

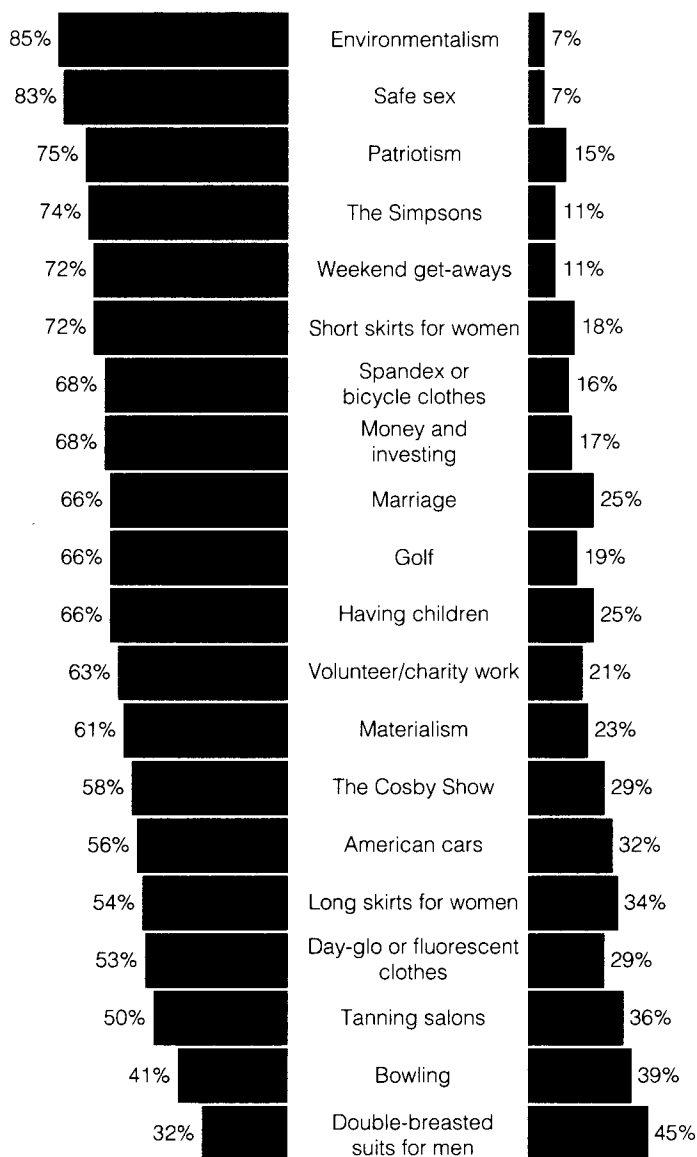
POPULAR TASTES: What's In, What's Out,

Popular tastes—in recreation, music, television, vacations, travel, and so forth—are one part of the larger popular culture, and we examine them in the next nine pages. In one sense, such tastes are the lighter side of culture. But they can also be, as in the case of music and motion pictures, of real social substance.

Question: **We often hear of "in" things, meaning what's highly fashionable at the moment, and "out" things, meaning what's no longer highly fashionable. Here is a list of a number of different things (card shown respondent). Would you read down that list, and whether you personally like it or not, for each one tell me whether you think it is currently "in" or "out"?**

