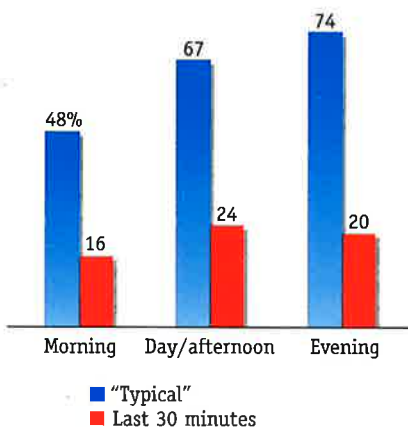


## 1997 HIGHLIGHTS

- Perceptions of channel switching far surpass switching during the last 30 minutes.
- Less than one-quarter of persons 12+ reported switching channels at all in their last 30 minutes in a room with a set on.
- Switching levels are higher during daytime hours and lower during primetime and morning hours.

Reported Switching:  
"Typical" versus Last 30 Minutes



## METHODS

- Sample: National probability
- Interviews: 1,860 persons (12+)
- Response rate: 53%

## S•M•A•R•T™ Core Research

**H**ow People Use Television surveys represent only one aspect of S•M•A•R•T's Core Research program—independent studies that provide

- a context for understanding TV audience information;
- a crosscheck on S•M•A•R•T's meter data; and
- an early warning system for emerging trends that S•M•A•R•T may need to respond to.

Designed with direct input from the industry, these ongoing surveys include

- TV Ownership (now in its 18th year);
- Home Technology (ownership of computers, VCRs, etc.; 5th year);
- research on children (sets in kids' rooms; TV-related behavior);
- recalls and coincidentals directly related to the S•M•A•R•T meter sample; and
- in-person "ethnographic" research on how participants interact with the S•M•A•R•T system.

For more information on S•M•A•R•T's Core Research, call (908) 654-4000.

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S•M•A•R•T™  
Systems for Measuring And Reporting Television

## The Changing Use of TV 1991 to 1997

Statistical Research, Inc.

## FOREWORD

Television is a fundamental part of our lives. It informs and entertains, and it influences our consumption. Knowing how people interact with television is essential to understanding its unique value as a mass medium.

The How People Use Television research program is designed to explore how people relate to television in today's complex media environment. As the number of television sets per household grows, the once-familiar behavior patterns associated with the electronic hearth are changing. New trends—by daypart, set location, program type, and household composition—are emerging. Continuous, careful examination of these trends leads to improved methods for measuring national TV audiences—leading to a better understanding of audience data.

The How People Use TV research program began in 1991 on a commission from the Committee On Nationwide Television Audience Measurement (CONTAM). Today, it continues as part of the S·M·A·R·T™ (Systems for Measuring And Reporting Television) initiative, with input from the How People Use TV Committee and S·M·A·R·T sponsors.

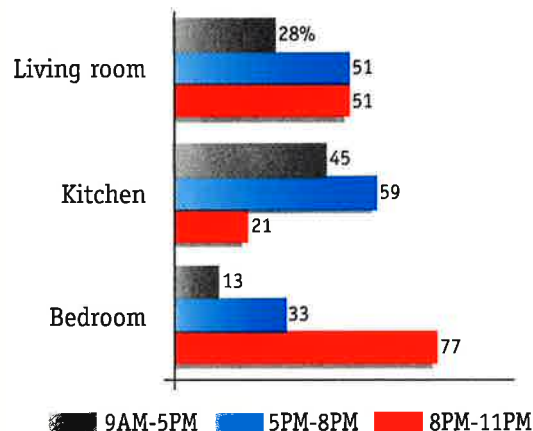
Findings from each of the seven HPUTV studies, 1991 to 1997, have been shared with the industry. Selected highlights from each study follow. Complete reports are available from SRI. The studies will continue as part of the S·M·A·R·T Core Research program.

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## 1991 HIGHLIGHTS

- Usage location is linked to daypart.
- "Extra" TVs—the third, fourth, and fifth sets in households—receive consistent and steady use.
- Television use is most likely to be accompanied by other activities during the daytime and early evening.

### "Extra Set" Usage by Daypart



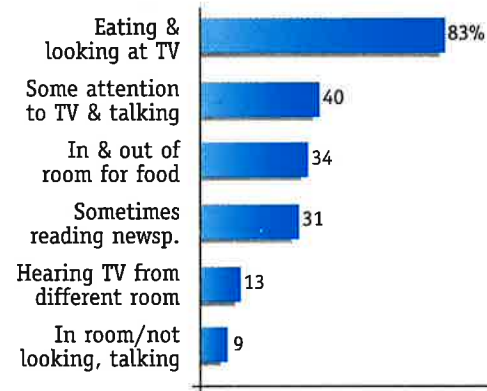
## METHODS

- Sample: 1991 TV Ownership recontact
- Interviews: 450 households with three-plus, small, portable, or battery-operated sets
- Response rate: 54% (64% of original 85%)

## 1992 HIGHLIGHTS

- "Watching" means different things to different people, and patterns vary by age and gender.
- More than half the time, people plan in advance to watch primetime programs.
- Reports of appointment viewing tend to increase with age.

