

TABLE 3

## CHARACTERISTICS OF GATEKEEPERS

Characteristic	Complete chains	Incomplete chains	All chains
White senders <sup>a</sup>			
Sex			
Male	86%	78%	81%
Female	14%	22%	19%
Age: mean yr.	44.4	44.3	44.3
Status (head of family)			
Professional	65%	51%	57%
Managerial	6%	28%	19%
Sales, clerical	13%	16%	15%
Service workers	10%	2%	5%
Other	6%	2%	4%
Negro recipients <sup>b</sup>			
Sex			
Male	77%	80%	80%
Female	23%	20%	20%
Age: mean yr.	42.0	43.6	43.3
Status (head of family)			
Professional	55%	61%	60%
Managerial	18%	11%	13%
Sales, clerical	18%	19%	19%
Service workers	9%	6%	6%
Other	—	3%	2%

<sup>a</sup> White participants who send booklets on to Negroes in Negro-target chains.

<sup>b</sup> Negro participants who receive booklets from whites in Negro-target chains.