

THE UNIVERSITY OF MANITOBA
PUBLIC ATTITUDES TOWARDS ADVERTISING
by
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A THESIS
SUBMITTED TO THE FACULTY OF GRADUATE STUDIES
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF BUSINESS ADMINISTRATION

WINNIPEG, MANITOBA

May 1973



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ABSTRACT

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by

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If business men are right in the way most of them now live, then all the wise men of the ages, all the prophets and saints were fools. If the saints weren't fools, then the businessmen must be!¹

The preceding statement made by L. Finklestein alludes to one of the most controversial topics of this era - the moral and ethical responsibility of business in our society.

It is the purpose of this study to provide a broad and penetrating analysis of one particular aspect of this controversy; Public Attitudes Towards Advertising - the nature, basis, and justification of these attitudes as determined by extensive and intensivedprimary and secondary research.

Advertising is probably one of the most important, and at the same time maligned and misunderstood institutions in our society. It is beneficial not only to business as an efficient selling tool which spurs industry, but also to consumers because it continuously provides

1. L. Finklestein, The Businessman's Moral Failure - Fortune, (Chicago, Illinois: Time, Inc., September, 1958) p.116

them with up-to-date purchase information about commodities and services in the market-place.

Unfortunately, it seems that the only time we hear about advertising is when someone is complaining about it for one reason or another. Consequently, critics of advertising would have us believe that the general public has certain definite and unfavorable attitudes towards advertising.

This study has examined not only the theoretical background of the charges against advertising, but also the justifications used by advertisings' champions in their defense of advertising. The study was based on the premise that although secondary sources of data would be valuable as a preliminary view of consumer attitudes, the only reliable source of these attitudes would be the public itself. In light of this belief, primary research was carried in order to determine public attitudes and behaviour toward advertising in five basic areas;

I. The relative salience of advertising as determined by comparison to other elements in Canadian Society.

II. Public attitudes towards the institution of advertising as differentiated from attitudes towards advertisements.

III Public reaction to particular elements of advertisings' impact; economic, social, etc...

VI

IV Public reaction to advertisements as a function of the media employed.

V Elements or characteristics of advertisements which the public reacted to favorably or unfavorably.

The majority of the problems encountered in such a study arise mainly as a result of the dynamic, multi-faceted role of advertising in our society. Because so many people have different ideas as to what advertising is, the interpretation of research on public attitudes calls for some appreciation of the varied meaning of advertising.

Similarly, any discussion of public attitudes towards advertising is likely to involve business, economic, social, and moral issues. Unfortunately, these factors are inextricably bound together and cannot be separated and examined in a vacuum apart from one another and any discussion of attitudes towards advertising is very likely going to centre on all four aspects at the same time.

Let me state now that this study is by no means intended to be the panacea to all queries involving attitudes towards advertising, but, at the same time I feel that it represents a unique and valuable approach to an area already covered in studies by such noted individuals as Professor N. Borden, R.A. Bauer, and S.A. Greyser. In

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essence, this study attempts to combine the strengths of these and other past studies while trying to minimize their weaknesses.

In conclusion, I sincerely hope that my work in this area will help to resolve some of the controversy surrounding advertising and encourage others to examine and study this fascinating area of our business world.

NICK IAFOLLA

ACKNOWLEDGEMENTS

I would be remiss if I failed to express my most sincere thanks to several individuals whose continuing help and suggestions materially improved this report. I thank Professor G.D. Thomas and Professor S. Trachtenberg of the Faculty of Administrative Studies at the University of Manitoba, and, Professor B. Johnston of the Department of Statistics at the University of Manitoba, each of whom contributed helpful and often unique suggestions for the betterment of the report.

I am particularly indebted to Professor W.S. Good of the Faculty of Administrative Studies at the University of Manitoba who found time in a heavy schedule to provide guidance and constructive criticism throughout the preparation of the thesis.

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THE INFLUENCE OF ADVERTISING IN MODERN SOCIETY

Advertising is everywhere! No one, but no one, can escape its influence - not even the cave dwelling hermit who seeks happiness in the confines of his secluded "paradise". You never know, even he may be wearing the latest "color-keyed" jockey shorts and t-shirt! Newspapers, magazines, television and a plethora of similar stratagems continually shower us with advertisements about some "new, super-deluxe" product that we just should not be without.

It is only natural to expect that as a result of its ubiquity, advertising, either directly or indirectly substantially affects our lives from the moment of our birth until our death. You may argue that even these boundaries are insufficient and advertisements reach extends before birth and beyond the grave! After all, doesn't every expectant mother want the "new, safe, triple-chromed, stylish, doozy-woozy" crib for her baby, and aren't relatives influenced by advertising in their choice of a funeral parlor for dear departed Orville?! Yes, to say the least, advertising has a significant effect on each and every person in society.

Although many people consider advertising to be a phenomenon of the twentieth century, historians have proven that advertising in one form or another existed even before the time of Christ. However, modern advertising differs only in degree from its predecessors in the functions it has always performed. Whereas in ages past, there was the hawker or town crier, we now have magazines, radios, television, newspapers, billboards, and neon signs.

Notwithstanding the fact that advertising has been with us for centuries, the "advertising explosion", so to speak, has really occurred in the last three decades. Note for example, Table 1 and Table 2 on the following pages which indicate advertising expenditures in Canada and the United States from 1946 to 1966.

As indicated during the period 1946 to 1966 in Canada, total advertising expenditures increased six fold from approximately 130 million dollars to 821 million dollars, and, annual advertising expenditures per capita quadrupled from approximately ten dollars per person per year to approximately forty dollars per person per year. American figures for the same period reflect similar striking increases in advertising expenditures in that country.

TABLE 1

GROSS NATIONAL PRODUCT AND ADVERTISING EXPENDITURES,
TOTAL AND PER CAPITA, CANADA AND THE UNITED STATES,
1946-1966

Year	CANADA				UNITED STATES			
	GROSS NATIONAL PRODUCT (\$ millions)	ADVERTISING EXPENDITURES*			GROSS NATIONAL PRODUCT (\$ millions)	ADVERTISING EXPENDITURES		
		Total (\$ millions)	Per Capita (dollars)	Total as Percentage of G.N.P.		Total (\$ millions)	Per Capita (dollars)	Total as Percentage of G.N.P.
1946	11,850	130.9	10.65	1.1	208.5	3,364	23.70	1.6
1947	13,165	158.4	12.62	1.2	231.3	4,260	29.44	1.8
1948	15,120	183.1	14.28	1.2	257.6	4,864	33.04	1.9
1949	16,343	211.1	15.70	1.3	256.5	5,202	34.73	2.0
1950	18,006	234.0	17.07	1.3	284.8	5,710	37.50	2.0
1951	21,170	262.3	18.72	1.2	328.4	6,426	41.49	2.0
1952	23,995	292.3	20.22	1.2	345.5	7,156	45.42	2.1
1953	25,020	331.4	22.32	1.3	364.6	7,809	48.75	2.1
1954	24,871	363.4	23.77	1.5	364.8	8,164	50.08	2.2
1955	27,132	401.0	25.54	1.5	398.0	9,194	65.41	2.3
1956	30,585	463.3	28.81	1.5	419.2	9,905	58.64	2.4
1957	31,909	490.6	29.54	1.5	441.1	10,311	59.95	2.3
1958	32,894	517.0	30.27	1.6	447.3	10,302	58.91	2.3
1959	34,915	555.8	31.79	1.6	483.6	11,117	62.51	2.3
1960	36,287	584.1	32.69	1.6	503.8	11,932	66.04	2.4
1961	37,471	600.8	32.94	1.6	520.1	11,845	64.46	2.3
1962	40,575	631.6	34.01	1.6	560.3	12,381	66.33	2.2
1963	43,424	659.9	34.93	1.5	590.5	13,107	69.20	2.2
1964	47,403	700.7	36.43	1.5	631.7	14,155	73.67	2.2
1965†	51,996	769.6	38.87	1.5	681.2	15,120	77.71	2.2
1966†	57,500	821.0	41.22	1.4	740.0	16,500	83.94	2.2
<i>Percentage</i>								
<i>Increases</i>								
1946-1951	78.6	100.4	75.8	—	57.5	91.0	75.1	—
1951-1956	44.5	76.6	53.9	—	27.6	54.1	41.3	—
1956-1961	22.5	29.7	14.3	—	24.1	19.6	9.9	—
1961-1966	53.5	36.7	25.1	—	42.3	39.3	30.2	—
1946-1966	385.2	527.2	287.1	—	254.9	390.4	254.1	— 2.

2. D.J. Firestone, The Economic Implications of Advertising, (Toronto: Methuen Press, 1967) p. 35

TABLE 2

Estimated Advertising Expenditures in Canada, 1944, 1954 and 1964

	1944	1954	1964	Change 1964/54
	\$	\$	\$	%
Totals, all components.....	104,925,535	366,890,200	752,539,299	105.1
Printed Advertising.....	74,646,329	260,109,518	438,535,473	68.6
Radio.....	11,486,952	31,710,690	65,120,940	105.4
Television.....	5,949,499	8,595,626	80,662,036	838.4
Advertising Agencies' commissions.....	4,144,601	23,229,612	46,596,607	100.6
Outdoor advertising.....	4,049,200	17,607,278	46,674,758	165.1
Direct mail (postage).....	3,000,000	11,155,000	35,336,250	216.8
Miscellaneous.....	1,648,954	14,482,476	39,613,235	173.5

3

³. Compiled from DBS, Department of Trade and Commerce - Merchandising and Services Branch Catalogue number 63-501, 1954, and Catalogue number 63512, 1964.

Of greater significance than the absolute monetary increase in advertising expenditures in our economy over this period of time is the ever increasing importance of advertising as a factor influencing our behavior.

W.C. Pryor, in his book, Let's Look At Advertising expresses the following opinion regarding the growing influence of advertising:

Advertising is one of the most powerful forces in the world. It can do practically anything. It can convince a nation that a war is what it needs most - that's been done. It might even sell the idea of enduring peace - that's been tried.

It sells homes, food, trips around the world, clothes, automobiles, tobacco, health, - name it and you'll find that advertising probably sells it - even religion.⁴

Although Mr. Pryor may be overestimating the persuasiveness of advertising, no one can deny that advertising does play a vital role in the determination of consumer purchase decisions involving virtually every product available in the market place. Note for example the following incident related by J. Seldin in his book,

The Golden Fleece:

And by the go-getter undertaker who drummed up business for his establishment by writing to every sick person he heard about in the city. "Dear Sir, having positive proof you are rapidly approaching Death's Gate, I have therefore thought it not imprudent to call your attention

4. W.C. Pryor, Let's Look At Advertising, (New York; Harcourt, Brace & Co., Inc., 1940) p.3

to the enclosed advertisement of my abundant stock of ready-made coffins, and desire to make the suggestion that you signify to your friends a wish for the purchase of your burial outfit at my establishment." The letter offered assurance that the funeral would be strictly first class and the sick man would presumably have nothing to do except supply the corpse.⁵

Boy! Talk about kicking a guy when he's down!

However, the full force of advertising as an element in our society extends far beyond the mere "number" of advertisements we hear and see every day. Advertising, through mass communications has made major contributions to the economic development of emerging nations, it has spurred business both directly and indirectly, and, it has contributed in a host of other ways to raise man's standard of living to a level undreamed of only a few short decades ago!

It is slightly ironic, and puzzling, to find that as people have increasingly come to accept and use advertising as a valuable instrument in our society, so has the criticism of advertising by other persons increased.

Some will call it an economic waste; some say it raises prices; some will condemn it as misleading and deceitful; some will claim that it appeals to the lowest of human emotions and some will say that it is offensive

⁵. J. Seldin, The Golden Fleece, (New York: MacMillan Co., 1963) p. 20

to good taste, or simply boring.

If there is any truth to the old saw that "familiarity breeds contempt", then perhaps we have an explanation why advertising has more critics than any other industry!

Advertising is more visible in our daily lives than any other single phenomenon in society. We wake up to radio commercials, read a newspaper ad on the way to work, glance at a billboard as we go to lunch, look at an ad filled magazine in the barber shop, check the ads in the day's mail, and settle down to an evening's entertainment of television viewing filled with "The Man from Glad", "Big Wally" and "Hazel the Plumber." It has been estimated that the average person is exposed to 1500 ads per day!

Despite the adverse comments made about advertising, advertising has not only become part of the fabric of our society, it has become a common tool used by churches, political parties, business organizations, and ordinary citizens to communicate their ideas and beliefs to others. Advertising has been used not only to further private gain, but it has been used for the promotion of many social and economically beneficial values such as health,

safety, charity, and democracy.

Yes, advertising, more often than not has been a powerful force for both material and spiritual good. The character of modern advertising is such that it must be accorded a vital role in our society. Properly understood and properly applied, it can play an even greater role in enlarging our horizons in the decades ahead. Its power to influence is substantial - its responsibility even greater!

In order to clearly examine the nature and basis of the controversy surrounding advertising, it is first necessary to consider the definition, role, and purpose of advertising and advertisements in our society. Only in this way will we be able to specifically analyze some of the attitudes towards advertising in our society and the controversy surrounding them.

II

ADVERTISING IN SOCIETY: DEFINITION, PURPOSE AND ROLE

What is advertising? This is not an easy question to answer! For example, just consider the following possible definitions of advertising suggested by various authors:

Advertising is an aggressively creative force that makes music at the cash register by stimulating desire.⁶

Advertising involves the communication of a message to the public, that message being designed to achieve an objective, the objective will vary, depending on whether the advertisement serves business or public purposes.⁷

Advertising is nothing but a set of facilities and techniques for speeding the exchange of human wants and needs.⁸

Each of the preceding statements characterizes advertising to one degree or another, but probably the most commonly referred to definition of advertising is that cited by R.M. Trump in his book Essentials of Marketing Management:

Advertisement is any paid form of nonpersonal presentation, promotion of ideas, goods, or services by an identified sponsor.⁹

6. Advertising - The Mammoth Mirror, Time Magazine, (Chicago, Illinois: Time, Inc., Oct. 2, 1962) p.85

7. op. cit, Firestone, p. 1

8. C.H. Sandage & V. Fryburger, The Role of Advertising, (Homewood, Illinois: R.D. Irwin, Inc., 1971) p.173

9. R.M. Trump, Essentials of Marketing Management, (Boston: Houghton Mifflin, Co., 1966) p. 99

Advertising is a business tool; an art form; a profession; a field of employment; and an institution which affects and is affected by the society in which it appears.

Advertising is thought by many to be a peculiarly modern institution. . . . It's growth as an institution has been part and parcel of the growth of the Western Industrial world. The last 200 years have seen the growth of ideas and institutions which favor the development of an economic system in which advertising becomes a part of the very logic by which commerce is carried on.¹⁰

Advertising is and always has been a dynamic, multi-dimensional element in our society. Its role in our society and the form it takes are not only a function of time, but also of place. Furthermore, it is not only dynamic in the sense that it is continually changing, adapting, and influencing its environment, but, it is also dynamic in the sense that it represents many things to many people!

In summary, advertising represents a variety of things depending on the particular viewpoint of the individual viewing it. Let us next consider the possible goals of advertising in our society. In essence the potential goals of advertising are virtually limitless. W.J. Stanton cites the following among possible advertising goals:

1. support the personalizing process. . . .
2. reach people inaccessible to salesmen. . . .

^{10.} op cit, Sandage & Fryburger, p. 3

3. improve dealer relations. . .
4. increase sales of a product.¹¹

Despite the abundance of individualized or specialized goals for which advertising may be used, the one basic purpose of advertising is to influence consumer behavior by influencing a consumers perceptions about the relationship between himself and the advertised commodity. As put by Phillip Kotler:

The purpose of advertising is to make potential buyers respond more favorably to the firm's offering. It seeks to do this by providing information to customers by trying to modify their desires, and by supplying reasons to prefer the particular company's product.¹²

Advertising is used for these purposes because it has proven time and time again that it is the most effective and efficient instrument available for mass communication! This point is best expressed by Mr. H. Morgens, president of Proctor & Gamble:

We in Proctor & Gamble believe that advertising is the most effective and efficient tool available to reach consumers. If we should ever find better methods of selling our type of products to the consumer, we'll leave advertising and turn to these other methods.¹³

11. W.J. Stanton, Fundamentals of Marketing, (Toronto: McGraw -Hill, 1964) p. 543
12. P. Kotler, Marketing Management, (New Jersey: Prentice-Hall, Inc., 1967) p. 456
13. J. Westing & G. Albaum, Modern Marketing Thought, New York: MacMillan Co., 1964) p. 215

In summary, advertising may be used for any number of purposes, but one fact is blatantly obvious - business is rapidly increasing its use of advertising as a prime selling tool and is seeking to eliminate personal salesmen at almost every step in the distribution channel! As Pryor says, advertising is "a small cog in the economic machine. . . or the oil which keeps the less spectacular but basic operations moving."¹⁴ In a society such as ours, it would be inconceivable for big business to return to personal selling! Our economic system is committed to the intensive use of advertising-until something better comes along!

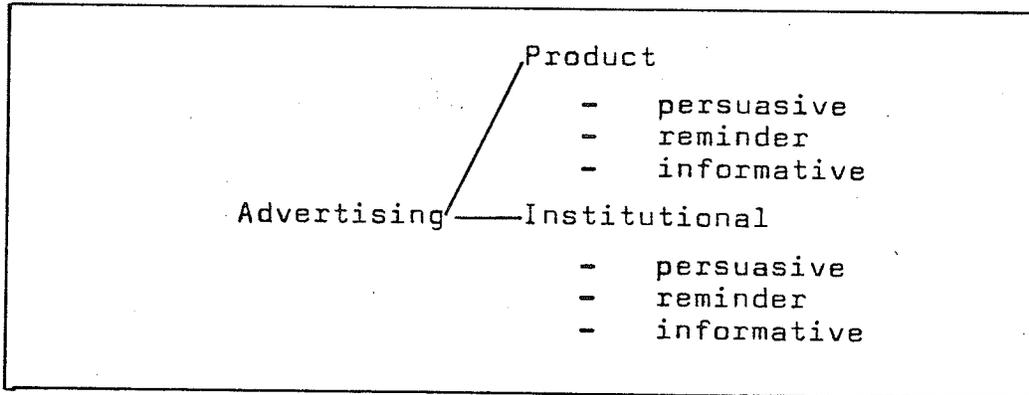
With the increased use of advertising has come greater knowledge and expertise about it and the ways it can be used. In fact, it is a fundamental principle in the advertising industry to tailor advertisements and advertising strategies according to the goals or objectives they are to achieve. Consequently, there have evolved a variety of classifications or names for certain kinds of ads.

Although advertising can be dissected or classified in many different ways, there are basically two broad categories into which advertising can be broken down;

14. op cit. Pryor, p. 218

product and institutional. Our main concern in this study is with the classification of advertising within these two broad categories: reminder, persuasive, and informative (See Figure 1). In addition, a further simplification is made in that "reminder" and "persuasive" type advertisements are grouped together into one classification referred to hereafter as "persuasive."

Figure 1



O. J. Firestone defines "persuasive" and "informative" advertisements as follows:

The informative content brings to the attention of potential buyers, the type of commodity or service for sale, its quality, serviceability, usefulness and price.

The persuasive content of an advertising message refers to that part of the advertisement which attempts to translate latent wants on the part of an individual into effective demand for a good or service, encouraging the prospective customer to purchase the specific product or service advertised.¹⁵

^{15.} op cit, Firestone, pp. 2,3

Generally, informative advertisements seem to be those ads which provide consumers with information about products, services, or companies which enables the consumer to differentiate the product in some tangibly recognizable way (ie. price, size, quality, etc. . .). On the other hand, persuasive advertisements are those ads which do not provide any real information about the product but instead seek to induce consumer acceptance of the product by associating it with some supposedly pleasant value such as prestige, masculinity, femininity, sex, a good time, etc. . . .

However, any such classification of advertisements on this basis is faulty for two reasons. Firstly, the way any individual views an advertisement is his own personal opinion. For example, one person may consider an advertisement to be very informative, whereas another person may view it as being very persuasive. It is a value judgment only the individual can make on the basis of his own frame of reference which is in turn a function of his total environment. Secondly, we find such a classification of advertisements is in error because it implies that an advertisement is either persuasive or informative. However, advertisements may be both

persuasive and informative, and the degree which they express either of these values is once again a personal value judgment which must be left up to the individual viewing the advertisement.

Therefore, rather than classify advertisements as being informative or persuasive, it is theoretically necessary to order them according to the amount of relevant information received by consumers. However, once again we face the problem of differing individual value systems. The decision to order advertisements according to the amount of informativeness or persuasiveness assumes that we have the same value scales and that someone knows what it is. Unfortunately, this is just not the situation!

In summary; we have examined the definition of advertising and found that there exists a degree of doubt as to what advertising represents in our society; we have examined the purpose of advertising in society and found that although we can make certain generalizations in this respect, the potential goals of advertising are virtually limitless; and finally, we examined the kinds of advertising (on the basis of informativeness or persuasiveness) and found that any judgment of

an advertisement on this basis is entirely subjective and must be left to each and every individual in society.

In later chapters, we examine how these findings are of fundamental importance to the discussion of the present controversy surrounding advertising.

III

ADVERTISING: PRO AND CON

Advertising today occupies in the mind of most consumers the social position hurriedly abandoned by the stock market in the late 1920's; it is a financially rewarding field; it is dynamic; it is glamorous; and, it is somehow not quite honest! Over and above the general public's criticisms of advertising are the vocal outcries of social critics who have taken it upon themselves to charge advertising with most of what displeases them in contemporary society; materialism; restriction of competition; price increases; reduced product quality; and conformity.

It is unfortunate that these critics and even members of the public base their assault on a foundation which includes a misunderstanding (if not complete confusion) of the definition, role, and purpose of advertising in our economy - and - a wild overestimation of the advertising industry's effective power.

As advertising expenditures have increased over the years so has the general criticism of advertising and the controversy surrounding advertising become more blatantly voiced. Authors such as V. Packard, F.M. Cone,

D. Potter, J. Seldin, C.H. Sandage and a host of others have made advertising one of their favorite themes for writing, discussion, and debate. Among these authors, and, within the ranks of the public, we find on one hand those people who express vehement criticism of advertising, and, on the other hand, we find others who defend advertising as a boon to businessmen, consumers, and our economy as a whole!

Professor N. Borden, a noted authority on the topic of advertising makes the following comment with respect to the controversy surrounding advertising:

Advertising is under fire. its adverse critics come from many camps and their complaints become increasingly vehement On the other hand, advertising has its champions, enthusiasts and defenders. The discussions on both sides have often been characterized by sweeping generalization, by paucity of fact and by lack of closely knit logical reasoning.¹⁶

The champions and supporters of advertising are in consensus that advertising is of tremendous benefit to society because of the information function it fulfills. (ie. it tells consumers where goods and services can be purchased, how much they cost, their quality specifications, etc. . . .)

^{16.} N. Borden, Advertising In Our Economy, (Chicago: R.D. Irwin, Inc., 1945) p. 2

Here is a humorous example on the information function of advertising. One of the most vociferous critics of advertising is Vance Packard. Not long ago he wrote a book called the "Hidden Persuaders" which leveled a loaded attack on advertising. It became something of a best seller. But how did people get to know about it? It was widely advertised in newspapers and magazines across the country! Advertising was the only way the publishers knew to sell a book attacking the means by which it was sold!

From this one basic function performed by advertising stem a variety of benefits for society. O.J. Firestone lists the following as possible advantages of advertising in our economy:

Advertising may:

1. decrease the cost of selling
 2. lower the cost of production
 3. lower the price to the consumer
 4. aid in the education of the general public
 5. aid in stabilizing production
 6. aid in improving product quality
 7. aid in standardizing production
 8. aid in simplifying products
43. not produce a link between advertising expenditures and price increases.¹⁷

Typical of the many comments made on behalf of advertising are the following:

^{17.} op cit, Firestone, pp 16, 17

Advertising makes possible better merchandise at lower prices. This is its' great service to the consumer. And, by making it possible to deliver the goods at less cost, advertising makes it possible for the consumer to spread his purchasing power over more merchandise, thus creating still more demand for additional goods.¹⁸

Advertising helps cut the cost of distribution by making it possible for the manufacturer to contact more distributors, dealers, consumers, and more production managers, purchasing agents, plant foremen - in more places, more quickly and to secure quicker action as a result of that contact than any other method of communication known.¹⁹

Advertising can and does create new markets and it can do so more rapidly and less expensively than any other method of selling.²⁰

D. M. Kendall, chairman and chief executive officer of Pepsi Co. Inc., repeatedly stressed that advertising is the key to competition; that it permits a new product to be introduced into the market competition with existing products.²¹

Hurray for advertising! After all, these are only a few of the many laudatory comments made about advertising! But what about those critics - what do they have to say about advertising? You can bet they aren't too happy with advertising.

Among the critics of advertising; we have economists who complain that the use of advertising results in unnecessary price increases, and, it is a force which

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18. P. Tyler, Advertising in America, (H. Wilson Co., New York, 1959) p. 161
19. *ibid*, p. 162
20. *op cit*, Sandage & Fryburger, pp.17, 18
21. Speech by D.M. Kendall, Broadcasting, (Chicago:81:32, Oct. 25, 1971) p. 32

encourages the development of monopolies in our economy; we have experts in the field of home economics (as well as other fields) who charge advertising with being a poor guide to consumption; and, we have moralists who accuse advertising of deceit, poor taste, vulgarity and exaggeration. In general, the prevailing opinion among critics is that advertising is socially and economically wasteful, and, it lacks morals in its dealings with the public.