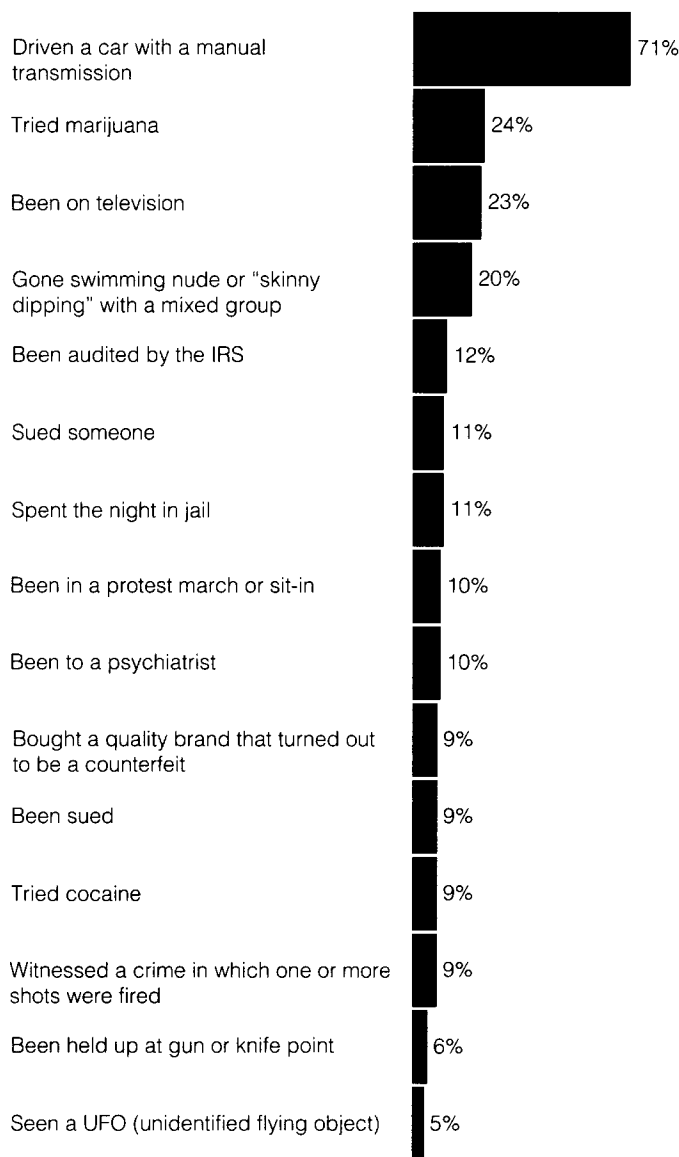
Question: **Here is a list of a number of things (card shown respondent). Would you read down that list and for each one tell me whether you have ever done it or not?**

Things that are "In"



"Out"

Have done it



Source: Survey by the Roper Organization (Roper Reports 90-10), October 20-27, 1990.

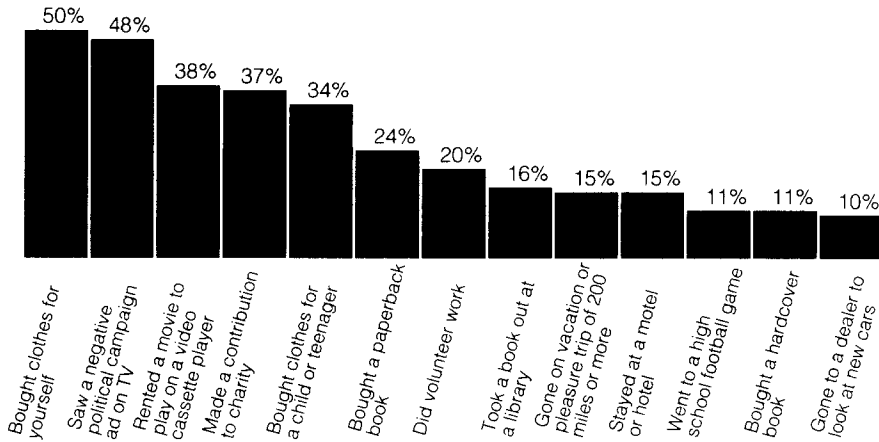
Source: Survey by the Roper Organization (Roper Reports 90-7), July 14-21, 1990.

What's Interesting

Americans are active people: 42% say they get 6 hours or less of sleep a day, and we spend only about an hour and 20 minutes a day eating. Socializing with friends and family is a pleasure for almost all of us. If you're talking during a movie, chances are you're annoying your neighbor.

Question: **Now here is a list of a number of different things (card shown respondent). Would you read down that list and call off each one you personally have done in the last month?**

Have personally done in the last month

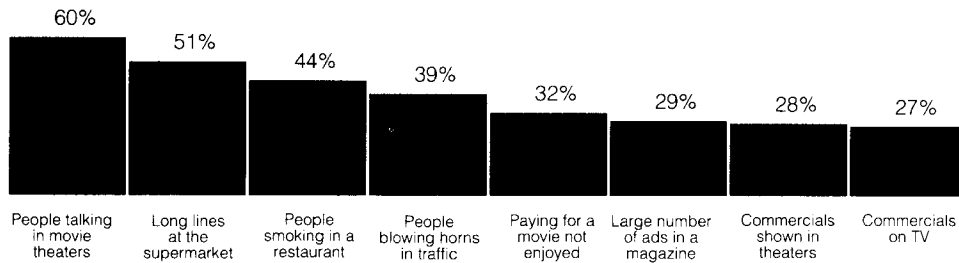


Note: Responses receiving less than 10% include: shopped for a used care 9%, bought a movie to play on a video cassette player (8%), gone on a business trip of 200 miles or more (8%), went to a college football game (5%), went to a professional football game (3%), had a check of yours bounce or returned (3%).

