewing of Sesame Street. Again, only those comparisons that were at the .95 level of significance or higher are reported.

χ^2 Analysis

Number
in Sample

Of those who have the capability to receive Channel 28, relatively more:

| | | |
|----|--|------|
| 13 | Households were in East Los Angeles | 1103 |
| 14 | and El Monte, with an income of | 865 |
| 15 | \$4,000 or more, and of the Spanish-speaking ethnic group. | 1069 |

χ^2 Analysis

Number
in Sample

| | | |
|----|---------------------------------|------|
| 16 | Have more than one television | 1096 |
| 17 | set and also have a color set. | 1101 |
| 18 | Are families that consist of | 1096 |
| 19 | five or more members and the | 1100 |
| | head of the household was not | |
| | the respondent to the survey. | |
| 20 | However, the head of the house- | 1102 |
| | hold was a man. | |

Of those who have the capability to receive
Channel 28:

| | | |
|----|-----------------------------------|------|
| 21 | Most of the children watch | 1094 |
| | television every day and | |
| 22 | generally between 3 and 5 p.m. | 1095 |
| 23 | Most of the children watch | 1085 |
| | television alone, but when | |
| 24 | they watch with others, it is | 704 |
| | generally with older children. | |
| 25 | Relatively more have a frequent | 129 |
| | babysitter in the home. | |
| 26 | Most were interested in the | 985 |
| 27 | Sesame Sponsor program, would | 896 |
| 28 | send their children to a neighbor | 1098 |
| | for a Sesame Sponsor program, | |
| 29 | and would volunteer to be such | 1079 |
| | a Sponsor. | |

χ^2 Analysis

Number
in Sample

| | | |
|----|--|------|
| 30 | Those who are babysat frequently have a higher rate of viewing | 132 |
| 31 | than those who do not; and those who are babysat in the morning have a higher rate than those who are babysat in the afternoon or during both the morning and afternoon. | 119 |
| 32 | Viewing television between 3 and 5 in the afternoon is strongly associated with watching <u>Sesame</u> | 1097 |
| 33 | <u>Street</u> , as is watching television every day or nearly every day. | 1096 |
| 34 | Those who have more than one television set or have a color | 1095 |
| 35 | set tend to watch <u>Sesame Street</u> more than those who do not. | 1100 |
| 36 | The viewing rate is significantly higher in higher-income families as compared with lower-income families. | 864 |
| 37 | If the child sometimes decides | 1090 |
| 38 | what programs to watch, and if he watches television with other younger children, then he is more likely also to watch <u>Sesame Street</u> . | 710 |

Response Patterns in Relation to Income of Respondents

In this instance an examination was made to ascertain if level of income, below or above \$4,000 per family, was significantly related to other variables explored in the survey. In each instance, only those relationships significant at the .95 level or higher are reported.

| <u>χ^2 Analysis</u> | <u>Number in Sample</u> |
|---|-----------------------------|
| 39 AS anticipated at the start of the survey, the areas with the highest level of income were El Monte and Pacoima. | 896 |
| 40 Relatively more high-income homes (over \$4,000) have more than one television set and have | 868 |
| 41 a color TV set. However, of the low-income group, 95.4 percent have a television set and more than one-quarter have more than one set and/or a color TV set. | 873 |
| 42 Given the capability to receive Channel 28, income is not a factor in whether a family does or does not watch <u>Sesame Street</u> . | 504 |
| 43 Relatively more low-income young- | 860 |
| 44 sters watch television alone and have been watching <u>Sesame Street</u> for a period ranging from two to six months. | 230 |

χ^2 Analysis

Number
in Sample

| | | |
|----|---|-----|
| 45 | When <u>Sesame Street</u> is viewed outside the home, the high-income children participate in this activity more than the low-income youngster. | 883 |
| 46 | The low-income families in the survey tend to have two to three | 449 |
| 47 | children, 6-12 years old, and a woman as the head of the household. | 899 |
| 48 | When listing things they liked best, low-income families mentioned the "entertaining enjoyable diversion" aspect of the program more often than did high-income families. | 221 |
| 49 | Low-income families were more interested in the Sesame Sponsor programs either for use in their | 824 |
| 50 | home or at a neighbor's, than were high-income families. | 747 |

Analysis by the Four Areas Surveyed

A number of patterns emerged when the four areas were examined as separate entities. In each instance, only significant relationships that were at the .95 level of confidence or higher are reported.

χ^2 Analysis

Number
in Sample

| | | |
|----|--|------|
| 51 | The majority of respondents having more than one television set lived in the Watts/South Central area or in El Monte. | 1107 |
| 52 | However, most of those who have a color television set resided in El Monte or Pacoima. | 1112 |
| 53 | Relatively more children who watch <u>Sesame Street</u> live in El Monte as compared to Pacoima. | 1111 |
| 54 | Those who watch <u>Sesame Street</u> away from home live mostly in El Monte; those who do not watch away from home live mostly in Pacoima. | 1123 |
| 55 | Viewing patterns by area indicate that most of the morning viewers reside in East Los Angeles; the afternoon-only watchers live predominantly in El Monte and Pacoima; and those who watch the program both in the morning and the afternoon reside in the Watts/South Central area. | 318 |

χ^2 Analysis

Number
in Sample

| | | |
|----|---|------|
| 57 | Babysitting patterns indicate that the children from East Los Angeles and Watts/South Central are away from home all day, whereas spending either the morning or the afternoon away from home seems to be the pattern for Pacoima and El Monte. | 84 |
| 58 | There were more two- and three- | 1041 |
| 59 | year olds in the Watts/South Central families. Grandmothers are the predominant group that stay with the children in the | 121 |
| 60 | Watts/South Central area; mothers are the predominant stay-at-home group in Pacoima. | 129 |

Sponsor Profile - Los Angeles

In Los Angeles, a total of 129 respondents volunteered to be a Sesame Street Sponsor. Only 30 (23.3%) indicated that they would require some reimbursement. The following profile of volunteers was developed:

- 52.5% have preschool children that watch Sesame Street.
- 54.3% have an income of \$4,000 or more
45.7% have an income of less than \$4,000
- 21.6% are White
44.3% are Black
34.1% are Spanish-speaking
- 42.4% live in Watts
28.3% live in East Los Angeles
29.3% live in El Monte
.0% live in Pacoima
- 72.9% can receive Sesame Street

RESULTS

Chicago Survey

WHAT WAS THE NATURE OF THE CHICAGO POPULATION SURVEYED?

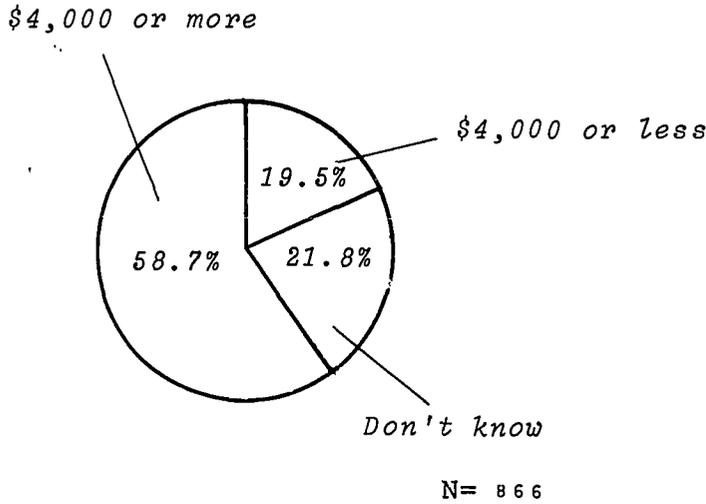


Fig. 24. Distribution by Annual Income.

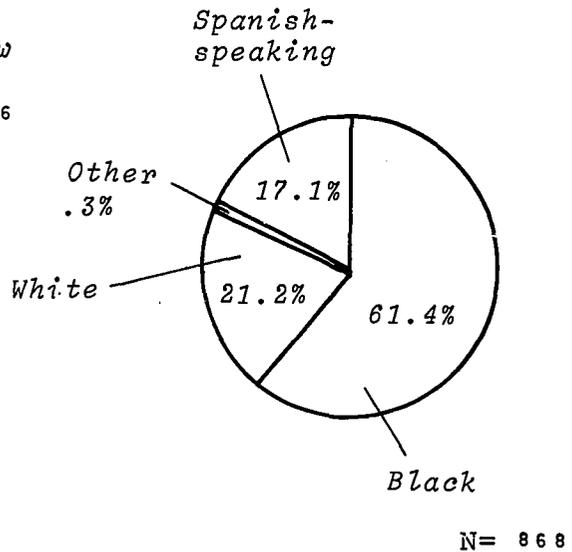


Fig. 25. Distribution by Ethnic Group.

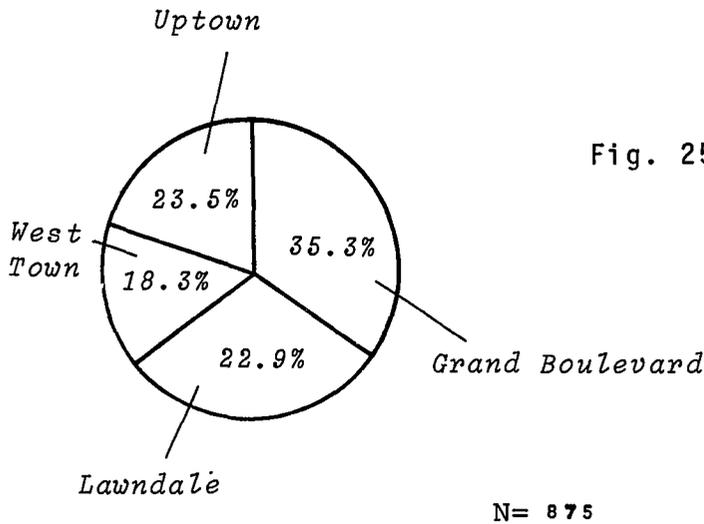
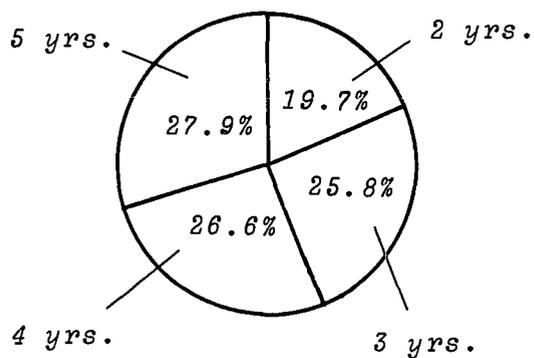
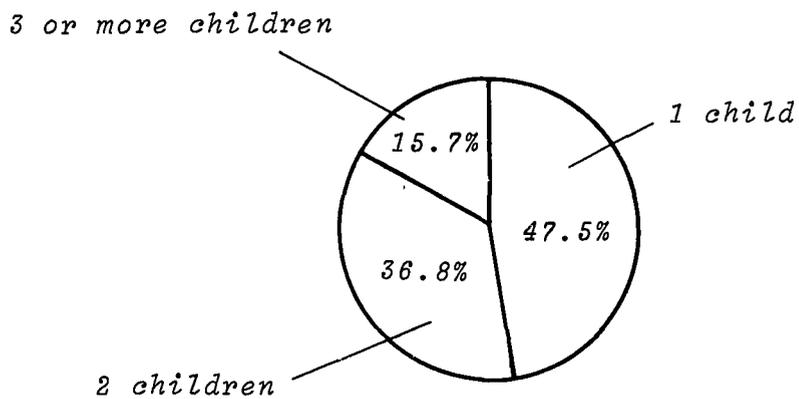


Fig. 26. Distribution by Area.



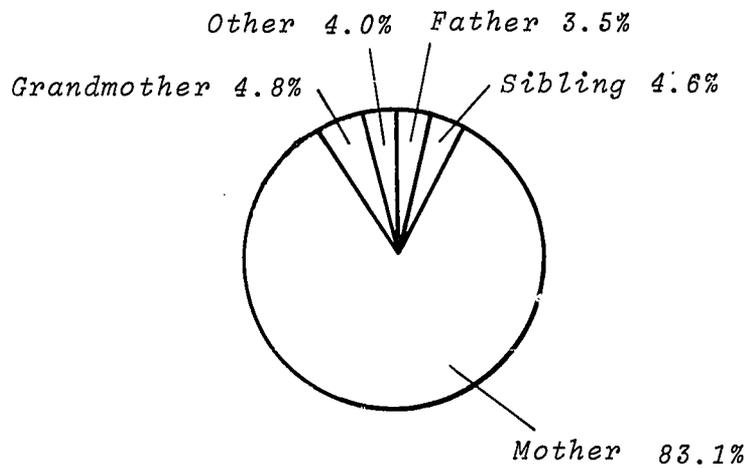
N= 1332

Fig. 27. Distribution by Age of Children.



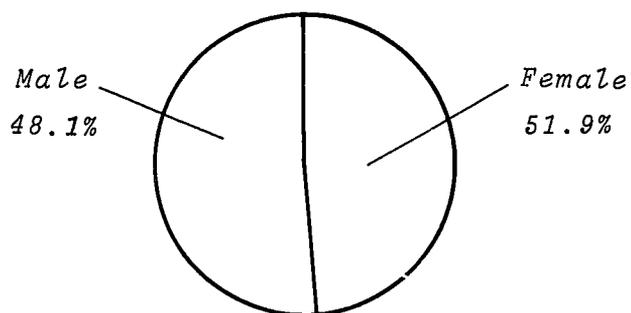
N= 1332

Fig. 28. Density of 2-to-5 year olds per family.



N= 1304

Fig. 29. Respondent's Relationship to Child.



N= 1304

Fig. 30. Distribution by Sex of Children.

WHO IS WATCHING SESAME STREET IN CHICAGO?

In contrast to Los Angeles, considerably more families in Chicago have the capability to receive Sesame Street. Of those who have the capability to watch, more are watching in Chicago than in Los Angeles.

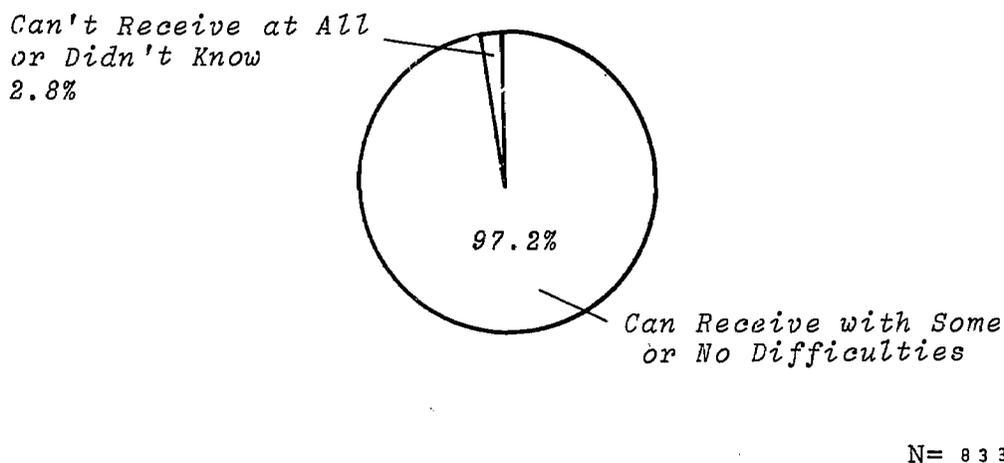


Fig. 31. Segment of Viewers Able to Receive Ch. 11.

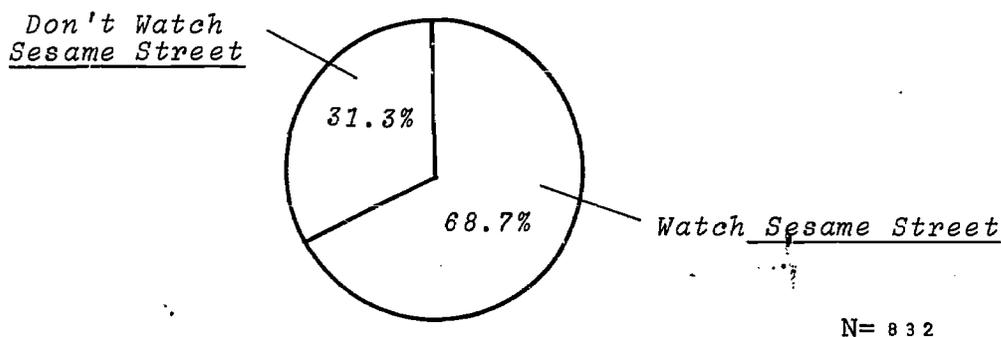


Fig. 32. Viewers Among Those Who Have the Capability to Watch at Home.