Typical of the criticisms of advertising are the following comments:

Insofar and by as much as advertising does succeed in destroying rational choice of goods by appealing to irrational motives, it is contributing to the time when we may find ourselves a have-not nation with respect to important resources, and in the substitution of tinsel for substance.²²

America's advertising industry is moving into a commanding role in our society. It's executives are becoming masters of our economic destiny, the engineers behind some of our most successful political campaigns, major patrons of our social scientists, dictators of most of the content of most of the television and radio programs we hear, judge with life and death power over our mass-circulation magazines. Also, they have become our most powerful task makers. They have, in short, become major wielders of social control in America in the second half of the twentieth century. Their power to do good or non-good is becoming massive and many are using their power irresponsibly.²³

22. C.E. Warne, Advertising-A Critics View, op cit Westing & Albaum, p. 203

23. op cit, Sandage & Fryburger, p. 266

The major part of informative advertising is, and always has been a campaign of exaggerations, half-truths, intended ambiguities, direct lies, and general deception. Amongst all the hundreds of thousands of persons engaged in the business, it may be said about most of them on the informative side of it, that their chief function is to deceive buyers as to the real merits and demerits of the commodity being sold.²⁴

The functionalized ad-man is essentially a mercenary character. He would double-cross his grandmother for an account! He has the morals of an alley-cat! He is a first rate conniver! He also has a hollow leg judging by his capacity for martinis.²⁵

Surprisingly, it is not only social critics and members of the public who find fault with advertising; ad-men themselves appear to be more than willing to find defects in their industry and the way it operates. Just consider the following comments made by advertising people about advertising:

This is our business too, and the proliferation of inane, hypocritical advertising is a slap in the face of that pool from which we must draw our future ranks and ensure our future success, namely, the young. . . . Consider for the moment our hallowed consumer. How this poor bastard is being pummeled by over 1500 messages a day! Some are good. Perhaps the majority. But almost as many proffer products dishonestly, insult the intelligence, are presented in bad taste or are just no damned good at all! As an industry, we frolic precariously close to the edge of the consumer tolerance level!²⁶

24. *ibid*, p. 266

25. *op cit*, Seldin, p. 7

26. Advertising Age-Clean Up Our Business Say Junior Ad-Men (December 8, 1969) p. 2

Stan Freberg adds: "advertising suffers from absolute dumbness and is the greatest contributing factor to the credibility gap between generations. . . consumers have been beaten about the eyes and ears so much by the hard sell, they've developed cauliflower receptivity."²⁷

Perhaps the most concise statement regarding the nature of the criticisms directed against advertising was made by C. Robinson:

Over the years, advertising has been subjected to a good deal of criticism. This criticism for the most part can be classified into 3 types. First, it is said that advertising is socially wasteful, parasitical and unproductive. The second line of criticism is that advertising destroys the finer things in life. It is shrill, noisy, blatant, and aggressive. It exalts the lower values. It glorifies mediocrity and wars on good taste. The third line of criticism of advertising is that advertising is immoral. It traffics in half-truths, and deception and tells outright lies. It is the servant of selfishness and greed. It is salacious and sexy!²⁸

The case against advertising seems strong indeed. Not only have adverse views been expressed by social critics and the public, but, also by the people in advertising. In fact, it has now reached the point where advertisers seek to make advertising more acceptable by advertising "Advertising" itself.

27. Stan Freberg, Advertising Age - article, Lying and Generation Gap (December 8, 1969) p. 2

28. op cit, Sandage & Fryburger, article by C. Robinson, p. 296

Dan Seymour, president of the J. Walter Thompson Co., the worlds largest advertising agency, is calling for a massive campaign to educate the American public about advertising.²⁹

In conclusion, we have seen that there are many people who support advertising, and, at the same time, we have seen that there are many people who openly criticize advertising and advertising practises in our society.

Like most sweeping statements in religion, politics or business, none of the charges against advertising is wholly true or wholly false, and in some cases they must be judged against personal interests of the people who make them.

Nonetheless, we are faced with the fact that a seemingly significant portion of the population is critical of advertising for a variety of reasons. It is imperative that we next examine the nature and basis of these criticisms so that we may better understand the role of advertising in our society.

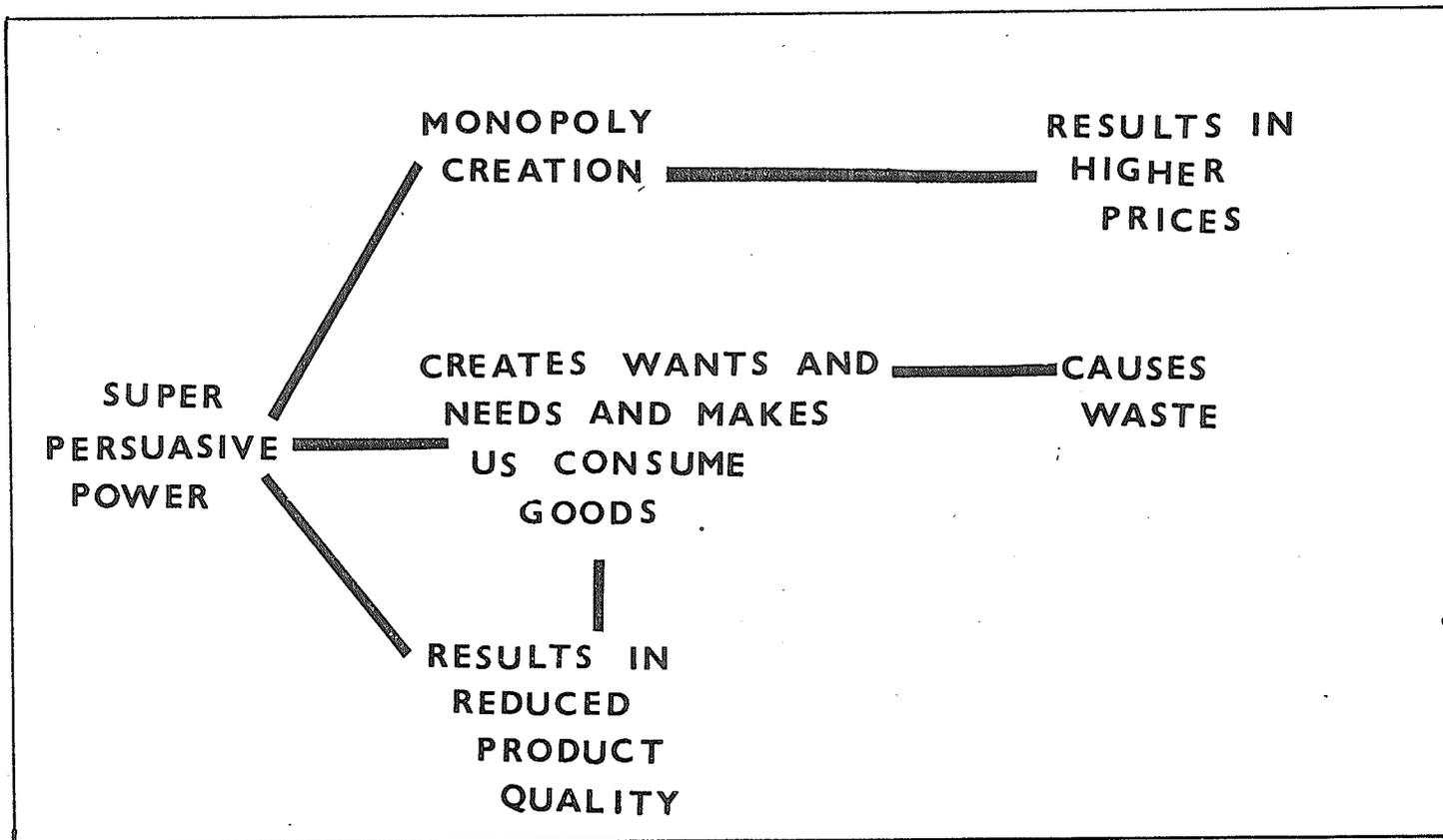
29. Advertising Age - Admen To Wage Massive Campaign To Appeal To The Public (September 20, 1970) p. 3

CHARGES AGAINST ADVERTISING: PRELUDE

As a prelude to the detailed examination of the charges against advertising in the next chapter, it is the intent of this chapter to provide a capsule view of the general line of reasoning used by critics in their attack on advertising. The reader may find it helpful to refer to the Figure 2 as he reads this section. Figure 2 generally outlines the relationship of the charges made against advertising.

The basic and most important allegation (since all other charges are either directly or indirectly based on it) is that advertising is just "too" persuasive a force for the consumer to cope with. In essence, this alludes to the supposed power of advertising to control and influence us subliminally. The critics assert that the advertising industry, no longer content with the opportunity to appeal to our conscious level of awareness, now makes extensive use of social scientists in the formulation of advertisements. Theoretically, the scientists, who understand the complex workings of the inner mind, collaborate and combine skills with adver-

FIGURE 2
GRAPHICAL REPRESENTATION OF THE PRINCIPAL CHARGES AGAINST ADVERTISING AND THEIR
RELATIONSHIPS



tising men to produce advertisements and advertising strategies which are irresistible and will mercilessly play upon our subconscious vulnerabilities, leaving us no choice but to rush out and buy the advertised commodity. Furthermore, add the critics, such an approach is doubly reprehensible since we would not even be aware that we were being manipulated because the manipulation would be at a subconscious level!

Naturally, continue the critics, because advertising possesses this "super-persuasive" power, it can make us want and buy goods and services that we really don't need. For example, who needs a new car every year or a fur coat or carpeting?

In addition, because advertising continually creates desires within us, and compels us to buy the commodity, advertising indirectly results in a tremendous waste of natural resources through product proliferation. That is, we are continually throwing away or trading in some perfectly good, but old fashioned product which advertising has made "inadequate" in our minds.

Another off-shoot of advertisings supposed super-persuasiveness is the allegation that it contributes to

the restriction of competition in the marketplace by encouraging the development of monopolies. The argument here is that because large firms can spend more on advertising than smaller firms, and, because advertising is so persuasive, it is only a matter of time before these large firms control the marketplace.

The next step in this sequence of events is the allegation that; because advertising creates, or at least encourages the formation of monopolies; and because advertising can make us want and buy goods; and, because such huge amounts are spent on advertising, this increased cost is passed on to the consumer in the form of higher prices for advertised goods. He cannot escape this increased price because advertising has made sure that he wants to buy the commodity, and it has made sure that he can buy it from only certain companies which control the marketplace!

Another issue involves the allegation that advertising leads to a reduction in the quality of products in the marketplace. It is thought that because advertising is so persuasive and because it creates needs and wants, and because it often exaggerates, advertising

inspires a certain brand image in the mind of the consumer and, when the product fails to live up to this image, the consumer will naturally be disappointed and feel that they sure don't build them like they used to!

Finally, critics argue that advertising lacks aesthetic values and is just too blatant, loud, vulgar, immoral, insulting etc. . .

In summary, the preceding have been the most prominent charges made against advertising. In the next two chapters each of these charges will be critically examined in order to determine their theoretical basis, justification, and relevancy in real life - and - what the public attitudes towards advertising are with respect to these charges!

CHARGES AGAINST ADVERTISING

Advertising Is Too Persuasive.

As discussed in the preceding chapter, critics claim that the advertising industry, by using the specialized knowledge of social scientists in conjunction with the unique skills of ad-men, can fashion advertising strategies and advertisements which can subliminally influence us and virtually compel us to buy an advertised commodity.

Perhaps the best answer to such a charge is the following comment made by M. Mayer in his book "Madison Avenue, U.S.A.":

There is quite wonderful irony in the fact that social critics began to tremble at the power of advertising when business managers began to worry seriously about whether modern advertising which occupies a prominent part of the current corporate budget was really delivering value for money. Somebody is living with an illusion and in this area it's not likely to be the managers.³⁰

Consider the case of the Edsel automobile in America. Five years and the equivalent of one hundred and twenty-five million dollars were put into the development of the Edsel and the channels for its distribution.

The Ford Motor Company engaged a group of the best

³⁰. M. Mayer, Madison Avenue, U.S.A. (New York: Harper & Bros., 1958) p. 20

known professional researchers in the United States to study car owners' wants and wishes all over the country.

Then the Edsel was designed and built to the pattern of what the researchers found out.

An enormous continuing barrage of publicity was begun while the car was still in the clay-model stage, and several million dollars worth of advertising, helped to attract millions of people into dealer show rooms in September, 1957, when the car was formally introduced.

Nevertheless, the result was calamity.

The public that had been expected to gobble up Edsels at a starting rate of more than 200,000 cars per week took a very fast look and saw only disappointment.

The Edsel, despite all the probing, was something the public didn't want on sight, and couldn't be coaxed, through any amount of advertising to buy.

In the twenty-six months of the Edsel's struggle, before Ford threw in the sponge in December, 1959, only 109,466 people had succumbed to any kind of blandishment in its behalf. This hardly bespeaks a bone-headed public.

Nor was the failure of the Edsel unusual; it was just bigger than the little failures that occur every year because advertising can't control the public taste.

Whether advertising's attack be at a subconscious or conscious level, it is highly unlikely that one could find support for the contention that advertising is "too" persuasive. In fact, the preponderance of research data in this area indicates the opposite - namely - advertising is not too persuasive. It has been proven that consumers can shut out messages which do not fall within their perceptual frame of reference! For example, if, after watching television for an evening a consumer is questioned about the advertisements he must have seen during the programs (unless he left the room), very few consumers will be able to recall more than twenty percent of the advertisements presented.

Furthermore, there is also a "cancellation" effect in advertising. Because so many advertisements vie for the consumer's attention, they tend to obliterate one another in their battle for this attention!

Finally, today's consumers are far more educated than their predecessors and this knowledge enables them

to accurately judge the worth of a product being advertised, and the way it's being advertised.

C.H. Sandage and V. Fryburger, in their book "The Role of Advertising" describe the situation as follows:

Many unconscious motives are stark and ugly and cannot be used in advertising appeals. Furthermore, unconscious motives are tricky, they are likely to come in conflict pairs such as desire and disgust, and one cannot evoke the desirable member without evoking its' linked opposite. It should be noted also that people are not immediately prone to carry out the unconscious motives which they do have. There are strong forces built into the human personality which operates against unconscious motives. Looking at the matter from quite a different standpoint, it has yet to be proved that unconscious motives can be steadily identified or that, if this were done, they are of superior effect in devising advertising schemes. At the moment, the notion of using hidden factors in motivation to influence behavior on a mass scale is still in the status of bright idea or a horrible fantasy, however you prefer to look at it, but it is not a reliable and valid instrument available to advertisers.³¹

Conclusion: Generally speaking, the charge that advertising is excessively persuasive appears to be unsubstantiated by any reliable data. Having considered this primary allegation, we next examine a charge very closely associated with it, the criticism that advertising can make people want and buy things they really don't need or want!

^{31.} op cit, Sandage & Fryburger, p. 315

Advertising Creates Needs and Wants

Closely associated, in fact, intrinsic in the assumption that advertising has too much persuasive force is the allegation that advertising can make us want and buy things we really don't want or need!

There are two aspects to consider in this allegation. Firstly; Can advertising in fact "create" a need or want in a person and thereby force him to buy a commodity? Secondly; Who is the best judge of an individual's needs, wants, or desires?

Ignoring for the moment the previous conclusion that advertising does not in fact possess any super-persuasive power over the consumers, critics usually structure their arguments as follows: Advertising, because of its ubiquity, and, because of its tremendous persuasive force can create needs or wants within people and thereby force these people to buy a commodity in order to satisfy the created need.

The key word in this charge against advertising is the word "create" which Webster defines as follows "to bring into existence out of nothing; to originate; to make." The implication here is that advertising can theoretically "create" a need or want within us where

there was originally no need or want.

Consequently, the critics argue that:

If individual wants are to be urgent, they must be original within himself. They cannot be urgent if they must be contrived for him. And, above all, they must not be contrived by the process of production by which they are satisfied. For this means that the whole case for the urgency of production based on the urgency of wants falls to the ground. One cannot defend production as satisfying wants if that production creates the wants. . . . If production creates the wants it seeks to satisfy, or if wants emerge "pari passu" with the production process, then the urgency of wants can no longer be used to defend the urgency of production. Production only fills a void itself has created.³²

For example, it has been said that advertising has made us need, want, and buy deodorants, toothpaste, mouthwash, and, at one time, tail fins on cars.

However, it can be proven that advertising does not, and in fact cannot create a need or want within a consumer, but can merely evoke a latent need or want and satisfy this need or want with some commodity! This point is best explained by Maslow's Need Hierarchy.

Generally Maslow theorized that as human beings, there are certain needs we all possess. Basically, in their order of importance to most individuals, they are:

32. J.K. Galbraith, The Affluent Society, (Boston: Houghton Mifflin Co., 1958) pp. 152 - 153

1. physiological needs
2. safety needs
3. love needs
4. esteem needs
5. self actualization needs

There is a general priority of needs, and, although this priority may vary from person to person, when an individual has satisfied his personal requirement in one need area, he moves on the next, and the next, and so forth. Furthermore, a person does not have to be 100 percent satisfied in a need area before he moves on to satisfy his next requirement. For example, Maslow claims that most individuals in society are: 85% satisfied in physiological needs; 70% satisfied in safety needs; 50% satisfied in love needs; 40% satisfied in self esteem needs; and, 10% percent satisfied in self actualization needs.

Consequently, the greater the lack of satisfaction in a particular need, the greater the possibility for persuasion in that area! In addition, every product at least partially appeals to one or more needs within us! That is, every product marketed has some potential degree of satisfaction for us dependent upon the degree to which it has appeal for some need within us!

If we conceptualize our need structure as being internalized, and, each and every product will to some extent appeal to one of our needs, then it is impossible for advertising to create a new need within us since all needs are already recognized within us! This may seem to be nothing more than a play on words, but it works out for the consumer as follows: Because all needs are internalized within consumers, if a product sufficiently appeals to one or more of those needs, the consumer will purchase it, but, if the product has no appeal for the consumer based upon his personalized need structure it will not be purchased, and it cannot force its' way on to the consumer by creating a need within him. This is tantamount to saying that a consumer will not purchase a product unless the advertisement for it somehow triggers off some mechanism within him, this mechanism being a latent need!

You will note in the preceding discussion the inference that the individual is the person who makes the decision as to whether or not to purchase based on the appeal of a product to his needs. This in essence, is the second aspect of the allegation concerning advertising's alleged power to create needs, this aspect being

a question of who is the best judge of what individuals should need or want!

The implication here is that advertising, because it creates needs and wants within consumers often leads these consumers to purchase the wrong things and spend too much for them, whereas the consumers would be better off if they spent their money in different ways. The suggestion here is that someone else in authority other than the consumer might better decide what should and what should not be bought. In essence, the controversy at this point centers not so much on advertising but on the clash between the rival ideologies of individualism and authoritarianism, and the kind of system we want to live in.

In countering this argument, the key point to remember is that advertising is only a subsystem of our economic system which in turn is a subsystem of our value system. Our value system is in turn the sum total of the beliefs and ideals of each and every individual in society. In essence, if advertising is to survive, it must act in accord with the value system within which it operates. If it does not do so, it will be eliminated, not by some authoritarian power, but by the public which

it has failed to serve in a manner congruent with public standards as delineated in the value system. Our whole society is geared to, and based on, the idea of capitalism and the education of the consumer so that he can make his own decisions, and, advertising is in harmony with this system!

Sociologically speaking, it would be impossible for advertising to be in conflict with the value system. It is the value system which determines the nature and significance of social institutions like advertising, not the other way round. The value system is the most precious possession of society. It is protected against conflicting values coming in from other societies and from internal rebellion with society by institutions of social control. Advertising is one of these institutions and since it is in service of the value system, advertising cannot run counter to it and survive. On the contrary, it must protect social values. If the critics of advertising would stop confusing their ideals with reality, they would see that advertising is a bulwark rather than a threat to our society.³³

In summary, the allegation that advertising creates needs and wants within consumers and thereby forces them to buy goods is very weak because the assumptions upon which it is based are invalid! That is; advertising does not have a super persuasive power; advertising cannot create needs and wants; and, in our society, the individual is considered to be the best judge of what he needs or wants. These points are best expressed as

33. op cit, Westing & Albaum, P.A. Petit & A. Zakon, Advertising and Social Value, p. 231

follows:

Advertising is essentially a surface phenomena, a wind that can stir still water. But as a poet observed there are tides in the affairs of men. When the wind blows with the tide, it seems to create an elemental motion, when it blows against the tide, it blows in vain.³⁴

Conclusion: Advertising cannot create needs and wants within people and thereby compel them to buy the advertised commodity.

Advertising is Wasteful.

Critics claim that advertising creates desires within consumers and forces them to buy goods. Consequently there results a tremendous waste of natural resources!

However, there are really two aspects of waste in advertising or caused by advertising which we should consider. Firstly, there is the concept of advertising waste of resources due to the formulation of poor advertisements which do not reach the target market, or, are just so poorly put together that they don't have any real meaning for consumers and therefore are disregarded! This is best exemplified by the advertiser who once said "I know about one half of my advertising is wasted, but I don't know which half"!

^{34.} op cit, Mayer, p. 311

Few people in advertising start a commercial for any media with the intent that the advertisement is to be objectionable, but, there are any number of reasons why a well-intentioned ad will for some reason end up being useless. When you analyze away all the superficial influences, there is one cause which is difficult to deny - a lack of skill! In essence, this type of waste is caused by people who don't know how to design an advertisement to convey a certain meaningful message to a specific target market. In all honesty, this waste cannot be denied, but the waste that the critics most often refer to is of a far different and more serious nature.

This waste cited by critics involves the depletion of resources due to a senseless proliferation of largely non-differentiable goods on the market! The reasoning here being that if advertising can create needs within us, then, advertisers make us unhappy with what we've got (even though it may be perfectly good), and persuade us to buy the "new, improved" commodity! The classic example of such proliferation of products is the auto industry. Every year, millions of people buy a new car despite the fact that their old one may be in good operating condition. The end result the critics claim,

is a tremendous waste of resources required to produce the unneeded new cars.

Note that the key point in such an attack on advertising is the assumption that people should only buy what they need and what is a technically (ie. tangibly) better product. Furthermore, it is held that many products are sold on the basis of "irrational" motives (ie. sex appeal, status, prestige etc...), and, product differences are often very minor in any material way and the consumer often cannot even detect a difference between products. (ie. It has been proven that 80% of all smokers cannot distinguish their brand of cigarette from two other brands and some can't even tell whether the cigarette is lit or not).

As C.E. Warne puts it:

If sales must be achieved through irrational means, then those sales are the empty votes of a disenfranchised electorate and merely represent consumer manipulation to producer dictated ends. In the absence of rationality in purchase, consumer sovereignty becomes a meaningless concept. . . . insofar and by as much as advertising does succeed in destroying rational choice of goods by appealing to irrational motives, it is contributing to the time when we may find ourselves a have-not nation with respect to certain resources, and is also substituting tinsel for substance in our living standards.³⁵

35. op cit, Westing & Albaum, article by C.E. Warne, Advertising - A Critic's View, p. 225

Notwithstanding the fact that it has been shown that advertising has no super-persuasive power, and, it cannot create needs and wants within people, the argument that advertising results in a waste of resources through proliferation of products falls to the ground for other reasons.

The critics assume that there is a waste of resources because in many cases products are quite similar. The crux of the matter is not whether these goods are or are not tangibly different, but whether or not the consumers perceive any differences between products and whether or not these perceived differences appeal to some need within the consumer. Even though a new product or even a competitive product may differ only slightly (either tangibly or intangibly) from an existing product, it is this slight difference which gives the value to the product.

For example, it has been shown that although most cars are basically similar, and, most cigarettes similar, each and every automobile, and, each and every cigarette has a certain intrinsic image, and it is this image which is often the captivating difference for consumers in their particular choice of the commodity! The Ital-

ian abbot, Ferdinando Galiani was the first to recognize that the value of a commodity to any individual (ie. its utility) was dependent not only on its functional value, but also on the intrinsic value of a product and the relationship of the product to the individual based on his particular needs.

Critics would be able to more clearly analyze advertising if they worked from the premise that advertising in addition to its purely informative role adds new value to the existing product. Whenever a benefit is promised or implied from the use of a product, and the promise is believed, the use of the product carries with it a value not inherent in the product itself. What it boils down to is this; Value of a product or service exists in the mind of the consumer as well as in the functional value of the product and consumer buying choices do not necessarily conform to any individual critic's judgment of what is sensible and reasonable behavior largely because the desires and motives of many consumers are different from those of the critics. Furthermore, consumers are not guided solely by what may be termed rational motives. They do not think solely in terms of such factors as cost, durability, guarantees

etc. . . . They are often moved by less practical, but often equally important factors such as status, prestige, etc. . . .

In essence, much of the criticism of advertising on this score of its' selling people things they do not need and thereby causing waste is directed more at the fact that people buy things the critics do not think they need or should want. The question arises as to who is to make the decision as to what people should and should not want? If consumers are not competent to choose wisely for themselves, who is? Can any one person decide better than consumers themselves what best serves their interest? In view of the diversity of tastes, preferences, and personal values people have, should anyone be empowered to impose his choices on others. The answer to such a question is determined by the value systems which society has adopted, and in our own case, the answer as to who should make the final purchase decision would be a resounding - Leave it to the consumer!

Conclusion: Advertising does not result in a waste of resources because it is up to the consumer to decide

what is and what is not purchased! If a product fails to satisfy consumer needs, it is eliminated from the market place through competitive forces. On the other hand, as long as consumers perceive a product as satisfying their needs, the product serves a useful purpose to the consumer and is not a waste.

Advertising Creates Monopolies.

Because advertising is theoretically so persuasive, critics claim that it helps create monopolies in the marketplace and thereby restricts competition.

The critics reason that because larger firms have larger purses, they can spend more on advertising. Similarly, because smaller firms or new firms trying to enter an industry do not have as substantial an amount of funds as these giant advertisers, then it is only a matter of time before they are eliminated from the marketplace.

However, what the critics seem to forget is that the effectiveness of advertisements is dependent not only on their number, but on their quality, and, on ultimate consumer satisfaction with the product. Furthermore, a small company, or, a new company, if it effect-

ively and strategically uses advertising, and, if its product can live up to and satisfy consumer expectations, can use advertising to compete with the giant firms in the market.

In summary, the degree to which advertising encourages the formation of monopolies varies with a multitude of factors such as: effectiveness of advertisement; product quality; price sensitivity; consumer satisfaction; place; and time, and not just the size of the advertising budget in the various companies in the market.

Conclusion: There is no general rule as to whether or not advertising encourages monopolies because there are several other factors involved which are not necessarily constant for all industries and companies in our economy.

Advertising Reduces Product Quality.

This allegation is in reality not so much a charge against actual reduction in product quality as it is a charge against an apparent or mentally perceived reduction in product quality.