### Self-Defined as "Watching TV" When...



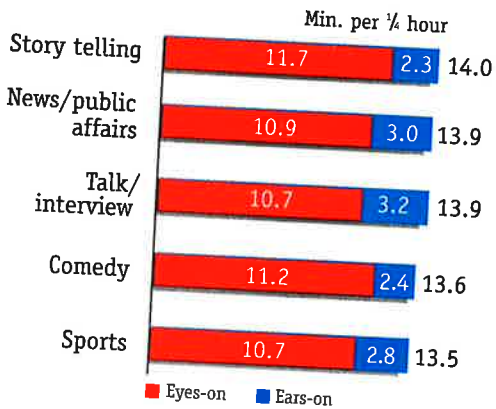
## METHODS

- Sample: National probability
- Interviews: 1,040 adults (18+); 140 teens
- Response rate: 60%

## 1993 HIGHLIGHTS

- Nearly all of the people "in a room with a television on" are involved with the program or have the potential to be involved.
- On average, eyes-on minutes outnumber ears-on minutes by roughly four to one.
- One in ten people volunteers that commercials draw attention to the screen.

Average Minutes of Looking and Listening by Program Type



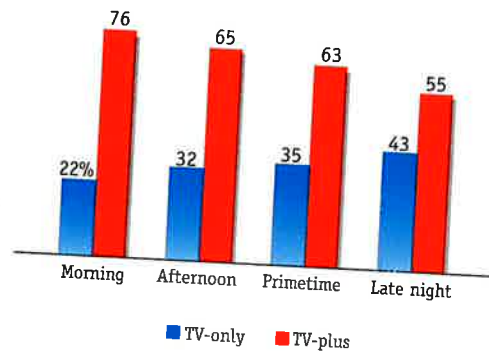
### METHODS

Sample: National probability  
Interviews: 1,700 adults (18+)  
Response rate: 57%

## 1994 HIGHLIGHTS

- Most television use is accompanied by other activities.
- TV use in kitchens is most likely to involve other activities; bedroom use, least likely.
- Solo viewing and program selection tend to decrease the presence of other activities.

TV-Only versus TV-Plus by Daypart



### METHODS

- Sample: National probability
- Interviews: 1,570 adults (18+)
- Response rate: 61%

**S•M•A•R•T™**  
Systems for Measuring And Reporting Television

# The Changing Use of TV

## 1991 to 1997

Statistical Research, Inc.

## FOREWORD

Television is a fundamental part of our lives. It informs and entertains, and it influences our consumption. Knowing how people interact with television is essential to understanding its unique value as a mass medium.

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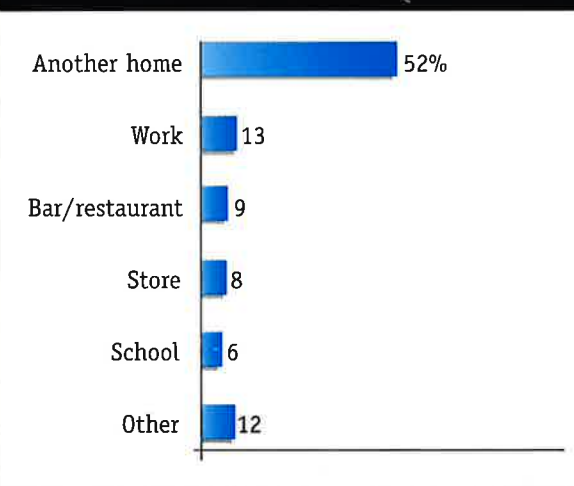
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## 1995 HIGHLIGHTS

- Twenty-one percent of persons 12+ reported being in a room with a tuned set at a location outside of their own homes yesterday.
- Reported out-of-own-home TV use tends to decrease with age.
- Among those who used TV at another person's home, one-quarter reported that they typically do so several times a week.

### Where Out-of-Home Viewing Occurs



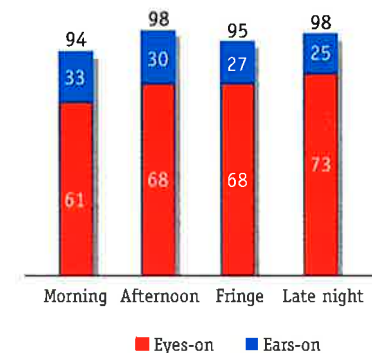
## METHODS

- Sample: National probability
- Interviews: 1,870 persons (12+)
- Response rate: 57%

## 1996 HIGHLIGHTS

- The integration of TV into daily life is growing, with three-quarters of all TV use accompanied by other activities.
- The ratio of "eyes-" to "ears-on" minutes increases throughout the day.
- Evidence suggests that, at this point, the impact of computers on TV use is minimal.

### % of Minutes Looking and Listening



## METHODS

- Sample: National probability
- Interviews: 1,860 persons (12+)
- Response rate: 53%