Source: Survey by the Roper Organization (Roper Reports 90-10), October 20-27, 1990.

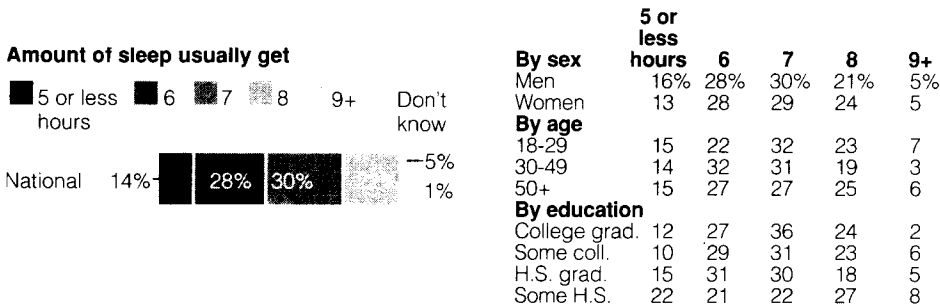
Question: **Here is a short list of things that may or may not annoy people. As I read each one, please tell me whether it annoys you.**

Annoyed a great deal by...



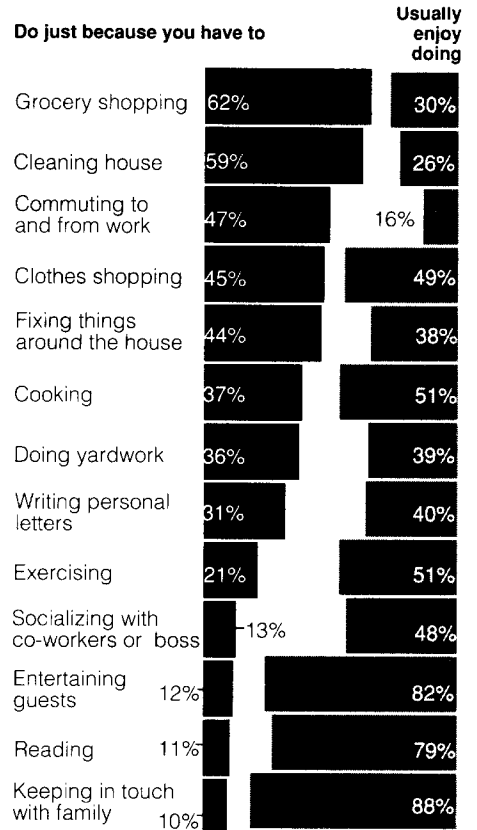
Source: Survey by Bruskin Associates, April 12-15, 1990.

Question: **Usually, how many hours sleep do you get?**



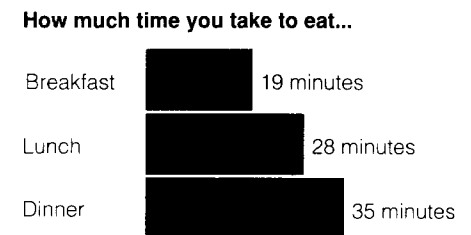
Source: Survey by the Gallup Organization, September 16-19, 1990.

Question: **Here is another list of things (card shown respondent). For each one, please tell me if it is something you do just because you have to, or is it something you usually enjoy doing?**



Note: The volunteered response "Never do" not shown. Source: Survey by the Roper Organization (Roper Reports 90-9), September 8-15, 1990.