That is, advertising builds products up so much,

and makes them seem so good that the consumer cannot fail to be disappointed when the product fails to live up to the exaggerated advertising claims.

However, if a businessman wants to remain in business for any length of time and at the same time wishes to advertise his products, it only stands to good reason that the advertising will ensure the reliability of his products. Advertising not only facilitates acceptance of good products by the consumer, but it also helps in "weeding out" bad products. By speeding up initial consumer purchases of a poor product, advertising also speeds up the rate at which consumers do not make further purchases because the product has not lived up to consumer expectations, and, this in turn speeds up the "weeding out" process of bad products in the marketplace.

In summary, advertising does not lead to a reduction in product quality because although business policies are not always a guarantee of quality, the goal of business is to make profit from repeat orders, and this leads them to maintain quality. Advertising is an important part in this maintenance of quality not only because it gives consumers some perceptions of the product,

but in most cases, the advertised brand usually represents a goodwill asset which has been built at too great a cost to be treated carelessly!

Conclusion: Advertising does not lead to a reduction in product quality. In fact, if anything, it ensures the maintenance and standardization of quality.

Advertising Results In Higher Prices.

It is held by critics that because advertising helps create monopolies, and, because so much is spent on advertising, the consumers are forced to bear higher prices for goods which are advertised as compare to non-advertised goods.

The line of reasoning used by critics goes as follows: Because advertising can create needs and wants within consumers, and, because the use of advertising leads to the formation of monopolies, and, because such huge amounts are spent on advertising, the consumers are forced to bear higher prices for the advertised product. Furthermore, he cannot escape this increased price burden by seeking another product made by another company because advertising has ensured that he will want the

product by supposedly having created a need within him, and, advertising has ensured that he must buy the product from only certain producers because it has helped create a monopoly situation in the market.

Notwithstanding the fact that this allegation has no foundation since the assumptions upon which it is based have already been proven invalid, this charge falls to the ground for other reasons.

Sensitivity to price changes is dependent not only on the product, but also on factors such as the state of competition, the nature of the industry, and the time and place the company happens to find itself in. That is, the extent to which competition turns on price is much more complex than the idea of price versus advertising. For every product, there is a limit to the pull of product differentiation and non-price selling appeals, and it is very difficult to determine the trade off point between advertising and pricing. In essence, what it comes down to is this; If a firm wants to risk raising its price because it advertises, it risks the possibility of losing sales and lowering its profits because consumers are unwilling to bear the higher costs of the product, despite the increased advertising.

Furthermore, it is often maintained by the defend-
ents of advertising that advertising may in fact lower
prices of goods to consumers. These supporters of
advertising argue that even though advertising initially
raises the price of a commodity in an absolute sense,
the increased demand generated by the advertising allows
the company to reap the savings of mass production and
thereby lower the cost of the good overall despite the
original price increase.

Time and time again in our own company, we
have seen the start of advertising on a new
type of product result in savings that are
considerably greater than the entire cost of
the advertising. When we consider all types
of production costs, all types of distribut-
ion costs, and all other operating costs, the
use of advertising clearly results in lower
prices to the public.³⁶

Finally, advertising costs the average consumer
about \$45.00 per year. Against this cost, he must bal-
ance off the benefits he receives. It is highly unlikely
that any consumer would foresake the advertising for
the \$45.00 because without advertising he would have no
idea as to where goods could be found, the prices he
should expect to pay, the quality he should expect etc. . .
unless he shopped door-to-door or by telephone for

36. op cit, Westing & Albaum, article by H. Morgens,
Advertising From a Management Viewpoint, p. 216

everything he bought.

Conclusion: The answer regarding the effect of advertising upon the prices of goods cannot be given categorically and simply. While advertising may allow some companies to decrease prices, such a move is not universal to all companies and if they tried it could lead to ruinous results. Furthermore, it is essential that we consider the tremendous benefits we receive from advertising in relation to the small cost we pay for it.

Advertising Lacks Aesthetic Values.

There often seems to be only one civilized cultural opinion of advertising; a rousing, roaring thumbs down! Critics argue that the great bulk of advertising is vulgar, immoral, misleading etc. . . . to anyone with any developed sensitivity. This charge against advertising is virtually impossible to disprove. I'm sure that everyone of us has seen or heard or read some advertisement which we have considered wrong in some way or another.

However, if critics claim that advertising is so culturally reprehensible, can we not also point to most

movies, television shows, magazines, and most popular music. When you come right down to it, there aren't many things that people don't complain about. Yes, the attack on advertising's cultural value has merit, but how much, and how relevant are the charges against advertising on this basis.

The key points to remember in this case are that: each and every individual in society has different values and therefore views advertisements differently; and, there will always be those isolated examples of advertisements which exceed the boundaries of good taste and honesty. For example, the charge is that Listerine and Colgate needlessly force people to worry about mouth odors in order to play upon their fears and make them conscious of the benefits they would receive from using their product. Similarly, automobile and cigarette advertisements are often criticized for their liberal use of sex associations.

There is no way around these charges. The people complaining about them have their own built in value system and if advertising exceeds these boundaries then these people complain. More important are the questions:

How many people are complaining? and, How serious are their complaints? Probably the easiest way to answer these questions is to examine advertising's place in our society.

Remember that advertising is only one of many institutions in our society reflecting our value system. In order for advertising to survive, it must act in accord with this value system or it will be eliminated as an undesirable element in our society! Thus, as we saw earlier in this chapter, advertising cannot be in conflict with our value system and survive. Any criticism of advertising on moral, ethical, or aesthetic grounds is in reality a criticism of our own system and the people in it who allow such advertising to exist.

Irregardless of the legislation or the attitude of the courts concerning the standards in advertising, the advertiser must recognize the fact that he cannot afford to ignore the effect that his advertisement will have on the consumer and the consumer's attitudes. In fact, there can only be one clear cut alternative facing the advertising industry; Advertising, because of its' high degree of visibility cannot afford to ignore the cultural mores of the people it reaches. It is inevitable that

society will formulate some intrinsic value system and it is up to advertising to conform to the value system, otherwise it will suffer. Successful advertising which must create mass sales cannot rise too far above or fall too far below the cultural level of the people at whom it aims, otherwise not only will it fail to do any good for the advertiser, but it will fail to perform a useful function for the consumers in society!

The following comments by W. Weir and F. M. Cone best put the issue into perspective.

There are too many people in advertising - not alone in advertising agencies, but as well in positions affecting the shape that advertising will have, the face it will expose who feel that to be effective, advertising must coerce, must produce no matter how. And this coercion because it relies on chiefly overstatements, exaggerations and implications leads inevitably to the moment of truth, to death - the death of belief, the death of trust by the consumer.³⁷

What almost guarantees the honesty of advertising is advertising itself. Punishment for sinning is swift and sure. It comes from a public that deeply resents being fooled and that will not buy again once fooled.³⁸

Conclusion: There are cases where advertising exceeds the boundaries of good taste, but these cases seem to be of minor significance as advertising is still extensively

37. Walter Weir, On The Writing of Advertising, printed in 1960, McGraw-Hill, Toronto, p. 54

38. op cit, Sandage & Fryburger, Article by F.M. Cone- Advertising Is Not A Plot, p. 279

being used in our society. All indications seem to point to the fact that consumers recognize certain shortcomings on the part of advertising in terms of moral or aesthetic values and are willing to live with them at present, but, we should recognize that the outcries and complaints being voiced now may in fact be the seeds of discontent which will eventually grow and flourish unless eliminated right now! If these seeds of discontent are allowed to mature, the time may come in the future when they will eventually result in the rapid demise of advertising as a fundamental and useful institution in our society.

PREVIOUS STUDIES

In the past, several studies have been made by various groups in order to ascertain general public attitudes towards both "advertising", and "advertisements." The following is a brief summary of the results of several of these surveys.

The first of these surveys, carried out by Prof. N. Borden, examined a variety of aspects involved with attitudes towards advertising. He examined such factors as attitudes toward the various media, attitudes towards the kinds of advertisements presented, and attitudes towards the institution of advertising. Furthermore, he broke down these attitudes by age, income, occupation, education and sex. In brief, Borden drew the following conclusions from his work:

Although a substantial majority of consumers are not unfriendly to advertising, they do not bear goodwill toward advertising. Or, if the general attitude of many consumers is not unfriendly, the unfavorable opinions directed against exaggeration, poor taste, or lack of information provide a fertile background for further destruction of confidence in advertising as an economic tool.³⁹

Similar findings were also reported by the following surveys of attitudes:

1. The Gallup Survey, 1939-40
2. The Gallup (Redbook) Survey, 1959

³⁹

N. Borden, The Economic Effects of Advertising, (R.D. Irwin, Inc., Chicago, 1942) p. 799

3. The Universal Marketing Survey, 1961
4. The AAAA Survey, 1964 ⁴⁰

In general, these surveys found the same things that the extensive and intensive survey carried out by Borden found. However, it is important to note that these surveys may have been biased in that they immediately started asking the interviewee questions about advertising, rather than first attempting to measure the salience of advertising in comparison to other elements in our society.

To a large extent, the most comprehensive and unbiased survey of consumer attitudes was that carried out by Bauer and Greyser during the period 1967-68.

The results of the Bauer and Greyser survey were startling to say the least! For example, it was found that the general attitudes of the public were only slightly different than the attitudes uncovered by previous surveys, but, it was also found that although social critics would have you believe advertising is a primary concern of all consumers, out of 10 major elements in our society, advertising ranked as follows:

1. Advertising came in tenth out of ten elements

40: R.A. Bauer and S.A. Greyser, Advertising in America - The Consumer View, (Division of Research, Harvard University; Boston, 1968) pp. 10-75

in the category of "being most talked about."

2. Advertising was third out of ten elements in the category of "being least talked about."

3. Advertising came in third out of ten elements in the category of "being most complained about, but not seriously complained about."

4. Advertising came in fifth out of ten elements in the category of "needing immediate attention and change."

Consequently, as a result of their survey, Bauer and Greyser were generally able to conclude that although advertising and advertisements may evoke certain attitudes within our society, these attitudes do not seem to be deeply rooted in the sense that these people consider other factors or elements in society much more important. Furthermore, they also concluded that although people may have distinct opinions about "advertisements", these opinions cannot necessarily be considered towards the institution of "advertising."

In terms of attitudes towards certain types of advertising (ie. informative, persuasive, reminder), all surveys found that the public was more favorably dis-

posed towards informative advertisements, but, the analysis in every case was severely complicated by the fact that the classification of an advertisement as informative or persuasive does not necessarily make it so in the eyes of the consumer, and, every advertisement contains the qualities of informativeness, persuasiveness, and remindfulness intrinsically. Consequently, it may be very difficult to classify advertisements as to the quality they most display.

In terms of attitudes as a function of the media used, all surveys found that Newspapers and Magazines were the least annoying, whereas television was the most annoying. The basis for such attitudes was believed to be the degree of effort necessary to escape the advertisement. Whereas readers could easily avoid advertisements merely by turning the page, television viewers had to leave the room.

In summary, the work done in the area of the determination of consumer attitudes towards advertising is both intensive and extensive.

Unfortunately, it is my opinion that the majority of the studies possesses either one or more of the

following flaws. Firstly, many of the studies have adopted too simple an approach to the problem with the result that their findings may be suspect or biased at the very least.

The second major flaw I feel is one particularly evident in the Borden and Bauer and Greyser studies. These studies, although outstanding works of research, have generated such fantastic amounts of research data that it becomes a demanding exercise for the reader to merely read through them let alone study and understand them!

Finally, in many cases the studies in this area have failed to indicate perhaps the key finding in the study of consumer attitudes towards advertising. Rather than outline that finding here, I urge the reader to continue through the remainder of this study to the Conclusion where he will discover what I mean!

PUBLIC ATTITUDES TOWARDS ADVERTISING

QUESTIONNAIRE ANALYSIS: PART A

The preceding chapters of this study have dealt almost exclusively with the more theoretical aspects of the controversy surrounding advertising and the arguments presented by the critics and the champions of advertising.

Unfortunately, the beliefs of the two opposing factions in this case are not necessarily congruent with public beliefs and attitudes towards advertising. Those who support advertising are able to justify and defend it against whatever charge is directed at it. And yet, if advertising is of such benefit to society, why do we still have such open criticism of it, and why is it such a controversial issue?

This study is based on the premise that although secondary sources of data may have provided excellent background and reference material for the study, the final decision as to what actual public attitudes towards advertising are must be the only reliable source of this information - the public itself!

Thus, the primary focus of the research is on

consumer judgment of advertising and advertisements so that we may replace, modify, or confirm the many charges against advertising voiced by critics.

Perhaps the easiest, fastest, and most beneficial way to examine both the specific and general nature of the attitudes of the Public towards advertising is to first look at specific questions or groups of questions in the questionnaire and then to look at the results of the questionnaire as a whole.

In order to facilitate systematic and smooth examination of questionnaire results for the reader, all questions will be presented in the following manner:

- i. a transcription of the question presented in the questionnaire.
- ii. analysis of the results.
- iii. tabular and graphical representation of results.

In closing, I urge the reader not to critically examine each and every response category within questions but to assume a broader frame of reference and try to examine the relationship between the questions in the questionnaire and the general trends of attitudes in the questionnaire as a whole.

1. On the accompanying list, would you please rank in order from "1" to "10" those things which you and your friends talk about. ("1" indicating "most" talked about, and "10" indicating "least" talked about.)

- ___ Bringing up children
- ___ Clothing and fashion
- ___ Family life
- ___ Professional sports
- ___ Religion
- ___ Labor unions
- ___ Public education
- ___ Advertising
- ___ Big business
- ___ Federal Government

2. On the accompanying list, would you please rank in the order from "1" to "10" those things which you feel need attention and change in our society. ("1" indicating a need for "most" attention and change, and "10" indicating a need for "least" attention and change.)

- ___ Bringing up children
- ___ Clothing and fashion
- ___ Family life
- ___ Professional sports
- ___ Religion
- ___ Labor unions
- ___ Public education
- ___ Advertising
- ___ Big business
- ___ Federal Government

The first two questions of the questionnaire are probably the most important since they in fact set the mood or background against which all other results must be measured. These two questions are used to determine the relative salience of advertising as an institution in comparison with nine other common aspects of Canadian life.

The manner in which the first two questions are tabulated is unusual in that a reverse-weighting factor is used.

For example, you will note that respondents are asked to rank the various aspects of Canadian life in the order from one to ten on the basis of the degree to which the various aspects are "talked about" and on the basis of "needing attention and change".

The questions are structured so that giving an element of Canadian life a ranking of one would indicate that it is the element most talked about in this particular respondents life or it is the element which he feels needs the most attention and change in society.

Similarly, giving any element a ranking of ten would indicate that it is the least talked about element or the element which requires the least attention and change in society.

However, because of the nature of this ranking system, the elements which are most talked about, or which need the most attention and change would have the lowest scores. In addition, those elements with the highest scores would be those elements that are least talked about and which require the least attention and change in society.

Because the transfer of the numerical data to bargraphs could be intuitively confusing (since the highest bars would in fact be those elements with lowest scores), the manner in which the questionnaire results are coded was altered in order to correct this situation. For example if a respondent ranks an element as one, it is given a value of ten. Similarly, if a respondent ranks an element tenth, it is given a value of one.

By using this reverse-weighting, those elements which are most talked about or which need the most attention and change will have the highest scores. Consequently, the transfer of these scores to bar charts will result in the highest bars for the highest scores.

Furthermore, you will notice that the highest possible score an element can receive was ten, and the lowest is one. In question one, it is felt that the degree of conversation about any of the factors or elements will be a clear indication of its degree of significance and importance to the public. The determination of advertising salience is further pursued by having respondents rank the elements according to the degree that they felt the elements or factors "needed attention or change"! It is felt that such a question will give respondents a definite opportunity to complain about advertising if they

are seriously upset over its value to society. The key element in both of these questions is that the respondents do not as yet know the purpose of the questionnaire and therefore their responses to these first two questions will be an unbiased indication of their attitudes towards the institution of advertising.

As can be seen in Tables 3 and 4 and Figures 3 and 4 advertising is the "least talked about" factor by the sample population, and, out of the ten factors, advertising ranks seventh in terms "needing attention and change." The importance of this finding should be immediately obvious to the reader. If the public has such a low ranking of advertising in terms of its salience, how significant can its attitudes towards specific elements in advertising be?!

I strongly urge the reader to consider the full significance of the results of question 1 and question 2. Any examination of further results must be viewed in relation to the salience of advertising! In essence, the salience measurement of advertising allows us to better judge the severity and the importance of attitudes towards advertising.

TABLE 3
SALIENCE OF ADVERTISING BASED ON DEGREE OF DISCUSSION

<u>FACTORS ANALYZED</u>	<u>RANKING</u>
A3 Family Life	1
A1 Bringing Up Children	2
A10 Federal Government	3
A7 Public Education	4
A4 Professional Sports	5
A9 Big Business	6
A2 Clothing and Fashion	7
A5 Religion	8
A6 Labor Unions	9
A8 Advertising	10

FIGURE 3
SALIENCE OF ADVERTISING BASED ON DEGREE OF DISCUSSION

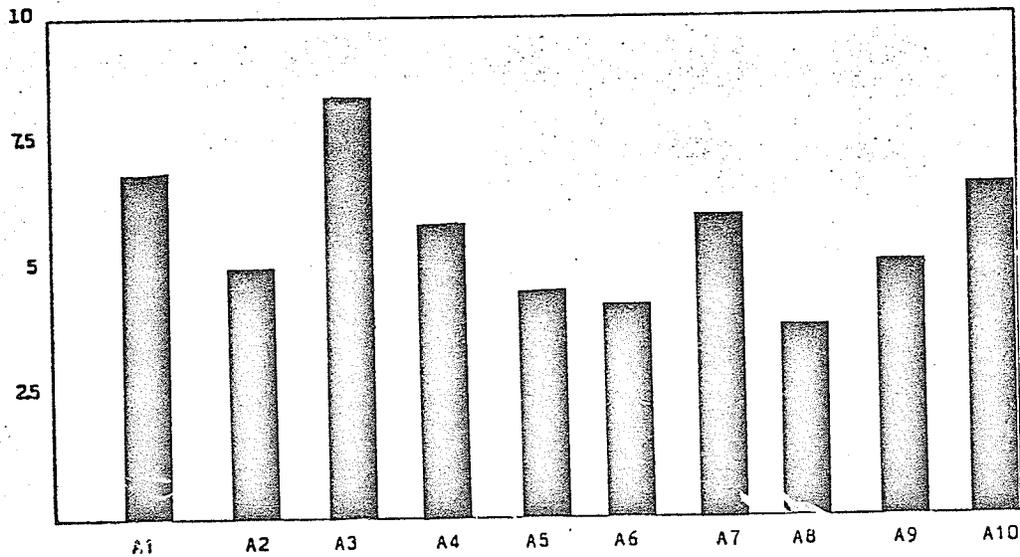
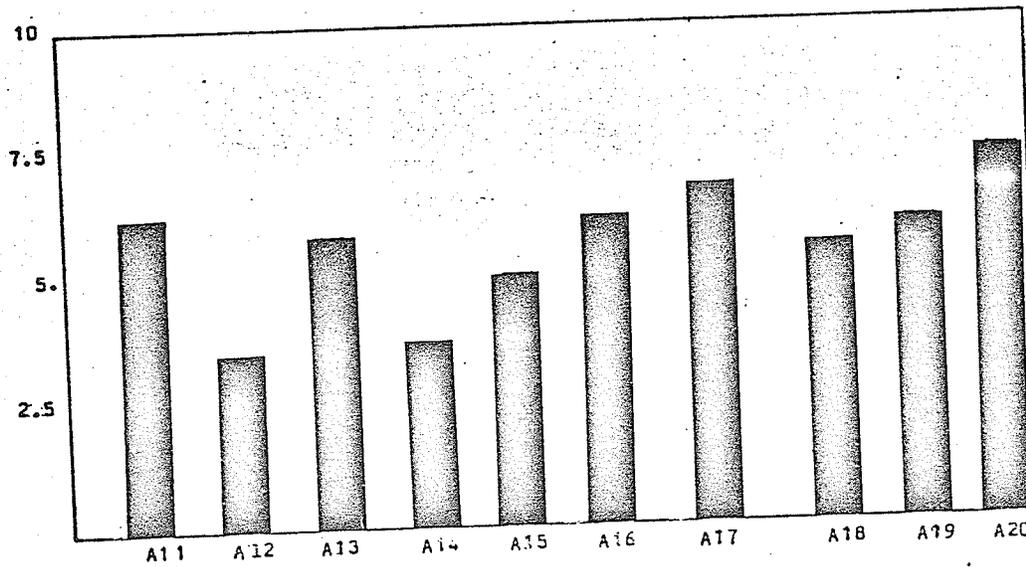


TABLE 4
SALIENCE OF ADVERTISING BASED ON NEED FOR ATTENTION AND CHANGE .

<u>FACTORS ANALYZED</u>	<u>RANKING</u>
A20 Federal Government	1
A17 Public Education	2
A11 Bringing Up Children	3
A16 Labor Unions	4
A13 Family Life	5
A19 Big Business	6
A18 Advertising	7
A15 Religion	8
A14 Professional Sports	9
A12 Clothing and Fashion	10

FIGURE 4

SALIENCE OF ADVERTISING BASED ON NEED FOR ATTENTION AND CHANGE



3. In general, how do feel about advertising?

Like
 Dislike
 No opinion

The above question is used in order to help determine the general favorability or unfavorability of public attitudes towards advertising. The significance of the questionnaire again is in the fact that it helps set a stage from which to view further question results.

The safest conclusion to be drawn from Table and Figure 5 is that a slightly larger proportion of the sampled respondents are unfavorably inclined towards advertising. I say "safest conclusion" because of the fairly significant proportion of people in the "no opinion" category and because of the similarity of scores in the "like" and "dislike" categories.

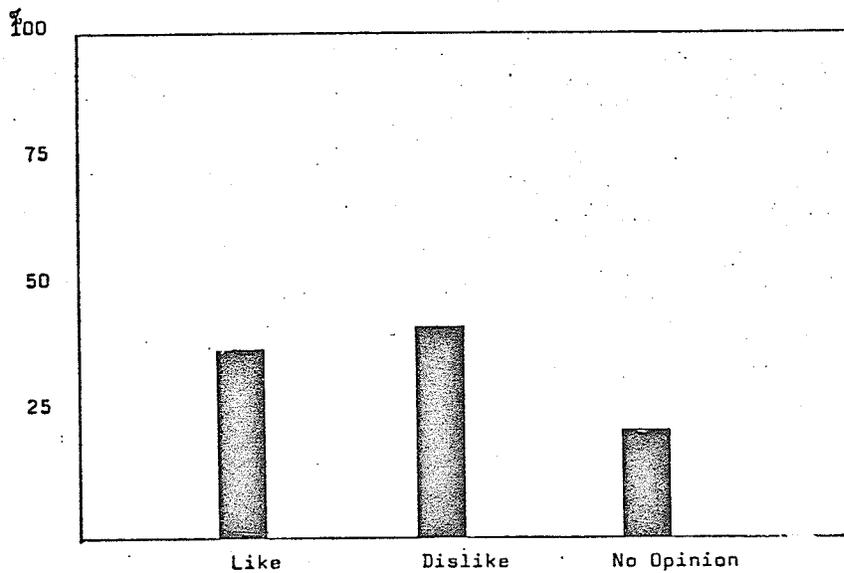
TABLE 5

PERCENTAGE OF RESPONDENTS LIKING, DISLIKING, OR NEUTRAL ABOUT ADVERTISING

<u>ATTITUDE</u>	<u>% OF RESPONDENTS</u>
Like	37.9
Dislike	41.4
No Opinion	20.7

FIGURE 5

PERCENTAGE OF RESPONDENTS LIKING, DISLIKING, OR NEUTRAL ABOUT ADVERTISING



4. Below are some statements which have been made regarding advertising. Would you please check the appropriate response indicating how you feel.

	Generally Agree	Partially Agree	Uncertain	Partially Disagree	Generally Disagree
a. Advertising is essential.....	
b. Most advertising insults the intelligence of the consumer.....	
c. Advertising results in lower prices.....	
d. The products of advertisers usually live up to the promises of quality and performance made in their advertisements.....	
e. Advertising persuades people to buy things they wouldn't normally buy.....	
f. Advertising presents a true picture of the product.....	
g. Advertising helps raise our standard of living.....	
h. Manufacturers could sell their goods for less if they did not spend so much on advertising.....	
i. Advertising results in better products for the public.....	
j. The only real justification for advertising is to give product information; advertising should not seek to persuade people to buy products.....	

Questions 4a through 4j; are used to examine specific attitudinal values towards both advertising and advertisements.

Question 4a, which concerns the essentiality or need for advertising in our society is important for two reasons:

Firstly, it examines consumer attitudes towards the institution of advertising as differentiated from advertisements themselves. That is, what are public views towards the idea or concept of advertising in our economy.

Secondly, the question is significant in its relationship with other questions in the study. For example, although people generally seem to be critical of advertising, the fact that 85 percent of the respondents feel that advertising is essential indicates a recognition by the public that despite its drawbacks, advertising is both a useful and necessary part of our lives.

Question 4b examines consumer attitudes towards a specific element of advertisements; namely, the offensiveness of advertisements to a person's intelligence.

As is indicated in Table 7 and Figure 7, over 70 percent of the respondents regard advertisements as an insult to a person's intelligence.

The significance of this question lies in the fact that it gives us some indication of consumer views towards advertisements themselves as opposed to the institution of advertising.

Question 4c probes attitudes towards advertising's effect on prices. The fact that almost 63 percent of the respondents feel that advertising does not lower prices is an attitude more applicable to the institution of advertising and not so much advertisements themselves.

The results of Question 4d indicate that almost 58 percent of the respondents regard advertisements as exaggerated and advertised products do not live up to promises of quality and performance made in their advertisements.

Question 4e focuses on persuasive force of advertisements and their ability to create needs and wants within people. As is indicated in Table 10 and Figure 10, the fact that over 80 percent of the respondents feel that advertisements can in fact persuade us to buy things we normally wouldn't buy points out that consumers regard

advertisements as too persuasive.

As in Question 4d, Question 4f examines consumer views towards the credibility of advertisements. The results of Question 4f confirmed that the great majority of respondents (over 72 percent) were of the opinion that advertisements did not present a true picture of products.

