

TV Habits

By Les Brown
New York Times

NEW YORK — In a special analysis of its national ratings, the A. C. Nielsen Company has found that non-white households spend 16 per cent more time watching television than households in general and that they average more viewers per home than white households.

The study also shows that non-white viewing is particularly heavy in the daytime but somewhat lighter than the general level in the mid-evening. Non-white viewers were found to be partial to programs whose principal characters are non-white.

A spokesman for the Nielsen Company defined non-white as black, Oriental and American Indian, although he added that for practical purposes it refers to blacks, since they represent the "overwhelming majority" of the non-white group nationally.

The study, which was based on national ratings for October and November last year, generally confirms the findings of an earlier Nielsen study in 1974, which concentrated on viewing by blacks in five major cities.

The findings are expected to have implications on the future casting and scheduling of shows, since the non-white group represents 11 per cent of the total TV households and 12.3 per cent of total individual viewers — a significant number, even on network television's vast scale.

They also have value to advertisers desirous of reaching blacks, specifically, through television.

According to the study, the most popular network series among non-white households last fall were "Good Times," "Sanford and Son," "That's My Mama" and "Get Christie Love," all of which had black casts or black principals. Ranked fifth was "Chico and the Man," a program with a Chicano lead.

The leading shows among white viewers were "All in the Family," "Sanford and Son," "The Waltons," "Chico and the Man" and "M-A-S-H."

On weekdays, the percentage of non-white households watching network daytime programs substantially exceeded that of white households. According to the rating analysis, non-white households showed a greater preference than white households for three program types: daytime soap opera, daytime quiz shows and evening suspense-mysteries.

During the 1960s, the Nielsen Company and other audience-research concerns were severely criticized for maintaining an inadequate sample in the black communities. That shortcoming in their surveys was considered to have deprived blacks of a representative voice in determining the popularity of shows.

Many observers consider it significant that when the deficiencies of the rating samples were corrected, programs with black leads began to proliferate on television.

- 5 (5) TREASURE HUNT
- 9 HOLLYWOOD SQUARES
- 12 ADAM 12
- "Exactly One Hundred Years"
- 13 COUNTRY WAY
- 24 EVENING EDITION
- 8:00 2 3 LITTLE HOUSE ON THE PRAIRIE
- "Haunted House." Refusing to believe the town hermit is a dangerous maniac, Laura, on a dare, enters his house and learns his secrets.
- 2 9 (50) WHEN THINGS WERE ROTTEN
- "A Ransom for Richard." Robin becomes the victim of a cunning plot when King Richard's captor demands a high ransom to spare his life.
- 4 FILM PRESENTATION
- 4 5 5 7 TONY ORLANDO & DAWN
- 6 MOVIE
- "Beachhead" (1954) starring Tony Curtis, Skip Homer. During World War II, four Marines are sent on a dangerous mission to locate Japanese mine fields off Bougainville.
- 8 16 24 A FAMILY AT WAR
- "The Old Order Changeth." It is November, 1945, and even though the hostilities have ceased, the ripples of change continue to spread.
- 9 CELEBRITY CONCERTS
- "Paul Williams in Concert With The Edmonton Symphony Orchestra"
- 11 11 CFL FOOTBALL
- Hamilton Tiger-Cats at Ottawa Rough Riders.
- 12 DEALER'S CHOICE
- 13 NEW FACES
- 2 (50) THAT'S MY MAMA
- "A Date With Judy." Clifton worries about what his friends will think when he falls for a plain-looking chick.
- 7 WONDERFUL WORLD OF MAGIC
- 12 THE MERV GRIFFIN SHOW
- 13 SPORTS BEAT
- 8:30 2 3 3 NBC NEWS UPDATE
- 4 5 5 7 BICENTENNIAL MINUTES
- Narrator: Norm Van Lier.
- 9:00 2 3 3 DOCTORS' HOSPITAL
- "The Loneliest Night." An overweight and unpopular coed falls in love with Dr. Goodwin, the only person who seems to care about her.
- 2 9 (50) BARETTA
- "The Fire Man." Tony Baretta enlists the aid of a friend who is an expert arson investigator when the mystery of several explosive fires remains unsolved.
- 4 5 5 7 CANNON
- When a police lieutenant friend asks Cannon to help out in the case of a girl who has been found beaten and drugged, he's skeptical of what appears to be routine drug addiction.
- 8 13 PERFORMANCE
- "Jennie Jerome." Lee Remick stars as the young, intelligent and witty Jennie Jerome, an American who meets the gallant Lord Randolph Churchill, the younger son of the Duke of Marlborough.
- 9 N.Y. ISLANDERS HOCKEY
- 13 WEDNESDAY NIGHT MOVIE
- 24 GREAT PERFORMANCES
- "Jennie: Lady Randolph Churchill." Lee Remick stars as the young, intelligent and witty Jennie Jerome, an American who meets the gallant Lord Randolph Churchill at a ball aboard the HMS Ariadne.
- 10:00 2 3 3 PETROCELLI
- "Chain of Command." After he is fired and his boss is slain, a young airline mechanic is arrested for the crime.
- 2 9 (50) STARSKY AND HUTCH
- "The Fix." Starsky goes on a frantic search for Hutch who has been abducted, held captive and strung out on heroin by a jealous mobster whose ex-girlfriend has become romantically involved with Hutch.
- 4 5 5 7 KATE McSHANE
- Suspicious when her client readily confesses to a puzzling murder, Kate tries to learn what really happened and stumbles on a top-secret government operation.
- 6 12 NEWS
- 8 16 RIVALS OF SHERLOCK HOLMES
- 24 ELLA FITZGERALD SHOW
- Ella plays hostess to Duke Ellington's band, making some great jazz moments.
- 10:30 11 11 CANADIAN SPORTS REPORT
- 10:50 2 HERKIMER COUNTY REPORT
- 11:00 2 2 3 3 4 5 5 7 19
- 10 11 11 13 13 (50) NEWS
- 6 THE HONEYMOONERS
- "The Safety Award"
- 9 N.Y.P.D.
- "The Patriots"
- 12 BEST OF GROUCHO
- 11:15 8 16 ELLA FITZGERALD SHOW
- 24 AT THE TOP
- "The Modern Jazz Quartet and Stephane Grapelli"
- 11:20 11 11 LATE REPORT
- 13 13 NIGHTLINE
- 4 VIEWPOINT
- 11:22 2 3 3 THE TONIGHT SHOW
- Host: Joey Bishop. Guest: Stan Kann.
- 2 (50) ABC WED. NIGHT MOVIE
- "Outrage" (1973) starring Robert Culp, Marilyn Mason. A man, terrorized by a group of neighborhood teenagers to the point where his and his family's lives are threatened, decides to take the law into his own hands to try to stop the terrorism. (R)
- 4 CBOT TONIGHT
- 5 5 LOVE, AMERICAN STYLE
- 6 THE BURNS AND ALLEN SHOW
- 4 7 CBS LATE MOVIE
- Banacek: "The Greatest Collection of Them All" starring George Peppard, Penny Fuller. A private collection of French impressionist paintings is reported missing enroute from New York to Boston, and Banacek is called in to investigate.

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