Question: **On average, how much time do you take, in minutes, for each of these three meals?**

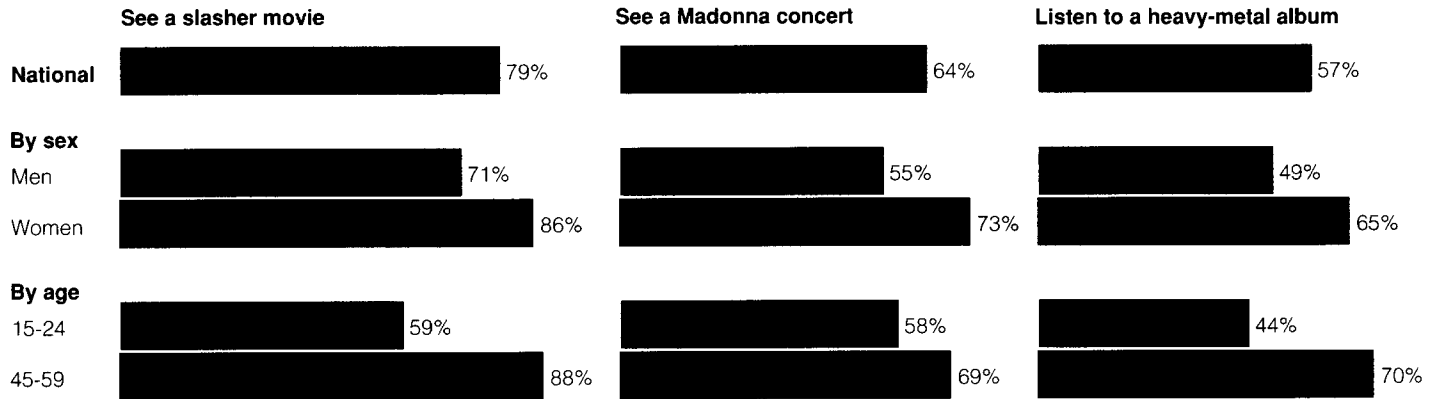


Note: Mean figures. Source: Survey by the Gallup Organization, September 16-19, 1990.

Actually, we think we're too active: seven out of ten say they would prefer to be less so, and many of us seem to live for the weekend. Parents will be parents: solid majorities of them would not let their children see or hear the popular "evils" shown below. Male buff buffs outnumber female buffs by four to one. Americans as fashion plates?

Question: Which of the following, if any, would you let your children do (If "no children", say: Suppose that you had children...)

Would not let children...

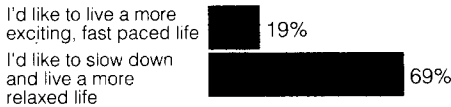


Note: Sample = 600 16-59 year olds.

Source: Survey by the Gallup Organization for *Entertainment Weekly*, May 1-4, 1991.

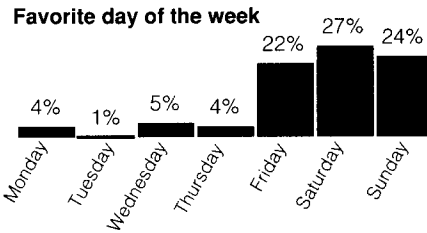
Question: Which one of these two statements best describes you?

Best describes you



Source: Survey by Yankelovich Clancy Schulman for *Time* and CNN, March 13, 1991.

Question: What is your favorite day of the week?



Source: Survey by the Gallup Organization, September 16-19, 1990.

Question: What, if anything, do you wear to bed at night?

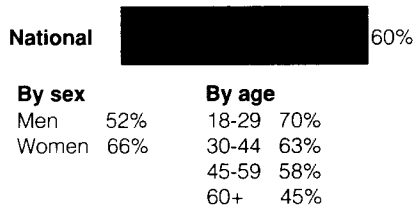
Sleep in the nude



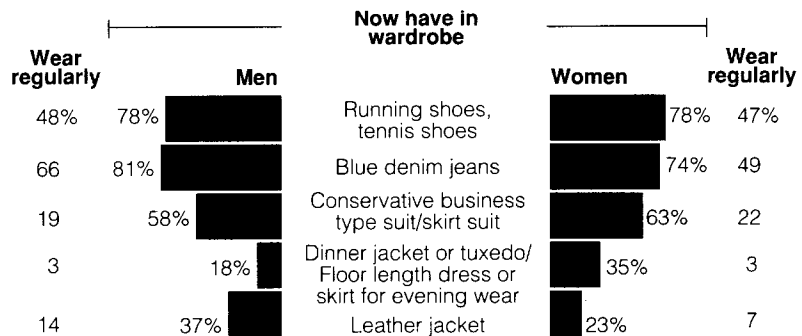
Source: Survey by Bruskin Associates, February 15-17, 1991.