Question 4g investigates the view towards the insitution of advertising based on its effect on our standard of living. Although 48 percent of the respondents felt that advertising does in fact raise our standard of living, I would caution the reader not to draw any firm conclusions from these results because of the fact that there does appear to be quite a diversity of opinion regarding the effect of advertising on our standard of living.

Question 4h is similar to 4c in that it seeks to determine consumer views regarding advertisings effect on prices. As was the case in 4c, respondents reaffirmed the belief that advertising helped increase prices. In fact, over 72 percent of the respondents were of the opinion that manufacturers could lower prices if they did not advertise so much.

The purpose of Question 4i is to determine consumer views towards advertising's effect on product quality and product availability. Because of the unintended nebulous nature of the question, I would caution the reader not to draw any firm conclusions from the results. For example, consumers may be expressing views towards the quality of products as a result of advertising or they may be expressing views concerning the number of products made available as a result of advertising.

Part J of Question 4 deals with public views towards the role and purpose of advertising and advertising in society. As is indicated in Table 15 and Figure 15, over 75 percent of the respondents feel that advertisements should not seek to persuade consumers to buy products, but instead should only strive to convey useful product information to the consumers.

In summary, I would once again urge the reader to not only consider the results of separate sub-parts of Question 4, but also to consider how the results of these various questions are interrelated and how they effect one another. Only in this way will he or she be able to get a clear picture of the complex nature of consumer views towards advertising.

TABLE 6

ESSENTIALITY OF ADVERTISING

ADVERTISING IS ESSENTIAL?

Generally Agree	48.3%
Partially Agree	36.6
Uncertain	1.4
Partially Disagree	8.3
Generally Disagree	5.5.

FIGURE 6

ESSENTIALITY OF ADVERTISING

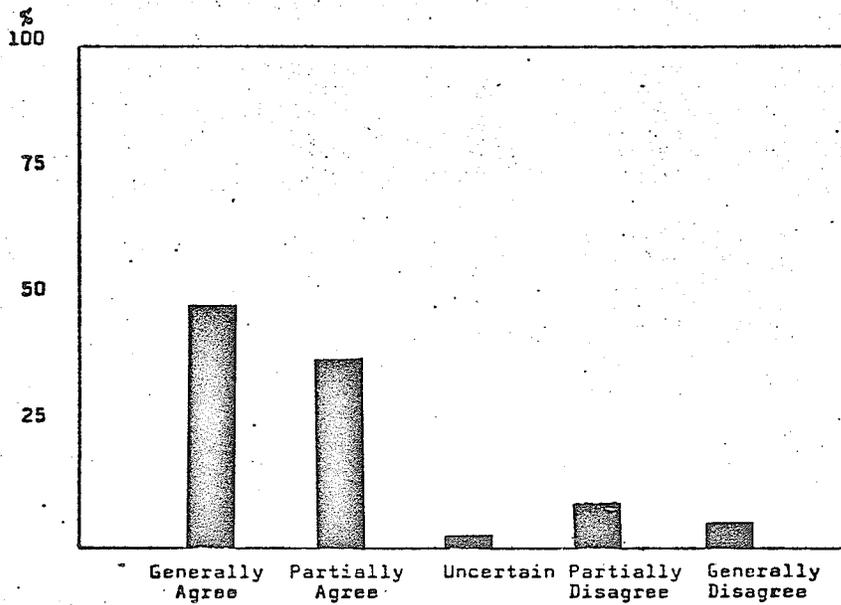


TABLE 7

OFFENSIVENESS OF ADVERTISING

Most advertising insults the intelligence of the consumer.

Generally agree	35.2%
Partially agree	35.2
Uncertain	3.4
Partially Disagree	15.9
Generally Disagree	10.3

FIGURE 7

OFFENSIVENESS OF ADVERTISING

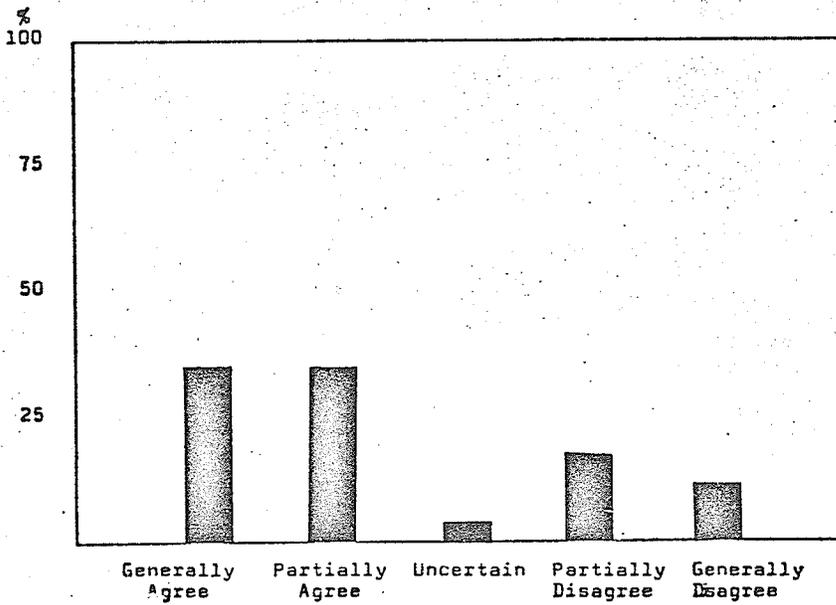


TABLE B

ADVERTISING'S EFFECT ON PRICES

Advertising results in lower prices.	
Generally agree	11%
Partially agree	16.6
Uncertain	9
Partially disagree	15.9
Generally disagree	47.6

FIGURE 8

ADVERTISING'S EFFECT ON PRICES

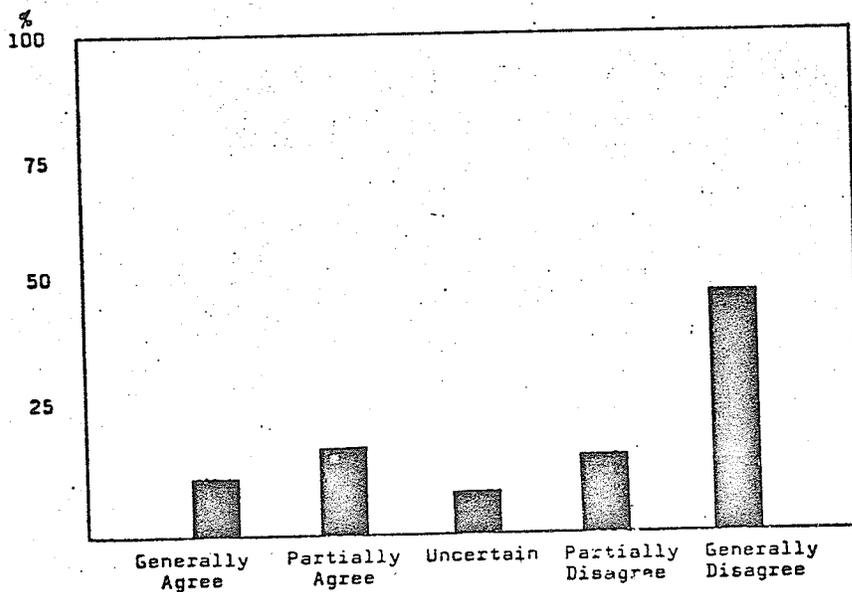


TABLE 9

ADVERTISING AND PRODUCT QUALITY EXPECTATIONS.

The products of advertisers usually live up to the promises of quality and performance made in their advertisements?

Generally agree	15.2%
Partially agree	17.9
Uncertain	9.
Partially disagree	34.5
Generally disagree	23.4

FIGURE 9

ADVERTISING AND PRODUCT QUALITY EXPECTATIONS

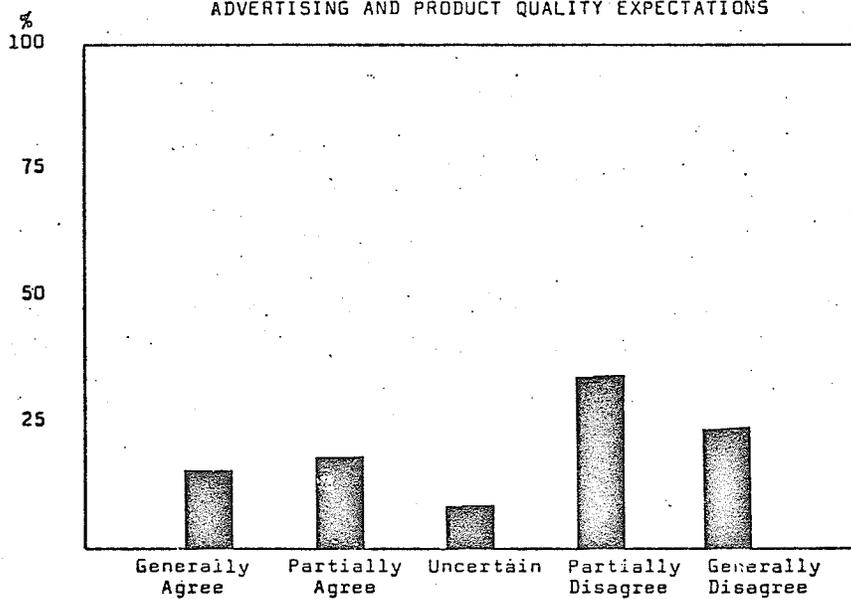


TABLE 10

ADVERTISING PERSUASIVENESS

Advertising persuades people to buy things they wouldn't normally buy?

Generally agree	39.3%
Partially agree	41.4
Uncertain	2.8
Partially disagree	10.3
Generally disagree	6.2

FIGURE 10

ADVERTISING PERSUASIVENESS

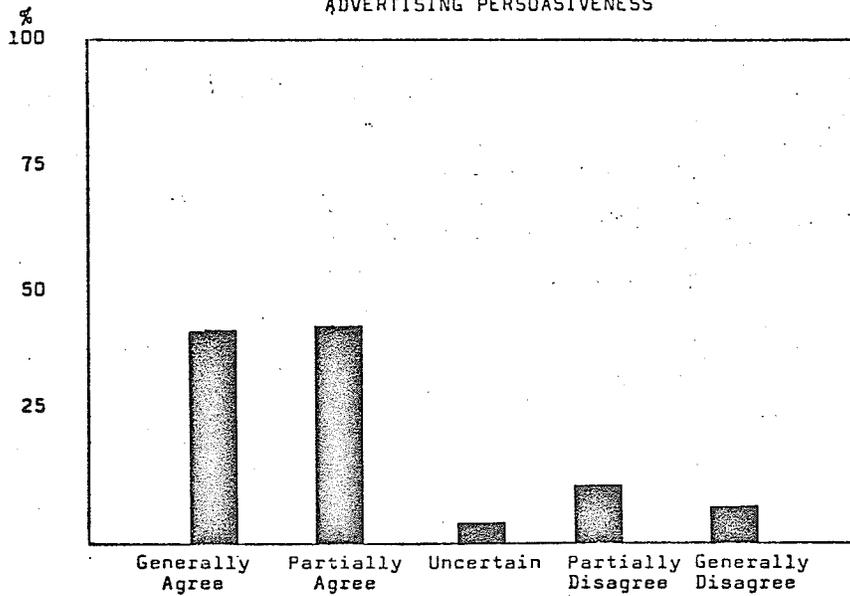


TABLE 11
ADVERTISING REALITY

Advertising presents a true picture
of the product.

Generally agree	4.1%
Partially agree	17.9
Uncertain	4.8
Partially disagree	41.4
Generally disagree	31.7

FIGURE 11
ADVERTISING REALITY

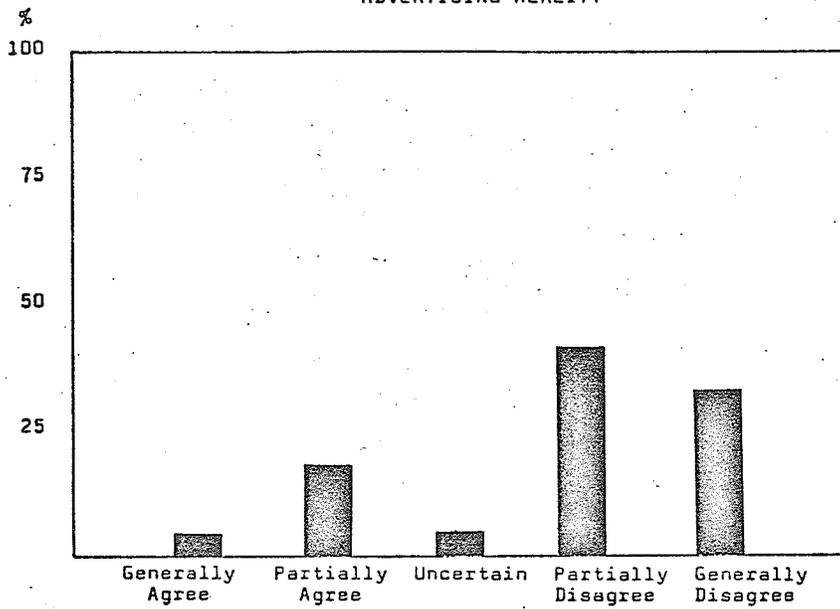


TABLE 12

ADVERTISING AND OUR STANDARD OF LIVING

Advertising helps raise our standard of living?

Generally agree	24.8%
Partially agree	24.1
Uncertain	20.7
Partially disagree	12.4
Generally disagree	17.9

FIGURE 12

ADVERTISING AND OUR STANDARD OF LIVING

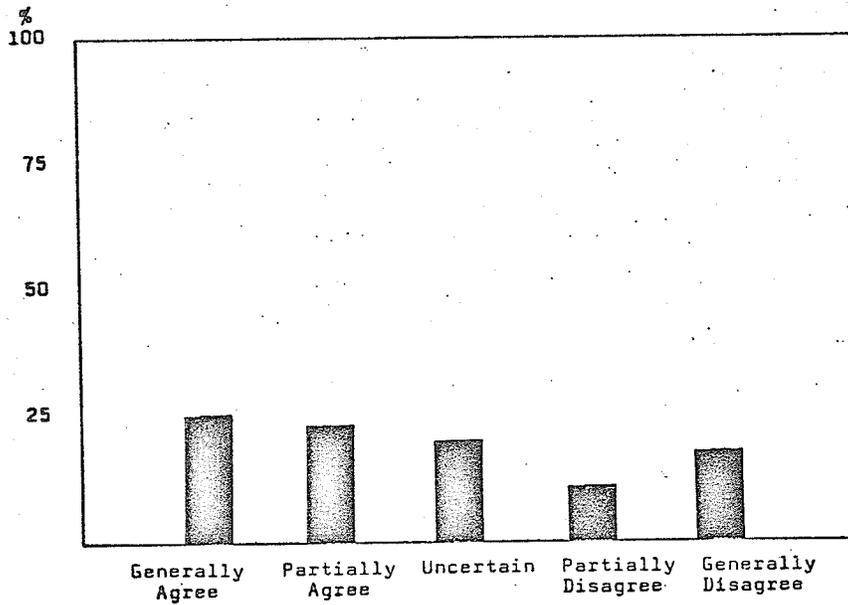


TABLE 13

ADVERTISING EFFECT ON PRICES

Manufacturers could sell their products for less if they did not spend so much on advertising?

Generally agree	35.9%
Partially agree	36.6
Uncertain	9.7
Partially disagree	7.6
Generally disagree	10.3

FIGURE 13

ADVERTISING EFFECT ON PRICES

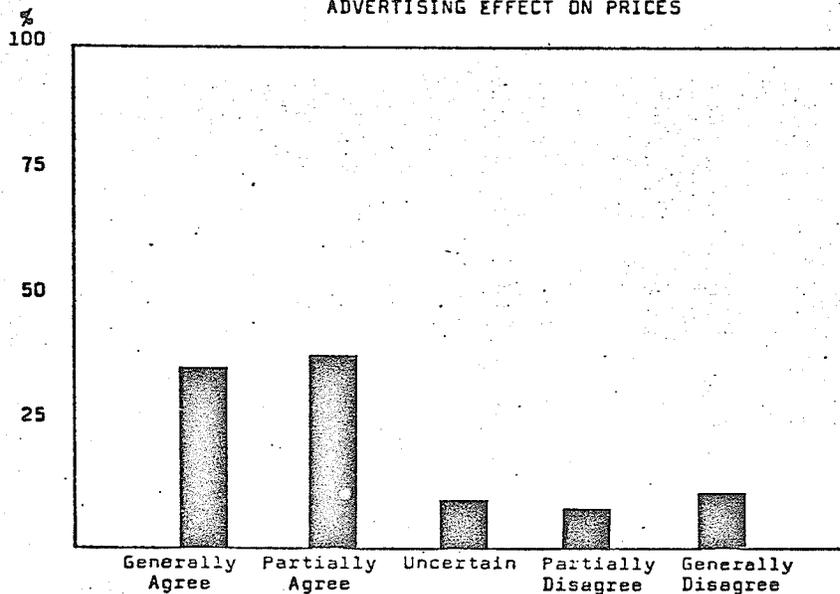


TABLE 14

ADVERTISING AND PRODUCT QUALITY

Advertising results in better products for the public?	
Generally agree	22.1%
Partially agree	26.2
Uncertain	15.2
Partially disagree	17.2
Generally disagree	19.3

FIGURE 14

ADVERTISING AND PRODUCT QUALITY

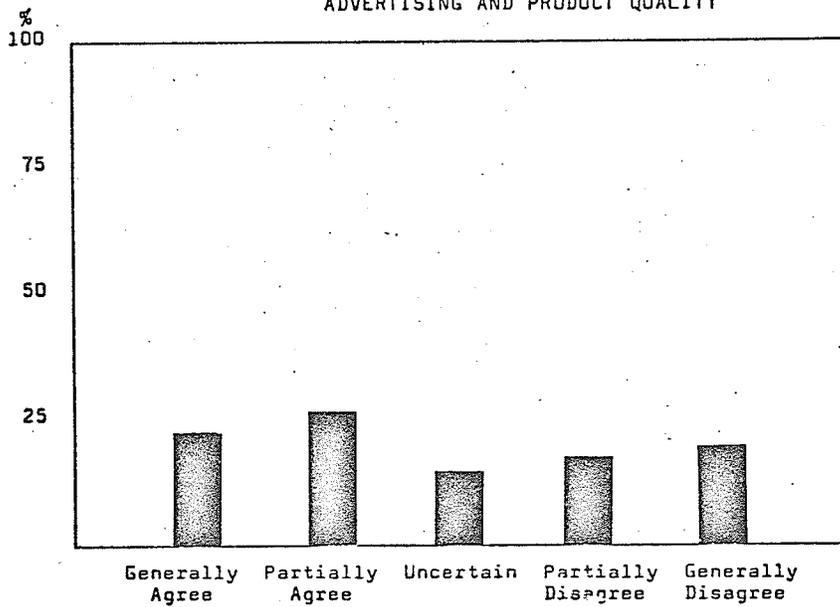


TABLE 15

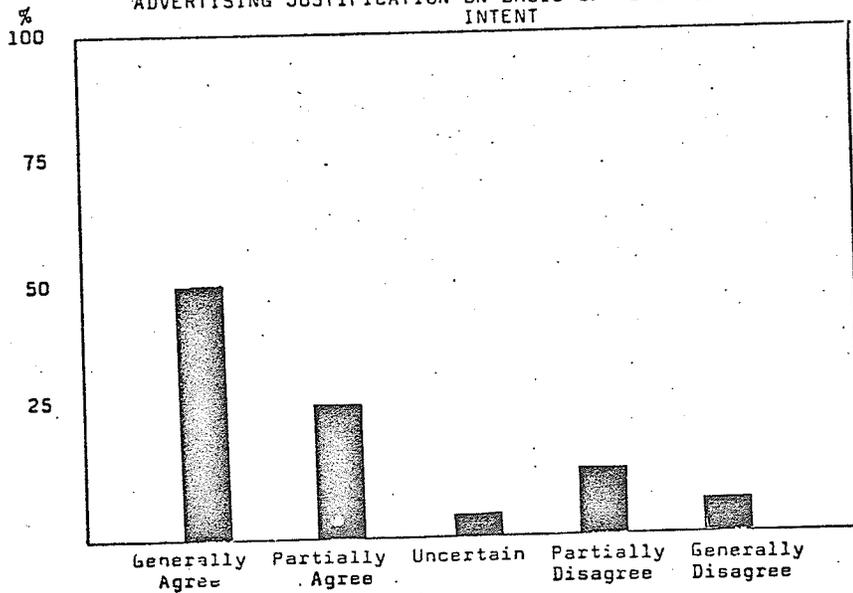
ADVERTISING JUSTIFICATION ON BASIS OF PERSUASIVE OR INFORMATIVE INTENT

The only real justification for advertising is to give product information; advertising should not seek to persuade people to buy products.

Generally agree	50.3%
Partially agree	26.9
Uncertain	4.1
Partially disagree	12.4
Generally disagree	6.2

FIGURE 15

ADVERTISING JUSTIFICATION ON BASIS OF PERSUASIVE OR INFORMATIVE INTENT



5. Considering advertisements themselves, in your own experience, would you say that today's standards are higher, lower, or about the same compared with 10 years ago?

- 1. Higher
- 2. Lower
- 3. Same

Having considered various aspects of attitudes towards advertising, the next step is to determine consumer attitudes towards the trend in advertising standards. It is hoped that this will give us some insight as to whether consumers consider that advertising standards are getting better or worse over a period of time.

The significance of this question lies in the fact that approximately 50 percent of the respondents feel that advertising standards have been, and, are continually improving.

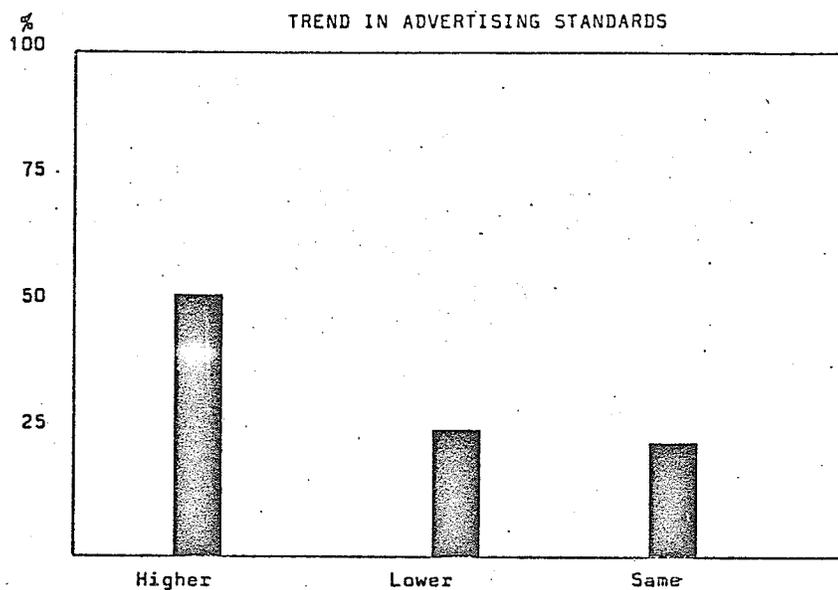
TABLE 16

TREND IN ADVERTISING STANDARDS

Considering advertisements themselves, in your own experience would you say that today's standards are higher, lower or about the same compared with ten years ago.

Higher	51.7%
Lower	25.5
Same	22.8

FIGURE 16



6. In your opinion do you think advertising statements made on each of the following media are based mostly on reasonable facts, or mostly exaggerations?

	<u>Mostly Facts</u>	<u>Mostly Exaggerations</u>
Radio.....
Newspaper.....
Television.....
Billboards.....
Flyers.....
Magazines.....

Having determined some general attitudes towards the credibility of advertising (in Q 4) the next step is to examine consumer attitudes towards advertisements as presented on various media.

The significance of Question 6 lies not so much in whether people consider advertisements on a particular medium factual or exaggerated, but on the public's views of the various media in relation to one another.

For example, the fact that 70 percent of the respondents consider television advertisements exaggerated is not significant until you compare this result with their views towards the other media.

Comparing the different attitudes towards the various media advertising allows one to formulate a much more definitive picture of consumer views towards the credibility of advertisements on the various media.

TABLE 17

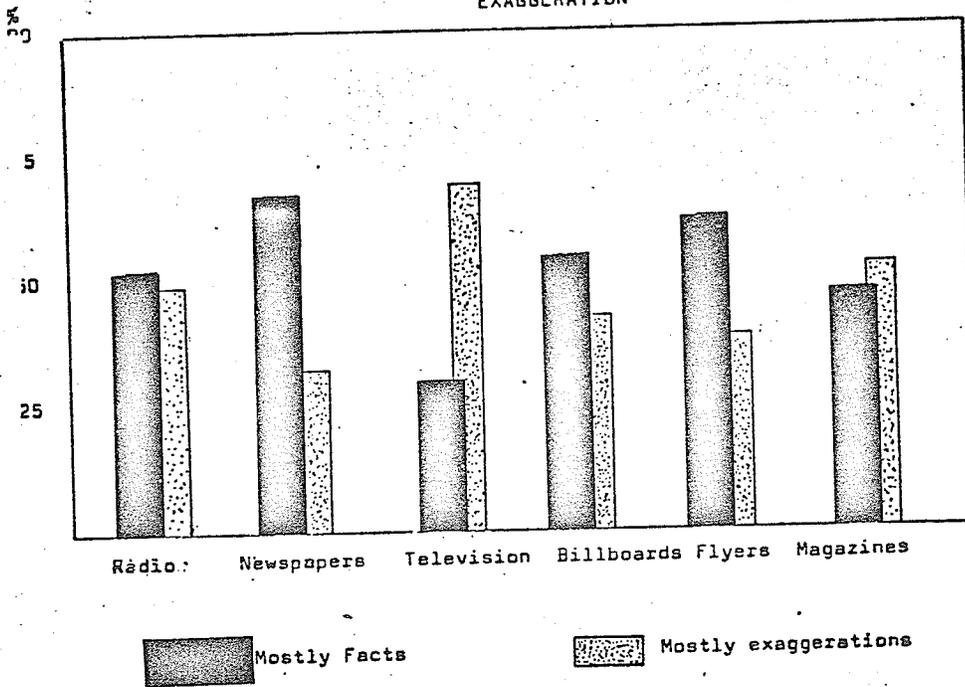
ATTITUDES TOWARDS MEDIA FACTUALITY AND EXAGGERATION

In your own opinion do you think advertising statements made on each of the following media are based mostly on reasonable facts or mostly on exaggeration?

