

## OPINION ON ENTERTAINMENT INDUSTRY AND THE GOVERNMENT

	<i>Who is more responsible for sex/violence in entertainment today</i>				<i>-----Greater Danger these days-----</i>			
	<u>Producers</u>	<u>Audience</u>	<u>Both equally</u>	<u>DK/ Ref</u>	<u>Industry producing material harmful to society</u>	<u>Gov't imposing undue restrictions</u>	<u>Neither/ Other/ Both</u>	<u>DK/ Ref</u>
<b>Total</b>	34	50	13	3=100	41	48	5	6=100
<b>Sex</b>								
Male	31	56	11	2	38	54	4	4
Female	37	45	14	4	43	43	5	8
<b>Race</b>								
White	34	50	13	3	42	48	4	6
Non-white	32	52	12	4	37	51	6	6
Black	33	55	8	4	35	56	4	5
Hispanic*	26	55	18	1	39	51	3	7
<b>Race and Sex</b>								
White Men	31	55	12	2	39	53	4	4
White Women	38	45	13	4	44	43	5	8
<b>Age</b>								
Under 30	26	61	11	2	33	56	5	6
30-49	31	54	12	3	40	53	3	4
50-64	38	46	14	2	43	45	4	8
65+	45	36	13	6	48	33	9	10
<b>Sex and Age</b>								
Men under 50	26	62	11	1	35	58	4	4
Women under 50	33	51	12	4	41	49	4	6
Men 50+	40	45	12	3	43	46	4	7
Women 50+	42	39	15	4	46	36	7	10
<b>Education</b>								
College Grad.	36	49	12	3	41	51	4	4
Some College	30	55	12	3	41	49	4	6
High School Grad.	34	48	16	2	41	45	6	8
< H.S. Grad.	39	52	5	4	36	51	3	10
<b>Family Income</b>								
\$75,000+	30	55	12	3	38	55	3	4
\$50,000-\$74,999	33	54	12	1	43	49	5	3
\$30,000-\$49,999	33	55	9	3	41	47	6	6
\$20,000-\$29,999	39	43	15	3	39	49	4	8
<\$20,000	40	42	14	4	40	44	5	11

\* The designation Hispanic is unrelated to the white-black categorization.

Question: In your opinion, who is more responsible for the amount of sex and violence found in entertainment today?  
 What's the greater danger these days: That the entertainment industry will produce material harmful to society, or that the government will impose undue restrictions on it in an effort to control what it produces?

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	<i>Who is more responsible for sex/violence in entertainment today</i>				<i>-----Greater Danger these days-----</i>			
	<u>Producers</u>	<u>Audience</u>	<u>Both</u>	<u>DK/</u>	<u>Industry producing material harmful to society</u>	<u>Gov't imposing undue restrictions</u>	<u>Neither/ Other/ Both</u>	<u>DK/ Ref</u>
			<u>equally</u>	<u>Ref</u>				
	%	%	%	%	%	%	%	
<b>Total</b>	34	50	13	3=100	41	48	5	6=100
<b>Region</b>								
East	38	44	14	4	37	54	3	6
Midwest	38	50	10	2	40	49	5	6
South	33	51	12	4	43	45	6	6
West	27	57	14	2	39	48	5	8
Urban Area	36	49	13	2	41	49	4	6
Suburban Area	32	54	12	2	39	49	5	7
Rural Area	37	47	12	4	43	45	6	6
<b>Religious Affiliation</b>								
Total White Protestant	36	49	12	3	45	42	5	8
- Evangelical	41	45	13	1	51	36	6	7
- Non-Evangelical	30	54	11	5	39	49	4	8
White Catholic	40	45	13	2	43	47	3	7
Secular	28	61	9	2	27	63	4	6
<b>Party ID</b>								
Republican	36	51	11	2	51	40	4	5
Democrat	34	49	14	3	36	53	5	6
Independent	33	52	11	4	36	52	5	7
<b>Party and Ideology</b>								
Conservative Republican	39	46	13	1	57	36	4	3
Moderate/Liberal Rep.	31	59	6	4	41	50	2	7
Conservative/Mod. Dem.	40	45	14	1	43	47	4	6
Liberal Democrat	25	58	13	4	21	72	2	5
<b>Bush Approval</b>								
Approve	36	48	14	2	47	42	5	6
Disapprove	34	53	11	2	35	55	4	6
<b>Marital Status</b>								
Married	36	48	13	3	46	44	5	5
Unmarried	32	53	12	3	34	54	4	8
<b>Parent</b>								
Yes	33	52	12	3	45	45	4	6
Child Ages 0-7	33	53	10	4	42	49	5	4
Child Ages 8-13	32	54	12	2	45	45	4	6
Child Ages 14-17	34	47	16	3	50	43	2	5
No	35	50	12	3	38	50	5	7