Question: And how fashionably dressed would you say you yourself normally are? Would you say that normally you are...

Would say that you are normally very/somewhat fashionably dressed



Question: Now here is a list of some different types of clothing (card shown respondent). Would you read down that list and call off each item that you now have in your wardrobe? Now would you read down that list again and call off any things that you wear on a regular basis—that is, when they are in season?

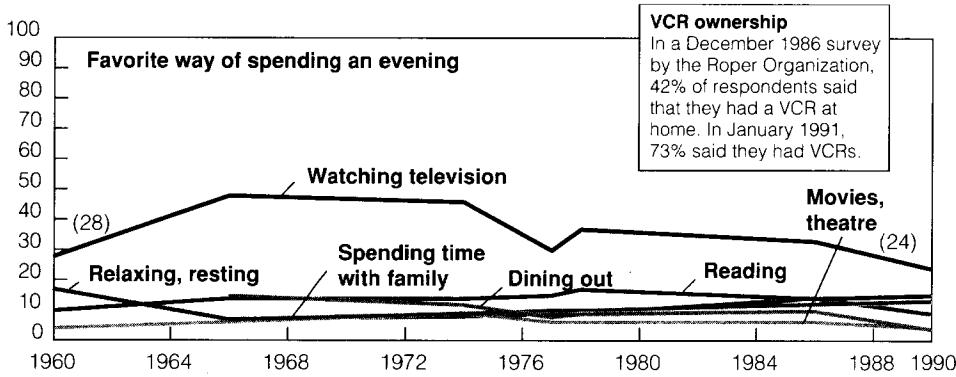


Note: Selected items shown.

Source: Survey by the Roper Organization (Roper Reports 90-8), August 11-18, 1990.

Judging from our tastes in TV shows and movies, we like to laugh—imagine that. Watching television is one of our favorite “favorite” pastimes. Older and younger Americans are similarly star-struck by some of Hollywood's finest. When it comes to renting “adult” movies, men are bolder than women.

Question: **What is your favorite way of spending an evening?**



Source: Surveys by the Gallup Organization, latest that of August 16-19, 1990.

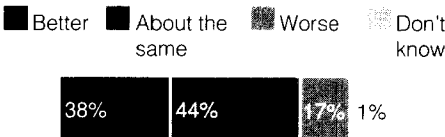
Top network television programs, 1990-91 season

- Cheers (NBC)
- 60 Minutes (CBS)
- Roseanne (ABC)
- A Different World (NBC)
- Bill Cosby Show (NBC)
- NFL Monday Night Football (ABC)
- America's Funniest Home Videos (ABC)/Murphy Brown (CBS)
- America's Funniest People (ABC)/Designing Women (CBS)/Empty Nest (NBC)

Note: Ranked according to Nielsen household rating.
Source: Nielsen Media Research.

Question: **What's your opinion of movies today, compared with movies five years ago?**

Compared to five years ago, movies today are...



Note: Asked of those who saw three or more movies in the past year (56%).
Source: Survey by Gordon S. Black Corporation for USA Today, June 10-12, 1990.

Question: **In general, what's your favorite kind of movie?**

Favorite kind of movie	16-24 years	65+ years
Comedy	32%	37%
Action/Adventure	29%	34%
Drama	20%	28%

Note: Science fiction (7%), Romance (5%), and Musical (3%) not shown. Asked of those who saw 3 or more movies in the past year (56%).