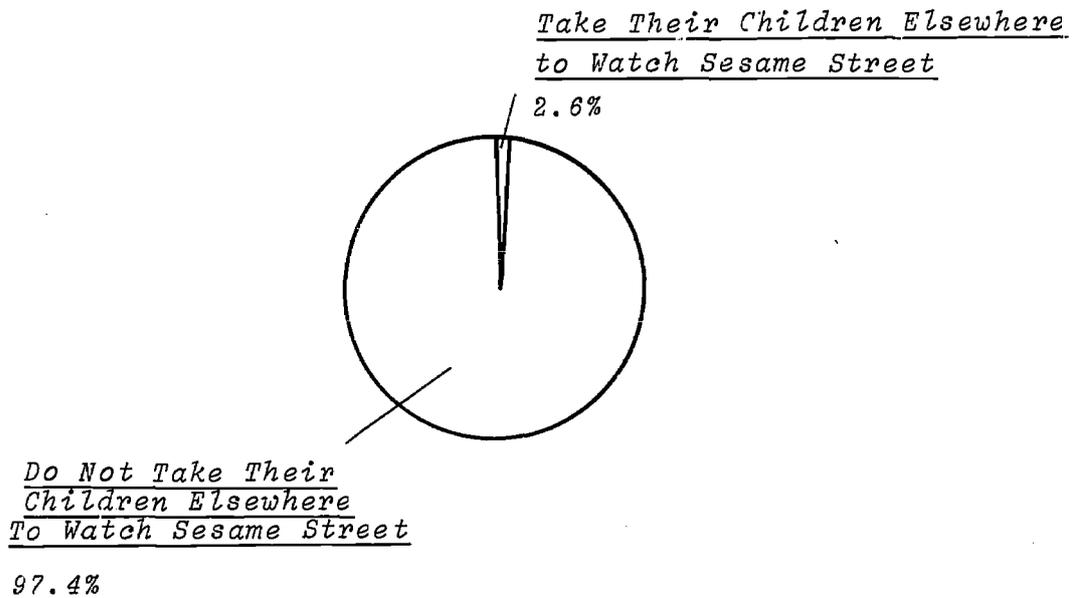


Fig. 33. Viewers Who Take Their Children Elsewhere to Watch.
(Day Care Centers, Other homes, etc.)

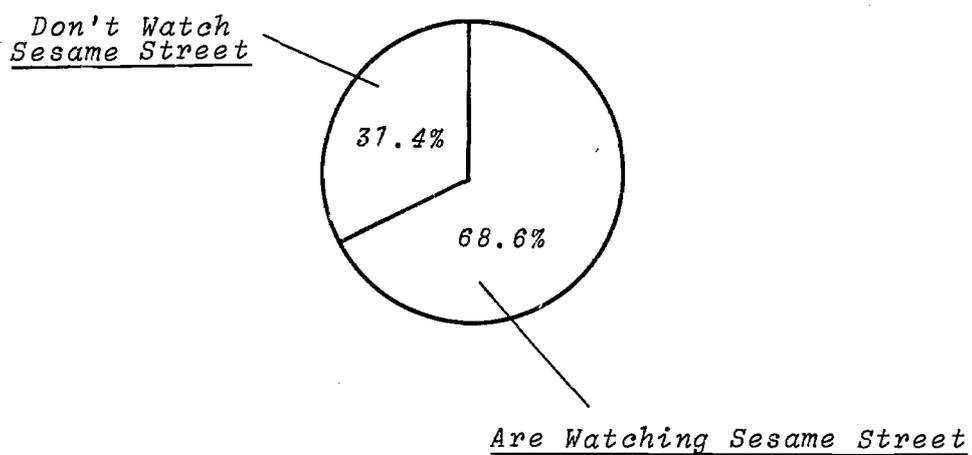
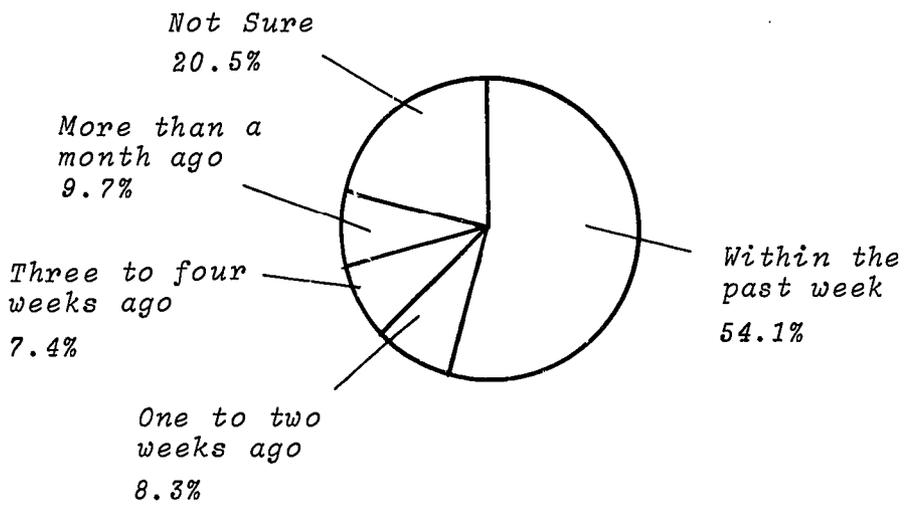


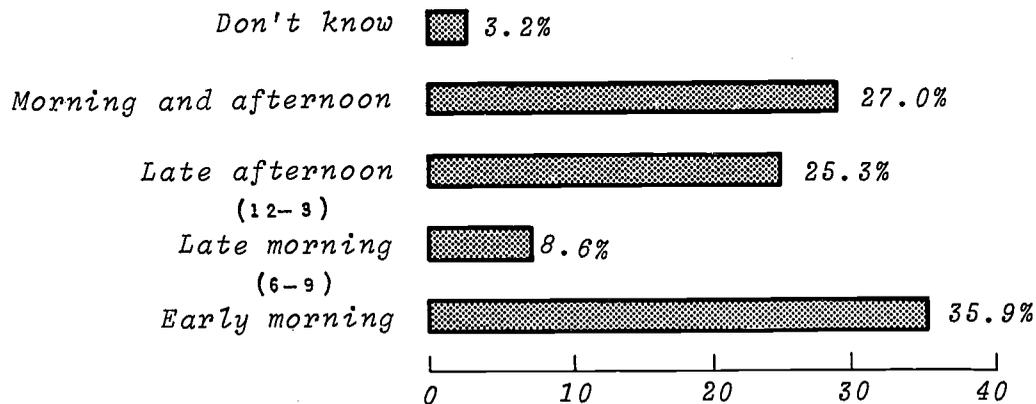
Fig. 34. Viewers Among the Total Population Sampled.

WHAT ARE THE VIEWING CHARACTERISTICS OF THOSE CHILDREN WHO
WATCH THE PROGRAM?



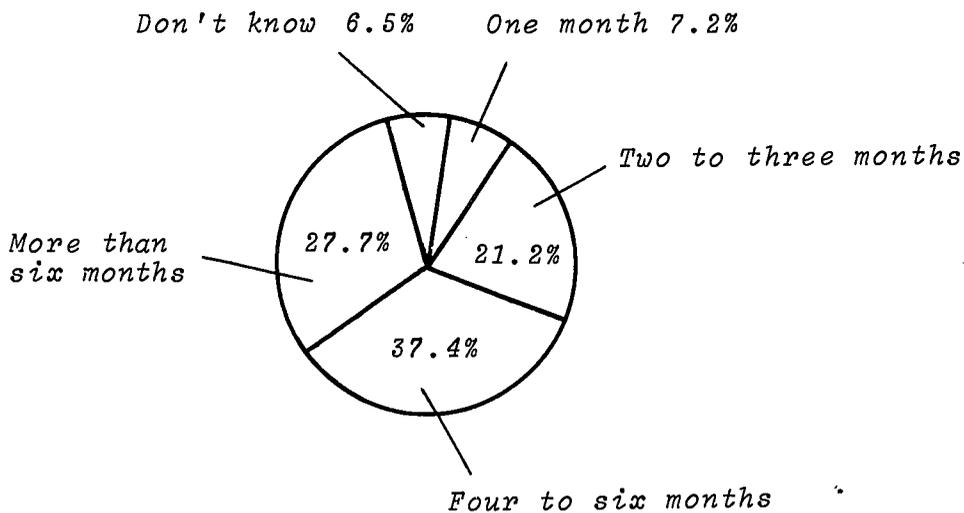
N= 605

Fig. 35. Last Time Program Was Viewed.



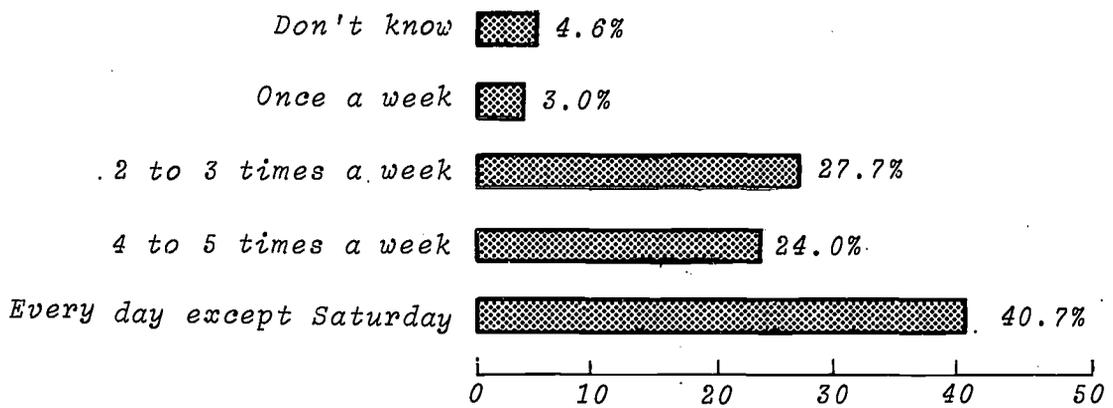
N= 434

Fig. 36. Time of Day Program Was Viewed.



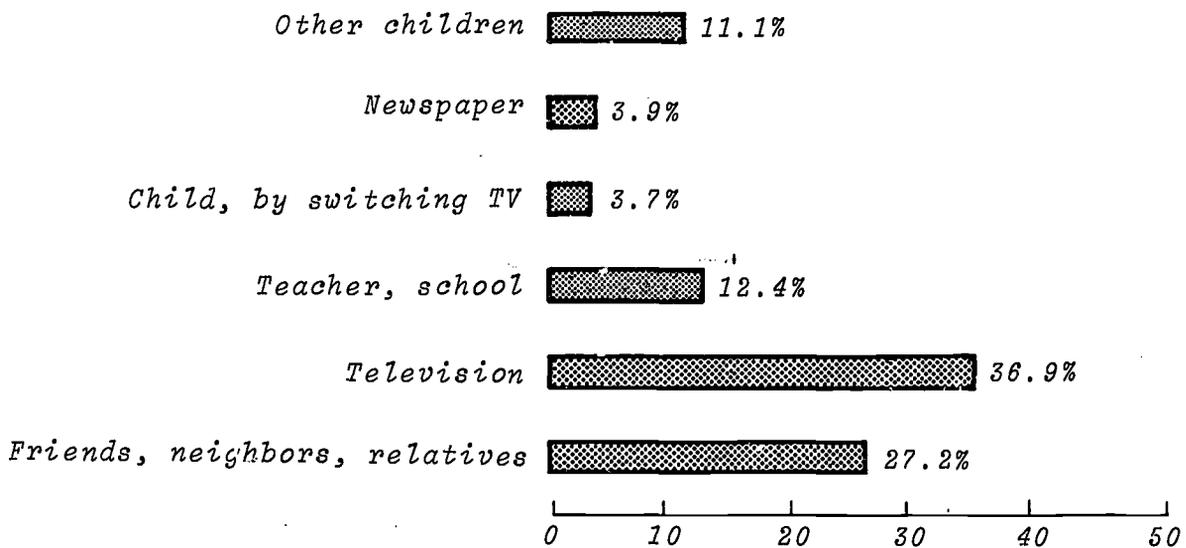
N= 433

Fig. 37. The Number of Months the Program Has Been Viewed.



N= 433

Fig. 38. The Number of Days Each Week the Program is Viewed.



N= 434

Fig. 39. Respondent's Source of Information About Sesame Street

Ethnic Characteristics of the Chicago Population

A number of analyses were conducted to examine relationships between ethnic characteristics and other data obtained in the survey. Tests of significance were applied in all of the χ^2 (chi-square) analyses undertaken and only those reaching levels of confidence of .95 or greater are reported below.

The general patterns that emerged from within the population surveyed suggested the following:

Viewing Patterns of the Children

| <u>χ^2 Analysis</u> ⁷ | <u>Number in Sample</u> |
|--|-----------------------------|
| (Ethnic) 105 X | |
| 75 Children in Black homes watch <u>Sesame Street</u> away from home more often than children in White and Spanish-speaking homes. | 859 |
| 68 Children in Black homes watch television with older children more often than in White and Spanish-speaking homes. | 492 |

⁷These numbers act as keys to the χ^2 variables given in a set of χ^2 analysis tables provided with this report. χ^2 analysis tables reflecting percentages, etc., are available upon request. The ethnic variable in the analysis is 105. The X indicates that when compared with variable 75 (children watching away from home) the relationship emerged as being significant.

χ^2 Analysis

Number
in Sample

(Ethnic) .105 X

| | | |
|----|--|-----|
| 58 | The predominant preferred viewing time for White and Black children combined is before 9 A.M. The preferred viewing time for Spanish-speaking children alone is from Noon to 3 P.M., for White alone, 9 A.M. to Noon, and for Black children alone from 3-5 P.M. | 817 |
| 60 | | 819 |
| 62 | | 812 |
| 72 | White children are more often the decision makers when it comes to deciding what to watch. | 811 |

Availability of Television Sets

| | | |
|----|---|-----|
| 49 | Relatively more Black and White families reported having more than one television set than Spanish-speaking families. | 824 |
| 49 | Relatively more White families, however, reported having color television sets. | 823 |
| 63 | The greatest portion of children who watched television alone were from White homes. | 815 |

Babysitting Patterns

| | | |
|----|--|-----|
| 18 | More siblings who stay with younger children at home do so in Black homes. | 714 |
|----|--|-----|

χ^2 Analysis

Number
in Sample

(Ethnic) 105 X

| | | |
|----|--|-----|
| 36 | More mothers usually stay with children in White or Spanish-speaking homes. | 121 |
| 21 | Grandmothers stay with the children more often in Spanish-speaking homes. | 714 |
| 17 | Children in the Black community were cared for outside the home more frequently than in other communities. | 777 |
| 24 | In White families, babysitting by non-family members took place more often at the child's home. | 714 |

Characteristics in Relation to Families

| | | |
|-----|---|-----|
| 86 | Black families liked the educational aspects of <u>Sesame Street</u> to a greater extent than did White or Spanish-speaking families. | 416 |
| 103 | Women predominated as heads of household in the Black community. | 866 |

Viewing Profile - Chicago

Viewers and non-viewers of Sesame Street were compared, with respect to all of the other variables, to see if there were significant factors related to viewing the program. Only relationships that were significant at the .95 level of confidence or higher are reported.