MEDIA	MOSTLY FACTS	MOSTLY EXAGGERATIONS
Radio	50.3%	49.7%
Newspapers	68.3	31.7
Television	30.3	69.7
Billboards	55.9	44.1
Flyers	62.1	37.9
Magazines	48.3	51.7

FIGURE 17

ATTITUDES TOWARDS MEDIA FACTUALITY AND EXAGGERATION



7. Do you think that it is beneficial to have advertising, even though in some cases, it may exaggerate?

- 1. Yes
- 2. No
- 3. Uncertain

The above question is of great value in that it seeks to determine consumer attitudes towards advertising even though it may exaggerate. In essence, this gives us some idea as to whether or not consumers want advertising even though they recognize its message may be biased!

As is indicated in Table 18 and Figure 18, it is immediately obvious that the great majority (over 70%) of respondents feel that advertising is worth having even though it may exaggerate. Furthermore, such a finding may indicate that consumers are of the opinion that they can cope with or take into consideration the fact that advertisements may be exaggerated.

TABLE 18

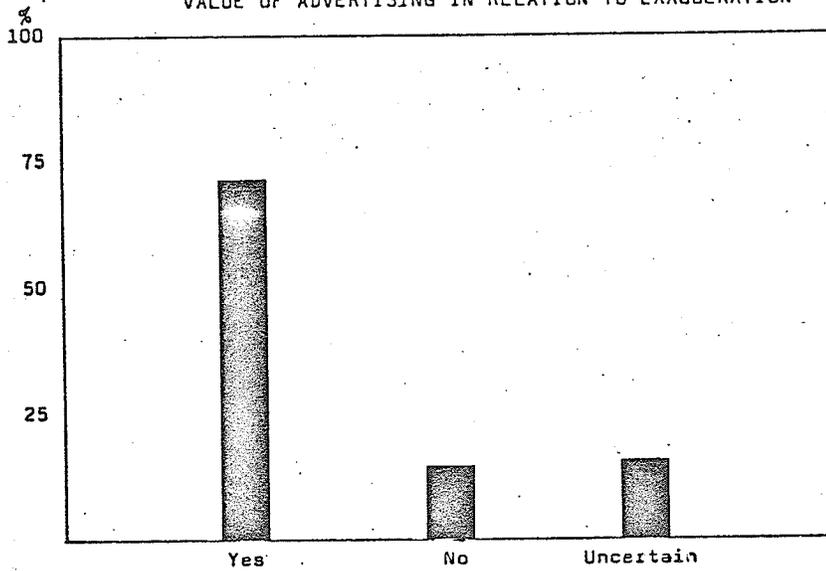
VALUE OF ADVERTISING IN RELATION TO EXAGGERATION

Do you think that it is beneficial to have advertising even though in some cases it may exaggerate?

Yes	71%
No	13.8
Uncertain	15.2

FIGURE 18

VALUE OF ADVERTISING IN RELATION TO EXAGGERATION



8. Do you think that advertised products cost more than non-advertised products?

- 1. Yes
- 2. No
- 3. Uncertain

9. If you answered "NO" to question 8, skip question 9, and go to question 10.
If you answered "YES" to question 8, do you think it is worth having advertising even though you may pay extra for it?

- 1. Yes
- 2. No
- 3. Uncertain

A similar situation to that in question 7 is disclosed in questions 8 and 9. Here, the objective is to determine consumer willingness to accept advertising even though they may pay extra for the advertised product.

As is indicated above, all respondents who replied "yes" or "uncertain" in question 7 were used as a sample for question 9. Of this group, it would perhaps be best to say that they are uncertain as to whether or not advertising is worth any increased costs that they may be forced to bear.

There may be a variety of reasons for such a result, but, if I had to speculate as to the cause, I feel it would probably be due to the feeling or belief that they (the respondents) don't know exactly how much advertising may cost them, if anything at all.

TABLE 19

COST OF ADVERTISED VERSUS NON-ADVERTISED GOODS

Do you think that advertised products
cost more than non-advertised products?

Yes	50.3%
No	29.0
Uncertain	20.7

FIGURE 19

COST OF ADVERTISED VERSUS NON-ADVERTISED GOODS

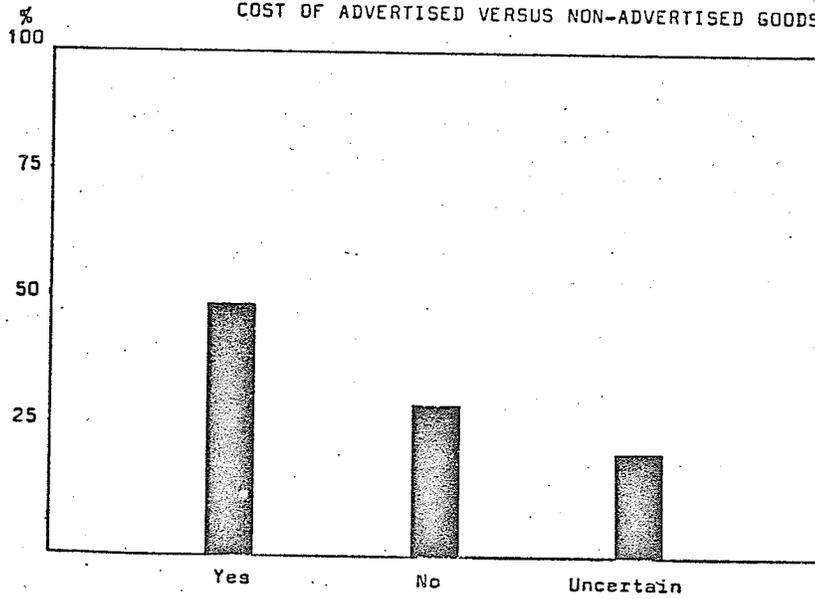
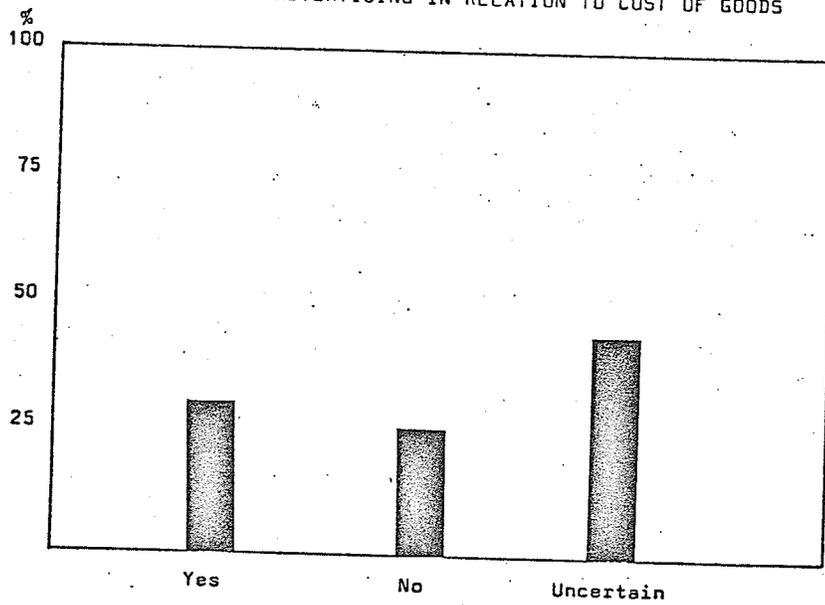


TABLE 20
VALUE OF ADVERTISING IN RELATION TO COST OF GOODS

Do you think that it is worth having advertising even though you may pay extra for it?

Yes	29%
No	27
Uncertain	43

FIGURE 20
VALUE OF ADVERTISING IN RELATION TO COST OF GOODS



10. What kind of advertising do you "enjoy" most? By "enjoy", I mean advertisements which give you a pleasant feeling for any reason. Please indicate your choice in order of preference from most enjoyed (indicate by a number 1) to least enjoyed (indicate by a number 6).

	<u>EXAMPLE</u>	<u>Your Choices</u>
Radio Advertising.....	3.....
TV Advertising.....	4.....
Newspaper Advertising.....	1.....
Billboard Advertising.....	2.....
Flyers Advertising.....	5.....
Magazine Advertising.....	6.....

11. What kind of advertising do you feel is most "informative." By informative, I mean advertisements that you learned something from that you are glad to know or know about. Please indicate your choices in order of preference from most informative (Indicated by a number 1) to least informative (indicated by a number 6).

	<u>EXAMPLE</u>	<u>Your Choices</u>
Radio Advertising.....	3.....
TV Advertising.....	2.....
Newspaper Advertising.....	5.....
Billboard Advertising.....	1.....
Flyers Advertising.....	6.....
Magazine Advertising.....	4.....

12. What kind of advertising "annoys" you most? By annoy, I mean advertisements which irritate you for any reason. Please indicate your choices in order of preference from most annoying (indicated by a number 1) to least annoying (indicated by a number 6).

	<u>EXAMPLE</u>	<u>Your Choices</u>
Radio Advertising.....	3.....
TV Advertising.....	4.....
Newspaper Advertising.....	1.....
Billboard Advertising.....	6.....
Flyers Advertising.....	7.....
Magazine Advertising.....	3.....

13. What kind of advertising do you find most "offensive"? By offensive, I mean advertisements which you find vulgar or morally bad in your own opinion. Indicate your choices in order of preference from most offensive (indicated by a number 1) to least offensive (indicated by a number 6).

	<u>EXAMPLE</u>	<u>Your Choices</u>
Radio Advertising.....	6.....
TV Advertising.....	4.....
Newspaper Advertising.....	2.....
Flyers Advertising.....	1.....
Magazine Advertising.....	5.....
Billboard Advertising.....	3.....

Questions 10 through 13 attempt to disclose certain specific attitudes towards advertisements as a function of the media used. The reader may feel that there is a flaw in this approach; namely, that the media may or may not be of influence in the determination of consumer attitudes towards advertisements presented on them.

Such a criticism is very well made, but, it is not so much the attitudes towards the advertisements on the specific media that are sought, as it is the attitudes of consumers towards advertisements in relation to the various media. That is, by examining results in this area, we can get a better picture as to how consumers view advertisements on various media in relation to one another on the basis of their: enjoyment, informativeness, annoyance, and offensiveness.

Questions 10 to 13 are similar to questions 1 and 2 in that the respondents are asked to rank various factors.

In this case, respondents are asked to rank advertisements on six media on the basis of the advertisements' "offensiveness", "enjoyment", "annoyance" and "informativeness."

For example, in question 10, respondents rank

advertisements presented on the various media on the basis of how "enjoyable" the advertisements are to the respondents. A ranking of 1 would indicate that a particular medium's advertisements are "most enjoyed" whereas a ranking of 6 would indicate that the medium's advertisements are "least enjoyed".

Questions 11, 12, and 13 are similar to question 10 with the exception being that these questions rank advertisements on the basis of their "offensiveness", "annoyance", and informativeness.

As was the case in questions 1 and 2, a reverse-weighting factor is used in the coding of answers for questions 10 to 13. This is done in order to facilitate the transfer of numerical data to graphical form; namely, bar graphs.

In question 10, the overriding feature seems to be the similarity of scores for the various media. However, despite the similarity of scores (as indicated in Table 21 and Figure 21) television ads appear to be those most enjoyed by the public with newspaper and radio advertisements following second and third respectively.

In Question 11, although newspaper advertisements are considered to be the most informative, they are closely

followed by television and magazine advertisements.

Question 12 indicates that television ads are the most annoying to consumers with radio ads coming in a close second in this category. In large measure the annoyance of ads may be a direct function of the effort required to escape the ad.

Finally, as is indicated in Table 24 and Figure 24, consumers consider television advertisements most offensive with radio and magazine advertisements close behind.

In summary, the key thing to notice or examine in these questions is not the attitudes towards a specific medium, but the attitudes towards all media in relation to one another.

TABLE 21

"ENJOYMENT" OF ADS AS RELATED TO MEDIA

What kind of ads do you enjoy most?

<u>Media</u>	<u>Rank</u>
Radio Advertising	4
Television Advertising	1
Newspaper Advertising	2
Billboard Advertising	5
Flyer Advertising	6
Magazine Advertising	3

FIGURE 21

"ENJOYMENT" OF ADS AS RELATED TO MEDIA.

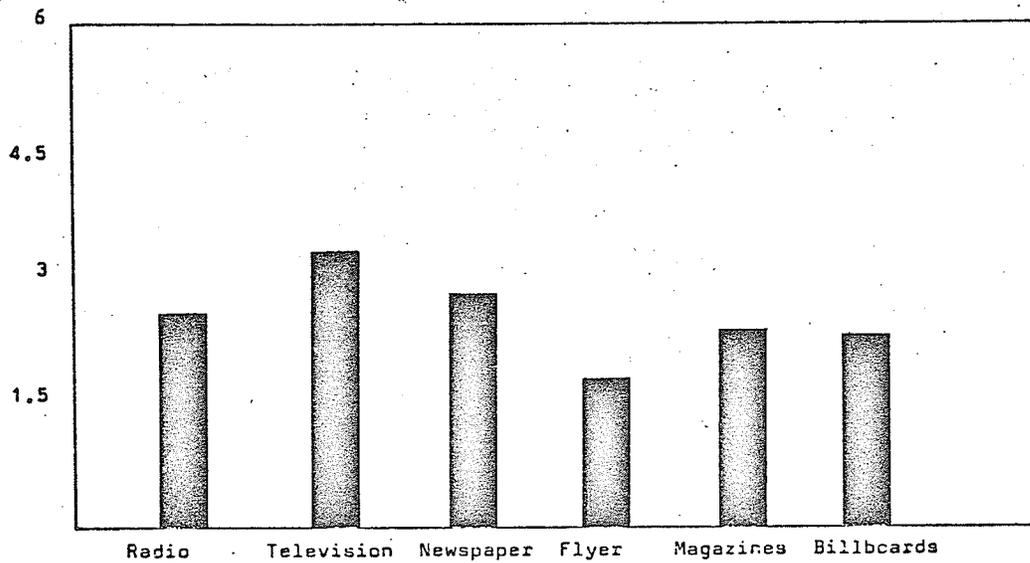


TABLE 22

"INFORMATIVENESS" OF ADVERTISING AS RELATED TO MEDIA

What kind of advertising do you feel is "most" informative?

<u>Media</u>	<u>Rank</u>
Radio Advertising	4
Television Advertising	2
Newspaper Advertising	1
Billboard Advertising	6
Flyer	5
Magazine Advertising	3

FIGURE 22

"INFORMATIVENESS" OF ADVERTISING AS RELATED TO MEDIA

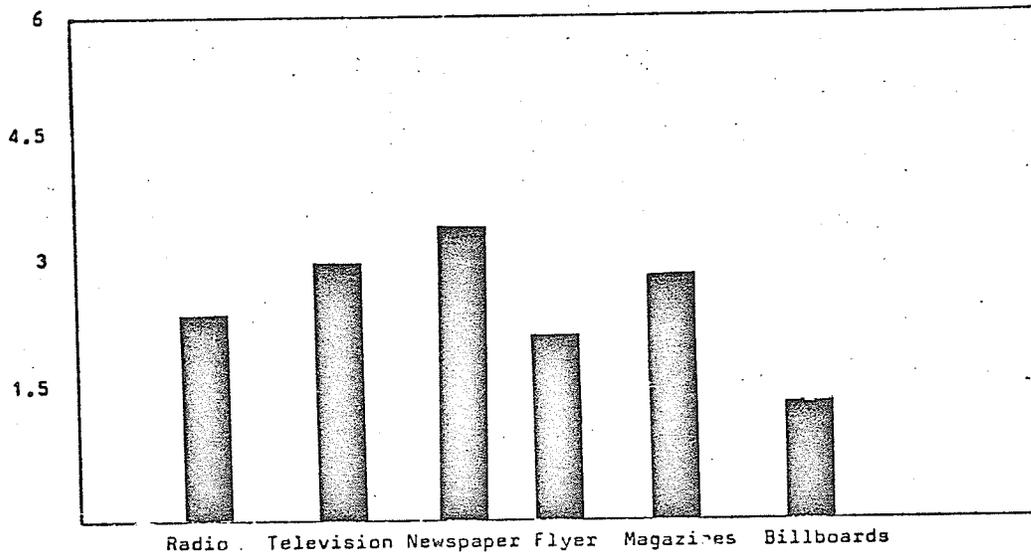


TABLE 23

"ANNOYANCE" OF ADVERTISING AS RELATED TO MEDIA

What kind of advertising "annoys" you most?

<u>Media</u>	<u>Rank</u>
Radio Advertising	2
Television Advertising	1
Newspaper Advertising	5
Billboard Advertising	4
Flyer Advertising	3
Magazine Advertising	6

FIGURE 23

"ANNOYANCE" OF ADVERTISING AS RELATED TO MEDIA



TABLE 24

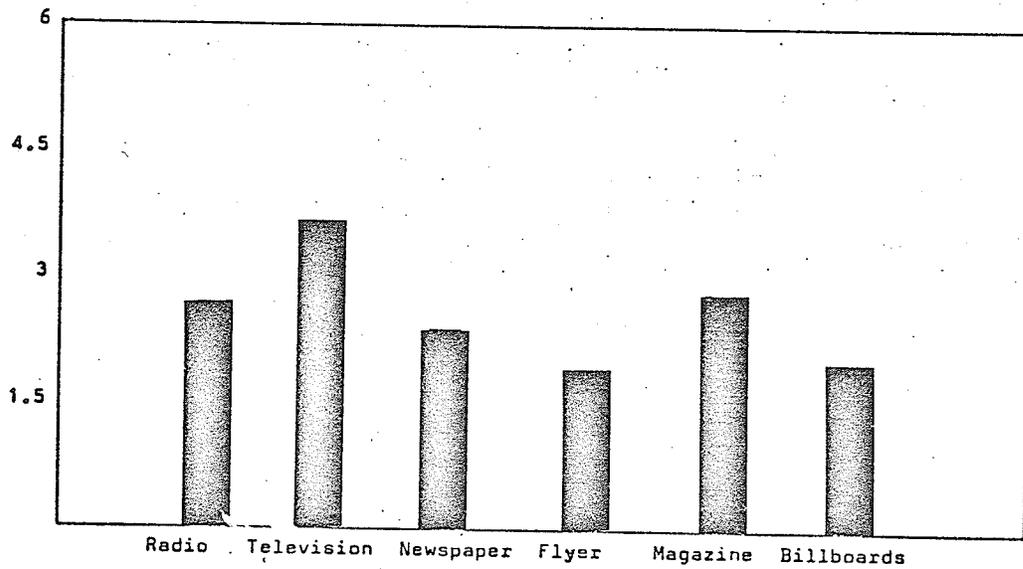
"OFFENSIVENESS" OF ADVERTISING AS RELATED TO MEDIA

What kind of Advertising do you find most "offensive"?

<u>Media</u>	<u>Rank</u>
Radio Advertising	3
Television Advertising	1
Newspaper Advertising	4
Flyer Advertising	6
Billboard Advertising	5
Magazine Advertising	2

FIGURE 24

"OFFENSIVENESS" OF ADVERTISING AS RELATED TO MEDIA



14. A. I would like you to think of any 2 advertisements you have seen or heard recently. One advertisement should be one you liked and the other, one you disliked.

a. What was the advertisement you liked about? That is, what product or service or store was being advertised?

b. Where or how did you come into contact with this advertisement? That is, did you see it in a newspaper, on television, hear it on the radio, etc... ..

c. Why did you like this particular advertisement? Check one or more of the below factors.

- 1. It was truthful
- 2. It was short
- 3. It didn't talk down to me
- 4. It wasn't exaggerated
- 5. It was relevant (it had something to do with what was advertised)
- 6. It was humorous
- 7. It didn't insult a person's intelligence
- 8. It pertained to something you owned
- 9. It pertained to something you were interested in buying
- 10. It was clear, not confusing
- 11. It was different from other advertisements
- 12. It was informative
- 13. It had a good announcer
- 14. It featured a sports celebrity or some other well known person
- 15. It seemed real

other reasons.....
.....
.....
.....

B. a. What was the advertisement you did not like about? That is, what product or store or service was advertised?.....

b. Where or how did you come into contact with this advertisement? That is, did you see it in a newspaper, on television, hear it on the radio, etc... ..

c. Why did you dislike this particular advertisement? Check off any one or more of the below factors.

- 1. It was an advertisement I have seen or heard too often
- 2. It was untruthful
- 3. It interrupted something I was enjoying
- 4. It was too long or too large
- 5. It was together with too many other advertisements
- 6. It talked down to me
- 7. It was exaggerated
- 8. It was too loud
- 9. It was irrelevant - it had nothing to do with what was being advertised
- 10. It was an advertisement for something I don't think should be advertised
- 11. It was boring, monotonous
- 12. It was an insult to a person's intelligence
- 13. It was not realistic
- 14. It was like too many other advertisements
- 15. It was an advertisement for something I'm not interested in
- 16. It was in bad taste
- 17. It was not clear, it was confusing

other reasons.....
.....
.....

Questions 14a and 14b are used in order to determine specific reasons as to what kinds of ads people liked or disliked, where they had seen or heard these ads, and why they liked or disliked the advertisements.

Although there naturally tended to be numerous views expressed, the following general statements can be safely made:

Firstly, consumers tend to have more varied reasons or a wider range of responses for disliking advertisements as opposed to reasons for liking advertisements.

In addition, the results seem to indicate that automobile advertisements, beer ads, soft drink ads and public service ads (eg. Care, Oxfam) are the types of advertisements that people like most. The public likes these ads for a variety of reasons, but mostly because the ads are either humorous, short, informative, unusual (i.e. different) or clear (i.e. not confusing).

On the other hand, advertisements most often cited as being disliked are ads for womens foundation garments, soap ads, detergent ads, deodorant spray ads and toothpaste ads. Consumers tend to dislike these ads

because they are monotonous, exaggerated, boring, too frequently presented or are insulting to a persons intelligence.

Finally, the medium cited most often was by far television. Once again indicating that it is the medium which consumers are most aware of in terms of advertisements.

TABLE 26

RANKING OF REASONS WHY ADVERTISEMENTS ARE DISLIKED

	<u>Rank %</u>
1. It was an advertisement I have seen or heard too often	44.1
2. It was untruthful	30.3
3. It interrupted something I was enjoying	18.6
4. It was too long or too large	17.2
5. It was together with too many other advertisements	12.4
6. It talked down to me	20
7. It was exaggerated	52.4
8. It was too loud	18.6
9. It was irrelevant - it had nothing to do with what was being advertised	15.9
10. It was an advertisement for something I don't think should be advertised	18.6
11. It was boring, monotonous	41.4
12. It was an insult to a person's intelligence	46.2
13. It was not realistic	34.5
14. It was like too many other advertisements	15.9
15. It was an advertisement for something I'm not interested in	11
16. It was in bad taste	21.4
17. It was not clear, it was confusing	4.8

FIGURE 26

RANKING OF REASONS ADVERTISEMENTS ARE "DISLIKED"

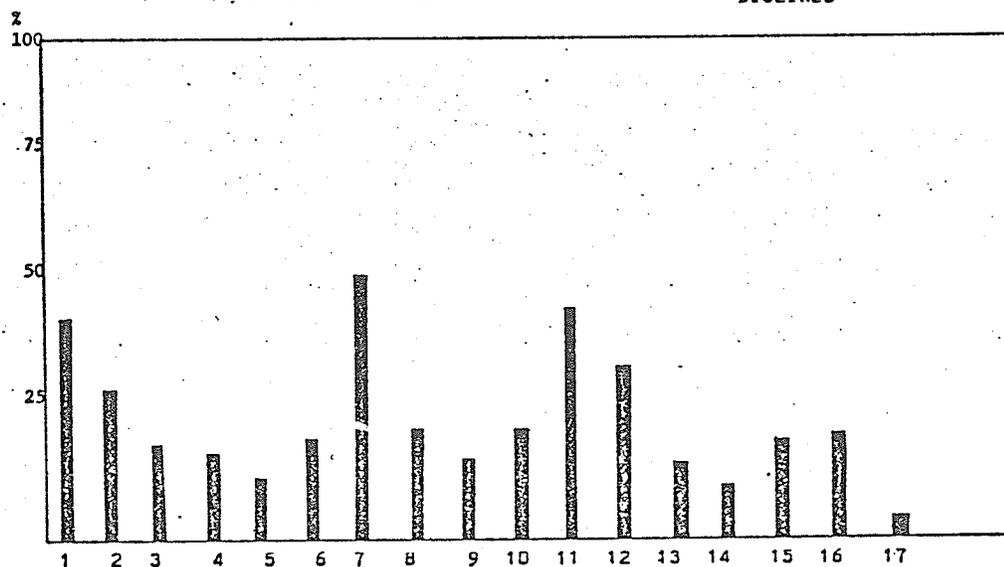


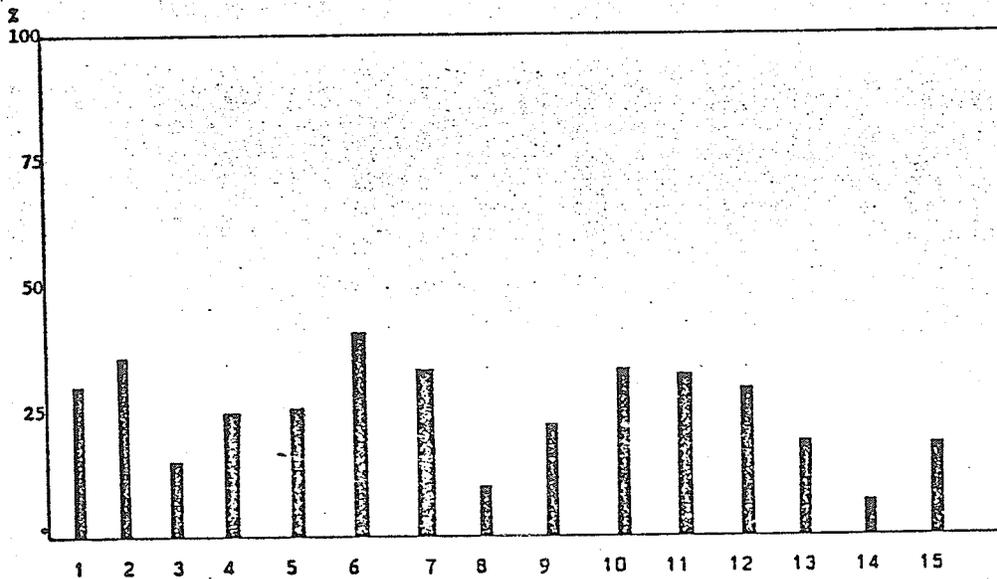
TABLE 25

RANKING OF REASONS ADVERTISEMENTS ARE "LIKED"

	<u>Rank</u>
1. It was truthful	30.3%
2. It was short	36.6
3. It didn't talk down to me	14.5
4. It wasn't exaggerated	24.8
5. It was relevant (it had something to do with what was advertised)	26.9
6. It was humorous	40.7
7. It didn't insult a person's intelligence	33.1
8. It pertained to something you owned	9.7
9. It pertained to something you were interested in buying	22.1
10. It was clear, not confusing	34.5
11. It was different from other advertisements	33.1
12. It was informative	19.
13. It had a good announcer	18.6
14. It featured a sports celebrity or some other well known person	6.9
15. It seemed real	17.2

FIGURE 25

RANKING OF REASONS WHY ADVERTISEMENTS ARE "LIKED"



13. The government should exercise the following degree of control over advertising: Please check off only one of the below recommendations.
- a. RIGID CONTROL- Establish a special board to censor "all" advertisements before publication to prevent objectionable advertisements.
 - b. STRICT CONTROL- Establish a special board to censor "all" advertisements after publication to stop further use of material judged objectionable.
 - c. MODERATE CONTROL- Leave to the regular law enforcement officers the task of investigating and stopping objectionable advertising which is called to their attention.
 - d. MINIMUM CONTROL- Permit interference with advertising only in cases of clear-cut dishonesty or fraud.
 - e. NO GOVERNMENTAL CONTROL- Leave control of advertising entirely in the hands of advertisers.