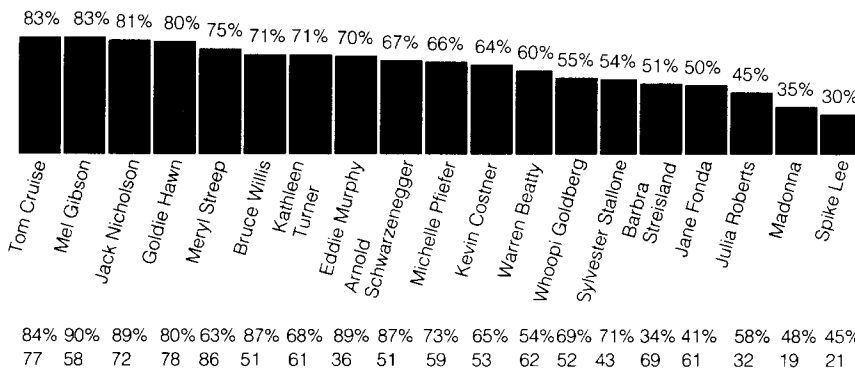
Top 10 movies

- Home Alone
- Ghost
- Dances with Wolves
- The Silence of the Lambs
- Total Recall
- Die Hard 2
- Dick Tracy
- Sleeping with the Enemy
- Kindergarten Cop
- Presumed Innocent

Note: Rolling 52 week ranking according to box office receipts for movies released from May 30, 1990, to May 31, 1991.
Source: Entertainment Data, Inc., through June 2, 1991.

Question: **I would like to find out how interested you are in seeing particular actors or actresses in a movie. How likely would you be to go to a movie [featuring]...?**

Very/somewhat likely to go to a movie featuring



Note: Asked of those who saw three or more movies in the past year (56%).
Source: Survey by Gordon S. Black Corporation for USA Today, June 10-12, 1990.

Question: **Have you ever rented an X-rated movie on video?**

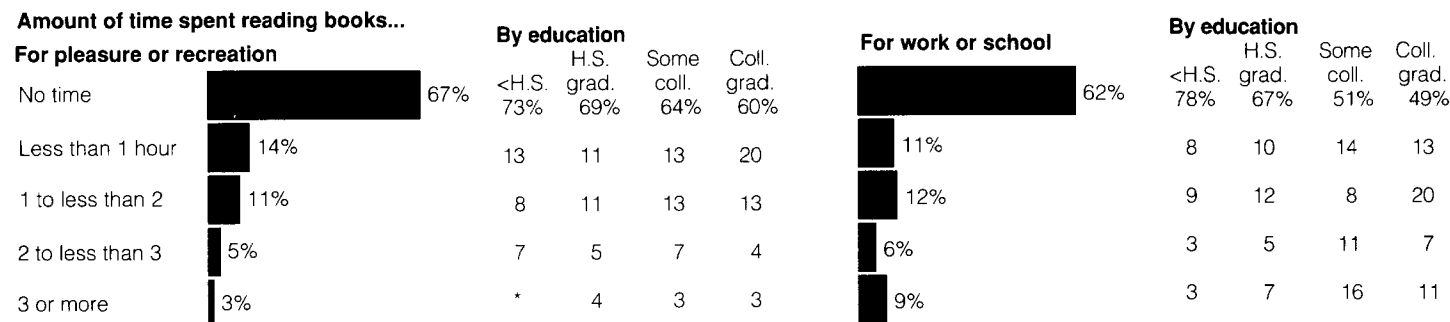
Have rented an X-rated movie



Note: Sample = 600 16-59 year olds. 41% of college graduates surveyed said they have rented an X-rated movie.
Source: Survey by the Gallup Organization for Entertainment Weekly, May 1-4, 1991.

The number of people who say they are reading books is up since the late 1940s, but more than six in ten say that on a given day they spend no time reading—for school, work, or pleasure. Spending on reading materials is down and so is newspaper readership. Our appetite for fiction has given way to social-science topics.

Question: **We are trying to determine as accurately as possible just how much time people spend listening to the radio, viewing television, reading magazines, books, and newspapers. Please tell me, as accurately as you can, the amount of time you spent yesterday, that is morning, afternoon, and evening reading books (for pleasure or recreation/work, schools, and so forth)?**



Note: * = less than 5%. Fifty-six percent of respondents said they "have had an occasion to read a book for work since you last attended school."
 Source: Survey by the Gallup Organization, December 13-16, 1990.