Of those who are watching Sesame Street at home, relatively more:

| <u>χ^2 Analysis</u> (Viewing) 74 X | | <u>Number in Sample</u> |
|---|--|-----------------------------|
| 7 | Have two or three preschool children that live in. | 754 |
| 19 | Mothers stay with the preschool children as compared to other relatives or friends acting as babysitters. | 690 |
| 48-52 | Have more than one television set, and can receive channels 9, 11, 26 and 32 clearly or with only slight reception difficulties. | 833 |
| 57 | Have preschool children that watch TV most of the day nearly every day. | 814 |
| 69 | Of the children who watch TV with others, most usually watch with other younger children. | 500 |

χ^2 Analysis

Number
in Sample

Viewing

| | | |
|-----|---|-----|
| 72 | Of the children sometimes decide what to watch as compared to always watching whatever is on. | 821 |
| 97 | Of the households have only one adult, who is a woman acting as head of household, and have an income of less than \$4,000. | 625 |
| 103 | | 641 |
| 104 | | 474 |
| 108 | Think the Sesame Sponsor program is a good idea and would volunteer for the program. | 574 |
| 110 | | 830 |

Response Patterns in Relation to Income of Respondents

In this instance an examination was made to ascertain if level of income, below \$4,000 per family, was significantly related to other variables explored in the survey. In each instance, only those relationships significant at the .95 level or higher are reported.

χ^2 Analysis

(Income) 104 X

Number
in Sample

| | | |
|-----|---|-----|
| 2 | The area with the lowest level of income was Grand Boulevard. | 677 |
| 47 | A significant portion of the low-income homes (under \$4,000) have no television set and of those who do most do not have a color TV set. | 677 |
| 7 | Low-income families in the survey | 632 |
| 8 | have more 3 or 4, 2-5 year-olds in | 632 |
| 9 | the family who live at home. The majority of the children are girls. | 634 |
| 19 | More mothers stay with 2-5 year-olds in the low-income group than in the high-income group. | 578 |
| 99 | The low-income families in the | |
| 103 | survey tend to have three or more | 296 |
| 105 | children, 6-12 years old, have a | 678 |
| 97 | woman as the head of the household, and are Black. Most of the families have only one adult in the family. | 669 |

χ^2 Analysis

(Income) 104 X

Number
in Sample

| | | |
|-----|--|-----|
| 86 | When listing things they liked best, low-income families mentioned the "educational aspect" of the program more often than any other dimension of the program. | 345 |
| 109 | When asked if they would participate in the Sesame Sponsor program many responded in the affirmative. | 462 |

Analysis by the Four Areas Surveyed

A number of patterns emerged when the four areas, were examined as separate entities. In each instance, only significant relationships that were at the .95 level of confidence or higher are reported.

χ^2 Analysis

(Area) 2 X

Number
in Sample

| | | |
|----|--|-----|
| 47 | The majority of respondents having more than one television set lived in the Uptown or West Town areas. Most of those who have a color television set resided in Uptown. | 375 |
| 49 | | 833 |
| 21 | Grandmothers are the predominant group who stay with preschoolers in West Town and Lawndale, whereas mothers are the predominant group who stay at home in the Grand Boulevard area. | 722 |
| 19 | | 722 |

χ^2 Analysis

(Area) 2 x

Number
in Sample

| | | |
|----|---|-----|
| 2 | Relatively more children who watch <u>Sesame Street</u> live in the Grand Boulevard area. | 832 |
| 75 | Those who watch <u>Sesame Street</u> away from home live mostly in the Grand Boulevard and Lawndale areas. | 869 |
| 58 | Viewing patterns by area indicate that most of the morning-only viewers reside in Uptown; the afternoon-only viewers live predominantly in Lawndale; and those who view the program both in the morning and the afternoon reside in the Grand Boulevard area. | 827 |
| 65 | Babysitting patterns indicate that the children from Grand | |
| 66 | Boulevard and Lawndale watch with father when they do watch with someone, whereas, in West | 500 |
| | Town they tend to watch with grandmothers. | 500 |

Sponsor Profile - Chicago

In Chicago, a total of 53 respondents volunteered to become Sesame Sponsors. Fourteen (26.4%) of these indicated that they would require some reimbursement. Data from the respondents who volunteered for the program were examined closely and the following profile developed:

- 87.2% have preschool children who watch Sesame Street
- 54.3% have an income of \$4,000 or more
- 45.7% have an income of less than \$4,000

- 21.3% are White
- 61.5% are Black
- 17.1% are Spanish-speaking

- 41.7% live in Grand Boulevard-Oakland
- 8.2% live in West Town
- 29.8% live in Lawndale
- 20.2% live in Uptown

- 92.0% can receive Sesame Street

Families Who Do Not Have Preschool Children

As a part of the survey, a sample was obtained from the "non-preschool" population. A detailed listing of various characteristics is given in Appendices A and B. The following statistics, however, are of special interest.

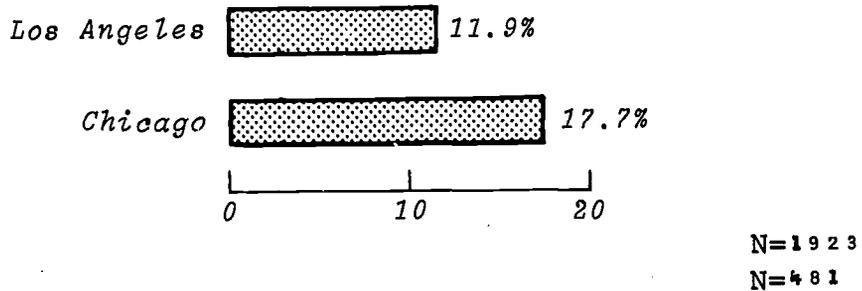


Fig. 40. Viewers Without Preschoolers.

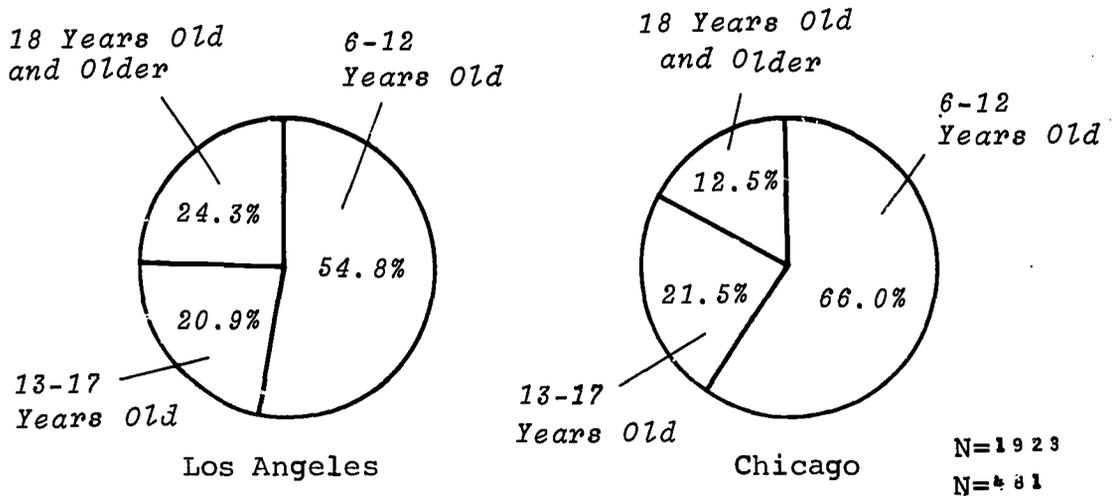


Fig. 41. Distribution by Age of Viewers Without Preschoolers.

Viewers and non-viewers without preschoolers were compared to see if there were significant factors related to viewing. As would be expected, relatively more viewers had children, especially in the 6-12 year old range. Of those who view Sesame Street, relatively more had more than one television set. In Los Angeles, relatively more had a color set.

SOME OBSERVATIONS

- An overwhelming vote of approval of the Sesame Street program was offered for the program by inner city families watching both in Los Angeles and Chicago which would tend to confirm earlier surveys.
- Of those who have the capability to watch the program, more are watching Sesame Street in Chicago than in Los Angeles.
- Distribution of ethnic groups across the surveyed population would tend to be fairly representative of the overall ethnic distribution within the inner city and "trough" areas surveyed in both cities. Thus, the survey data can be utilized when considering any modifications of program content directed toward particular inner city ethnic groups.
- More than half of those who report watching the program have been doing so for four months or longer. This would tend to indicate that once the family becomes acquainted with the program, viewing it becomes a regular event in the household.
- Although both cities show a somewhat large percentage of incomes over \$4,000 it must be kept in mind that other statistical data from other sources would tend to reflect an income range for the majority of families in the areas surveyed only between \$4 - 8,000.

- It would appear that an important segment of the families in the population who do not have preschool children are watching the program. This pattern begins to support the idea that the program is of value to 6- to 12-year olds and that a program content within the Sesame Street format directed at this age group would be well received.
- As is the case with many other activities "word of mouth" dissemination seems to be an effective method for learning about the program and would suggest that "grass-roots" marketing of Sesame Street may have considerable merit, as contrasted to many other approaches. The largest proportion of families heard about it from those concerned with the child, relatives, friends, and neighbors. However, this observation does not diminish the fact that a large number of people also learn about the program just by virtue of its being on television.
- The advantage of combined very high frequency (VHF) and ultra-high frequency (UHF) television availability appears to be reflected in Chicago more in the regularity of viewing than in the size of the total audience. Instituting broadcasting on a VHF channel in Los Angeles may have similar results in that the total audience would be increased thus supplementary efforts would be needed to guarantee increased viewing numbers.
- The response to the Sesame Sponsor concept was somewhat less enthusiastic than had been anticipated in Chicago, but quite favorable in Los Angeles,

suggesting that there may be different patterns of receptivity to the Sesame Mother concept and its potential for successful application in differing cities. Receptivity to the idea and the potential for success may vary greatly from one urban area to another.

- The Los Angeles survey indicated that over half of the people interviewed who had children between the ages of 3-5 living with them also listened to the radio more than one hour a day. This should suggest another means for broadcasting programs of the Sesame Street variety type.
- The availability of the program more than once a day increases its total audience. In Los Angeles, the early morning and late afternoon time slots seem almost equally popular, with a sizeable group of viewers who watch both the morning and afternoon programs. Early morning viewing seems to constitute the most popular time slot in Chicago.
- In order to increase the number of viewers in Los Angeles, it seems imperative that a VHF channel broadcast the program and that a number of publicizing approaches be employed to increase the number of viewers among those who do have the VHF capability.
- Lack of preference by Spanish-speaking families for the program may indeed be conditioned by the "limited" Spanish content provided during the program's first year.



INSTITUTE FOR EDUCATIONAL DEVELOPMENT

999 N. SEPULVEDA BLVD • EL SEGUNDO, CALIFORNIA 90245 • (213) 772-2127

A

SESAME STREET SURVEY - LOS ANGELES

(1 to 4) Serial Number
(5.1) Card Number

(#) Interviewer's Name: _____
6 7 8

A. Location Information:

Address of HU _____
Apartment Number _____, Block _____, HU _____
Tract _____

B. Record of Calls:

| Attempts | Date | Time | AM PM |
|----------|-------|-------|----------|
| 1 | _____ | _____ | _____ |
| 2 | _____ | _____ | _____ |
| 3 | _____ | _____ | _____ |
| 4 | _____ | _____ | _____ |

| Results | | | |
|---------------------|---------|----------|-----------------|
| Completed Interview | Refusal | Not Home | Other (Explain) |
| | | | |
| | | | |
| | | | |
| | | | |

C. Final Disposition

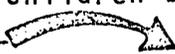
-Interview completed
-Refusal
-Not home
-Not a housing unit
-Unoccupied or vacant unit
-Other (SPECIFY) _____

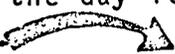
Date of final disposition _____

INTRODUCTION: Hello, my name is _____ from _____. I am collecting information on a children's TV program called SESAME STREET. We're not trying to sell you anything or trying to change your viewing habits. But we would like to ask you a few questions about your family and the television programs you like to watch. Your answers will be very important to us, and will be kept completely confidential.



TIME BEGUN _____

1. Do any children between the ages of 2 and 5 live here with you?
 91.6%Yes-----  (TURN TO PAGE 3, QUESTION 3)
 ...No n = 1150

2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?
 8.4%Yes-----  (TURN TO PAGE 4, QUESTION 12)
 ...No n = 1150

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

- A. Counting yourself, how many people live in this household? (RECORD)
 B. How many of these people are 18 or older? (RECORD)
 C. How many are between 13 and 17 years old? (RECORD)
 D. How many are children between 6 and 12 years old? (RECORD)
 E. Is there a television set in this house?

....No-----  "THIS IS ALL THE INFORMATION I NEED. THANK YOU."
Yes

F. Do you have more than one set?

....Yes
No

G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40

....Yes CHI.: 26, 32, or 44
No

H. Do you have a color set?

....Yes
No

I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?

....Yes
No
Don't know

J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program?

....Yes
No----- 
Don't know

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

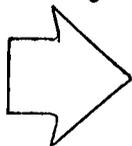
K. How many people in your household usually watch this program?

L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)

....Person 1

....Person 2

....Person 3



"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

*3. How many children between 2 and 5 live here? (RECORD)

3

*4. Please tell me the age and sex of (this child/these children).
RECORD AGE AND SEX FOR EACH CHILD. THEN ASK RESPONDENT'S RELATIONSHIP TO CHILD.

....Age

Sex (CHECK ONE)

RESPONDENT'S RELATIONSHIP TO CHILD:

....Boy

....Girl

....Age

Sex (CHECK ONE)

RESPONDENT'S RELATIONSHIP TO CHILD:

....Boy

....Girl

....Age

Sex (CHECK ONE)

RESPONDENT'S RELATIONSHIP TO CHILD:

....Boy

....Girl

5. Where does this child(ren) usually stay during the day?

Does he/she usually stay here or usually stay somewhere else?

Do they

94.2%All usually stay here

2.7%Some usually stay here and some usually stay elsewhere

3.1%All usually stay somewhere else → SKIP TO QUESTION 7

n = 1041

6. Who usually stays home with them? (MARK ANY THAT APPLY)

16.4%Brother or sister of child(ren)

85.1%Mother of child(ren)

4.5%Father of child(ren)

7.0%Grandmother

.1%Grandfather

3.5%Other relative (SPECIFY) (aunt or cousin)

.1%Other person (SPECIFY) (baby-sitter)

n = 1009

7. How often does the child(ren) stay somewhere else during the day?

- 8.5%Once a week or more n = 1030
 6.8%2 or 3 times a month
 84.7%Seldom or never
- CONTINUE WITH QUESTION 11
BELOW

7

8. Where does the child(ren) usually stay when not at home?

- 33.6%Friend or neighbor's home (MARK ONLY ONE) n = 110
 33.6%Relative's house
 10.9%Day care center
 13.6%Headstart or other pre-school
 8.2%Other
- A. Where is that? (RECORD NAME AND ADDRESS _____)

9. How many days a week does the child(ren) usually stay there? (RECORD)

10. What time during the day does this child(ren) usually stay there? (RECORD HOURS AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT) n = 84

- 23.8%Morning
 11.9%Afternoon
 64.3%Both

Hours: FROM 7 to 9 a.m./~~p.m.~~

TO 3 to 5 ~~a.m.~~/p.m.

COMMENTS _____

11. Do you or does anyone else who lives here ever babysit here during the day for any other children between the ages of 2 and 5? n = 1050

- 95.5%No
 4.5%Yes
- TURN TO PAGE 5, QUESTION 17

11

*12. How many (other) children between 2 and 5 come here for baby-sitting? (RECORD)

12

*13. How old is this child(ren)? (RECORD AGE FOR UP TO 3 CHILDREN)

-Child 1
Child 2
Child 3

14. Who usually stays with this child(ren)? (MARK ANY THAT APPLY)

- 64.3%Mother of household n = 129
 3.9%Father of household
 17.8%Grandmother in household
 1.6%Grandfather in household
 7.8%Children in household
 16.3%Other relative (SPECIFY) (aunt)
 10.8%Other person (SPECIFY) (baby-sitter)

15. How often does this child(ren) usually stay here?

- 13.4%Once a month or less
- 32.1%2 or 3 times a month
- 54.5%Every day or nearly every day n = 134

16. What time during the day does this child(ren) usually stay here? (RECORD AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT.) n = 121

- 6.6%Morning
- 8.3%Afternoon
- 85.1%Both
-Other

HOURS:

FROM 7 to 9 a.m./~~xxxx~~

TO 5 to 7 ~~xxxx~~/p.m.