The final question seeks to determine the degree of control which consumers feel should be exerted over the advertising industry.

The most alarming feature of the results is the fairly significant proportion (23.4%) of people advocating "rigid" control of advertising. I say "alarming" because such a degree of control is contradictory to the concept of free speech in our society!

The fact that almost one out of every four people feels such a degree of control is desirable speaks poorly of the self regulatory attempts of the advertising industry by its members and is perhaps one of the key indications for the future of the industry.

In summary, the public's attitudes towards advertising tend to be many and varied and are expressed in

widely differing degrees of consensus. In the next chapter, I would like to express my feelings as to the general trends in the questionnaire results as I see them and compare them with some of the criticisms voiced against advertising.

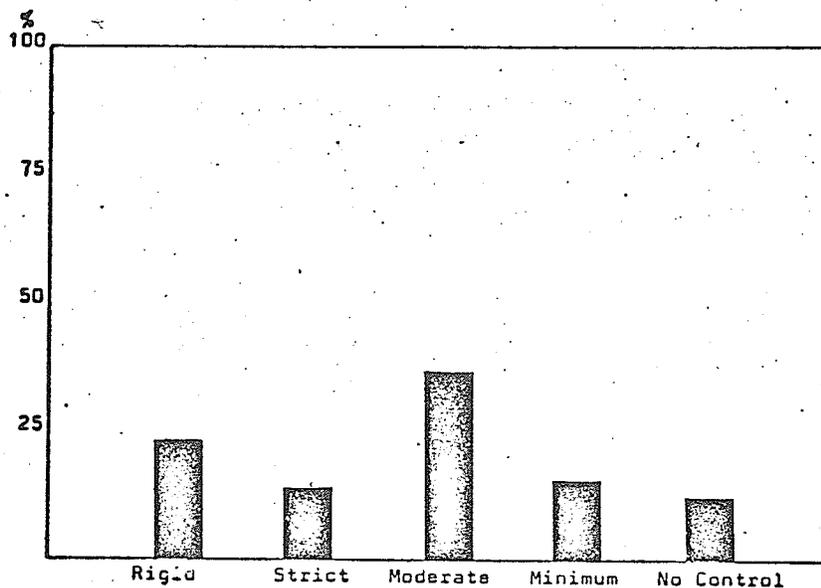
TABLE 27

CONSUMER ATTITUDES TO CONTROL OVER ADVERTISING

<u>Degree of Control Desired</u>	<u>% of People</u>
Rigid Control	23.4
Strict Control	13.8
Moderate Control	36.6
Minimum Control	15.2
No Government Control	11

FIGURE 27

CONSUMER ATTITUDES TO CONTROL OVER ADVERTISING



VII

PUBLIC ATTITUDES TOWARDS ADVERTISING QUESTIONNAIRE ANALYSIS PART B

The results of the questionnaire are extremely important and interesting in that they do away with many of the theoretical arguments for and against advertising and instead give us some clear indication as to what public attitudes towards advertising actually are!

If I had to summarize my own beliefs as to the general trend of attitudes expressed by respondents, it would be as follows: Although the public seems to be fairly evenly split in terms of their "dislike" and "like" of advertising, and, although the great majority of the respondents agreed that advertising was both a necessary and useful institution in our society, the public is on the whole, fairly critical of advertising!

In Chapters three and four, we considered a variety of charges against advertising. These charges being that:

1. advertising is too persuasive
2. advertising creates needs and wants
3. advertising results in increased prices
4. advertising results in reduced product quality
5. advertising results in waste of natural resources
6. advertising encourages the formation of monopolies
7. advertising lacks aesthetic values

In examining the defense of advertising, all of these charges were "proved" either completely untrue or of such minimal significance that they could be considered not indicative of the general state of affairs in the industry. Unfortunately, or fortunately, depending on your point of view, if attitudes expressed by respondents in the questionnaire are any indication, it would appear that the public feels that advertising is guilty of all of the preceding charges!

Those who support and defend advertising may argue that it just can't be so! After all, haven't they supplied irrefutable reasons why advertising cannot be guilty!? Perhaps they have, but their arguments and protestations are irrelevant from the stand-point that what the public thinks is of prime concern! Not what they're supposed to think!

However, before these poor souls who support advertising drown their sorrows in the nearest bottle of "the real thing" or the "Uncola", they can take consolation in the following: Although the public does appear to be critical of advertising, it is also important to recognize that the extremity or severity of these attitudes may not be as serious as indicated because of the

low priority or salience of advertising in relation to other aspects of Canadian life.

In summary, it seems that most people view advertising as a "necessary evil" in our society. While recognizing the value and "need" for advertising, they are at the same time sufficiently critical of some of the practises prevalent in modern advertising to advocate stricter governmental control of the advertising industry.

SUMMARY AND CONCLUSIONS

Throughout my investigation and study of what public attitudes towards advertising are, it seemed as though I was constantly being faced with inconsistencies as to the relative merits or demerits of advertising in our society.

Consequently, it appeared as though both the critics and supporters of advertising had ample support for their respective points of view, and yet, how could this be so, since the acceptance of one point of view would automatically refute the other!?

The solution to this anomaly, although appearing trivial is a fundamental requirement for any logical and rational conversation regarding the value of advertising and advertisements in our society! Both the critics and champions of advertising are right in their respective arguments against and for advertising, but, in reality they are talking about two entirely different things! Those who support and defend advertising are talking about the "institution" of advertising, while those who criticize advertising speak of "advertisements" themselves.

On the one hand, we have one faction expressing clear support for the concept and value of advertising in our society, while at the same time ignoring or minimizing the flaws of advertisements, the dishonesty of practitioners, and the general intrusiveness of advertisements. On the other hand, the critics of advertising have focused their attention on the flaws and problems in advertisements while ignoring the value of advertising as an institution in our society!

As earlier stated, this may in fact seem a trivial differentiation, but its implications for the advertising industry are profound. Remember, that it is not so much what consumers should think that is important, but it is what they actually do believe that is critical for advertisers! Consequently, notwithstanding the facts that consumers may regard advertising as being relatively unimportant in their daily lives, and that they do recognize the value of and need for advertising, the publicity aroused by social critics and the vocal outcries of consumers have resulted in an increasing number of complaints reaching governmental departments about the content and intent of advertisements. These voices have called for the government to step in and protect the poor consumer

from the threat of the evil advertising man.

For example, one article entitled "Canadian Government Seen Tightening Ad Laws-Lessening Foreign Control" examines several reasons as to why the Canadian Government is stepping into the control of advertising.

"The current deep interest and involvement in advertising on the part of the government reflects not only specific concerns such as health, in the case of cigarettes, but it is also a reaction to a much broader trend in society known as consumerism."⁴¹

Apparently, the government feels that although there have been some cases of genuine mistakes on the part of advertisers, there have also been cases where deception and fraud was deliberate. In general, it seems that the consuming public has been apathetic about deceptive advertising for some time which has led advertisers to think that they can get away with exaggerated claims, half-truths, distortions and outright lies! It has now reached the point where the consumers and the public have become sufficiently aroused over the situation to do something about it! This situation is best expressed in an article entitled "Canada Plans War on Misleading Ads - Shifts Prosecution to Consumer Unit."

41. Advertising Age - Canadian Government Seen Tightening Ad Laws-Lessening Foreign Control (40:68, November 24, 1969) p. 3

"The federal government of consumer and corporate affairs has declared war on misleading advertising.

The move follows legislation in Parliament transferring responsibility for such advertising from the criminal code to the Combines Investigation Act which the department enforces."⁴²

With this increased control over their industry, advertisers have in turn complained that the ad laws are too vague and consequently many of the charges brought against them are later dismissed for lack of evidence. However, even though the charges are dropped, the advertisers and the advertising agencies are hurt because of the adverse publicity. Generally they argue that although there's plenty of publicity when the charges are laid, there's never any publicity when the charges are dropped or thrown out of court!

The ad-men argue that government control should be minimal and instead the industry should be allowed to control itself. This is really the old argument for "self regulation" but, as has often been proved, self-regulation, no some advertisers means no regulation! And this is the problem! Advertisers continue by pointing to recent developments in the advertising industry which will help ensure control without governmental interference.

42. Advertising Age, Canada Plans War on Misleading Ads; Shifts Prosecution to Consumer Unit: (40.8, August 11, 1970) p. 2

The first is the development of comparative ads - where products are named! Long a taboo in the advertising industry, this development forces the advertiser and his agency to be able to back up their claims, otherwise the other companies whose products are used for comparison may retaliate through the courts. Of such ads, Time Magazine says:

Not long ago, such head-to-head comparisons in TV commercials would have contravened advertising's most venerable taboo; never openly knock a competitor's product. Indeed, ads that named a rival product were long banned at the American Broadcasting Company, and the Columbia Broadcasting System. The National Broadcasting Company permitted the practice in recent years, but few advertisers dared to use it. Advertisers who wanted to tout their clients' goods in a comparative way referred to the competition in tippy-toe "Brand X" allusions.

Then in March (72) The Federal Trade Commission, as part of its drive to improve advertising practices, encouraged ABC and CBS to allow commercials that named rival brands.⁴³

This, in essence, has a dual effect in that it gives the consumer more concrete information about a product and secondly, it ensures the truthfulness of advertisements.

Another development which is receiving attention from advertising agencies is the idea recommended by

43.

Time Magazine, FTC Encourages Comparative Ads:
(Toronto: Time Canada, Inc., August 1972) p. 42

Leo Greenland for an accreditation setup for advertising. What Greenland basically says is that people who write advertising should have to take special courses at university, undergo an apprenticeship or have some of their work first examined by a special committee set up for that purpose. Furthermore, there would be an association set up which in addition to establishing standards for accreditation, would also make sure that the members upheld certain standards of the profession. If they did not, and in one way or another violated the set standards, they would be subject to corrective action either by fine or expulsion from the profession.

The argument for and against self regulation is a controversial issue, but, as unpalatable as government control of advertising may be to ad men, and as contradictory as it may be to the nature of our system where freedom of speech is a born right - such control of advertising may be the only feasible alternative if the ad men can't control their own industry. What the advertising industry needs more than censure is people of vision and honesty. In short, if advertising agencies and advertisers want critics off their back, they must realize that advertising has many roles and responsibilities in our society. It is not only responsible to the

sponsor of the ads, but it has responsibility to the consumer, competitors and the advertising industry as a whole.

In conclusion, personally I feel that if advertisers wish to operate without the shadow of government control ever present over their industry, and, if they wish their work and their industry to remain a credible instrument in the eyes of consumers, they should apply the "golden rule" to their attitudes and actions as they work. Advertisers should unequivocally and honestly be able to say:

ADVERTISING SHOULD BE DONE BY US EXACTLY
AS WE WOULD LIKE IT DONE TO US.

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APPENDICES

APPENDIX I

The questionnaire used to obtain
information on public attitudes
towards advertising

The questionnaire used in the study was employed in order to ascertain public attitudes towards advertising without having to rely on secondary data from other sources which may have been biased or not applicable in this case.

To achieve this goal, the questionnaire was designed to illicit responses from consumers in both a direct or an indirect manner. For example, the first two questions used to determine the relative salience of advertising were indirect in the sense that the questions were not specifically about "advertising" per se, but about the importance of advertising in relation to other factors in our society. Furthermore, "check" questions were employed at several points throughout the questionnaire in order to determine whether respondents were actually giving thought to the questions or whether they were merely "filling in blanks" in order to get through the questionnaire quickly.

The questionnaire was mailed to four hundred Winnipeg residents randomly selected from a combination of the Henderson Directory and the Winnipeg Telephone Directory. It was hoped that with an "initial mailing" of four hundred questionnaires and a "follow up mailing"

of two hundred questionnaires that two hundred usable questionnaires could be obtained. Unfortunately, due to spoiled questionnaires and residents who had moved, only one hundred and forty-five questionnaires were obtained.

Once obtained, the responses within each questionnaire were coded and computer cards were punched in order that results could be tabulated and tested to see whether there were significant differences within certain demographic segments of the population. In tabulating and testing the results a "canned" program from the "Statistical Package for the Social Sciences" was used. In order to carry out the necessary operations, it was necessary to code each possible "response category." For example, in questions one each element being ranked is in itself a response category. Consequently, these response categories or variables were coded A1 to A10. Similarly, if you examine the questionnaire presented in this appendix, you will see how the remaining variables within the questionnaire were coded.

As stated, once coded, the results were tabulated (see appendix B) and a chi square test was run in order to determine if there were significant difference, responses of age groups, income groups, education groups,

etc. . . . Rather than include the results of the chi square test as an appendix to the paper since it is very lengthy (approximately 210 pages), I feel that the following generalizations can safely be made.

There are very few variables towards which there appear to be significant differences in attitudes due to age, sex, income, etc. . . . By significant, I mean chi square values which exceed a 95% chi square confidence interval with the appropriate degrees of freedom. However, despite the fact that there are "few statistically" significant differences in attitudes, the following appear to be generally "true."

1. Higher income groups are more critical of advertising than lower income groups
 2. The higher the educational level, the more critical the respondents were of advertising.
 3. Women were generally more critical than men.
 4. Married women tended to be more critical than single women.
 5. There did not appear to be appreciable differences in attitudes by age groups.
-

5

❁

*Greetings of the Season
and Best Wishes for the New Year*





The University of Manitoba
Faculty of Administrative Studies

Department of Business Administration

Winnipeg, Manitoba R3T 2N2

Dear

My name is NICK IAFOLLA and I am currently enrolled in the Master of Business Administration program at the University of Manitoba.

In order to complete my thesis and graduate, I am conducting a survey, and your name has been randomly chosen from the greater Winnipeg population.

I hope you will take a few minutes of your time to fill out the questionnaire and return it in the enclosed, self-addressed envelope.

I hope the questionnaire will not inconvenience you, and I would greatly appreciate it if you could send it back as quickly as possible as I would like to tabulate the results before Christmas so that I may graduate in January.

Thank you for taking time to complete and return the questionnaire.

Yours truly,

Nick Iafolla
Nick Iafolla

P.S. Merry Christmas and a Happy New Year!

NI/tw

Encl.

Below is a list of things which are part of our Canadian life.

I would like to ask you some questions about the list.

1. Bringing up children
2. Clothing and fashion
3. Family life
4. Professional sports
5. Religion
6. Labor unions
7. Public education
8. Advertising
9. Big business
10. Federal Government

1. On the accompanying list, would you please rank in order from "1" to "10" those things which you and your friends talk about. ("1" indicating "most" talked about, and "10" indicating "least" talked about.)

- Bringing up children
- Clothing and fashion
- Family life
- Professional sports
- Religion
- Labor unions
- Public education
- Advertising
- Big business
- Federal Government

2. On the accompanying list, would you please rank in the order from "1" to "10" those things which you feel need attention and change in our society. ("1" indicating a need for "most" attention and change, and "10" indicating a need for "least" attention and change.)

- Bringing up children
- Clothing and fashion
- Family life
- Professional sports
- Religion
- Labor unions
- Public education
- Advertising
- Big business
- Federal Government

3. In general, how do feel about advertising?

- Like
- Dislike
- No opinion

4. Below are some statements which have been made regarding advertising. Would you please check the appropriate response indicating how you feel.

	Generally Agree	Partially Agree	Uncertain	Partially Disagree	Generally Disagree
a. Advertising is essential.....
b. Most advertising insults the intelligence of the consumer.....
c. Advertising results in lower prices.....
d. The products of advertisers usually live up to the promises of quality and performance made in their advertisements.....
e. Advertising persuades people to buy things they wouldn't normally buy.....
f. Advertising presents a true picture of the product.....
g. Advertising helps raise our standard of living.....
h. Manufacturers could sell their goods for less if they did not spend so much on advertising.....
i. Advertising results in better products for the public.....
j. The only real justification for advertising is to give product information; advertising should not seek to persuade people to buy products.....

5. Considering advertisements themselves, in your own experience, would you say that today's standards are higher, lower, or about the same compared with 10 years ago?

- 1. Higher
- 2. Lower
- 3. Same

6. In your opinion do you think advertising statements made on each of the following media are based mostly on reasonable facts, or mostly exaggerations?

	<u>Mostly Facts</u>	<u>Mostly Exaggerations</u>
Radio.....
Newspaper.....
Television.....
Billboards.....
Flyers.....
Magazines.....

7. Do you think that it is beneficial to have advertising, even though in some cases, it may exaggerate?

- 1. Yes
- 2. No
- 3. Uncertain

8. Do you think that advertised products cost more than non-advertised products?

- 1. Yes
- 2. No
- 3. Uncertain

9. If you answered "NO" to question 8, skip question 9, and go to question 10. If you answered "YES" to question 8, do you think it is worth having advertising even though you may pay extra for it?

- 1. Yes
- 2. No
- 3. Uncertain

10. What kind of advertising do you "enjoy" most? By "enjoy", I mean advertisements which give you a pleasant feeling for any reason. Please indicate your choice in order of preference from most enjoyed (indicate by a number 1) to least enjoyed (indicate by a number 6).

	<u>EXAMPLE</u>	<u>Your Choices</u>
Radio Advertising.....	3.....
TV Advertising.....	4.....
Newspaper Advertising.....	1.....
Billboard Advertising.....	2.....
Flyers Advertising.....	5.....
Magazine Advertising.....	6.....

11. What kind of advertising do you feel is most "informative." By informative, I mean advertisements that you learned something from that you are glad to know or know about. Please indicate your choices in order of preference from most informative (Indicated by a number 1) to least informative (indicated by a number 6).

	<u>EXAMPLE</u>	<u>Your Choices</u>
Radio Advertising.....	3.....
TV Advertising.....	2.....
Newspaper Advertising.....	5.....
Billboard Advertising.....	1.....
Flyers Advertising.....	6.....
Magazine Advertising.....	4.....

12. What kind of advertising "annoys" you most? By annoy, I mean advertisements which irritate you for any reason. Please indicate your choices in order of preference from most annoying (indicated by a number 1) to least annoying (indicated by a number 6).

	<u>EXAMPLE</u>	<u>Your Choices</u>
Radio Advertising.....	3.....
TV Advertising.....	4.....
Newspaper Advertising.....	1.....
Billboard Advertising.....	6.....
Flyers Advertising.....	7.....
Magazine Advertising.....	3.....

13. What kind of advertising do you find most "offensive"? By offensive, I mean advertisements which you find vulgar or morally bad in your own opinion. Indicate your choices in order of preference from most offensive (indicated by a number 1) to least offensive (indicated by a number 6).

<u>EXAMPLE</u>	Your Choices
Radio Advertising.....6.....
TV Advertising.....4.....
Newspaper Advertising.....2.....
Flyers Advertising.....1.....
Magazine Advertising.....5.....
Billboard Advertising.....3.....

14. I would like you to think of any 2 advertisements you have seen or heard recently. One advertisement should be one you liked and the other, one you disliked.

a. What was the advertisement you liked about? That is, what product or service or store was being advertised?

b. Where or how did you come into contact with this advertisement? That is, did you see it in a newspaper, on television, hear it on the radio, etc... ..

c. Why did you like this particular advertisement? Check one or more of the below factors.

- 1. It was truthful
- 2. It was short
- 3. It didn't talk down to me
- 4. It wasn't exaggerated
- 5. It was relevant (it had something to do with what was advertised)
- 6. It was humorous
- 7. It didn't insult a person's intelligence
- 8. It pertained to something you owned
- 9. It pertained to something you were interested in buying
- 10. It was clear, not confusing
- 11. It was different from other advertisements
- 12. It was informative
- 13. It had a good announcer
- 14. It featured a sports celebrity or some other well known person
- 15. It seemed real

other reasons.....

- a. What was the advertisement you did not like about? That is, what product or store or service was advertised?.....
- b. Where or how did you come into contact with this advertisement? That is, did you see it in a newspaper , on television, hear it on the radio, etc....
- c. Why did you dislike this particular advertisement? Check off any one or more of the below factors.
 - 1. It was an advertisement I have seen or heard too often
 - 2. It was untruthful
 - 3. It interrupted something I was enjoying
 - 4. It was too long or too large
 - 5. It was together with too many other advertisements
 - 6. It talked down to me
 - 7. It was exaggerated
 - 8. It was too loud
 - 9. It was irrelevant - it had nothing to do with what was being advertised
 - 10. It was an advertisement for something I don't think should be advertised
 - 11. It was boring, monotonous
 - 12. It was an insult to a person's intelligence
 - 13. It was not realistic
 - 14. It was like too many other advertisements
 - 15. It was an advertisement for something I'm not interested in
 - 16. It was in bad taste
 - 17. It was not clear, it was confusing
 - other reasons.....

13. The government should exercise the following degree of control over advertising. Please check off only one of the below recommendations.

- a. RIGID CONTROL- Establish a special board to censor "all" advertisements before publication to prevent objectionable advertisements.
- b. STRICT CONTROL- Establish a special board to censor "all" advertisements after publication to stop further use of material judged objectionable.
- c. MODERATE CONTROL- Leave to the regular law enforcement officers the task of investigating and stopping objectionable advertising which is called to their attention.
- d. MINIMUM CONTROL- Permit interference with advertising only in cases of clear-cut dishonesty or fraud.
- e. NO GOVERNMENTAL CONTROL- Leave control of advertising entirely in the hands of advertisers.

COMMENTS: If you have any special comments to make about advertising, please enter them here:

.....
.....
.....
.....

The following questions are for statistical purposes only to help analyze the results of the survey.

1. Respondent's sex: Male.... 1(a) Marital Status: Married
Female.. Single
Divorced
Widowed

2. Respondent's age: 1. 18 -24
 2. 25 -34
 3. 35 -44
 4. 45 -54
 5. 55 -64
 6. 65 and over

3. Respondent's Education: 1. Grade School
 2. High School Incomplete
 3. High School Completed
 4. University Incomplete
 5. University Completed
other(specify).....
.....

4. Approximate yearly FAMILY income: 1. less than \$ 5000
 2. \$ 5000 to \$ 9999
 3. \$ 10,000 to \$ 14,999
 4. \$ 15,000 to \$ 19,999
 5. \$ 20,000 to \$ 24,999
 6. \$ 25,000 or more

THANK YOU VERY MUCH FOR THE TIME YOU HAVE TAKEN TO FILL OUT THIS QUESTIONNAIRE
YOUR CONSIDERATION IN THIS MATTER IS VERY MUCH APPRECIATED.