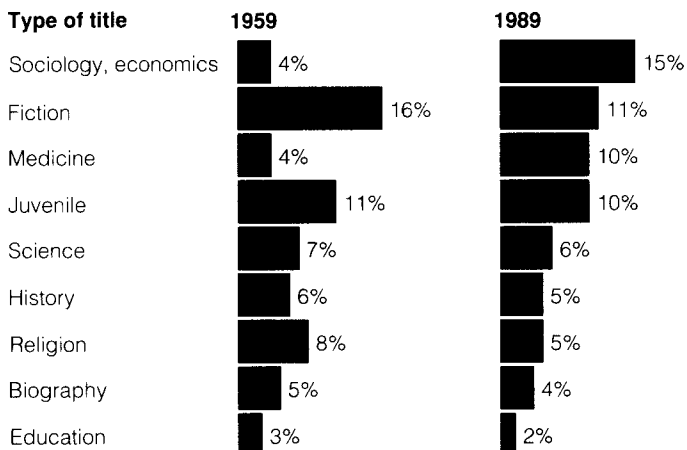
Question: **Do you happen to be reading any books or novels at the present time?**

Are reading books or novels at the present time



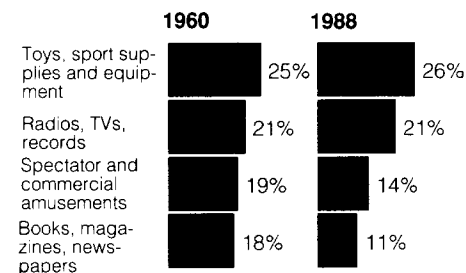
Source: Survey by the Gallup Organization, December 13-16, 1990.

New book titles and editions



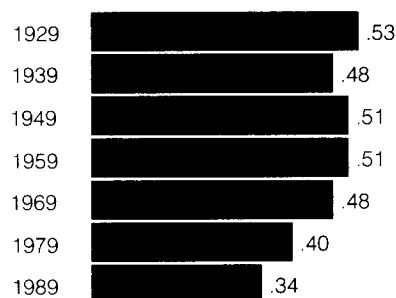
Source: *Statistical Abstract of the United States*, 1960, U.S. Bureau of the Census; *Publisher's Weekly*, March 8, 1991.

Distribution of expenditures on...



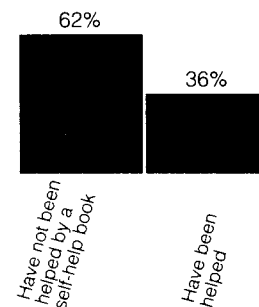
Source: *Statistical Abstract of the United States*, for 1981 and 1990, U.S. Bureau of the Census.

Circulation of daily newspapers per capita
 (Total circulation/U.S. population, 18 and older)



Source: *Statistical Abstract of the United States*, 1951, 1954, 1961, 1971, 1981. *Historical Statistics of the United States*, U.S. Bureau of the Census; *Editor & Publisher International Yearbook*, 1990.

Question: **Have you ever been helped by a self-help book, or not?**



Note: Sample = 600 16-59 year olds.
 Source: Survey by the Gallup Organization for *Entertainment Weekly*, May 1-4, 1991.

Our tastes in music vary a lot with age and education. Classical music finds most of its partisans among college grads, but it wins only a quarter of even this group. For those in their teens and early twenties, rock, of some variety, is still king.

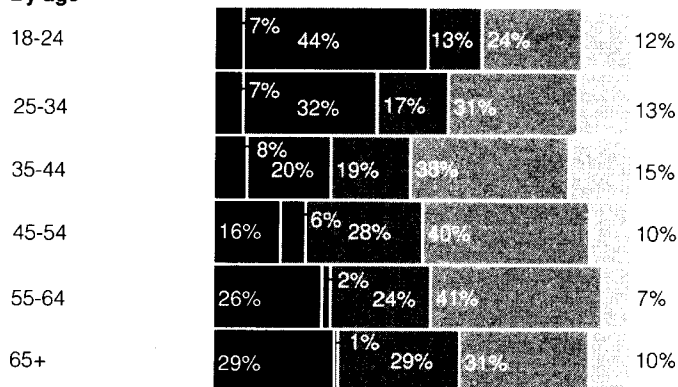
Question: What kind of music do you like to listen to most?