COMMENTS _____

17. Do you have a television set in this household? n = 1145

- 3.4%No TURN TO PAGE 8, QUESTION 27
- 96.6%Yes

17

18. Do you have more than one TV?

- 37.0%Yes
- 63.0%No n = 1111

19. Do you have a color TV?

- 34.8%Yes
- 65.2%No n = 1116

20. We'd like to know something about your TV reception. For each channel I mention, please tell me whether you have no problems with your reception (picture and sound), whether you have some problems with your reception, or whether you can't receive the station at all.

IN CHICAGO, ASK THESE CHANNELS
Channel 26 (UHF)

-No problems
-Some problems
-Can't receive at all
-Don't know

Channel 32 (UHF)

-No problems
-Some problems
-Can't receive at all
-Don't know

IN L.A., ASK THESE CHANNELS
Channel 28 (UHF)

- 47.5%No problems n = 1107
- 14.5%Some problems
- 31.3%Can't receive at all
- 6.7%Don't know

Channel 34 (UHF)

- 42.0%No problems n = 1105
- 13.1%Some problems
- 33.2%Can't receive at all
- 11.7%Don't know

IN CHICAGO, ASK THESE CHANNELS

IN L.A. ASK THESE CHANNELS

Channel 9
No problems
Some problems
Can't receive at all
Don't know

Channel 40 (UHF)
 35.3%No problems n = 1101
 12.4%Some problems
 35.1%Can't receive at all
 17.3%Don't know

Channel 11
No problems
Some problems
Can't receive at all
Don't know

Channel 11
 87.0%No problems n = 1106
 3.3%Some problems
 5.2%Can't receive at all
 4.5%Don't know

What kinds of reception problems have you had? (RECORD)

*

21. On the average, about how many days a week would you say the young child(ren) [between 2 and 5] usually spend some time at home watching TV?

85.3%Nearly every day
 6.8%3 or 4 times a week
 2.1%2 or 3 times a week, during the week
 2.7%2 or 3 times a week, but mainly on weekends
 3.2%Seldom or never
 n = 1109

22. For each of the times I read to you, please tell me whether the young child(ren) watch(es) TV almost every day, only occasionally, or seldom or never (READ CATEGORIES BELOW, CHECK ONE BOX AT LEFT FOR EACH CATEGORY.)

| ALMOST EVERY DAY | ONLY OCC. | SELDOM OR NEVER |
|------------------|-----------|-----------------|
| 44.8 | 34.9 | 20.3 |
| 1 | 2 | 3 |

...In the morning, before 9 o'clock n = 1117

| | | |
|------|------|------|
| 42.1 | 39.9 | 18.0 |
| 1 | 2 | 3 |

...In the morning, between 9 o'clock and noon n = 1114

| | | |
|------|------|------|
| 30.8 | 30.6 | 38.6 |
| 1 | 2 | 3 |

...In the early afternoon, between noon and 3 o'clock n = 1112

| ALMOST EVERY DAY | ONLY OCC. | SELDOM OR NEVER |
|------------------------|--------------|-----------------------|
| 39.6 | 42.6 | 17.9 |
| 1 | 2 | 3 |

...In the late afternoon, between 3 o'clock and 5 o'clock n = 1109

| | | |
|------|------|------|
| 37.5 | 38.6 | 23.9 |
| 1 | 2 | 3 |

...In the evening, after 5 o'clock n = 1099

23. Does _____ usually watch TV alone, or does someone else usually watch the TV at the same time? n = 1099

27.5%Watch alone

72.5%Someone else usually watches.

Who usually watches TV with the younger child(ren)?
(CHECK ALL THAT APPLY)

n = 797

71.0%Mother of household

12.6%Father of household

6.8%Grandmother

.1%Grandfather

48.4%Older children (6 or older)

8.3%Younger children (2 to 5)

5.8%Other relative (SPECIFY) _____ (aunt, cousin)

1.5%Other person (SPECIFY) _____ (friends)

24. Does the child(ren) sometime decide what to watch on TV, or does he always watch whatever happens to be on? n = 1100

80.3%Sometimes child(ren) decide(s)

19.7%Always watch whatever is on

25. Does the child(ren) ever watch a program at home on TV called SESAME STREET? n = 1115

33.5%Yes

56.7%No

9.8%Not sure

26. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET. (SHOW FIRST PAGE - HOME STUDY GUIDE). Would you say that _____ watch(es) this program at home regularly, occasionally, seldom, or never? n = 1106

14.9%Regularly

18.6%Occasionally

6.2%Seldom

.3%Never

.9%Don't know

27. Does _____ ever watch SESAME STREET on TV any place outside your home? For example, at a neighbor's house, at a day care center, or anywhere else? n = 1127

- 11.7%Yes
- 88.3%No

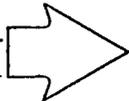
27

IF YES, ASK

A. Where is that?

- 33.3%Friend or neighbor's house
- 35.0%Relatives house
- 6.5%Day care center
- 9.8%Headstart or other pre-school
- 15.4%Other _____ (No consistent response)

n = 123



RECORD
NAME, ADDRESS BELOW

* B. How many days a week does _____ usually stay there?

CONTINUE WITH QUESTION 28 BELOW.

IF NO,

If Child(ren) does not watch SESAME STREET at home, or if there is no TV at home, turn to QUESTION 38, PAGE 10.

If Child(ren) does watch SESAME STREET at home, CONTINUE WITH QUESTION 28 BELOW.

28. When was the last time the child(ren) watched this program?

- 9.8%Today
- 17.8%Yesterday
- 23.6%3 to 6 days ago
- 14.8%1 to 2 weeks ago
- 9.8%3 to 4 weeks ago
- 8.5%More than a month ago
- 15.6%Not sure

n = 398

TURN TO QUESTION 38, PAGE 10

28

29. What time does the child(ren) usually watch SESAME STREET?

- 29.8%Early morning
- 14.1%Late morning
- 32.0%Late afternoon
- 18.5%Both morning and afternoon
- .0%Other (SPECIFY) _____
-Don't know

n = 319

30. About how many days a week does the child(ren) usually watch this program?

| | | |
|-------|--------------------------|---------|
| 31.6% |Once a day or more | n = 316 |
| 26.9% |4 or 5 times a week | |
| 27.8% |2 or 3 times a week | |
| 8.5% |Once a week or less | |
| 5.1% |Don't know | |

31. How long has the child(ren) been watching SESAME STREET?

| | | |
|-------|-------------------------|---------|
| 4.1% |One month or less | |
| 28.6% |2-3 months | n = 315 |
| 30.8% |4-6 months | |
| 28.3% |More than 6 months | |
| 8.3% |Don't know | |

32. Do you happen to know what channel SESAME STREET comes in on?

CH. * Yes (RECORD CHANNEL AT LEFT)

.....No (CHECK BOX AT LEFT)

33. Where did the child(ren) first hear about SESAME STREET?

| | | | |
|-------|--|-----------------|---------|
| 36.7% |Friends, neighbors, relatives | (MARK ONLY ONE) | |
| 18.7% |Teachers, someone at school | | |
| 8.5% |Other children | | n = 316 |
| 3.2% |Newspaper or magazines | | |
| .3% |Radio | | |
| 17.7% |✓ | | |
| 10.4% |Other (SPECIFY) <u>(Parents, by switching channels)</u> | | |
| 4.4% |Don't know, Can't remember | | |

34. Where did you first hear about SESAME STREET?

| | | | |
|-------|---|-----------------|---------|
| 34.9% |Friends, neighbors, relatives | (MARK ONLY ONE) | |
| 14.9% |Teachers, someone at school | | |
| 8.6% |Other children | | n = 315 |
| 8.9% |Newspaper or magazines | | |
| .6% |Radio | | |
| 19.7% |TV | | |
| 9.2% |Other (SPECIFY) <u>(Children, by switching channels)</u> | | |
| 3.2% |Don't know, Can't remember | | |

35. Does the child(ren) usually turn on the program or does someone usually turn on the program for the child(ren)?

| | | |
|-------|--|---------|
| 42.9% |Child turns on program | n = 317 |
| 24.9% |Child asks someone else to turn on program | |
| 30 |Someone else turns on program | |
| 1 |Other (SPECIFY) <u>(No consistent response)</u> | |

36. What kinds of things do you like best about SESAME STREET as a program for young children? (RECORD, WILL BE CODED LATER.)

61.4%Educational aspects in general n = 31
 30.4%Learn to count
 25.3%Learn the alphabet
 3.5%Learn. Other (SPECIFY) (No consistent response)
 27.8%Entertaining, enjoyable diversion
 7.9%Keeps children busy, out of the way
 3.5%Other (SPECIFY) (No consistent response)
 .0%Nothing
 9.5%Don't know

37. What kinds of things do you dislike about SESAME STREET as a program for young children? (RECORD, THEN CODE AT LEFT.)

7.8%Dislike something _____
 69.8%Dislike nothing _____
 22.4%Don't know _____

38. Now a few questions about the rest of your family.

- *Counting yourself, how many people live in this household?
- *How many of these people are 18 or older?
- *How many are between 13 and 17 years old?
- *How many are children between 6 and 12 years old?

38

39. Are you the head of this household? n = 114

32.4%Yes
 67.6%No  A. What is your relationship to the head of the house? (RECORD) * _____

* 40. How old (is head) (RECORD)

41. RECORD SEX OF HEAD

73.7%Male n = 114
 26.3%Female

42. Was the combined income of all the people who live in this household more than \$4,000 or less than \$4,000 last year?

| | | |
|-------|------------------------|----------|
| 41.8% |\$4,000 or more | n = 1116 |
| 38.9% |Less than \$4,000 | |
| 19.4% |Don't know | |

43. CODE RACE OF RESPONDENT

| | | |
|-------|--|----------|
| 16.6% |White | n = 1126 |
| 42.8% |Black | |
| 39.0% |Spanish-speaking | |
| 1.4% |Other (SPECIFY) <u>(Oriental)</u> | |
| .2% |Can't tell | |

IF SPANISH SPEAKING ASK A AND B, BELOW -- IF NOT GO ON TO 44.

A. Into which of the following groups would you classify yourself?

| | | |
|-------|---------------------------------------|---------|
| 93.3% |Mexican-American | n = 448 |
| .9% |Puerto Rican | |
| 1.3% |Cuban | |
| 4.5% |Other (SPECIFY) <u>(Spanish)</u> | |

B. What language is usually spoken around the house? Do you usually speak Spanish, usually speak English, or usually speak both?

| | | |
|-------|--------------|---------|
| 17.3% |Spanish | n = 480 |
| 15.2% |English | |
| 67.5% |Both | |

EXPLANATION OF SESAME SPONSOR PROGRAM AT THIS POINT.

44. Do you think this program would be a good thing for children around this neighborhood?

| | | | |
|-------|-----------------|----------|----|
| 72.6% |Yes | n = 1140 | 44 |
| 16.9% |No | | |
| 10.4% |Don't know | | |

Why/Why not? (RECORD) _____

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

| | |
|-------|-----------------|
| 60.3% |Yes |
| 21.3% |No |
| 18.3% |Don't know |

Why/Why not? (RECORD) _____

46. Would you be interested in being a SESAME SPONSOR and offering a program like this to children in this neighborhood on a volunteer basis? n = 1140

- 8.7%Yes
- 83.5%No
- 7.8%Don't know

Do you have a telephone number where you can usually be reached during the day?

(RECORD NAME) _____

(PHONE #) _____

47. Would you be interested in being a volunteer SESAME SPONSOR if you were compensated for such things as training, telephone use, etc. n = 1122

- 9.1%Yes
- 84.4%No
- 6.5%Don't know

(RECORD NAME) _____

(PHONE #) _____

48. Do you know any neighbors, friends, or relatives around here who might be interested in becoming a SESAME SPONSOR? n = 1088

- 2.0%Yes
- 98.0%No

IF YES, RECORD NAME, ADDRESS, PHONE NUMBER

Name _____

Address _____

Phone No. _____

49. How much of your day do you spend listening to radio programs?

- 35.6%less than 1 hour
- 34.4%1 to 3 hours
- 30.0%more than 3 hours

THAT WAS MY LAST QUESTION. THANK YOU VERY MUCH FOR YOUR COOPERATION.

Total number of minutes for the interview. Time Ended _____

LOS ANGELES

SESAME STREET SURVEY QUESTIONNAIRE-ADDENDUM

Listing of answers to specific open-ended and extensive questions that elicited statistically quantifiable responses.

Questions:

3. How many children between 2 and 5 live here? n = 1036

| | | | | |
|----------|----------|----------|----------|----------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> |
| 62.6% | 28.9% | 7.2% | 1.1% | .2% |

4. Please tell me the age and sex of (this child/these children).

A. Density of 2 to 5 year olds n = 1045

| | |
|--|-------|
| Families with 1 child, 2 to 5 years old | 63.0% |
| Families with 2 children, 2 to 5 years old | 29.3% |
| Families with 3 or more children, 2 to 5 years old | 7.7% |

B. Ages n = 1153

| | | | |
|--------------------|--------------------|--------------------|--------------------|
| <u>2 years old</u> | <u>3 years old</u> | <u>4 years old</u> | <u>5 years old</u> |
| 24.6 | 25.6 | 26.2 | 23.7 |

C. Sex n = 1511

| | |
|-------------|---------------|
| <u>Male</u> | <u>Female</u> |
| 48.8% | 51.2% |

D. Respondents relationship to child n = 1279

| | |
|----------------|------|
| Sibling | 8.5 |
| Mother | 70.1 |
| Father | 7.4 |
| Grandmother | 5.1 |
| Grandfather | .6 |
| Other relative | 7.3 |
| Other friend | 1.0 |

12. How many (other) children between 2 and 5 come here for baby-sitting? n = 126

| | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> | <u>8</u> |
| 68.3 | 21.4 | 5.6 | 1.6 | 1.6 | .8 | .0 | .8 |

13. How old is this child(ren)? n=183

| | | | |
|------------------|-------------------|-------------------|------------------|
| <u>2 yrs.old</u> | <u>3 yrs. old</u> | <u>4 yrs. old</u> | <u>5 yrs.old</u> |
| 24.6% | 30.6% | 26.2% | 18.6% |

20. What kinds of reception problems have you had? n=256

| | |
|----------------|-------|
| Picture | 11.7% |
| Sound | 2.3% |
| No UHF | 25.8% |
| No UHF antenna | 6.3% |
| Interference | 2.7% |
| Static | 8.2% |
| Fuzzy | 26.6% |
| Snowy | 11.7% |
| Weak Signal | 4.7% |

27.B. How many days a week does the child(ren) usually stay there? n=82

| | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> |
| 24.4% | 20.7% | 7.3% | 1.2% | 40.2% | .0% | 6.1% |

32. Do you happen to know what channel SESAME STREET comes in on? n=312

| | |
|-------------------|-------|
| Correct channel | 91.0% |
| Incorrect channel | 1.0% |
| Don't know | 8.0% |

37. What kinds of things do you dislike about SESAME STREET as a program for young children?

1. Want the show to come in better.
2. Too many repeats
3. Doesn't come on Saturday.

38. Counting yourself, how many people live in this household? n=1138

| | | | | | |
|------------------------------|-------|---|-------|----|------|
| Household size | | | | | |
| 2 | 5.9% | 6 | 14.5% | 10 | 2.8% |
| 3 | 12.7% | 7 | 9.1% | 11 | 1.1% |
| 4 | 23.2% | 8 | 5.9% | 12 | .4% |
| 5 | 18.7% | 9 | 4.6% | 13 | .8% |
| | | | | 14 | .1% |
| (average per household 5.94) | | | | | |

| | | | | | | |
|---------------------------------|-------|---|------|---|-----|--------|
| Number in household 18 or older | | | | | | n=1115 |
| 1 | 15.7% | 4 | 5.0% | 7 | .1% | |
| 2 | 64.8% | 5 | 1.7% | 8 | .1% | |
| 3 | 12.3% | 6 | .3% | 9 | .1% | |
| (average per household: 2.14) | | | | | | |

38. Counting yourself, how many people live in this household? (Continued)

Number in household between 13 and 17 years old

| | | | | |
|---|-------|-------------------------------|------|-------|
| 1 | 51.5% | 4 | 5.0% | n=340 |
| 2 | 30.9% | 5 | .6% | |
| 3 | 12.1% | (average per household: 1.72) | | |

Number in household between 6 and 12 years old

| | | | | |
|---|-------|-------------------------------|------|-------|
| 1 | 40.9% | 5 | 2.0% | n=613 |
| 2 | 29.0% | 6 | .8% | |
| 3 | 17.5% | 7 | .8% | |
| 4 | 9.0% | (average per household: 2.08) | | |

39. What is your relationship to the head of the house?

| | | |
|-------------------|-------|-------|
| Wife | 73.7% | n=759 |
| Son | 5.5% | |
| Daughter | 12.6% | |
| Mother | 1.1% | |
| Father | .5% | |
| Aunt or Uncle | .5% | |
| Sister or Brother | 1.2% | |
| Other | 4.9% | |

40. How old (is head) n=1073

| | | | |
|--------|------|--------|-------|
| 18, 19 | .6% | 32, 33 | 5.8% |
| 20, 21 | 2.5% | 34, 35 | 8.6% |
| 22, 23 | 5.4% | 36, 37 | 6.6% |
| 24, 25 | 8.2% | 38, 39 | 5.1% |
| 26, 27 | 8.8% | 40--49 | 21.1% |
| 28, 29 | 8.3% | 50--59 | 7.3% |
| 30, 31 | 8.7% | 60--69 | 2.4% |
| | | 70--79 | .7% |

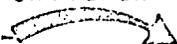
44. Do you think this program would be a good thing for children around this neighborhood?