APPENDIX II

The computer program used to tabulate questionnaire results and a statistical breakdown of the One Hundred and Three response categories in the questionnaire.

```

//ANALYZE JOB '0007,XXXX',L=25,T=99,I=3,R=220','NICK',MSGLEVEL=(1,1) JOB 723
// EXEC SPSS,REGION=220K
XXSPSS PROC VERSION=V400,LABFLS=2,SCRUNIT=SYSDA,DATA=10, SF03#00010001
XX INFILE=NULLFILE,INHMIT=SYSDA,INVOL=UM1405, SF00#00020001
XX INPOS=,INLP=,INBLK=,INDEN=, SF00#00030001
XX OUTFILE=NULLFILE,OUTUNIT=SYSDA,OUTVOL=UM1405, SF00#00040001
XX OUTPOS=,OUTLP=,OUTBLK=2012,OUTDEN=,SYSDA=12, SF00 00050001
XX NAME='SYS2.SPSSL0AD' 00060001
*****
**** THIS IS THE NEW SPSS CATALOGUED PROCEDURE AS DESCRIBED IN ** 00070001
**** SPSS-SUPPLEMENT-MANUAL A-009-306 ** 00080001
**** IT LSF5 SPSS VERSION 4.00 ** 00090001
*****
***** EXEC PGM=SPSS&VERSION,REGION=206K OF REGION=(120K,92K) SF00 00120001
XXGD IEF653I SUBSTITUTION JCL - PGM=SPSSV400,REGION=206K
XXSTEPLIB DD DSN=ENAME,UNIT=DISK,DISP=SHR 00130001
IEF653I SUBSTITUTION JCL - DSN=SYS2.SPSSL0AD,UNIT=DISK,DISP=SHR
XXFT01F001 DD UNIT=SYSDA,SPACE=(CYL,(6,LABELS,1)),DCB=BLKSIZE=7294 00140001
IEF653I SUBSTITUTION JCL - UNIT=SYSDA,SPACE=(CYL,(2,1)),DCB=BLKSIZE=7294
XXFT02F001 DD DSN=ENAME,SCRNAME=,UNIT=,SCRUNIT=, SF00#00150001
IEF653I SUBSTITUTION JCL - DSN=ENAME,SCRNAME=,UNIT=SYSDA,
XX SPACE=(CYL,(6,CATA,5)),DCB=BLKSIZE=2044 SF00 00160001
IEF653I SUBSTITUTION JCL - SPACE=(CYL,(10,5)),DCB=BLKSIZE=2044
XXFT03F001 DD DSN=ENAME,INFILE=,DISP=CLD,UNIT=,INUNIT=, SF00#00170001
IEF653I SUBSTITUTION JCL - DSN=ENAME,INFILE=,DISP=CLD,UNIT=SYSDA,
XX VOL=(PRIVATE,RETAIN,SER=,INVC), SF00#00180001
IEF653I SUBSTITUTION JCL - VOL=(PRIVATE,RETAIN,SER=UM1405),
XX LABEL=(,INPCS,INLP,,IN), SF00#00190001
IEF653I SUBSTITUTION JCL - LABEL=(,,IN),
XX DCB=(BLKSIZE=,INBLK,TRTCH=C,DEN=,INDEN) SF00 00200001
IEF653I SUBSTITUTION JCL - DCB=(BLKSIZE=,TRTCH=C,DEN=)
XXFT04F001 DD DSN=ENAME,OUTFILE=,DISP=(NEW,KEEP),UNIT=,OUTUNIT=, SF00#00210001
IEF653I SUBSTITUTION JCL - DSN=ENAME,OUTFILE=,DISP=(NEW,KEEP),UNIT=SYSDA,
XX VOL=(PRIVATE,RETAIN,SER=,OUTVCL), SF00#00220001
IEF653I SUBSTITUTION JCL - VOL=(PRIVATE,RETAIN,SER=UM1405),
XX LABEL=(,OUTPCS,,OUT), SF00#00230001
IEF653I SUBSTITUTION JCL - LABEL=(,,OUT),
XX DCB=(BLKSIZE=,OUTBLK,TRTCH=C,DEN=,OUTDEN), SF00#00240001
IEF653I SUBSTITUTION JCL - DCB=(BLKSIZE=2012,TRTCH=C,DEN=),
XX SPACE=(TRK,(6,SYSDA,6),RLSE) 00250001
IEF653I SUBSTITUTION JCL - SPACE=(TRK,(12,6),RLSE)
XXFT05F001 DD DNAME=SYSIN,DCB=BUFA=1 SF00 00260001
XXFT06F001 DD SYSOUT=A 00270001
**** 00280001
//SYSDA DD *
//
IEF236I ALLLOC. FOR ANALYZE GO
IEF237I 333 ALLLOCATED TO STEPLIB
IEF237I 334 ALLLOCATED TO FT01F001
IEF237I 334 ALLLOCATED TO FT02F001
IEF237I 403 ALLLOCATED TO FT05F001
IEF237I 427 ALLLOCATED TO FT06F001
IEF285I SYS2.SPSSL0AD KEPT
IEF285I VCL SER NOS= LIR001.
IEF285I SYS73039.T162627.RV000.ANALYZE.R3000607 DELETED
IEF285I VOL SER NOS= UM1439.
IEF285I SYS73039.T162627.RV000.ANALYZE.SCRNAME DELETED
IEF285I VOL SER NOS= UM1439.
IEF285I SYS73039.T162627.RV000.ANALYZE.R0000609 DELETED
IEF285I VCL SER NOS=
IEF285I SYS73039.T162627.PV000.ANALYZE.R3000608 DELETED
IEF285I VCL SER NOS=
IEF373I STEP /GO / START 73039.1741
IEF374I STEP /GO / STOP 73039.1742 CPU QMIN 15.39SEC MAIN 204K LCS OK
GO 55.88 SEC EXEC TIME 15.39 SEC CPU TIME 216 I/O COUNTS 220K REGION 204K USED

```

STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES, VERSION OF 02/01/72 08/02/73

```

VARIABLE LIST A1,A2,A3,A4,A5,A6,A7,A8,A9,A10,A11,A12,A13,A14,A15,A16,
A17,A18,A19,A20,A21,A22,A23,A24,A25,A26,A27,A28,A29,A30,
A31,A32,A33,A34,A35,A36,A37,A38,A39,A40,A41,A42,A43,A44,
A45,A46,A47,A48,A49,A50,A51,A52,A53,A54,A55,A56,A57,A58,
A59,A60,A61,A62,A63,A64,A65,A66,A67,A68,A69,A70,A71,A72,
A73,A74,A75,A76,A77,A78,A79,A80,A81,A82,A83,A84,A85,A86,
A87,A88,A89,A90,A91,A92,A93,A94,A95,A96,A97,A98,A99,
A100,A101,A102,A103
INPUT MEDIUM .CARD
# OF CASES 145
INPUT FORMAT FIXED(4X,76F1.0/4X,27F1.0)

```

IGNORING INDEFINITE REPETITION, THE INPUT FORMAT PROVIDES FOR 103 VARIABLES. 103 WILL BE READ. IT PROVIDES FOR 2 RECORDS ('CARDS') PER CASE. A MAXIMUM OF 80 'COLUMNS' ARE USED ON A RECORD.

```

CODEBOOK A1 TO A103
STATISTICS ALL
READ INPUT DATA

```

FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A1

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	25	17.2	17.2	17.2
	1.00	33	22.8	22.8	40.0
	2.00	18	12.4	12.4	52.4
	3.00	13	9.0	9.0	61.4
	4.00	17	11.7	11.7	73.1
	5.00	5	3.4	3.4	76.6
	6.00	4	2.8	2.8	79.3
	7.00	8	5.5	5.5	84.8
	8.00	14	9.7	9.7	94.5
	9.00	8	5.5	5.5	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.207	STD ERROR	0.241	MEDIAN	2.306
MODE	1.000	STD DEV	2.896	VARIANCE	8.387
KURTOSIS	-0.831	SKEWNESS	0.702	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NONAME. (CREATION DATE = 09/02/73)

VARIABLE A2

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	4	2.8	2.8	2.8
	1.00	7	4.8	4.8	7.6
	2.00	14	9.7	9.7	17.2
	3.00	19	13.1	13.1	30.3
	4.00	19	13.1	13.1	43.4
	5.00	21	14.5	14.5	57.9
	6.00	12	8.3	8.3	66.2
	7.00	12	8.3	8.3	74.5
	8.00	16	11.0	11.0	85.5
	9.00	21	14.5	14.5	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	5.145	STD ERROR	0.216	MEDIAN	4.952
MODE	5.000	STD DEV	2.595	VARIANCE	6.736
KURTOSIS	-1.070	SKEWNESS	-0.014	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A3

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	47	32.4	32.4	32.4
	1.00	30	20.7	20.7	53.1
	2.00	15	10.3	10.3	63.4
	3.00	20	13.8	13.8	77.2
	4.00	4	2.8	2.8	80.0
	5.00	11	7.6	7.6	87.6
	6.00	6	4.1	4.1	91.7
	7.00	6	4.1	4.1	95.9
	8.00	3	2.1	2.1	97.9
	9.00	3	2.1	2.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.207	STD ERROR	0.202	MEDIAN	1.350
MODE	0.0	STD DEV	2.426	VARIANCE	5.887
KURTOSIS	0.243	SKEWNESS	1.086	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A4

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	28	19.3	19.3	19.3
	1.00	8	5.5	5.5	24.8
	2.00	20	13.8	13.8	38.6
	3.00	7	4.8	4.8	43.4
	4.00	17	11.7	11.7	55.2
	5.00	14	9.7	9.7	64.8
	6.00	18	12.4	12.4	77.2
	7.00	10	6.9	6.9	84.1
	8.00	11	7.6	7.6	91.7
	9.00	12	8.3	8.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	4.007	STD ERROR	0.246	MEDIAN	4.059
MODE	0.0	STD DEV	2.957	VARIANCE	8.743
KURTOSIS	-1.211	SKEWNESS	0.116	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A5

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	5	3.4	3.4	3.4
	1.00	6	4.1	4.1	7.6
	2.00	12	8.3	8.3	15.9
	3.00	11	7.6	7.6	23.4
	4.00	20	13.8	13.8	37.2
	5.00	9	6.2	6.2	43.4
	6.00	18	12.4	12.4	55.9
	7.00	20	13.8	13.8	69.7
	8.00	16	11.0	11.0	80.7
	9.00	28	19.3	19.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	5.628	STD ERROR	0.222	MEDIAN	6.028
MODE	9.000	STD DEV	2.669	VARIANCE	7.124
KURTOSIS	-0.973	SKEWNESS	-0.369	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A6

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	5	3.4	3.4	3.4
	1.00	9	6.2	6.2	9.7
	2.00	6	4.1	4.1	13.8
	3.00	14	9.7	9.7	23.4
	4.00	8	5.5	5.5	29.0
	5.00	20	13.8	13.8	42.8
	6.00	14	9.7	9.7	52.4
	7.00	16	11.0	11.0	63.4
	8.00	27	18.6	18.6	82.1
	9.00	26	17.9	17.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	5.800	STD ERROR	0.222	MEDIAN	6.250
MODE	8.000	STD DEV	2.676	VARIANCE	7.161
KURTOSIS	-0.814	SKEWNESS	-0.544	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NNAME. (CREATION DATE = 08/02/73)

VARIABLE A7

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	7	4.8	4.8	4.8
	1.00	14	9.7	9.7	14.5
	2.00	25	17.2	17.2	31.7
	3.00	19	13.1	13.1	44.8
	4.00	24	16.6	16.6	61.4
	5.00	15	10.3	10.3	71.7
	6.00	15	10.3	10.3	82.1
	7.00	21	14.5	14.5	96.6
	8.00	3	2.1	2.1	98.6
	9.00	2	1.4	1.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.938	STD ERROR	0.185	MEDIAN	3.813
MODE	2.000	STD DEV	2.234	VARIANCE	4.989.
KURTOSIS	-0.932	SKEWNESS	0.146	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE AB

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	1	0.7	0.7	0.7
	1.00	3	2.1	2.1	2.8
	2.00	8	5.5	5.5	8.3
	3.00	11	7.6	7.6	15.9
	4.00	13	9.0	9.0	24.8
	5.00	15	10.3	10.3	35.2
	6.00	26	17.9	17.9	53.1
	7.00	20	13.8	13.8	66.9
	8.00	26	17.9	17.9	84.8
	9.00	22	15.2	15.2	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	6.076	STD ERFOR	0.186	MEDIAN	6.327
MODE	8.000	STD DEV	2.246	VARIANCE	5.043
KURTOSIS	-0.584	SKEWNESS	-0.531	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A9

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	10	6.9	6.9	6.9
	1.00	13	9.0	9.0	15.9
	2.00	10	6.9	6.9	22.8
	3.00	10	6.9	6.9	29.7
	4.00	11	7.6	7.6	37.2
	5.00	22	15.2	15.2	52.4
	6.00	18	12.4	12.4	64.8
	7.00	19	13.1	13.1	77.9
	8.00	15	10.3	10.3	88.3
	9.00	17	11.7	11.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	5.041	STD ERROR	0.229	MEDIAN	5.341
MODE	5.000	STD DEV	2.764	VARIANCE	7.637
KURTOSIS	-1.011	SKEWNESS	-0.303	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A10

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	19	13.1	13.1	13.1
	1.00	23	15.9	15.9	29.0
	2.00	22	15.2	15.2	44.1
	3.00	15	10.3	10.3	54.5
	4.00	10	6.9	6.9	61.4
	5.00	19	13.1	13.1	74.5
	6.00	10	6.9	6.9	81.4
	7.00	12	8.3	8.3	89.7
	8.00	8	5.5	5.5	95.2
	9.00	7	4.8	4.8	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.572	STD ERROR	0.225	MEDIAN	3.067
MODE	1.000	STD DEV	2.710	VARIANCE	7.344
KURTOSIS	-0.994	SKEWNESS	0.403	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 09/02/73)

VARIABLE A11

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	25	17.2	17.2	17.2
	1.00	24	16.6	16.6	33.8
	2.00	11	7.6	7.6	41.4
	3.00	12	8.3	8.3	49.7
	4.00	15	10.3	10.3	60.0
	5.00	19	13.1	13.1	73.1
	6.00	11	7.6	7.6	80.7
	7.00	6	4.1	4.1	84.8
	8.00	16	11.0	11.0	95.9
	9.00	6	4.1	4.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.634	STD ERROR	0.237	MEDIAN	3.533
MODE	0.0	STD DEV	2.857	VARIANCE	8.164
KURTOSIS	-1.157	SKEWNESS	0.296	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE A12 (CREATION DATE = 08/02/73)

VARIABLE A12

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	5	3.4	3.4	3.4
	1.00	7	4.8	4.8	8.3
	2.00	2	1.4	1.4	9.7
	3.00	5	3.4	3.4	13.1
	4.00	7	4.8	4.8	17.9
	5.00	16	11.0	11.0	29.0
	6.00	15	10.3	10.3	39.3
	7.00	25	17.2	17.2	56.6
	8.00	27	18.6	18.6	75.2
	9.00	36	24.8	24.8	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	6.476	STD ERROR	0.208	MEDIAN	7.120
MODE	9.000	STD DEV	2.500	VARIANCE	6.251
KURTOSIS	0.323	SKEWNESS	-1.060	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE Ncname (CREATION DATE = 08/02/73)

VARIABLE A13

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	16	11.0	11.0	11.0
	1.00	15	10.3	10.3	21.4
	2.00	17	11.7	11.7	33.1
	3.00	12	8.3	8.3	41.4
	4.00	19	13.1	13.1	54.5
	5.00	14	9.7	9.7	64.1
	6.00	13	9.0	9.0	73.1
	7.00	17	11.7	11.7	84.8
	8.00	6	4.1	4.1	89.0
	9.00	16	11.0	11.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS

MEAN	4.276	STD ERROR	0.237	MEDIAN	4.158
MODE	4.000	STD DEV	2.856	VARIANCE	8.159
KURTOSIS	-1.137	SKEWNESS	0.122	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A14

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	2	1.4	1.4	1.4
	1.00	6	4.1	4.1	5.5
	2.00	3	2.1	2.1	7.6
	3.00	5	3.4	3.4	11.0
	4.00	10	6.9	6.9	17.9
	5.00	21	14.5	14.5	32.4
	6.00	14	9.7	9.7	42.1
	7.00	28	19.3	19.3	61.4
	8.00	25	17.2	17.2	78.6
	9.00	31	21.4	21.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	6.421	STD ERROR	0.190	MEDIAN	6.911
MODE	9.000	STD DEV	2.293	VARIANCE	5.259
KURTOSIS	0.127	SKEWNESS	-0.873	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A15.

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	10	6.9	6.9	6.9
	1.00	9	6.2	6.2	13.1
	2.00	17	11.7	11.7	24.8
	3.00	10	6.9	6.9	31.7
	4.00	9	6.2	6.2	37.9
	5.00	20	13.8	13.8	51.7
	6.00	16	11.0	11.0	62.8
	7.00	16	11.0	11.0	73.8
	8.00	20	13.8	13.8	87.6
	9.00	18	12.4	12.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	5.057	STD ERROR	0.234	MEDIAN	5.375
MODE	5.000	STD DEV	2.817	VARIANCE	7.935
KURTOSIS	-1.126	SKEWNESS	-0.271	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A16

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FRQ (PERCENT)
	0.0	19	13.1	13.1	13.1
	1.00	19	13.1	13.1	26.2
	2.00	17	11.7	11.7	37.9
	3.00	20	13.8	13.8	51.7
	4.00	14	9.7	9.7	61.4
	5.00	13	9.0	9.0	70.3
	6.00	9	6.2	6.2	76.6
	7.00	8	5.5	5.5	82.1
	8.00	16	11.0	11.0	93.1
	9.00	10	6.9	6.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.876	STD ERROR	0.239	MEDIAN	3.375
MODE	3.000	STD DEV	2.872	VARIANCE	8.248
KURTOSIS	-1.119	SKEWNESS	0.333	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE N0NAME (CREATION DATE = 08/02/73)

VARIABLE A17

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	21	14.5	14.5	14.5
	1.00	16	11.0	11.0	25.5
	2.00	20	13.8	13.8	39.3
	3.00	25	17.2	17.2	56.6
	4.00	17	11.7	11.7	68.3
	5.00	20	13.8	13.8	82.1
	6.00	10	6.9	6.9	89.0
	7.00	6	4.1	4.1	93.1
	8.00	7	4.8	4.8	97.9
	9.00	3	2.1	2.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.338	STD ERROR	0.198	MEDIAN	3.120
MODE	3.000	STD DEV	2.390	VARIANCE	5.711
KURTOSIS	-0.583	SKEWNESS	0.408	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A18

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	11	7.6	7.6	7.6
	1.00	6	4.1	4.1	11.7
	2.00	15	10.3	10.3	22.1
	3.00	17	11.7	11.7	33.8
	4.00	17	11.7	11.7	45.5
	5.00	18	12.4	12.4	57.9
	6.00	27	18.6	18.6	76.6
	7.00	13	9.0	9.0	85.5
	8.00	10	6.9	6.9	92.4
	9.00	11	7.6	7.6	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	4.669	STD ERROR	0.210	MEDIAN	4.861
MODE	6.000	STD DEV	2.528	VARIANCE	6.390
KURTOSIS	-0.011	SKEWNESS	-0.126	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A19

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	12	8.3	8.3	8.3
	1.00	19	13.1	13.1	21.4
	2.00	15	10.3	10.3	31.7
	3.00	14	9.7	9.7	41.4
	4.00	22	15.2	15.2	56.6
	5.00	16	11.0	11.0	67.6
	6.00	19	13.1	13.1	80.7
	7.00	13	9.0	9.0	89.7
	8.00	8	5.5	5.5	95.2
	9.00	7	4.8	4.8	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	4.076	STD ERROR	0.213	MEDIAN	4.068
MODE	4.000	STD DEV	2.566	VARIANCE	6.584
KURTOSIS	-0.977	SKEWNESS	0.113	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A20

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	32	22.1	22.1	22.1
	1.00	21	14.5	14.5	36.6
	2.00	24	16.6	16.6	53.1
	3.00	21	14.5	14.5	67.6
	4.00	15	10.3	10.3	77.9
	5.00	12	8.3	8.3	86.2
	6.00	7	4.8	4.8	91.0
	7.00	4	2.8	2.8	93.8
	8.00	4	2.8	2.8	96.6
	9.00	5	3.4	3.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.752	STD ERROR	0.203	MEDIAN	2.313
MODE	0.0	STD DEV	2.440	VARIANCE	5.952
KURTOSIS	-0.015	SKEWNESS	0.826	RANGE	9.000
MINIMUM	0.0	MAXIMUM	9.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A21

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	55	37.9	37.9	37.9
	2.00	60	41.4	41.4	79.3
	3.00	30	20.7	20.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.828	STD ERROR	0.062	MEDIAN	1.792
MODE	2.000	STD DEV	0.749	VARIANCE	0.560
KURTOSIS	-1.162	SKEWNESS	0.290	RANGE	2.000
MINIMUM	1.000	MAXIMUM	3.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A22

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	70	48.3	48.3	48.3
	2.00	53	36.6	36.6	84.8
	3.00	2	1.4	1.4	86.2
	4.00	12	8.3	8.3	94.5
	5.00	8	5.5	5.5	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.862	STD ERROR	0.095	MEDIAN	1.547
MODE	1.000	STD DEV	1.146	VARIANCE	1.314
KURTOSIS	1.326	SKEWNESS	1.493	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A23

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	51	35.2	35.2	35.2
	2.00	51	35.2	35.2	70.3
	3.00	5	3.4	3.4	73.8
	4.00	23	15.9	15.9	89.7
	5.00	15	10.3	10.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.310	STD ERROR	0.114	MEDIAN	1.922
MODE	2.000	STD DEV	1.367	VARIANCE	1.868
KURTOSIS	-0.747	SKEWNESS	0.786	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A24

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	16	11.0	11.0	11.0
	2.00	24	16.6	16.6	27.6
	3.00	13	9.0	9.0	36.6
	4.00	23	15.9	15.9	52.4
	5.00	69	47.6	47.6	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.724	STD ERROR	0.122	MEDIAN	4.348
MODE	5.000	STD DEV	1.470	VARIANCE	2.159
KURTOSIS	-1.081	SKEWNESS	-0.675	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A25

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	22	15.2	15.2	15.2
	2.00	26	17.9	17.9	33.1
	3.00	13	9.0	9.0	42.1
	4.00	50	34.5	34.5	76.6
	5.00	34	23.4	23.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.331	STD ERROR	0.117	MEDIAN	3.730
MODE	4.000	STD DEV	1.405	VARIANCE	1.973
KURTOSIS	-1.194	SKEWNESS	-0.421	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A26

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	57	39.3	39.3	39.3
	2.00	60	41.4	41.4	80.7
	3.00	4	2.8	2.8	83.4
	4.00	15	10.3	10.3	93.8
	5.00	9	6.2	6.2	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.028	STD ERROR	0.098	MEDIAN	1.758
MODE	2.000	STD DEV	1.184	VARIANCE	1.402
KURTOSIS	0.546	SKEWNESS	1.231	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A27

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	6	4.1	4.1	4.1
	2.00	26	17.9	17.9	22.1
	3.00	7	4.8	4.8	26.9
	4.00	60	41.4	41.4	68.3
	5.00	46	31.7	31.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.786	STD ERROR	0.099	MEDIAN	4.058
MODE	4.000	STD DEV	1.191	VARIANCE	1.419
KURTOSIS	-0.470	SKEWNESS	-0.818	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A28

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	36	24.8	24.8	24.8
	2.00	35	24.1	24.1	49.0
	3.00	30	20.7	20.7	69.7
	4.00	18	12.4	12.4	82.1
	5.00	26	17.9	17.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.745	STD ERROR	0.118	MEDIAN	2.550
MODE	1.000	STD DEV	1.423	VARIANCE	2.025
KURTOSIS	-1.189	SKEWNESS	0.311	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A29

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	52	35.9	35.9	35.9
	2.00	53	36.6	36.6	72.4
	3.00	14	9.7	9.7	82.1
	4.00	11	7.6	7.6	89.7
	5.00	15	10.3	10.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.200	STD ERROR	0.107	MEDIAN	1.887
MODE	2.000	STD DEV	1.289	VARIANCE	1.661
KURTOSIS	-0.083	SKEWNESS	1.010	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A30

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	32	22.1	22.1	22.1
	2.00	38	26.2	26.2	48.3
	3.00	22	15.2	15.2	63.4
	4.00	25	17.2	17.2	80.7
	5.00	28	19.3	19.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.855	STD ERROR	0.120	MEDIAN	2.614
MODE	2.000	STD DEV	1.443	VARIANCE	2.083
KURTOSIS	-1.332	SKEWNESS	0.199	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A31

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	73	50.3	50.3	50.3
	2.00	39	26.9	26.9	77.2
	3.00	6	4.1	4.1	81.4
	4.00	18	12.4	12.4	93.8
	5.00	9	6.2	6.2	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.972	STD ERROR	0.105	MEDIAN	0.0
MODE	1.000	STD DEV	1.269	VARIANCE	1.610
KURTOSIS	0.053	SKEWNESS	1.157	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCRNAME (CREATION DATE = 08/02/73)

VARIABLE A32

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	75	51.7	51.7	51.7
	2.00	37	25.5	25.5	77.2
	3.00	33	22.8	22.8	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.710	STD ERROR	0.068	MEDIAN	0.0
MODE	1.000	STD DEV	0.816	VARIANCE	0.666
KURTOSIS	-1.253	SKEWNESS	0.575	RANGE	2.000
MINIMUM	1.000	MAXIMUM	3.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A33

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	73	50.3	50.3	50.3
	2.00	72	49.7	49.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.497	STD ERROR	0.042	MEDIAN	0.0
MODE	1.000	STD DEV	0.502	VARIANCE	0.252
KURTOSIS	-2.000	SKEWNESS	0.014	RANGE	1.000
MINIMUM	1.000	MAXIMUM	2.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A34

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FRFQUENCY (PERCENT)	CUMULATIVE ADJ FRFQ (PERCENT)
	1.00	99	68.3	68.3	68.3
	2.00	46	31.7	31.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.317	STD ERROR	0.039	MEDIAN	0.0
MODE	1.000	STD DEV	0.467	VARIANCE	0.218
KURTOSIS	-1.383	SKEWNESS	0.785	RANGE	1.000
MINIMUM	1.000	MAXIMUM	2.000		
VALID OBSERVATIONS -	145				
MISSING CBSERVATIONS -	0				

FILE NCRNAME (CREATION DATE = 08/02/73)

VARIABLE A35

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	44	30.3	30.3	30.3
	2.00	101	69.7	69.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.697	STD ERROR	0.038	MEDIAN	0.0
MODE	2.000	STD DEV.	0.461	VARIANCE	0.213
KURTOSIS	-1.268	SKEWNESS	-0.855	RANGE	1.000
MINIMUM	1.000	MAXIMUM	2.000		
VALID OBSERVATIONS	-	145			
MISSING OBSERVATIONS	-	0			

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A36

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	81	55.9	55.9	55.9
	2.00	64	44.1	44.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.441	STD ERROR	0.041	MEDIAN	0.0
MODE	1.000	STD DEV	0.498	VARIANCE	0.248
KURTOSIS	-1.945	SKEWNESS	0.236	RANGE	1.000
MINIMUM	1.000	MAXIMUM	2.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A37

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	90	62.1	62.1	62.1
	2.00	55	37.9	37.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.379	STD ERROR	0.040	MEDIAN	0.0
MODE	1.000	STD DEV	0.487	VARIANCE	0.237
KURTOSIS	-1.753	SKEWNESS	0.497	RANGE	1.000
MINIMUM	1.000	MAXIMUM	2.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A38

