

TO MR. J. W. BURGARD
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 FROM MR. B. H. LITTLEFIELD /wt
 DATE December 15, 1967
 SUBJECT Analysis of Youth Audience Sub-Groups

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 LOUISVILLE 1, KENTUCKY
 INTERNAL CORRESPONDENCE



The purpose of this analysis is to determine whether any pertinent observations can be made relative to certain sub-segments of the 2-20 audience to network television in an attempt to reach a decision regarding a proposed revision in the current C.A.C. audience composition standards.

Any such revision should attempt to 1). reduce the current percentage level of prohibition for its "psychological" advantage; 2). concern itself with those youth viewers considered to be most immediately susceptible to the influence of cigarette advertising; 3). provide as much flexibility as possible for the industry in buying and maintaining sponsorship of network TV programs.

In designating prohibitive levels for sub-groups of the 2-20 audience, we have used the same increment between the percentage each group represents and the prohibitive percentage. Each percentage of the population was increased by 21%. C.A.C. population estimates were used in the interest of using a standardized source:

<u>Age Group</u>	<u>Total Population*</u> %	<u>Projected Code Prohibition</u> %	<u>66/67 Broadcast Year Prime-Time Audience Levels</u> %	<u>Index</u>
2-20	37.1	45.0	36.5	123
2-17	32.0	38.7	32.3	119
6-20	28.7	34.7	29.5	118
6-17	23.6	28.6	25.3	113
12-17	11.2	13.6	11.3	120

It is evident from the above that in terms of overall concentration of audience sub-segments in prime-time TV the current 45% prohibition in the 2-20 year group provides the greatest amount of protection for the industry. This fact is borne out from a closer examination of the data.

*U.S. Department of Commerce Series P-25 #352 11/18/66

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However in terms of fulfilling our criteria for revision, use of the 12-17 sub-group appears, on the surface, to be the best solution.

Such a designation cannot be based on averages for masses of data as above, so a thorough analysis of individual 66/67 broadcast year prime-time programs was made in an attempt to see exactly what the advantages and disadvantages would be in using this sub-group or other sub-groups under consideration.

This 12-17 audience is more stable than the unpredictable younger audience and its percentage of concentration is relatively the same from 7:30 to 11:00 PM E.S.T. However, its concentration increases in the summer months, although sets in use are down substantially below winter levels. Overall the percentage of teenagers increases substantially but not in absolute numbers, so without getting into the total numbers of people formula, it would be our recommendation that this segment could be singled out for the prohibition if the C.A.C. were to waive a summer reading of the July-August N.A.C. report. As indicated in earlier memoranda, a summer reading is of almost no value because it is not received until the beginning of a new broadcast year in September.

It is significant to note that in using a prohibitive level of 13.6% for the 12-17 year old audience, the number of shows prohibited according to the July-August survey shows an 88% increase over November. This was the greatest percent increase of any of the sub-groups examined in this manner. However, it must be recognized that even during the winter season certain types of programs have a special appeal to this group. For example, in the April N.A.C. MISSION IMPOSSIBLE from 9:00-10:00 PM on Saturday night had a 13.5% 12-17 audience. In addition, the Sunday Night Movie had 15.8% and the Wednesday Night Movie had 14.3%. In contrast, the Thursday, Friday and Saturday Night Movies were significantly below the prohibitive level.

It will have to be recognized that because of the varying appeal of individual movies they may occasionally attract large teenage audiences. Typical of this pattern is the scheduling of an Elvis Presley movie or one of the Gidget series. If designating the key 12-17 group necessitates too complicated a formula of compliance it might prove impractical.

In looking at another sub-segment, the 6-20 year old group, we see a similar pattern as in the smaller group because there are less adults

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viewing television in the summer and a higher concentration of younger children viewing. In this category there is an increase from 21 prohibited programs in the November N. A. C. to 26 in July-August, as well as a surprising increase in the percentage of viewers 18, 19 and 20 as well. Again, if we were to change our target to this group, we would be able to reduce our 45% prohibitive percentage figure by 23% to a new figure of 34.7%.

Again, we would have to make an exception for movies, because both the Thursday Night Movie and the Wednesday Night Movie appear in the prohibitive column in the July-August survey.

This may be a good compromise between the current C. A. C. designation and the 12-17 teenage sub-group. The reason is that the '18, 19 and 20 year old group is disproportionately represented in the television surveys compared to the total population. However, population statistics furnished by the C. A. C. included Armed Forces personnel overseas which would account for the inconsistency.

The 2-17 group would have a prohibitive level of 38.7% but does not provide a large enough decrease in the current percentage figure to be considered. However there would be no problem with staying with this sub-segment for the whole year because it had 23 prohibitive programs in the November N. A. C. which was eight more than under the current 2-20 code restriction. All of these were "kid" shows. The increase in the summer book was only an additional six shows most of which were "kid" shows as well.

Specifying the 6-17 group which comprises 23.6% of the population and would provide a restriction percentage of 28.7% would limit program availability severely because it put the largest number of programs of any sub-groups considered in the prohibited column — 29 out of 89 scheduled in November, and 37 out of 88 scheduled in July-August. For this reason we do not recommend its consideration.

Brad

B.H.L.