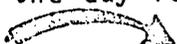
1. Educational values and would help them to learn.
2. It would be good for getting neighborhood mothers and children together.
3. It would keep the children off the street.

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

1. It would help them learn to play and work with other children.
2. Good for the children and neighbors; we need a program like this in the community.
3. As long as I know the neighbor I would send mine.

Characteristics of the "non-preschool" sample - Los Angeles

- * 1. Do any children between the ages of 2 and 5 live here with you?
Yes---  (TURN TO PAGE 3, QUESTION 3) 85
No

- * 2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?
Yes---  (TURN TO PAGE 4, QUESTION 12)
No

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

- * A. Counting yourself, how many people live in this household? (RECORD)
 * B. How many of these people are 18 or older? (RECORD)
 * C. How many are between 13 and 17 years old? (RECORD)
 * D. How many are children between 6 and 12 years old? (RECORD)
 * E. Is there a television set in this house?

7.9%No---  "THIS IS ALL THE INFORMATION I NEED. THANK YOU."
 92.1%Yes N=2061

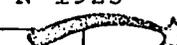
F. Do you have more than one set?
 31.8%Yes N=1915
 68.2%No

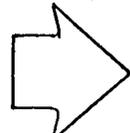
G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40
 51.6%Yes CHI.: 26, 32, or 44
 48.3%No N=1945

H. Do you have a color set?
 34.3%Yes N=1920
 65.7%No

I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?
 12.6%Yes N=1945
 81.5%No

5.9%Don't know
 J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program?

11.9%Yes N=1923
 88.1%No  "THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."
Don't know

- * K. How many people in your household usually watch this program?
 * L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)
Person 1 
Person 2
Person 3

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

ADDENDUM--LOS ANGELES

Area:

| | | |
|---------------------|-------|--------|
| Watts/South Central | 48.9% | N=2123 |
| East Los Angeles | 31.4% | |
| El Monte | 9.5% | |
| Pacoima | 10.2% | |

A. Total number in household

| | | | | |
|----|-------|----|------|--------|
| 1. | 16.2% | 6. | 5.3% | N=2097 |
| 2. | 34.0% | 7. | 2.7% | |
| 3. | 18.3% | 8. | 1.1% | |
| 4. | 12.6% | 9. | 1.2% | |
| 5. | 8.7% | | | |

B. Number of people 18 or older

| | | | | |
|----|-------|----|-----|--------|
| 1. | 21.1% | 6. | .2% | N=2030 |
| 2. | 58.3% | 7. | .1% | |
| 3. | 14.7% | 8. | .0% | |
| 4. | 4.7% | 9. | .1% | |
| 5. | .8% | | | |

(average per household: 2.07)

C. Number of people between 13 and 17 years old

| | | | | |
|----|-------|----|------|-------|
| 1. | 55.2% | 4. | 2.5% | N=600 |
| 2. | 31.8% | 5. | .2% | |
| 3. | 10.3% | | | |

(average per household: 1.61)

D. Number of children between 6 and 12 years old

| | | | | |
|----|-------|----|------|-------|
| 1. | 50.3% | 5. | 1.4% | N=489 |
| 2. | 29.4% | 6. | .8% | |
| 3. | 12.1% | 7. | .0% | |
| 4. | 5.7% | 8. | .2% | |

(average per household: 1.82)

K. Number of people who usually watch this program

| | | | | | | |
|----|-------|----|------|----|------|-------|
| 1. | 48.5% | 4. | 4.0% | 7. | 1.5% | N=200 |
| 2. | 25.0% | 5. | 2.5% | 8. | .0% | |
| 3. | 16.5% | 6. | 1.5% | 9. | .5% | |

L. Ages of viewers

| | | | | | | |
|----|-------|----|------|-------|------|-------|
| 1 | .9% | 11 | 6.4% | 18-19 | 1.7% | N=345 |
| 6 | 10.4% | 12 | 2.6% | 20-29 | 9.3% | |
| 7 | 9.6% | 13 | 5.8% | 30-39 | 4.9% | |
| 8 | 8.7% | 14 | 4.9% | 40-49 | 3.5% | |
| 9 | 8.1% | 15 | 3.5% | 50-59 | 2.6% | |
| 10 | 9.0% | 16 | 2.9% | 60-69 | 2.3% | |
| | | 17 | 2.9% | | | |



INSTITUTE FOR EDUCATIONAL DEVELOPMENT APPEND I
 999 N. SEPULVEDA BLVD • EL SEGUNDO, CALIFORNIA 90245 • (213) 772-2127

SESAME STREET SURVEY -CHICAGO

B

(1 to 4) Serial Number
 (5.1) Card Number

(#) Interviewer's Name: _____
 6 7 8

A. Location Information:

Address of HU _____

Apartment Number _____, Block _____, HU _____

Tract _____

B. Record of Calls:

| Attempts | Date | Time | AM PM |
|----------|-------|-------|----------|
| 1 | _____ | _____ | _____ |
| 2 | _____ | _____ | _____ |
| 3 | _____ | _____ | _____ |
| 4 | _____ | _____ | _____ |

| Completed Interview | Results | | |
|------------------------|---------|-------------|--------------------|
| | Refusal | Not Home | Other (Explain) |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

C. Final Disposition

-Interview completed
Refusal
Not home
Not a housing unit
Unoccupied or vacant unit
Other (SPECIFY) _____

Date of final disposition _____

INTRODUCTION: Hello, my name is _____ from _____. I am collecting information on a children's TV program called SESAME STREET. We're not trying to sell you anything or trying to change your viewing habits. But we would like to ask you a few questions about your family and the television programs you like to watch. Your answers will be very important to us, and will be kept completely confidential.

TIME BEGUN _____

1. Do any children between the ages of 2 and 5 live here with you?
 91.0%Yes--- (TURN TO PAGE 3, QUESTION 3)
No n=875

2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?
 9.0%Yes--- (TURN TO PAGE 4, QUESTION 12)
No n=875

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

A. Counting yourself, how many people live in this household? (RECORD)

B. How many of these people are 18 or older? (RECORD)

C. How many are between 13 and 17 years old? (RECORD)

D. How many are children between 6 and 12 years old? (RECORD)

E. Is there a television set in this house?

....No--- "THIS IS ALL THE INFORMATION I NEED. THANK YOU."

....Yes

F. Do you have more than one set?

....Yes

....No

G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40

....Yes CHI.: 26, 32, or 44

....No

H. Do you have a color set?

....Yes

....No

I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?

....Yes

....No

....Don't know

J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program?

....Yes

....No

....Don't know

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

K. How many people in your household usually watch this program?

L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)

....Person 1

....Person 2

....Person 3

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

* 3. How many children between 2 and 5 live here? (RECORD)

3

* 4. Please tell me the age and sex of (this child/these children).
RECORD AGE AND SEX FOR EACH CHILD. THEN ASK RESPONDENT'S RELATIONSHIP TO CHILD.

....Age

Sex (CHECK ONE)

RESPONDENT'S RELATIONSHIP TO CHILD:

....Boy

....Girl

....Age

Sex (CHECK ONE)

RESPONDENT'S RELATIONSHIP TO CHILD:

....Boy

....Girl

....Age

Sex (CHECK ONE)

RESPONDENT'S RELATIONSHIP TO CHILD:

....Boy

....Girl

5. Where does this child(ren) usually stay during the day?

Does he/she usually stay here or usually stay somewhere else?

Do they

90.2%All usually stay here

3.2%Some usually stay here and some usually stay elsewhere

6.6%All usually stay somewhere else → SKIP TO QUESTION 7

n=785

6. Who usually stays home with them? (MARK ANY THAT APPLY)

13.6%Brother or sister of child(ren)

82.5%Mother of child(ren)

5.3%Father of child(ren)

9.6%Grandmother

.3%Grandfather

4.6%Other relative (SPECIFY) _____

1.8%Other person (SPECIFY) _____

n=722

7. How often does the child(ren) stay somewhere else during the day?

12.3%Once a week or more n=766

5.7%2 or 3 times a month

82.0%Seldom or never

CONTINUE WITH QUESTION 11 BELOW

7

8. Where does the child(ren) usually stay when not at home? (MARK ONLY ONE)

18.2%Friend or neighbor's home

32.3%Relative's house

5.1%Day care center

35.4%Headstart or other pre-school

9.1%Other

A. Where is that? (RECORD NAME AND ADDRESS)

n=99

* 9. How many days a week does the child(ren) usually stay there? (RECORD)

10. What time during the day does this child(ren) usually stay there? (RECORD HOURS AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT)

24.2%Morning

17.6%Afternoon

58.2%Both

Hours: FROM _____ a.m./p.m.

TO _____ a.m./p.m.

COMMENTS _____

n=91

11. Do you or does anyone else who lives here ever babysit here during the day for any other children between the ages of 2 and 5?

94.3%No

5.7%Yes

TURN TO PAGE 5, QUESTION 17

11

* 12. How many (other) children between 2 and 5 come here for baby-sitting? (RECORD)

12

* 13. How old is this child(ren)? (RECORD AGE FOR UP TO 3 CHILDREN)

....Child 1

....Child 2

....Child 3

14. Who usually stays with this child(ren)? (MARK ANY THAT APPLY)

62.6%Mother of household

5.7%Father of household

17.1%Grandmother in household

.0%Grandfather in household

5.7%Children in household

15.4%Other relative (SPECIFY) _____

6.5%Other person (SPECIFY) _____

n=123

15. How often does this child(ren) usually stay here?

- 5.0%Once a month or less
 - 12.5%2 or 3 times a month
 - 82.5%Every day or nearly every day
- n=120

16. What time during the day does this child(ren) usually stay here? (RECORD AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT.)

n=97

- 4.1%Morning
- 10.3%Afternoon
- 85.6%Both
- .0%Other

HOURS:

FROM _____ a.m./p.m.

TO _____ a.m./p.m.

COMMENTS _____

17. Do you have a television set in this household?

- 5.4%No
 - 94.6%Yes
- TURN TO PAGE 8, QUESTION 27

n=875

17

18. Do you have more than one TV?

- 41.6%Yes
 - 58.4%No
- n=834

19. Do you have a color TV?

- 26.4%Yes
 - 73.6%No
- n=833

20. We'd like to know something about your TV reception. For each channel I mention, please tell me whether you have no problems with your reception (picture and sound), whether you have some problems with your reception, or whether you can't receive the station at all.

IN CHICAGO, ASK THESE CHANNELS
Channel 26 (UHF)

- 81.4%No problems n=833
- 5.4%Some problems
- 12.6%Can't receive at all
- .6%Don't know

Channel 32 (UHF)

- 81.3%No problems n=833
- 4.8%Some problems
- 13.0%Can't receive at all
-Don't know

IN L.A., ASK THESE CHANNELS
Channel 28 (UHF)

-No problems
-Some problems
-Can't receive at all
-Don't know

Channel 34 (UHF)

-No problems
-Some problems
-Can't receive at all
-Don't know

IN CHICAGO, ASK THESE CHANNELS

IN L.A. ASK THESE CHANNELS

Channel 9

Channel 40 (UHF)

96.0%No problems n=833
 2.8%Some problems
 .7%Can't receive at all
 .5%Don't know

.....No problems
Some problems
Can't receive at all
Don't know

Channel 11

Channel 11

94.7%No problems n=833
 2.5%Some problems
 1.1%Can't receive at all
 1.7%Don't know

.....No problems
Some problems
Can't receive at all
Don't know

What kinds of reception problems have you had? (RECORD)

*

21. On the average, about how many days a week would you say the young child(ren) [between 2 and 5] usually spend some time at home watching TV?

75.6%Nearly every day
 12.5%3 or 4 times a week n=814
 4.8%2 or 3 times a week, during the week
 2.1%2 or 3 times a week, but mainly on weekends
 5.0%Seldom or never

22. For each of the times I read to you, please tell me whether the young child(ren) watch(es) TV almost every day, only occasionally, or seldom or never (READ CATEGORIES BELOW, CHECK ONE BOX AT LEFT FOR EACH CATEGORY.)

| ALMOST EVERY DAY | ONLY OCC. | SELDOM OR NEVER |
|------------------|-----------|-----------------|
| 56.3 | 22.2 | 21.4 |

...In the morning, before 9 o'clock n=827

| | | |
|------|------|------|
| 58.7 | 30.0 | 11.2 |
|------|------|------|

...In the morning, between 9 o'clock and noon n=829

| | | |
|------|------|------|
| 48.1 | 26.1 | 25.8 |
|------|------|------|

...In the early afternoon, between noon and 3 o'clock n=829

| ALMOST EVERY DAY | ONLY OCC. | SELDOM OR NEVER |
|------------------|-----------|-----------------|
| 54.9 | 29.5 | 15.6 |

...in the late afternoon, between 3 o'clock and 5 o'clock n=827

| | | |
|------|------|------|
| 36.1 | 31.9 | 32.0 |
|------|------|------|

...In the evening, after 5 o'clock n=822

23. Does _____ usually watch TV alone, or does someone else usually watch the TV at the same time? n=825

41.8%Watch alone

58.2%Someone else usually watches

Who usually watches TV with the younger child(ren)?
(CHECK ALL THAT APPLY)

71.2%Mother of household

11.8%Father of household

9.4%Grandmother

.4%Grandfather

29.2%Older children (6 or older)

7.4%Younger children (2 to 5)

5.8%Other relative (SPECIFY) _____

4.2%Other person (SPECIFY) _____

n=500

24. Does the child(ren) sometime decide what to watch on TV, or does he always watch whatever happens to be on?

80.6%Sometimes child(ren) decide(s)

19.4%Always watch whatever is on

n=821

25. Does the child(ren) ever watch a program at home on TV called SESAME STREET?

64.8%Yes

17.5%No

17.5%Not sure

n=832

26. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET. (SHOW FIRST PAGE - HOME STUDY GUIDE). Would you say that _____ watch(es) this program at home regularly, occasionally, seldom, or never?

33.9%Regularly

30.2%Occasionally

4.6%Seldom

.....Never

.....Don't know

68.7%

n=832

27. Does _____ ever watch SESAME STREET on TV any place outside your home? For example, at a neighbor's house, at a day care center, or anywhere else?

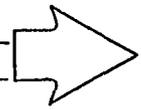
- 12.0%Yes
 - 88.0%No
- n=869

27

IF YES, ASK

A. Where is that?

- 25.9%Friend or neighbor's house
 - 35.3%Relatives house
 - 4.7%Day care center
 - 23.5%Headstart or other pre-school
 - 10.6%Other
- n=85



RECORD
NAME, ADDRESS BELOW

* B. How many days a week does _____ usually stay there?