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	70	48.3	48.3	48.3
	2.00	75	51.7	51.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.517	STD ERROR	0.042	MEDIAN	0.0
MODE	2.000	STD DEV	0.501	VARIANCE	0.251
KURTOSIS	-1.996	SKEWNESS	-0.069	RANGE	1.000
MINIMUM	1.000	MAXIMUM	2.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A39

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	103	71.0	71.0	71.0
	2.00	20	13.8	13.8	84.8
	3.00	22	15.2	15.2	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.441	STD ERROR	0.062	MEDIAN	0.0
MODE	1.000	STD DEV	0.744	VARIANCE	0.554
KURTOSIS	0.093	SKEWNESS	1.318	RANGE	2.000
MINIMUM	1.000	MAXIMUM	3.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A40

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	73	50.3	50.3	50.3
	2.00	42	29.0	29.0	79.3
	3.00	30	20.7	20.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.703	STD ERROR	0.066	MEDIAN	0.0
MODE	1.000	STD DEV	0.792	VARIANCE	0.627
KURTOSIS	-1.167	SKEWNESS	0.577	RANGE	2.000
MINIMUM	1.000	MAXIMUM	3.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A41

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	42	29.0	29.0	29.0
	1.00	30	20.7	20.7	49.7
	2.00	28	19.3	19.3	69.0
	3.00	45	31.0	31.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.524	STD ERROR	0.100	MEDIAN	1.518
MODE	3.000	STD DEV	1.208	VARIANCE	1.459
KURTOSIS	-1.543	SKEWNESS	-0.021	RANGE	3.000
MINIMUM	0.0	MAXIMUM	3.000		

VALID OBSERVATIONS - 145
MISSING OBSERVATIONS - 0

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A42

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	5	3.4	3.4	3.4
	2.00	41	28.3	28.3	31.7
	3.00	28	19.3	19.3	51.0
	4.00	22	15.2	15.2	66.2
	5.00	29	20.0	20.0	86.2
	6.00	20	13.8	13.8	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.614	STD ERROR	0.125	MEDIAN	3.446
MODE	2.000	STD DEV	1.501	VARIANCE	2.253
KURTOSIS	-1.248	SKEWNESS	0.169	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A43

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	60	41.4	41.4	41.4
	2.00	21	14.5	14.5	55.9
	3.00	19	13.1	13.1	69.0
	4.00	11	7.6	7.6	76.6
	5.00	10	6.9	6.9	83.4
	6.00	24	16.6	16.6	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.738	STD ERROR	0.158	MEDIAN	2.095
MODE	1.000	STD DEV	1.897	VARIANCE	3.598
KURTOSIS	-1.076	SKEWNESS	0.662	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A44

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	21	14.5	14.5	14.5
	2.00	15	10.3	10.3	24.8
	3.00	44	30.3	30.3	55.2
	4.00	31	21.4	21.4	76.6
	5.00	26	17.9	17.9	94.5
	6.00	8	5.5	5.5	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.345	STD ERROR	0.118	MEDIAN	3.330
MODE	3.000	STD DEV	1.416	VARIANCE	2.005
KURTOSIS	-0.769	SKEWNESS	-0.080	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A45

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	14	9.7	9.7	9.7
	2.00	23	15.9	15.9	25.5
	3.00	22	15.2	15.2	40.7
	4.00	35	24.1	24.1	64.8
	5.00	28	19.3	19.3	84.1
	6.00	23	15.9	15.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.752	STD ERROR	0.130	MEDIAN	3.886
MODE	4.000	STD DEV	1.561	VARIANCE	2.438
KURTOSIS	-1.021	SKEWNESS	-0.198	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NGNAMF (CREATION DATE = 08/02/73)

VARIABLE A46

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	7	4.8	4.8	4.8
	2.00	14	9.7	9.7	14.5
	3.00	34	23.4	23.4	37.9
	4.00	18	12.4	12.4	50.3
	5.00	17	11.7	11.7	62.1
	6.00	55	37.9	37.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	4.303	STD ERROR	0.134	MEDIAN	4.472
MODE	6.000	STD DEV	1.617	VARIANCE	2.616
KURTOSIS	-1.175	SKEWNESS	-0.371	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A47

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	29	20.0	20.0	20.0
	2.00	22	15.2	15.2	35.2
	3.00	33	22.8	22.8	57.9
	4.00	19	13.1	13.1	71.0
	5.00	26	17.9	17.9	89.0
	6.00	16	11.0	11.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.269	STD ERROR	0.137	MEDIAN	3.152
MODE	3.000	STD DEV	1.655	VARIANCE	2.740
KURTOSIS	-1.179	SKEWNESS	0.129	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE Ncname (CREATION DATE = 08/02/73)

VARIABLE A48

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	9	6.2	6.2	6.2
	2.00	19	13.1	13.1	19.3
	3.00	38	26.2	26.2	45.5
	4.00	31	21.4	21.4	66.9
	5.00	27	18.6	18.6	85.5
	6.00	21	14.5	14.5	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.766	STD ERROR	0.119	MEDIAN	3.710
MODE	3.000	STD DEV	1.439	VARIANCE	2.070
KURTOSIS	-0.861	SKEWNESS	-0.062	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A49

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	45	31.0	31.0	31.0
	2.00	25	17.2	17.2	48.3
	3.00	19	13.1	13.1	61.4
	4.00	20	13.8	13.8	75.2
	5.00	20	13.8	13.8	89.0
	6.00	16	11.0	11.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.952	STD ERROR	0.147	MEDIAN	2.632
MODE	1.000	STD DEV	1.765	VARIANCE	3.116
KURTOSTS	-1.249	SKEWNESS	0.370	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A50

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY {PERCENT}	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FRFQ {PERCENT}
	1.00	38	26.2	26.2	26.2
	2.00	37	25.5	25.5	51.7
	3.00	40	27.6	27.6	79.3
	4.00	26	17.9	17.9	97.2
	5.00	4	2.8	2.8	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.455	STD ERROR	0.095	MEDIAN	2.432
MODE	3.000	STD DEV	1.142	VARIANCE	1.305
KURTOSIS	-0.983	SKEWNESS	0.223	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A51

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	7	4.8	4.8	4.8
	2.00	10	6.9	6.9	11.7
	3.00	14	9.7	9.7	21.4
	4.00	27	18.6	18.6	40.0
	5.00	27	18.6	18.6	58.6
	6.00	60	41.4	41.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	4.634	STD ERROR	0.125	MEDIAN	5.037
MODE	6.000	STD DEV	1.504	VARIANCE	2.261
KURTOSIS	-0.242	SKEWNESS	-0.887	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCRNAME (CREATION DATE = 08/02/73)

VARIABLE A52

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	12	8.3	8.3	8.3
	2.00	24	16.6	16.6	24.8
	3.00	23	15.9	15.9	40.7
	4.00	24	16.6	16.6	57.2
	5.00	34	23.4	23.4	80.7
	6.00	28	19.3	19.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.883	STD ERROR	0.133	MEDIAN	4.063
MODE	5.000	STD DEV	1.605	VARIANCE	2.576
KURTOSIS	-1.146	SKEWNESS	-0.253	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A53

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	34	23.4	23.4	23.4
	2.00	27	18.6	18.6	42.1
	3.00	25	17.2	17.2	59.3
	4.00	12	8.3	8.3	67.6
	5.00	28	19.3	19.3	86.9
	6.00	19	13.1	13.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.207	STD ERROR	0.147	MEDIAN	2.960
MODE	1.000	STD DEV	1.771	VARIANCE	3.137
KURTOSIS	-1.356	SKEWNESS	0.211	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A54

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	23	15.9	15.9	15.9
	2.00	56	38.6	38.6	54.5
	3.00	19	13.1	13.1	67.6
	4.00	18	12.4	12.4	80.0
	5.00	16	11.0	11.0	91.0
	6.00	13	9.0	9.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.910	STD ERROR	0.129	MEDIAN	2.384
MODE	2.000	STD DEV	1.550	VARIANCE	2.402
KURTOSIS	-0.745	SKEWNESS	0.656	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A55

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	73	50.3	50.3	50.3
	2.00	23	15.9	15.9	66.2
	3.00	14	9.7	9.7	75.9
	4.00	8	5.5	5.5	81.4
	5.00	11	7.6	7.6	89.0
	6.00	16	11.0	11.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.372	STD ERROR	0.147	MEDIAN	0.0
MODE	1.000	STD DEV	1.775	VARIANCE	3.152
KURTOSIS	-0.457	SKEWNESS	1.010	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE N0NAME (CREATION DATE = 08/02/73)

VARIABLE A56

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	4	2.8	2.8	2.8
	2.00	10	6.9	6.9	9.7
	3.00	33	22.8	22.8	32.4
	4.00	41	28.3	28.3	60.7
	5.00	34	23.4	23.4	84.1
	6.00	23	15.9	15.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	4.103	STD ERROR	0.106	MEDIAN	4.122
MODE	4.000	STD DEV	1.273	VARIANCE	1.621
KURTOSIS	-0.512	SKENNESS	-0.255	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		

VALID OBSERVATIONS + 145
MISSING OBSERVATIONS - 0

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A57

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	11	7.6	7.6	7.6
	2.00	18	12.4	12.4	20.0
	3.00	32	22.1	22.1	42.1
	4.00	27	18.6	18.6	60.7
	5.00	19	13.1	13.1	73.8
	6.00	38	26.2	26.2	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.959	STD ERROR	0.134	MEDIAN	3.926
MODE	6.000	STD DEV	1.611	VARIANCE	2.596
KURTOSIS	-1.114	SKEWNESS	-0.173	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A58

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	30	20.7	20.7	20.7
	2.00	21	14.5	14.5	35.2
	3.00	27	18.6	18.6	53.8
	4.00	22	15.2	15.2	69.0
	5.00	31	21.4	21.4	90.3
	6.00	14	9.7	9.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.310	STD ERROR	0.138	MEDIAN	3.296
MODE	5.000	STD DEV	1.665	VARIANCE	2.771
KURTOSIS	-1.263	SKEWNESS	0.017	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A59

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	5	3.4	3.4	3.4
	2.00	15	10.3	10.3	13.8
	3.00	24	16.6	16.6	30.3
	4.00	28	19.3	19.3	49.7
	5.00	32	22.1	22.1	71.7
	6.00	41	28.3	28.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	4.310	STD ERROR	0.122	MEDIAN	4.516
MODE	6.000	STD DEV	1.470	VARIANCE	2.160
KURTOSIS	-0.841	SKEWNESS	-0.467	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A60

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	8	5.5	5.5	5.5
	2.00	39	26.9	26.9	32.4
	3.00	37	25.5	25.5	57.9
	4.00	22	15.2	15.2	73.1
	5.00	20	13.8	13.8	86.9
	6.00	19	13.1	13.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.441	STD ERROR	0.123	MEDIAN	3.189
MODE	2.000	STD DEV	1.481	VARIANCE	2.193
KURTOSIS	-0.981	SKEWNESS	0.346	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE N0NAME (CREATION DATE = 08/02/73)

VARIABLE A61

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	77	53.1	53.1	53.1
	2.00	14	9.7	9.7	62.8
	3.00	26	17.9	17.9	80.7
	4.00	9	6.2	6.2	86.9
	5.00	8	5.5	5.5	92.4
	6.00	11	7.6	7.6	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.241	STD ERROR	0.135	MEDIAN	0.0
MODE	1.000	STD DEV	1.621	VARIANCE	2.629
KURTOSIS	-0.029	SKEWNESS	1.087	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A62

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	8	5.5	5.5	5.5
	2.00	13	9.0	9.0	14.5
	3.00	51	35.2	35.2	49.7
	4.00	33	22.8	22.8	72.4
	5.00	28	19.3	19.3	91.7
	6.00	12	8.3	8.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.662	STD ERROR	0.106	MEDIAN	3.515
MODE	3.000	STD DEV	1.276	VARIANCE	1.628
KURTOSIS	-0.469	SKEWNESS	-0.013	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE Ncname (CREATION DATE = 08/02/73)

VARIABLE A63

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	8	5.5	5.5	5.5
	2.00	13	9.0	9.0	14.5
	3.00	40	27.6	27.6	42.1
	4.00	20	13.8	13.8	55.9
	5.00	29	20.0	20.0	75.9
	6.00	35	24.1	24.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	4.062	STD ERROR	0.126	MEDIAN	4.075
MODE	3.000	STD DEV	1.519	VARIANCE	2.309
KURTOSIS	-1.025	SKEWNESS	-0.224	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE Ncname (CREATION DATE = 08/02/73)

VARIABLE A64

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	17	11.7	11.7	11.7
	2.00	33	22.8	22.8	34.5
	3.00	43	29.7	29.7	64.1
	4.00	21	14.5	14.5	78.6
	5.00	21	14.5	14.5	93.1
	6.00	10	6.9	6.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.179	STD ERROR	0.118	MEDIAN	3.023
MODE	3.000	STD DEV	1.422	VARIANCE	2.023
KURTOSIS	-0.744	SKEWNESS	0.321	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A65

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	10	6.9	6.9	6.9
	2.00	14	9.7	9.7	16.6
	3.00	45	31.0	31.0	47.6
	4.00	21	14.5	14.5	62.1
	5.00	17	11.7	11.7	73.8
	6.00	38	26.2	26.2	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.931	STD EROR	0.131	MEDIAN	3.667
MODE	3.000	STD DEV	1.580	VARIANCE	2.495
KURTOSIS	-1.107	SKEWNESS	-0.056	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE Ncname (CREATION DATE = 08/02/73)

VARIABLE A66

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	101	69.7	69.7	69.7
	1.00	44	30.3	30.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.303	STD ERROR	0.038	MEDIAN	0.0
MODE	0.0	STD DEV	0.461	VARIANCE	0.213
KURTOSIS	-1.269	SKEWNESS	0.855	RANGE	1.000.
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A67

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	92	63.4	63.4	63.4
	1.00	53	36.6	36.6	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.366	STD ERROR	0.040	MEDIAN	0.0
MODE	0.0	STD DEV	0.483	VARIANCE	0.234
KURTOSIS	-1.688	SKEWNESS	0.559	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS	-	145			
MISSING OBSERVATIONS	-	0			

FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A68

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	124	85.5	85.5	85.5
	1.00	21	14.5	14.5	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.145	STD ERROR	0.029	MEDIAN	0.0
MODE	0.0	STD DEV	0.353	VARIANCE	0.125
KURTOSIS	2.074	SKEWNESS	2.018	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A69

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	109	75.2	75.2	75.2
	1.00	36	24.8	24.8	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.248	STD ERROR	0.036	MEDIAN	0.0
MODE	0.0	STD DEV	0.434	VARIANCE	0.188
KURTOSIS	-0.642	SKEWNESS	1.165	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A70

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	106	73.1	73.1	73.1
	1.00	39	26.9	26.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.269	STD ERROR	0.037	MEDIAN	0.0
MODE	0.0	STD DEV	0.445	VARIANCE	0.198
KURTOSIS	-0.914	SKEWNESS	1.042	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		

VALID OBSERVATIONS - 145
MISSING OBSERVATIONS - 0

FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A71

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	86	59.3	59.3	59.3
	1.00	59	40.7	40.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.407	STD EROR	0.041	MEDIAN	0.0
MODE	0.0	STD DEV	0.493	VARIANCE	0.243
KURTOSIS	-1.856	SKEWNESS	0.379	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A72

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	97	66.9	66.9	66.9
	1.00	48	33.1	33.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.331	STD ERROR	0.039	MEDIAN	0.0
MODE	0.0	STD DEV	0.472	VARIANCE	0.223
KURTOSIS	-1.484	SKEWNESS	0.718	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE Ncname (CREATION DATE = 08/02/73)

VARIABLE A73

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	131	90.3	90.3	90.3
	1.00	14	9.7	9.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.097	STD ERROR	0.025	MEDIAN	0.0
MODE	0.0	STD DEV	0.296	VARIANCE	0.088
KURTOSIS	5.464	SKEWNESS	2.732	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME. (CREATION DATE = 08/02/73)

VARIABLE A74

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	113	77.9	77.9	77.9
	1.00	32	22.1	22.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.221	STD ERROR	0.035	MEDIAN	0.0
MODE	0.0	STD DEV	0.416	VARIANCE	0.173
KURTOSIS	-0.186	SKEWNESS	1.347	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A75

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	95	65.5	65.5	65.5
	1.00	50	34.5	34.5	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.345	STD ERROR	0.040	MEDIAN	0.0
MODE	0.0	STD DEV	0.477	VARIANCE	0.227
KURTOSIS	-1.574	SKEWNESS	0.653	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A76

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	97	66.9	66.9	66.9
	1.00	48	33.1	33.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.331	STD ERROR	0.039	MEDIAN	0.0
MODE	0.0	STD DEV	0.472	VARIANCE	0.223
KURTOSIS	-1.484	SKEWNESS	0.718	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A77

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	103	71.0	71.0	71.0
	1.00	42	29.0	29.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.290	STD ERROR	0.038	MEDIAN	0.0
MODE	0.0	STD DEV	0.455	VARIANCE	0.207
KURTOSIS	-1.140	-SKEWNESS	0.927	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A78

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	118	81.4	81.4	81.4
	1.00	27	18.6	18.6	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.186	STD ERROR	0.032	MEDIAN	0.0
MODE	0.0	STD DEV	0.391	VARIANCE	0.153
KURTOSIS	0.599	SKEWNESS	1.612	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A79

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	135	93.1	93.1	93.1
	1.00	10	6.9	6.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.069	STD ERROR	0.021	MEDIAN	0.0
MODE	0.0	STD DEV	0.254	VARIANCE	0.065
KURTOSIS	9.574	SKEWNESS	3.402	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A80

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FRQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	120	82.8	82.8	82.8
	1.00	25	17.2	17.2	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.172	STD ERROR	0.031	MEDIAN	0.0
MODE	0.0	STD DEV	0.379	VARIANCE	0.144
KURTOSIS	1.008	SKEWNESS	1.734	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCHNAME (CREATION DATE = 08/02/73)

VARIABLE A81

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	81	55.9	55.9	55.9
	1.00	64	44.1	44.1	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.441	STD ERROR	0.041	MEDIAN	0.0
MODE	0.0	STD DEV	0.498	VARIANCE	0.248
KURTOSIS	-1.944	SKÉWNESS	0.236	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A82

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	101	69.7	69.7	69.7
	1.00	44	30.3	30.3	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.303	STD ERROR	0.038	MEDIAN	0.0
MODE	0.0	STD DEV	0.461	VARIANCE	0.213
KURTOSIS	-1.269	SKEWNESS	0.855	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A83

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	118	81.4	81.4	81.4
	1.00	27	18.6	18.6	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.186	STD ERROR	0.032	MEDIAN	0.0
MODE	0.0	STD DEV	0.391	VARIANCE	0.153
KURTOSIS	0.599	SKEWNESS	1.612	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A84

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	120	82.8	82.8	82.8
	1.00	25	17.2	17.2	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.172	STD ERROR	0.031	MEDIAN	0.0
MODE	0.0	STD DEV	0.379	VARIANCE	0.144
KURTOSIS	1.008	SKEWNESS	1.734	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A85

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	127	87.6	87.6	87.6
	1.00	18	12.4	12.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.124	STD ERROR	0.027	MEDIAN	0.0
MODE	0.0	STD DEV	0.331	VARIANCE	0.109
KURTOSIS	3.197	SKEWNESS	2.280	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE Ncname (CREATION DATE = 08/02/73)

VARIABLE A86

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	116	80.0	80.0	80.0
	1.00	29	20.0	20.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.200	STD ERROR	0.033	MEDIAN	0.0
MODE	0.0	STD DEV	0.401	VARIANCE	0.161
KURTOSIS	0.250	SKEWNESS	1.500	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NGNAME (CREATION DATE = 08/02/73)

VARIABLE A87

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	69	47.6	47.6	47.6
	1.00	76	52.4	52.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.524	STD ERROR	0.042	MEDIAN	0.0
MODE	1.000	STD DEV	0.501	VARIANCE	0.251
KURTOSIS	-1.991	SKEWNESS	-0.097	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A88

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	118	81.4	81.4	81.4
	1.00	27	18.6	18.6	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.186	STD ERROR	0.032	MEDIAN	0.0
MODE	0.0	STD DEV	0.391	VARIANCE	0.153
KURTOSIS	0.599	SKEWNESS	1.612	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A89

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	122	84.1	84.1	84.1
	1.00	23	15.9	15.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.159	STD ERROR	0.030	MEDIAN	0.0
MODE	0.0	STD DEV	0.367	VARIANCE	0.134
KURTOSIS	1.493	SKEWNESS	1.869	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A90

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	118	81.4	81.4	81.4
	1.00	27	18.6	18.6	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.186	STD ERROR	0.032	MEDIAN	0.0
MODE	0.0	STD DEV	0.391	VARIANCE	0.153
KURTOSIS	0.599	SKEWNESS	1.612	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A91

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	85	58.6	58.6	58.6
	1.00	60	41.4	41.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.414	STD ERROR	0.041	MEDIAN	0.0
MODE	0.0	STD DEV	0.494	VARIANCE	0.244
KURTOSIS	-1.877	SKEWNESS	0.350	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCRNAME (CREATION DATE = 08/02/73)

VARIABLE A92

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	78	53.8	53.8	53.8
	1.00	67	46.2	46.2	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.462	STD ERROR	0.042	MEDIAN	0.0
MODE	0.0	STD DEV	0.500	VARIANCE	0.250
KURTOSIS	-1.977	SKEWNESS	0.152	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NGNAME (CREATION DATE = 08/02/73)

VARIABLE A93

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	95	65.5	65.5	65.5
	1.00	50	34.5	34.5	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.345	STD ERROR	0.040	MEDIAN	0.0
MODE	0.0	STD DEV	0.477	VARIANCE	0.227
KURTOSIS	-1.574	SKEWNESS	0.653	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A94

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	122	84.1	84.1	84.1
	1.00	23	15.9	15.9	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.159	STD ERROR	0.030	MEDIAN	0.0
MODE	0.0	STD DEV	0.367	VARIANCE	0.134
KURTOSIS	1.493	SKEWNESS	1.869	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NONAME (CREATION DATE = 08/02/73)

VARIABLE A95

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	129	89.0	89.0	89.0
	1.00	16	11.0	11.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.110	STD ERROR	0.026	MEDIAN	0.0
MODE	0.0	STD DEV	0.314	VARIANCE	0.099
KURTOSIS	4.187	SKÉWNESS	2.487	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A96

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	114	78.6	78.6	78.6
	1.00	31	21.4	21.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.214	STD ERROR	0.034	MEDIAN	0.0
MODE	0.0	STD DEV	0.411	VARIANCE	0.169
KURTOSIS	-0.051	SKEWNESS	1.396	RANGE	1.000
MINIMUM	0.0	MAXIMUM	1.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A97

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	138	95.2	95.2	95.2
	1.00	6+1	4.1+7	4.1+7	99.3 100
	3.00	1	0.7	0.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	0.062	STD ERROR	0.026	MEDIAN	0.0
MODE	0.0	STD DEV	0.317	VARIANCE	0.100
KURTOSIS	52.028	SKEWNESS	6.643	RANGE	3.000
MINIMUM	0.0	MAXIMUM	3.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A98

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	34	23.4	23.4	23.4
	2.00	20	13.8	13.8	37.2
	3.00	53	36.6	36.6	73.8
	4.00	22	15.2	15.2	89.0
	5.00	16	11.0	11.0	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.766	STD ERROR	0.106	MEDIAN	2.849
MODE	3.000	STD DEV	1.275	VARIANCE	1.625
KURTOSIS	-0.916	SKEWNESS	0.082	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NQNAME (CREATION DATE = 08/02/73)

VARIABLE A99

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	97	66.9	66.9	66.9
	2.00	47+1	32.4+7	32.4+7	99.3 100
	4.00	X	0.7	0.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.345	STD ERROR	0.043	MEDIAN	0.0
MODE	1.000	STD DEV	0.519	VARIANCE	0.269
KURTOSIS	2.765	SKEWNESS	1.395	RANGE	3.000
MINIMUM	1.000	MAXIMUM	4.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A100

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	110	75.9	75.9	75.9
	2.00	24	16.6	16.6	92.4
	3.00	5	3.4	3.4	95.9
	4.00	4	2.8	2.8	98.6
	6.00	2	1.4	1.4	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	1.386	STD ERROR	0.072	MEDIAN	0.0
MODE	1.000	STD DEV	0.868	VARIANCE	0.753
KURTOSIS	10.985	SKEWNESS	3.075	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A101

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	22	15.2	15.2	15.2
	2.00	38	26.2	26.2	41.4
	3.00	25	17.2	17.2	58.6
	4.00	32	22.1	22.1	80.7
	5.00	21	14.5	14.5	95.2
	6.00	7	4.8	4.8	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.090	STD ERROR	0.121	MEDIAN	3.000
MODE	2.000	STD DEV	1.453	VARIANCE	2.110
KURTOSIS	-0.594	SKEWNESS	0.212	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A102

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1.00	8	5.5	5.5	5.5
	2.00	25	17.2	17.2	22.8
	3.00	53	36.6	36.6	59.3
	4.00	27	18.6	18.6	77.9
	5.00	28	19.3	19.3	97.2
	6.00	4	2.8	2.8	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	3.372	STD ERROR	0.101	MEDIAN	3.245
MODE	3.000	STD DEV	1.213	VARIANCE	1.471
KURTOSIS	-0.628	SKEWNESS	0.101	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				

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FILE NCNAME (CREATION DATE = 08/02/73)

VARIABLE A103

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	0.0	1	0.7	0.7	0.7
	1.00	16	11.0	11.0	11.7
	2.00	46	31.7	31.7	43.4
	3.00	47	32.4	32.4	75.9
	4.00	26	17.9	17.9	93.8
	5.00	8	5.5	5.5	99.3
	6.00	1	0.7	0.7	100.0
	TOTAL	145	100.0	100.0	100.0

STATISTICS..

MEAN	2.752	STD ERROR	0.092	MEDIAN	2.702
MODE	3.000	STD DEV	1.109	VARIANCE	1.230
KURTOSIS	-0.217	SKEWNESS	0.256	RANGE	6.000
MINIMUM	0.0	MAXIMUM	6.000		
VALID OBSERVATIONS -	145				
MISSING OBSERVATIONS -	0				