

Kathy Kelly ✓
77-212

ATTITUDINAL Questions

RECEIVED

NOV - 3 1977

MRD

THIS DATA REPRESENTS

THE RUNNING of Q.1

BY THE CROSS-TAB of

SUBGROUPS from Q.2 & 3.

NOTICE IF THE FILM IMAGE IS LESS CLEAR
THAN THIS NOTICE. IT IS DUE TO THE
QUALITY OF THE DOCUMENT BEING FILMED.

77917 3 3 9 0

- SLIGHTLY CONCERNED -						
	TOTAL	MALES	FEMALES	18-34	35+	HI-FI
	(985)	(524)	(461)	(520)	(465)	(463)
(1)	13%	11%	15%	12%	14%	11%
(2)	7	7	8	7	7	8
(3)	13	13	13	13	12	12
(4)	19	19	18	20	17	18
(5)	18	17	20	18	18	18
(6)	14	14	14	14	13	16
(7)	7	9	5	7	8	7
(8)	9	11	8	8	11	10

- DUAL CONCERN -						
	TOTAL	MALES	FEMALES	18-34	35+	HI-FI
	(699)	(286)	(413)	(369)	(330)	(392)
(1)	5%	6%	5%	3%	7%	4%
(2)	1	1	1	1	2	1
(3)	1	1	1	1	1	1
(4)	3	4	3	4	2	3
(5)	6	4	7	5	6	5
(6)	8	8	8	7	9	8
(7)	18	19	17	20	15	20
(8)	58	57	58	59	57	59

- SOCIAL CONCERN -						
	TOTAL	MALES	FEMALES	18-34	35+	HI-FI
	(534)	(255)	(279)	(248)	(286)	(230)
(1)	17%	15%	19%	13%	20%	12%
(2)	6	4	8	7	5	8
(3)	6	5	6	5	6	5
(4)	10	10	9	7	12	12
(5)	12	12	12	14	10	12
(6)	10	11	8	12	7	8
(7)	10	11	9	13	7	10
(8)	31	33	28	28	33	32

-HEALTH CONCERNED-							
	<u>TOTAL</u>	<u>MALES</u>	<u>FEMALES</u>	<u>18-34</u>	<u>35+</u>	<u>FULL</u>	<u>HI-</u>
	<u>(433)</u>	<u>(214)</u>	<u>(219)</u>	<u>(209)</u>	<u>(224)</u>	<u>TASTE</u>	<u>FI</u>
						<u>(127)</u>	<u>(246)</u>
(1)	7%	6%	8%	5%	8%	7%	7%
(2)	3	2	3	2	3	4	1
(3)	3	3	3	3	3	3	3
(4)	8	8	8	6	10	11	6
(5)	9	8	9	7	10	8	9
(6)	13	12	15	15	10	13	13
(7)	15	15	14	15	14	14	15
(8)	43	46	41	45	42	40	46

-UNCONCERNED-							
	<u>TOTAL</u>	<u>MALES</u>	<u>FEMALES</u>	<u>18-34</u>	<u>35+</u>	<u>FULL</u>	<u>HI-</u>
	<u>(283)</u>	<u>(170)</u>	<u>(113)</u>	<u>(118)</u>	<u>(165)</u>	<u>TASTE</u>	<u>FI</u>
						<u>(180)</u>	<u>(103)</u>
(1)	53%	54%	66%	58%	60%	57%	62%
(2)	9	9	8	9	8	7	12
(3)	5	5	4	5	5	6	4
(4)	8	9	6	8	7	10	4
(5)	3	4	2	3	3	4	1
(6)	3	4	2	3	3	3	3
(7)	4	5	1	2	5	4	3
(8)	10	9	11	12	8	9	12

ATTITUDINAL QUESTIONS

THIS DATA REPRESENTS

THE RUNNING OF Q. 3

BY THE CROSS-TAB OF

SUBGROUPS FROM Q. 1 & 2.

	- SLIGHTLY CONCERNED -						
	TOTAL	MALES	FEMALES	18-24	35+	FULL TASTE	HI-FI
	(943)	(488)	(455)	(500)	(443)	(507)	(436)
(1)	10%	12%	8%	7%	14%	13%	7%
(2)	5	5	5	6	5	6	5
(3)	10	11	9	10	9	11	8
(4)	20	21	18	22	16	20	20
(5)	22	20	24	22	21	24	20
(6)	17	17	18	18	16	13	22
(7)	8	7	9	8	9	8	9
(8)	8	7	9	7	9	7	9

	- DUAL CONCERN -						
	TOTAL	MALES	FEMALES	18-24	35+	FULL TASTE	HI-FI
	(746)	(331)	(415)	(393)	(353)	(340)	(406)
(1)	7%	9%	5%	5%	9%	9%	5%
(2)	1	1	1	1	1	1	1
(3)	1	*	1	1	1	1	*
(4)	4	5	3	3	5	4	4
(5)	7	8	6	6	8	9	5
(6)	10	11	9	12	8	11	8
(7)	15	17	13	17	12	13	16
(8)	56	49	61	57	55	51	60

	- SOCIAL CONCERN -						
	TOTAL	MALES	FEMALES	18-24	35+	FULL TASTE	HI-FI
	(488)	(210)	(278)	(225)	(263)	(272)	(216)
(1)	18%	17%	19%	13%	22%	20%	16%
(2)	3	5	2	4	3	4	2
(3)	4	5	4	5	4	4	5
(4)	13	10	15	12	14	14	12
(5)	13	13	12	16	10	14	11
(6)	14	18	10	15	13	11	16
(7)	12	12	12	12	12	11	14
(8)	23	20	25	23	23	22	24

NOTICE IF THE FILM IMAGE IS LESS CLEAR
 THAN THIS NOTICE, IT IS DUE TO THE
 QUALITY OF THE DOCUMENT BEING FILMED.

77917 3 3 9 4

- HEALTH CONCERNED -

	<u>TOTAL</u>	<u>MALES</u>	<u>FEMALES</u>	<u>18-34</u>	<u>35 +</u>	<u>FULL</u> <u>TASTE</u>	<u>M-F</u>
	(453)	(259)	(194)	(218)	(235)	(207)	(246)
(1)	10%	11%	9%	10%	10%	12%	8%
(2)	1	1	1	#	1	1	#
(3)	3	2	4	3	3	4	2
(4)	8	10	6	6	10	7	9
(5)	9	10	7	10	8	10	8
(6)	14	15	12	14	14	16	12
(7)	14	17	11	14	14	13	15
(8)	41	34	51	44	39	36	46

- UNCONCERNED -

	<u>TOTAL</u>	<u>MALES</u>	<u>FEMALES</u>	<u>18-34</u>	<u>35 +</u>	<u>FULL</u> <u>TASTE</u>	<u>M-F</u>
	(305)	(161)	(144)	(129)	(176)	(175)	(130)
(1)	57%	57%	56%	53%	60%	61%	52%
(2)	6	10	2	9	3	6	7
(3)	9	7	10	9	9	8	9
(4)	12	10	15	16	10	12	12
(5)	3	3	2	2	3	2	4
(6)	4	5	3	3	5	5	3
(7)	3	2	3	3	2	2	4
(8)	7	6	9	6	8	6	9

IF THE FILM IMAGE IS LESS CLEAR
THIS NOTICE. IT IS DUE TO THE
QUALITY OF THE DOCUMENT BEING FILMED.

77917 3 3 9 5