CONTINUE WITH QUESTION 28 BELOW.

IF NO,

If Child(ren) does not watch SESAME STREET at home, or if there is no TV at home, turn to QUESTION 38, PAGE 10.

If Child(ren) does watch SESAME STREET at home, CONTINUE WITH QUESTION 28 BELOW.

28. When was the last time the child(ren) watched this program?

- 20.2%Today
 - 15.4%Yesterday
 - 18.5%3 to 6 days ago
 - 8.3%1 to 2 weeks ago
 - 7.4%3 to 4 weeks ago
 - 9.8%More than a month ago
 - 20.5%Not sure
- n=605

TURN TO QUESTION 38, PAGE 10

28

29. What time does the child(ren) usually watch SESAME STREET?

- 35.9%Early morning
 - 8.5%Late morning
 - 25.3%Late afternoon
 - 27.0%Both morning and afternoon
 - .0%Other (SPECIFY) _____
 - 2%Don't know
- n=434

30. About how many days a week does the child(ren) usually watch this program?

40.6%Once a day or more
 24.0%4 or 5 times a week
 27.7%2 or 3 times a week
 3.0%Once a week or less
 4.6%Don't know

n=433

31. How long has the child(ren) been watching SESAME STREET?

7.2%One month or less
 21.2%2-3 months
 37.4%4-6 months
 27.7%More than 6 months
 6.5%Don't know

n=433

* 32. Do you happen to know what channel SESAME STREET comes in on?

CH. Yes (RECORD CHANNEL AT LEFT)

.....No (CHECK BOX AT LEFT)

33. Where did the child(ren) first hear about SESAME STREET?

25.3%Friends, neighbors, relatives
 17.5%Teachers, someone at school
 11.5%Other children
 2.8%Newspaper or magazines
 .2%Radio
 34.8%TV
 2.5%Other (SPECIFY _____)
 5.3%Don't know, Can't remember

(MARK ONLY ONE)
n=434

34. Where did you first hear about SESAME STREET?

27.2%Friends, neighbors, relatives
 12.4%Teachers, someone at school
 11.1%Other children
 3.9%Newspaper or magazines
 .9%Radio
 36.9%TV
 3.7%Other (SPECIFY _____)
 3.9%Don't know, Can't remember

(MARK ONLY ONE)
n=434

35. Does the child(ren) usually turn on the program or does someone usually turn on the program for the child(ren)?

51.4%Child turns on program
 30.2%Child asks someone else to turn on program
Someone else turns on program
Other (SPECIFY _____)

n=434

36. What kinds of things do you like best about SESAME STREET as a program for young children? (RECORD, WILL BE CODED LATER.)

- 54.9%Educational aspects in general
- 25.7%Learn to count n=421
- 20.9%Learn the alphabet
- 11.6%Learn. Other (SPECIFY) _____
- 20.0%Entertaining, enjoyable diversion
- 13.1%Keeps children busy, out of the way
- 12.4%Other (SPECIFY) _____
- .5%Nothing.
- 6.2%Don't know

37. What kinds of things do you dislike about SESAME STREET as a program for young children? (RECORD, THEN CODE AT LEFT.)

- 3.5%Dislike something _____
- 84.1%Dislike nothing n=429
- 12.4%Don't know _____

38. Now a few questions about the rest of your family.

- *Counting yourself, how many people live in this household?
- *How many of these people are 18 or older?
- *How many are between 13 and 17 years old?
- *How many are children between 6 and 12 years old?

38

39. Are you the head of this household?

- 36.0%Yes n=874
- 64.0%No  A. What is your relationship to the head of the house? (RECORD) _____

40. How old (is head) (RECORD)

*

41. RECORD SEX OF HEAD

- 64.3%Male
- 35.7%Female] n=876

42. Was the combined income of all the people who live in this household more than \$4,000 or less than \$4,000 last year?

- 58.7%\$4,000 or more
 - 19.5%Less than \$4,000
 - 21.8%Don't know
- n=866

43. CODE RACE OF RESPONDENT

- 21.2%White
 - 61.4%Black
 - 17.1%Spanish-speaking
 - .2%Other (SPECIFY) Oriental
 - .1%Can't tell
- n=868

IF SPANISH SPEAKING ASK A AND B, BELOW -- IF NOT GO ON TO 44.

A. Into which of the following groups would you classify yourself?

- 13.1%Mexican-American
 - 85.5%Puerto Rican
 - .7%Cuban
 - .7%Other (SPECIFY) _____
- n=145

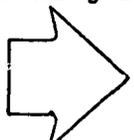
B. What language is usually spoken around the house? Do you usually speak Spanish, usually speak English, or usually speak both?

- 64.1%Spanish
 - 5.9%English
 - 30.1%Both
- n=153

EXPLANATION OF SESAME SPONSOR PROGRAM AT THIS POINT.

44. Do you think this program would be a good thing for children around this neighborhood?

- 62.4%Yes
 - 4.5%No
 - 33.1%Don't know
- n=876

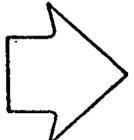


Why/Why not? (RECORD) _____

44

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

- 45.3%Yes
 - 20.4%No
 - 34.3%Don't know
- n=872



Why/Why not? (RECORD) _____

46. Would you be interested in being a SESAME SPONSOR and offering a program like this to children in this neighborhood on a volunteer basis?

4.5%Yes---
 85.6%No
 10.0%Don't know

Do you have a telephone number where you can usually be reached during the day?
 (RECORD NAME) _____
 (PHONE #) _____ n=873

47. Would you be interested in being a volunteer SESAME SPONSOR if you were compensated for such things as training, telephone use, etc.

4.5%Yes---
 83.9%No
 11.6%Don't know

(RECORD NAME) _____
 (PHONE #) _____ n=861

48. Do you know any neighbors, friends, or relatives around here who might be interested in becoming a SESAME SPONSOR?

1.3%Yes---
 98.7%No n=870

IF YES, RECORD NAME, ADDRESS, PHONE NUMBER
 Name _____
 Address _____
 Phone No. _____

49. How much of your day do you spend listening to radio programs?

.....less than 1 hour
1 to 5 hours
more than 3 hours

THAT WAS MY LAST QUESTION. THANK YOU VERY MUCH FOR YOUR COOPERATION.

_____ Total number of minutes for the interview. Time Ended _____

CHICAGO

SESAME STREET SURVEY QUESTIONNAIRE-ADDENDUM

Listing of answers to specific open-ended and extensive questions that elicited statistically quantifiable responses.

Questions:

3. How many children between 2 and 5 live here?

n = 792

| | | | | | |
|----------|----------|----------|----------|----------|----------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> |
| 46.7% | 37.6% | 13.8% | 1.3% | .5% | .1% |

4. Please tell me the age and sex of (this child/these children).

A. Density of 2 to 5, year olds

n = 792

| | |
|--|-------|
| Families with 1 child, 2 to 5 years old | 47.5% |
| Families with 2 children, 2 to 5 years old | 36.9% |
| Families with 3 or more children, 2 to 5 years old | 15.7% |

B. Ages

n = 1,332

| | | | |
|--------------------|--------------------|--------------------|--------------------|
| <u>2 years old</u> | <u>3 years old</u> | <u>4 years old</u> | <u>5 years old</u> |
| 19.7% | 25.8% | 26.6% | 27.9% |

C. Sex

n = 1,304

| | |
|-------------|---------------|
| <u>Male</u> | <u>Female</u> |
| 51.9% | 48.1% |

D. Respondents relationship to child

n = 1,304

| | |
|----------------|------|
| Sibling | 4.6 |
| Mother | 83.0 |
| Father | 3.5 |
| Grandmother | 4.8 |
| Grandfather | .3 |
| Other relative | 3.0 |
| Other friend | .7 |

9. How many days a week does the child(ren) usually stay there?

| | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> | |
| 8.8% | 7.7% | 2.2% | 1.1% | 78.0% | 1.1% | 1.1% | n=91 |

12. How many (other) children between 2 and 5 come here for baby-sitting?

n = 116

| | | | | | |
|----------|----------|----------|----------|----------|----------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> |
| 50.9% | 31.0% | 11.2% | 3.4% | .9% | 2.6% |

13. How old is this child(ren)?

n = 187

| | | | |
|-------------------|-------------------|-------------------|-------------------|
| <u>2 yrs. old</u> | <u>3 yrs. old</u> | <u>4 yrs. old</u> | <u>5 yrs. old</u> |
| 17.1% | 30.0% | 31.6% | 21.4% |

20. What kinds of reception problems have you had?

| | | |
|----------------|------|--------|
| Picture | 18.8 | |
| Sound | 1.2 | n = 80 |
| No UHF | 35.0 | |
| No UHF antenna | 1.2 | |
| Interference | 1.2 | |
| Static | 2.5 | |
| Fuzzy | 21.2 | |
| Snowy | 13.7 | |
| Weak Signal | 5.0 | |

27.B How many days a week does the child(ren) usually stay there?

n = 73

| | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | <u>6</u> | <u>7</u> |
| 9.6% | 8.2% | 5.5% | 0 | 72.6% | 0 | 4.1% |

32. Do you happen to know what channel SESAME STREET comes in on?

n = 436

| | |
|-------------------|-------|
| Correct channel | 87.8% |
| Incorrect channel | 8.5 |
| Don't know | 3.6 |

38. Counting yourself, how many people live in this household?

Household size n = 870

| | | | | | |
|---|-------|----|------|----|-----|
| 2 | 7.9% | 6 | 13.1 | 11 | .5% |
| 3 | 17.8% | 7 | 5.9% | 12 | .1% |
| 4 | 21.6% | 8 | 4.9% | 13 | .1% |
| 5 | 22.0% | 9 | 3.6% | 14 | .0% |
| | | 10 | 2.4% | 15 | .1% |

(average per household 5.64)

Number in household 18 or older n = 854

| | | | | | |
|---|-------|---|------|---|-----|
| 1 | 22.1% | 4 | 4.6% | 7 | .0% |
| 2 | 60.2% | 5 | .5% | 8 | .1% |
| 3 | 12.4% | 6 | .1% | 9 | .0% |

(average per household 2.02)

38. Counting yourself, how many people live in this household? (Continued)

Number in household between 13 and 17 years old

n = 263

| | | | |
|---|-------|---|------|
| 1 | 47.1% | 4 | 3.8% |
| 2 | 36.1% | 5 | .4% |
| 3 | 12.2% | 6 | .4% |

(average per household: 1.75)

Number in household between 6 and 12 years old

n = 368

| | | | |
|---|-------|---|------|
| 1 | 49.7% | 4 | 6.5% |
| 2 | 26.9% | 5 | 1.9% |
| 3 | 13.9% | 6 | 1.1% |

(average per household: 1.87)

39. What is your relationship to the head of the house?

| | | |
|-------------------|-------|---------|
| Wife | 80.6% | n = 551 |
| Son | 1.6% | |
| Daughter | 7.8% | |
| Mother | 4.2% | |
| Father | .2% | |
| Aunt or Uncle | .2% | |
| Sister or Brother | 1.6% | |
| Other | 3.8% | |

40. How old (is head)

n = 655

| | | | |
|--------|-------|--------|-------|
| 18, 19 | .9% | 34, 35 | 7.7% |
| 20, 21 | 1.6% | 36, 37 | 6.8% |
| 22, 23 | 5.6% | 38, 39 | 6.0% |
| 24, 25 | 8.5% | 40--49 | 14.8% |
| 26, 27 | 10.9% | 50--59 | 5.3% |
| 28, 29 | 12.1% | 60--69 | 2.2% |
| 30, 31 | 9.5% | 70--79 | .4% |
| 32, 33 | 7.9% | 80--89 | .1% |

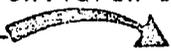
44. Do you think this program would be a good thing for children around this neighborhood?

1. It's educational and helps them learn something.
2. Good preschool education.
3. Keeps them off the street.

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

1. It would help them learn the alphabet and how to count.
2. Children need to be with other children so they can learn--they learn better in groups.
3. Depends on who the neighbor is.

Characteristics of the "non-preschool" sample - Chicago

1. Do any children between the ages of 2 and 5 live here with you?
Yes---  (TURN TO PAGE 3, QUESTION 3) 102
No

2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?
Yes---  (TURN TO PAGE 4, QUESTION 12)
No

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

- * A. Counting yourself, how many people live in this household? (RECORD)
- * B. How many of these people are 18 or older? (RECORD)
- * C. How many are between 13 and 17 years old? (RECORD)
- * D. How many are children between 6 and 12 years old? (RECORD)
- * E. Is there a television set in this house?

8.0%No---  "THIS IS ALL THE INFORMATION I NEED. THANK YOU."
 92.0%Yes N=511

F. Do you have more than one set?

36.7%Yes N=479
 63.3%No

G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40
 CHI.: 26, 32, or 44

75.0%Yes
 25.0%No N=479

H. Do you have a color set?

25.0%Yes N=480
 75.0%No

I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?

15.2%Yes N=480
 69.4%No
 15.4%Don't know

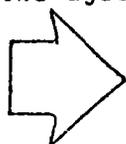
J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program?

17.7%Yes N=481
 82.3%No  "THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."
Don't know

* K. How many people in your household usually watch this program?

* L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)

....Person 1
Person 2
Person 3



"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

ADDENDUM-CHICAGO

Area:

| | | |
|-----------------|-------|-------|
| Grand Boulevard | 60.9% | N=517 |
| West Town | 17.0% | |
| Lawndale | 20.5% | |
| Uptown | 1.6% | |

A. Total number in household

| | | | | |
|----|-------|----|------|-------|
| 1. | 11.4% | 6. | 6.6% | N=511 |
| 2. | 26.6% | 7. | 1.8% | |
| 3. | 23.9% | 8. | 1.4% | |
| 4. | 18.4% | 9. | 1.2% | |
| 5. | 8.8% | | | |

B. Number of people 18 or over

| | | | | |
|----|-------|----|------|-------|
| 1. | 19.5% | 4. | 4.1% | N=493 |
| 2. | 52.5% | 5. | .4% | |
| 3. | 23.1% | 6. | .4% | |

(average per household: 2.15)

C. Number of people between 13 and 17 years old

| | | | | |
|----|-------|----|-------|-------|
| 1. | 52.3% | 3. | 11.3% | N=195 |
| 2. | 35.9% | 4. | .5% | |

(average per household: 1.60)

D. Number of children between 6 and 12 years old

| | | | | |
|----|-------|----|------|-------|
| 1. | 52.0% | 4. | 2.7% | N=150 |
| 2. | 30.7% | 5. | 1.3% | |
| 3. | 13.3% | | | |

(average per household: 1.71)

K. Number of people who usually watch this program

| | | | | |
|----|-------|----|------|------|
| 1. | 60.0% | 4. | .0% | N=70 |
| 2. | 27.1% | 5. | 1.4% | |
| 3. | 10.0% | 6. | 1.4% | |

L. Ages of viewers

| | | | | | |
|----|-------|----|------|-------|-------|
| 1 | .0% | 11 | 7.1% | 18-19 | 3.6% |
| 6 | 17.0% | 12 | 4.5% | 20-29 | 11.6% |
| 7 | 14.3% | 13 | 1.8% | 30-39 | 4.5% |
| 8 | 10.7% | 14 | 8.0% | 40-49 | 1.8% |
| 9 | 6.2% | 15 | 2.7% | 50-59 | .0% |
| 10 | 6.2% | 16 | .0% | 60-69 | .0% |
| | | 17 | .0% | | |



CODING SHEET FOR X² INTERPRETATION

APPENDIX

INSTITUTE FOR EDUCATIONAL DEVELOPMENT

999 N. SEPULVEDA BLVD • EL SEGUNDO, CALIFORNIA 90245 • (213) 772-2127

C

SESAME STREET SURVEY

to 4) Serial Number
(5.1) Card Number

(#) Interviewer's Name: _____
7 8

A. Location Information:

Address of HU _____
Apartment Number _____, Block _____, HU _____
Tract _____

B. Record of Calls:

| Attempts | Date | Time | AM PM |
|----------|-------|-------|----------|
| 1 | _____ | _____ | _____ |
| 2 | _____ | _____ | _____ |
| 3 | _____ | _____ | _____ |
| 4 | _____ | _____ | _____ |

| Results | | | |
|------------------------|---------|-------------|--------------------|
| Completed Interview | Refusal | Not Home | Other (Explain) |
| | | | |
| | | | |
| | | | |
| | | | |

C. Final Disposition

-Interview completed
-Refusal
-Not home
-Not a housing unit
-Unoccupied or vacant unit
-Other (SPECIFY) _____

Date of final disposition _____

INTRODUCTION: Hello, my name is _____ from _____. I am collecting information on a children's TV program called SESAME STREET. We're not trying to sell you anything or trying to change your viewing habits. But we would like to ask you a few questions about your family and the television programs you like to watch. Your answers will be very important to us, and will be kept completely confidential.