Kind of music like to listen to most

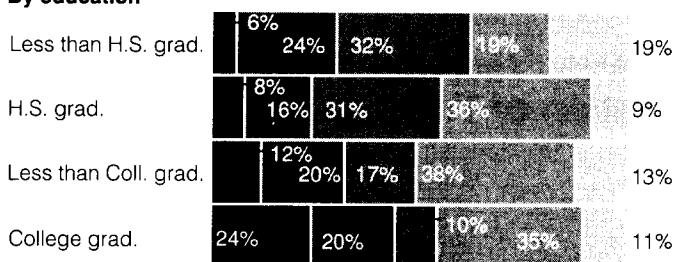
■ Classical ■ Rock ■ Country ■ Easy listening ■ Other



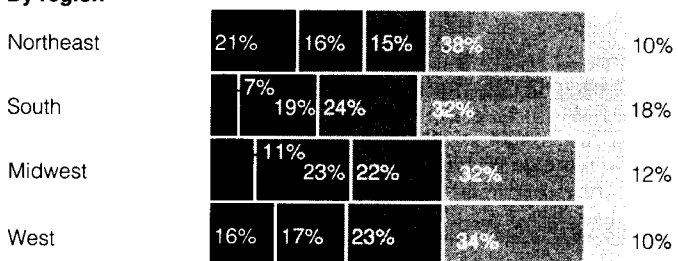
By age



By education

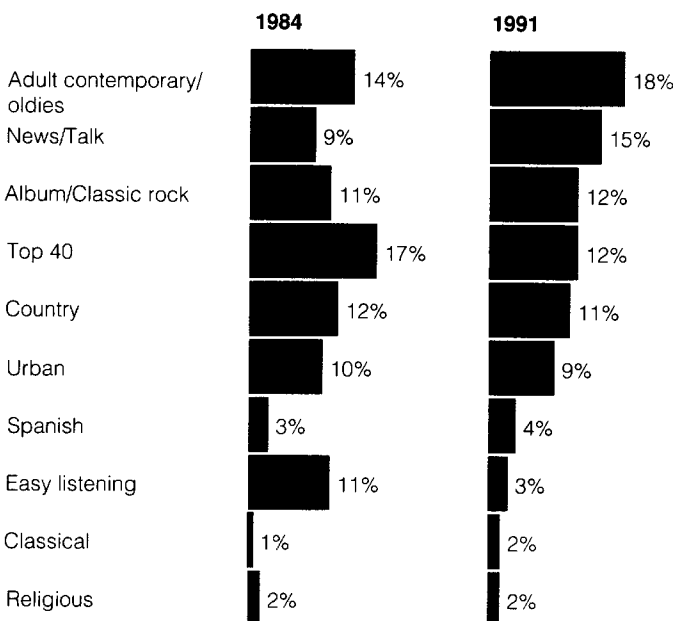


By region



Source: Survey by Gordon S. Black Corporation for USA Today, March 22-28, 1990.

Arbitron radio format shares of combined AM and FM airtime

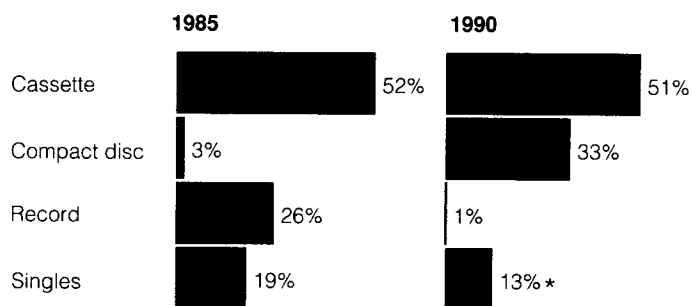


Note: In a September 1989 survey by the Roper Organization, the ranking of the kinds of radio stations people listened to most often is as follows: Country (32%), Easy listening (27%), Oldies (26%), News/talk show (25%), Classic rock (24%), Contemporary rock (24%), All news (18%), Classical (14%), Religious (14%), Soft contemporary (13%), Jazz (11%), Rhythm and blues/rap (9%), College stations (4%) (multiple responses allowed).

Source: Billboard, June 1, 1991, and American Radio, Spring 1990.

Music sales by medium

Percentage of total units sold



Note: * Includes CD and cassette singles.

Source: Billboard, April 6, 1991; Library Journal, July 1990.