TIME BEGUN _____

5. 1. Do any children between the ages of 2 and 5 live here with you?
 .1Yes-----> (TURN TO PAGE 3, QUESTION 3)
 .2No

6. 2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?
 .1Yes-----> (TURN TO PAGE 4, QUESTION 12)
 .2No

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

- A. Counting yourself, how many people live in this household? (RECORD)
 B. How many of these people are 18 or older? (RECORD)
 C. How many are between 13 and 17 years old? (RECORD)
 D. How many are children between 6 and 12 years old? (RECORD)
 E. Is there a television set in this house?

....No-----> "THIS IS ALL THE INFORMATION I NEED. THANK YOU."

....Yes

- F. Do you have more than one set?

....Yes

....No

- G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40

....Yes

CHI.: 26, 32, or 44

....No

- H. Do you have a color set?

....Yes

....No

- I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?

....Yes

....No

....Don't know

- J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program? -

....Yes

....No----->

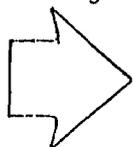
....Don't know

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

K. How many people in your household usually watch this program?

L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)

-Person 1
-Person 2
-Person 3



"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

7. 3. How many children between 2 and 5 live here? (RECORD) 3

4. Please tell me the age and sex of (this child/these children).
RECORD AGE AND SEX FOR EACH CHILD. THEN ASK RESPONDENT'S RELATIONSHIP TO CHILD.

8.Age
Sex (CHECK ONE) RESPONDENT'S RELATIONSHIP TO CHILD:

9.1Boy

9.2Girl

10. SEE ADDENDUM

11.Age
Sex (CHECK ONE) RESPONDENT'S RELATIONSHIP TO CHILD:

12.1 ...Boy

12.2Girl

13. SEE ADDENDUM

14.Age
Sex (CHECK ONE) RESPONDENT'S RELATIONSHIP TO CHILD:

15.1Boy

15.2Girl

16. SEE ADDENDUM

5. Where does this child(ren) usually stay during the day?
Does he/she usually stay here or usually stay somewhere else?
Do they

- 17.1 <All usually stay here
- 17.2 <Some usually stay here and some usually stay elsewhere
- 17.2 <All usually stay somewhere else → SKIP TO QUESTION 7

6. Who usually stays home with them? (MARK ANY THAT APPLY)

18.Brother or sister of child(ren)

19. ...Mother of child(ren)

20.Father of child(ren)

21.Grandmother

22.Grandfather

23.Other relative (SPECIFY) _____

24.Other person(SPECIFY) _____

(.1 INDICATES YES)

(.2 INDICATES NO)

7. How often does the child(ren) stay somewhere else during the day?

25.1Once a week or more

25.2 <2 or 3 times a month
Seldom or never

CONTINUE WITH QUESTION 11
 BELOW

7

8. Where does the child(ren) usually stay when not at home?

26.1Friend or neighbor's home

(MARK ONLY ONE)

26.2Relative's house

26.3Day care center

26.4 ...Headstart or other pre-school

26.5Other

A. Where is that? (RECORD NAME
 AND ADDRESS)

27. 9. How many days a week does the child(ren) usually stay there?
 (RECORD)

10. What time during the day does this child(ren) usually stay
 there? (RECORD HOURS AS ACCURATELY AS YOU CAN IN BOX AT
 RIGHT, THEN CODE AT LEFT)

28.1Morning

28.2Afternoon

28.3Both

Hours: FROM _____ a.m./p.m.

29. TO _____ a.m./p.m.

30. COMMENTS _____

11. Do you or does anyone else who lives here ever babysit here
 during the day for any other children between the ages of 2
 and 5?

31.1No

31.2Yes

TURN TO PAGE 5, QUESTION 17

11

12. How many (other) children between 2 and 5 come here for baby-
 sitting? (RECORD)

32.

12

13. How old is this child(ren)? (RECORD AGE FOR UP TO 3 CHILDREN)

33.Child 1

34.Child 2

35.Child 3

14. Who usually stays with this child(ren)? (MARK ANY THAT APPLY)

36.Mother of household

37.Father of household

(.1 INDICATES YES)

38.Grandmother in household

(.2 INDICATES NO)

39.Grandfather in household

40.Children in household

41.Other relative (SPECIFY) _____

42.Other person (SPECIFY) _____

15. How often does this child(ren) usually stay here:

- 43.1 Once a month or less
-2 or 3 times a month
- 43.2Every day or nearly every day

16. What time during the day does this child(ren) usually stay here? (RECORD AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT.)

- 44.1Morning
- 44.2Afternoon
- 44.3Both
-Other

HOURS:
 FROM _____ a.m./p.m.
 TO _____ a.m./p.m.
 COMMENTS _____

45.
46.

17. Do you have a television set in this household?

- 47.1 No TURN TO PAGE 8, QUESTION 27
- 47.2Yes

17

18. Do you have more than one TV?

- 48.1Yes
- 48.2No

19. Do you have a color TV?

- 49.1Yes
- 49.2No

20. We'd like to know something about your TV reception. For each channel I mention, please tell me whether you have no problems with your reception (picture and sound), whether you have some problems with your reception, or whether you can't receive the station at all.

IN CHICAGO, ASK THESE CHANNELS
Channel 26 (UHF)

- 51.1 No problems
-Some problems
- 51.2 Can't receive at all
-Don't know

Channel 32 (UHF)

- 52.1 No problems
-Some problems
- 52.2 Can't receive at all
-Don't know

IN L.A., ASK THESE CHANNELS
Channel 28 (UHF)

-No problems
-Some problems
-Can't receive at all
-Don't know

Channel 34 (UHF)

-No problems
-Some problems
-Can't receive at all
-Don't know

IN CHICAGO, ASK THESE CHANNELS

IN L.A. ASK THESE CHANNELS

Channel 9

Channel 40 (UHF)

- 53.1 <No problems
- <Some problems
- 53.2 <Can't receive at all
- <Don't know

-No problems
-Some problems
-Can't receive at all
-Don't know

Channel 11

Channel 11

- 54.1 <No problems
- <Some problems
- 54.2 <Can't receive at all
- <Don't know

-No problems
-Some problems
-Can't receive at all
-Don't know

What kinds of reception problems have you had? (RECORD)

55, 56,

21. On the average, about how many days a week would you say the young child(ren) [between 2 and 5] usually spend some time at home watching TV?

- 57.1Nearly every day
- 57.23 or 4 times a week
- 57.32 or 3 times a week, during the week
- 57.42 or 3 times a week, but mainly on weekends
- 57.5Seldom or never

22. For each of the times I read to you, please tell me whether the young child(ren) watch(es) TV almost every day, only occasionally, or seldom or never (READ CATEGORIES BELOW, CHECK ONE BOX AT LEFT FOR EACH CATEGORY.)

| ALMOST EVERY DAY | ONLY OCC. | SELDOM OR NEVER |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

...In the morning, before 9 o'clock

58.1 58.2

| | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|

...In the morning, between 9 o'clock and noon

59.1 59.2

| | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|

...In the early afternoon, between noon and 3 o'clock

60.1 60.2

| | | |
|------------------------|--------------|-----------------------|
| ALMOST EVERY DAY | ONLY OCC. | SELDOM OR NEVER |
| 61.1 | 61.2 | |

...In the late afternoon, between 3 o'clock and 5 o'clock

| | | |
|------|------|--|
| | | |
| 62.1 | 62.2 | |

...In the evening, after 5 o'clock

23. Does _____ usually watch TV alone, or does someone else usually watch the TV at the same time?

63.1Watch alone

63.2Someone else usually watches.

Who usually watches TV with the younger child(ren)?
(CHECK ALL THAT APPLY)

64.Mother of household

65.Father of household

66.Grandmother

67.Grandfather

68.Older children (6 or older)

69.Younger children (2 to 5)

70.Other relative (SPECIFY) _____

71.Other person (SPECIFY) _____

24. Does the child(ren) sometime decide what to watch on TV, or does he always watch whatever happens to be on?

72.1Sometimes child(ren) decide(s)

72.2Always watch whatever is on

25. Does the child(ren) ever watch a program at home on TV called SESAME STREET?

73.1Yes

73.2 <No

<Not sure

26. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET. (SHOW FIRST PAGE - HOME STUDY GUIDE). Would you say that _____ watch(es) this program at home regularly, occasionally, seldom, or never?

74.1 <Regularly

<Occasionally

74.2 <Seldom

<Never

<Don't know

27. Does _____ ever watch SESAME STREET on TV any place outside your home? For example, at a neighbor's house, at a day care center, or anywhere else?

75.1Yes

75.2No

27

IF YES, ASK

A. Where is that?

76.1Friend or neighbor's house

76.2Relatives house

76.3Day care center -----

76.4Headstart or other pre-school -----

76.5Other -----

RECORD
NAME, ADDRESS BELOW

77. _____ B. How many days a week does _____ usually stay there?

CONTINUE WITH QUESTION 28 BELOW.

IF NO,

If Child(ren) does not watch SESAME STREET at home, or if there is no TV at home, turn to QUESTION 38, PAGE 10.

If Child(ren) does watch SESAME STREET at home, CONTINUE WITH QUESTION 28 BELOW.

28. When was the last time the child(ren) watched this program?

78.1Today

78.2Yesterday

78.33 to 6 days ago

78.41 to 2 weeks ago

78.53 to 4 weeks ago

78.6 <More than a month ago -----

.....Not sure -----

TURN TO QUESTION 38, PAGE 10

28

29. What time does the child(ren) usually watch SESAME STREET?

79.1Early morning

79.2Late morning

79.3Late afternoon

79.4Both morning and afternoon

79.5 <Other (SPECIFY) _____

.....Don't know

A-42

30. About how many days a week does the child(ren) usually watch this program?

- 80.1Once a day or more
 80.24 or 5 times a week
 80.32 or 3 times a week
 80.4Once a week or less
Don't know

31. How long has the child(ren) been watching SESAME STREET?

- 81.1One month or less
 81.22-3 months
 81.34-6 months
 81.4More than 6 months
Don't know

32. Do you happen to know what channel SESAME STREET comes in on?

- 82.* CH. Yes (RECORD CHANNEL AT LEFT)
No (CHECK BOX AT LEFT)

33. Where did the child(ren) first hear about SESAME STREET?

- 83.1Friends, neighbors, relatives (MARK ONLY ONE)
 83.2Teachers, someone at school
 83.3Other children
 83.4Newspaper or magazines
 83.5Radio
 83.6TV
 83.7Other (SPECIFY) _____
Don't know, Can't remember

34. Where did you first hear about SESAME STREET?

- 84.1Friends, neighbors, relatives (MARK ONLY ONE)
 84.2Teachers, someone at school
 84.3Other children
 84.4Newspaper or magazines
 84.5Radio
 84.6TV
 84.7Other (SPECIFY) _____
Don't know, Can't remember

35. Does the child(ren) usually turn on the program or does someone usually turn on the program for the child(ren)?

- 85.1Child turns on program
 85.2Child asks someone else to turn on program
 85.3Someone else turns on program
Other (SPECIFY) _____

36. What kinds of things do you like best about SESAME STREET as a program for young children? (RECORD, WILL BE CODED LATER.)

- 36.Educational aspects in general
- 37.Learn to count (.1 INDICATES YES)
- 38.Learn the alphabet (.2 INDICATES NO)
- 39.Learn. Other (SPECIFY) _____
- 40.Entertaining, enjoyable diversion
- 41.Keeps children busy, out of the way
- 42.Other (SPECIFY) _____
- 43.Nothing
- 44.Don't know

37. What kinds of things do you dislike about SESAME STREET as a program for young children? (RECORD, THEN CODE AT LEFT.)

- 45.1Dislike something _____
- 45.2Dislike nothing _____
- 45.3Don't know _____

38. Now a few questions about the rest of your family.

- 46.Counting yourself, how many people live in this household?
- 47.How many of these people are 18 or older?
- 48.How many are between 13 and 17 years old?
- 49.How many are children between 6 and 12 years old?

38

39. Are you the head of this household?

- 40.1Yes
- 40.2No  A. What is your relationship to the head of the house? (RECORD) _____

101. SEE ADDENDUM

40. How old (is head) (RECORD)

42.

41. RECORD SEX OF HEAD

- 43.1Male
- 43.2Female

42. Was the combined income of all the people who live in this household more than \$4,000 or less than \$4,000 last year?

- 104.1\$4,000 or more
- 104.2Less than \$4,000
-Don't know

43. CODE RACE OF RESPONDENT

- 105.1White
- 105.2Black
- 105.3Spanish-speaking
-Other (SPECIFY) _____
-Can't tell

IF SPANISH SPEAKING ASK A AND B, BELOW -- IF NOT GO ON TO 44.

A. Into which of the following groups would you classify yourself?

- 106.1Mexican-American
- 106.2Puerto Rican
- 106.3Cuban
- 106.4Other (SPECIFY) _____

B. What language is usually spoken around the house? Do you usually speak Spanish, usually speak English, or usually speak both?

- 107.1Spanish
- 107.2English
- 107.3Both

EXPLANATION OF SESAME SPONSOR PROGRAM AT THIS POINT.

44. Do you think this program would be a good thing for children around this neighborhood?

- 108.1Yes
 - 108.2No
 -Don't know
- Why/Why not? (RECORD) _____

44

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

- 109.1Yes
 - 109.2No
 -Don't know
- Why/Why not? (RECORD) _____

46. Would you be interested in being a SESAME SPONSOR and offering a program like this to children in this neighborhood on a volunteer basis?

110.1Yes

110.2No

.....Don't know

Do you have a telephone number where you can usually be reached during the day?
(RECORD NAME) _____
(PHONE #) _____

47. Would you be interested in being a volunteer SESAME SPONSOR if you were compensated for such things as training, telephone use, etc.

111.1Yes

111.2No

.....Don't know

(RECORD NAME) _____
(PHONE #) _____

48. Do you know any neighbors, friends, or relatives around here who might be interested in becoming a SESAME SPONSOR?

112.1Yes

112.2No

IF YES, RECORD NAME, ADDRESS, PHONE NUMBER
Name _____
Address _____
Phone No. _____

49. How much of your day do you spend listening to radio programs?

114.1less than 1 hour

114.21 to 3 hours

114.3more than 3 hours

THAT WAS MY LAST QUESTION. THANK YOU VERY MUCH FOR YOUR COOPERATION.

_____ Total number of minutes for the interview. Time Ended _____

ADDENDUM TO CODING SHEET

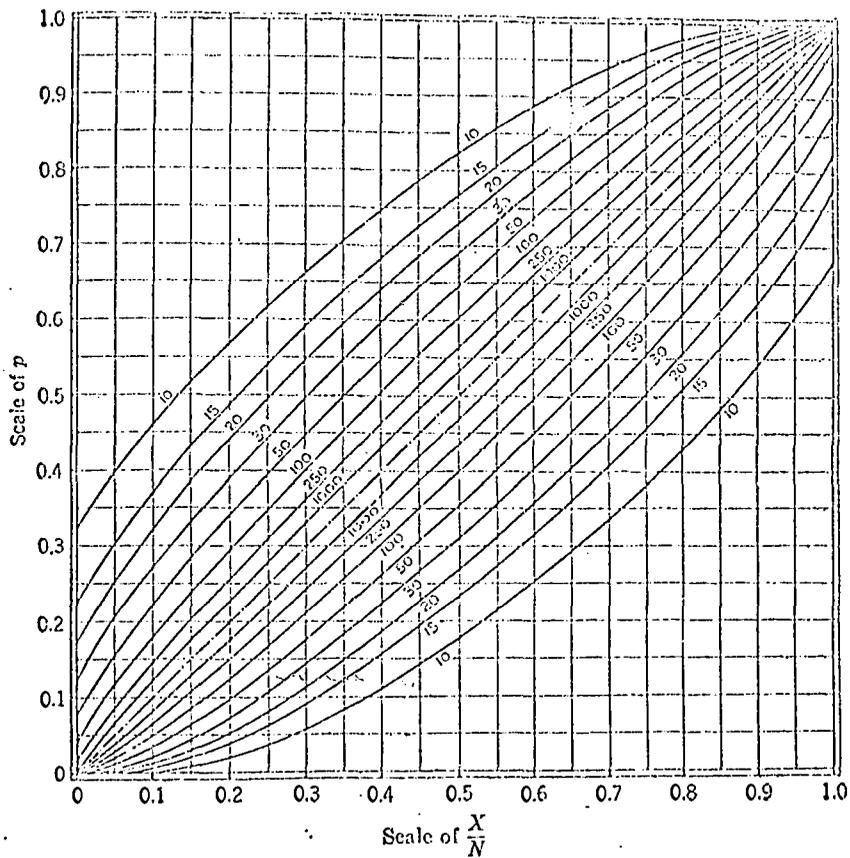
VARIABLE

| | |
|------------|---|
| 2 | <u>Area</u> |
| | 10 Watts/South Central (LA) |
| | 20 East Los Angeles (LA) |
| | 30 El Monte (LA) |
| | 40 Pacoima (LA) |
| | 50 Grand Boulevard-Oakland (Chicago) |
| | 60 West Town (Chicago) |
| | 70 Lawndale (Chicago) |
| | 80 Uptown |
| 10, 13, 16 | <u>Respondent's Relationship to Child</u> |
| | .1 Brother or Sister |
| | .2 Mother |
| | .3 Father |
| | .4 Grandmother |
| | .5 Grandfather |
| | .6 Other Relative |
| | .7 Other Person |
| 82 | <u>Channel Sesame Street Comes in On</u> |
| | .1 Correct Channel Given |
| | .2 Did Not Know |
| | .3 Incorrect Channel Given |
| 101 | <u>Respondent's Relationship to Head of Household</u> |
| | .1 Wife |
| | .2 Husband |
| | .3 Son |
| | .4 Daughter |
| | .5 Mother |
| | .6 Father |
| | .7 Aunt or Uncle |
| | .8 Sister or Brother |
| | .9 Other |

APPENDIX

D

Confidence Belts for Proportions* (Confidence coefficient .95)



* This chart is reproduced with the permission of Professor E. S. Pearson from C.J. Clopper, E. S. Pearson, "The use of confidence or fiducial limits illustrated in the case of the binomial," *Biometrika*, vol. 26 (1934), p. 404.

APPENDIX

COMMUNITIES IN LOS ANGELES COUNTY

E

CENTRAL LOS ANGELES

68 Boyle Heights
131 Downtown
69 East Los Angeles
62 El Sereno
59 Elysian Park
43 Highland Park
40 Hollywood
27 Hollywood Hills,
Griffith Park
61 Lincoln Heights
60 Mount Washington
41 Silverlake
39 West Hollywood
58 Westlake
56 West Wilshire
66 Woodlessie
57 Wilshire
77 Wilshire, Pico

EAST SAN GABRIEL

33 Azusa
47 Baldwin Park
49 Covita
50 Covina Highlands
34 Glendora, San Dimas
72 Industry
73 La Puente

FOOTHILL

22 Altadena
31 Arcadia
21 Central Pasadena
23 East Pasadena
20 La Canada, Flintridge
32 Monrovia
45 San Marino
44 South Pasadena
30 Southwest Pasadena

HARBOR

113 Dominguez
112 East Torrance
104 Gardena
125 Palos Verdes
127 San Pedro
111 West Torrance
126 Wilmington

LONG BEACH

120 Artesia, Dairy Valley
116 Bellflower
122 Bixby Knolls, Signal Hill
129 Central Long Beach
123 East Long Beach
124 Hawaiian Gardens
119 Lakewood
118 North Long Beach
130 Ocean Front
115 Paramount
128 Terminal Island
121 West Long Beach

POMONA

35 Claremont, La Verne
51 Pomona

RIO HONDO

107 Downey
108 La Mirada, Santa Fe Springs
89 Montebello
117 Norwalk
90 Pico Rivera
91 Whittier

SOUTH CENTRAL LOS ANGELES

86 Avalon
88 Bell, Bell Gardens
81 Central
102 Compton, Willowbrook
114 East Compton
111 East Inglewood
85 Exposition Park
95 Fletcher Grebar
87 Huntington Park, Maywood
106 Lynwood
179 Santa Barbara
105 South Gate
94 South Vermont, Greenmeadows
University
103 Watts

SAN FERNANDO VALLEY

3 Canoga Park
2 Chatsworth
24 Encino, Tarzana
6 Granada Hills
8 Mission Hills
17 North Hollywood
7 Northridge

POMONA

132 Pacoima
11 Fontana City
15 Reseda
9 San Fernando
10 Sepulveda
25 Sherman Oaks
26 Studio City
13 Sunland
12 Sun Valley
5 Sylmar
14 Tujunga
16 Van Nuys
4 Woodland Hills

SAN GABRIEL VALLEY

63 Alhambra
48 El Monte
70 Monterey Park
65 Rosemead
64 San Gabriel
71 South San Gabriel
46 Temple City

SOUTHWEST

83 Baldwin Hills
97 El Segundo
98 Hawthorne
110 Hermosa Beach
93 Inglewood
99 Inverdale
84 Leimert
96 Lennox
100 Manhattan Beach
109 Redondo Beach
78 West Adams
92 Westchester

VERDEÑO HILLS

42 Atwater, Glendale
18 Burbank
29 Eagle Rock
19 North Glendale
28 South Glendale

WEST

38 Beverly Hills
55 Beverly, La Cienega
37 Brentwood
82 Culver City
1 Malibu, Calabasas
75 Mar Vista
52 North Santa Monica
36 Pacific Palisades
76 Palms
74 South Santa Monica
67 Venice, Del Rey
53 West Los Angeles
54 Westwood, Beverly

APPENDIX

F

LISTING INSTRUCTIONS

I. BASIC DEFINITIONS

A housing unit (hu) is defined as:

a group of rooms, or a single room occupied, or intended for occupancy, as separate living quarters by a family or some other group of persons living alone.

In order to be considered separate living quarters, the room or group of rooms must have either:

A. separate cooking facilities, i.e., separate cooking equipment for the exclusive use of the occupants whether or not they use it.

or: B. a separate entrance, i.e., there is no need to go through anybody else's living quarters to reach the housing unit and no other occupant in the structure has to pass through the housing unit. Access through a common hall is acceptable if the above criteria are met.

II. WHAT TO INCLUDE

A. Usually a housing unit is:

a single family house, an apartment in an apartment building, an apartment in an apartment hotel, a unit in a duplex or set of rowhouses (i.e., units sharing an interior wall), a flat in a two or three flat building. These can usually be determined to be housing units by simply counting the entrance ways outside the building or counting the mailboxes or apartment listings within an entrance way.

B. A housing unit can also be:

an apartment behind a store (or above a store), a basement apartment, an attic apartment, an apartment in a divided-up old house, etc. These may be a little harder to identify, but are very important to include.

C. Vacant housing units:

A vacant hu is to be included in the listing if it is intended for occupancy. If it is vacant because it is condemned or about to be torn down (or in another way not intended for occupancy), do not include it. Look for signs, boarded-up windows, etc., to decide whether it is ever likely to be occupied. Most vacant units, however, are intended for occupancy and, therefore, would be listed.

D. Housing units under construction:

A hu under construction should be listed. As soon as there is a hole in the ground or foundations for a building intended to contain housing units, include its description in your listing. Find out the approximate number of hu's to be built from the contractor or construction supervisors on the job or from other reliable sources of information.

E. Trailers, tents, boats, railroad cars:

If a trailer, tent, boat, or railroad car is occupied as a permanent residence, it is a housing unit and should be listed.

III. WHAT NOT TO INCLUDE

A. Transient housing:

Units occupied by a transient population are not included. Transient occupancy is defined as occupancy for three weeks or less.

Usually hotels or motels contain only, or mostly, units for temporary occupation. Some hotels or motels, however, are either wholly or partly intended for permanent residency. If there is any question about whether the hu's are for permanent or transient residents, ask someone in charge (manager, desk clerk, etc.). Remember that the hu's must only be intended for permanent residency (i.e., by our definition, more than three weeks), not necessarily permanently occupied at the time of the listing.

In transient hotels or motels, include in the listing any hu's occupied or intended for occupancy by people who maintain or run these places, such as managers.

B. Institutions:

No institutional units are to be listed. This refers to convents or monasteries, fraternity or sorority houses, homes for the aged or dependent, hospitals, mental and penal institutions, missions, flophouses, Salvation Army shelters and similar places, nurses' homes, orphanages, residential clubs, YMCA's, YWCA's, rest or convalescent homes, and dormitories for students. (Married student housing or housing for students set up in apartment style -- meeting the usual Housing Unit definition -- is not considered a dormitory and should be included in your listing.)

In institutions, as in transient hu's, include in the listing any hu's occupied or intended for occupancy by people who maintain or run these places, like managers, grounds keepers, janitors, and the like.

IV. INSTRUCTIONS

For each block you will receive a folder. The folder will contain:

a sketch of the block - a map with street names to help you locate the particular blocks.

special instruction sheet - occasionally there will be a special instruction specific to that block. It will be on this page. You will use the sheet to add your notes.

listing sheets - sheets on which you will record the address and description of each hu you list.

additional blank sketch sheet - a sheet to be used for drawing any additional sketches which are needed.

How to proceed:

A. Verify the sketch

Go around each block shown on the sketch, following the arrows. The sketch usually shows recognizable physical features such as streets, railroad tracks, streams, highways, city limit, etc.

On this first trip around the whole area, you are apt to spot any discrepancy between the sketch and the actual setting. Such changes may have occurred since the map we used was drawn up. You may find new roads or roads closed.

If there is a change, find out where the new features are in relation to the remaining older ones. Do not alter the sketch but draw a new one on the sketch sheet. Then call the office for instructions before you proceed, as there is a possibility you may have been given the wrong block.

B. Listing

1. Listing of hu's can be done mostly by observation. Occasionally you will have to ask questions if you cannot ascertain the number or description of hu's in a structure by observation, ask someone -- a resident, the janitor, manager, etc.

2. Write your name at the top of the listing sheet on the line under "Listed by _____." Also write the Tract and Block number in the boxes provided. Then write the page number (the first listing sheet being page 1). Fill in this information as you start each new page. After you have finished listing the block, count the total number of listing pages you have used and put this number on the line after "of" (i.e., Page ___ of ___) on each page. If there are five listing pages all together, for example, page three would have Page 3 of 5 written at the top.
3. Where to start
Start where it says to start on the sketch and continue around the block in a clockwise direction. List every hu on the block in order.
4. Non-residential structures
Do not list any structures which do not contain hu's on the listing sheets. Record information about structures which do not contain hu's on the special instruction sheet. (For example, "School on Maple Ave.," "Elm Street -- all stores and offices," etc.)
5. Record one hu on each line on the listing sheet and do not skip any line. Use only the first four columns to write in. Do not write in the two columns at the right. If you need more room to complete the description of any one hu, use the Special Instruction sheet -- not another line on the listing sheet. Write the hu# on the special instruction sheet and continue the description on this.
6. For each hu we need a record of:
 - a. a street name. (Ditto marks can be used on the listing sheet if made very clear.)
 - b. a street address. Record the street address of each hu. A structure may not have any number. Do not assume, for example, that 512 is between 510 and 514 unless you actually see this number on the structure. If you do not, enter a description of the location of the structure or hu in the appropriate column.

c. An apartment number or other description.
Descriptions should be made in Column 4
headed Description and Location.

- (1) If there is only one hu in the structure,
we do not need a description.
- (2) If there is more than one hu in the
structure, we need a description of
each hu.

The description will usually be an apartment
number or letter. Make sure it distinguishes
only one single hu.

If there is no apartment number, you should
give a specific description of the hu according
to

- (1) story (basement, 1st floor, etc.)
- (2) side (from left to right)
- (3) front or rear

For example: 1st floor, left rear
2nd floor, left corridor,
3rd left
Building C, 5th floor, rear
corridor, 4th floor from the
left rear

When listing an apartment building, you
should always follow a regular pattern.

- From the lowest floor to the highest.
- From left to right (from outside, facing
the building).
- From front to rear.
- One floor at a time.

If you find it too difficult to describe,
you can also draw a picture on the ad-
ditional blank sketch sheet included in
the folder. Indicate stairways and en-
trances to hu's.

V. HOW TO SELECT YOUR HU'S FOR INTERVIEWING

You will notice that the listing sheets have certain hu
numbers circled in advance. Conduct an interview at each
hu so indicated. For your own records, check the column
headed "complete" when you either complete an interview
or come to some other final determination.

N.B.: You need not necessarily list the entire block before conducting any interviews. However, make certain that you resume your listing wherever you have just left off.

VALIDATION FORM

APPENDIX

G

Serial _____ I# _____ Tract _____ Block _____
 Map _____
 (address)

Hello, I'm _____ and I'm working with the Sesame Street Survey.

- Yes
 No
1. Has someone asked you or someone in this household a few questions about Sesame Street recently?
- Live-in
 Babysat
 No
2. Do you have children between 2-5 years old who live here or that you babysit here?
- Yes
 No
3. Do you have a TV?
- No problems
 Some problems
 Don't receive
4. How well do you receive channel 28?
- Yes
 No
5. Did Mr./Mrs./Miss) _____ explain the Sesame Street sponsor program to you? (If not, explain now.)
- Yes
 No
6. Now that you know a little more about it, do you think that you would like to participate in the program?

If yes:

Name _____
 Address _____
 Phone _____

Thank you for your cooperation.

 (initials)

EDUCATION NEWS

'Sesame St.' Survey Set

Television viewing surveys regarding the new children's television show "Sesame Street" have begun in several Los Angeles locations and will continue through the month of July.

The results of the survey will be used to make the show a more effective learning medium for children. The target areas for the survey are South Central and East Los Angeles, El Monte and Pacoima. Approximately 800 families will be interviewed.

Twenty-two researchers, most of whom are residents of the community to be surveyed, will conduct the door-to-door interviews. They will ask questions such as "Does your child watch TV and have you heard of or do you watch Sesame Street?"

Prior to the launching of the survey teams, a planning seminar was held for leaders and residents from the four areas to give them the opportunity to react and make recommendations concerning the study.

"Sesame Street's" primary target is children between the ages of two and five. Many educators now believe that two-thirds of all intellectual

growth occurs by the time a child is six, i.e., before most children start school.

For this reason, the continued success of educational programs like "Sesame Street" is most important. This is the reason for the survey which is to find ways to maximize the long-term effectiveness of the show.

The Children's Television Workshop, producer of "Sesame Street," has received unexcelled acclaim for the new program from educators, performers and the television and motion picture industries. "Sesame Street," for example, recently won the Peabody Award for the best children's television program.

Thursday, July 23, 1970

Television show survey underway

Television viewing survey of a children's show, "Sesame Street," are being conducted in the Southside and other Southland communities by 22 researchers, most of them residents of the communities being surveyed.

Door-to-door interviews are being conducted. Prior to start of the survey a planning seminar was conducted. Those attending included Mrs. Addalyne Beneford, Imperial Courts parent-volunteer Roy T. Dawson, human resources agency; Edward (Abie) Robinson, Community NAPP worker; and Mrs. Inez C. Taylor, parent-headstart director.

Survey is under auspices of the Institute for Educational

development, with local offices at 1272 South Broadway. Pearl Gillette is coordinator.

END