## PROPOSALS TO DEAL WITH INDECENCY

	<i>Increasing fines on Broadcasters</i>		<i>Cable follow same rules as broadcast</i>		<i>Stricter enforcement of rules when children likely to watch TV</i>		<i>Single rating system for movies/games/lyrics</i>		<i>Boycott of networks/studios that make objectionable material</i>		(N)
	<i>Favor</i>	<i>Oppose</i>	<i>Favor</i>	<i>Oppose</i>	<i>Favor</i>	<i>Oppose</i>	<i>Favor</i>	<i>Oppose</i>	<i>Favor</i>	<i>Oppose</i>	
	%	%	%	%	%	%	%	%	%	%	
<b>Total</b>	69	27	60	37	75	22	61	31	58	36	(1505)
<b>Sex</b>											
Male	63	34	51	46	71	27	59	34	57	38	(722)
Female	75	20	68	28	79	18	63	28	58	35	(783)
<b>Race</b>											
White	71	26	60	37	77	21	64	28	60	34	(1269)
Non-white	62	30	59	38	67	30	53	40	50	44	(217)
Black	59	33	60	37	68	30	52	42	48	47	(107)
Hispanic*	68	26	54	43	70	27	50	40	46	43	(109)
<b>Race and Sex</b>											
White Men	65	33	52	46	74	24	62	31	58	36	(608)
White Women	76	19	68	28	80	17	65	26	62	32	(661)
<b>Age</b>											
Under 30	58	39	55	42	71	27	52	44	48	45	(213)
30-49	69	28	51	46	77	21	61	33	52	42	(526)
50-64	73	24	65	33	75	24	66	24	65	29	(427)
65+	79	14	79	16	78	17	67	18	69	22	(300)
<b>Sex and Age</b>											
Men under 50	60	38	44	53	72	26	54	40	52	43	(377)
Women under 50	70	26	61	36	78	21	61	34	50	43	(362)
Men 50+	68	28	63	35	71	27	68	22	63	29	(331)
Women 50+	81	13	77	18	80	16	66	21	70	24	(396)
<b>Education</b>											
College Grad.	66	31	52	46	70	27	70	24	62	32	(560)
Some College	72	25	60	37	79	19	63	30	55	40	(378)
High School Grad.	71	25	64	33	79	19	58	34	60	33	(432)
< H.S. Grad.	68	28	65	30	69	31	47	37	46	47	(120)
<b>Family Income</b>											
\$75,000+	64	34	50	48	70	29	64	31	58	36	(360)
\$50,000-\$74,999	72	26	56	42	80	19	64	31	59	39	(257)
\$30,000-\$49,999	73	24	67	32	76	22	65	28	59	36	(352)
\$20,000-\$29,999	70	25	62	31	74	24	58	34	51	42	(126)
<\$20,000	69	25	66	29	79	19	52	34	60	32	(207)

\* The designation Hispanic is unrelated to the white-black categorization.

Question: I'd like your opinion about some ways that have been suggested for dealing with concerns about indecency in the media. Do you favor or oppose...?

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	<i>Increasing fines on Broadcasters</i>		<i>Cable follow same rules as broadcast</i>		<i>Stricter enforcement of rules when children likely to watch TV</i>		<i>Single rating system for movies/games/lyrics</i>		<i>Boycott of networks/studios that make objectionable material</i>		(N)
	<u>Favor</u>	<u>Oppose</u>	<u>Favor</u>	<u>Oppose</u>	<u>Favor</u>	<u>Oppose</u>	<u>Favor</u>	<u>Oppose</u>	<u>Favor</u>	<u>Oppose</u>	
	%	%	%	%	%	%	%	%	%	%	
<b>Total</b>	69	27	60	37	75	22	61	31	58	36	(1505)
<b>Region</b>											
East	66	29	56	41	71	25	60	32	59	35	(289)
Midwest	67	29	62	36	79	19	63	27	58	36	(352)
South	74	23	66	31	76	21	64	28	57	36	(546)
West	67	28	52	45	73	25	54	38	58	37	(318)
Urban Area	68	27	56	40	71	27	58	36	58	34	(512)
Suburban Area	70	27	58	40	78	19	62	28	55	39	(664)
Rural Area	71	25	70	26	78	20	66	27	62	32	(329)
<b>Religious Affiliation</b>											
Total White Protestant	79	18	68	28	84	13	68	24	62	30	(727)
- Evangelical	87	10	80	17	89	9	67	25	70	25	(370)
- Non-Evangelical	71	26	56	40	79	18	68	24	54	36	(357)
White Catholic	70	27	65	33	80	19	60	30	64	33	(257)
Secular	46	49	36	59	53	45	47	47	43	48	(158)
<b>Party ID</b>											
Republican	80	18	65	32	84	15	69	24	64	30	(481)
Democrat	65	31	58	38	72	26	60	33	56	40	(502)
Independent	66	29	55	42	73	26	57	34	55	38	(408)
<b>Party and Ideology</b>											
Conservative Republican	83	15	71	27	84	15	72	21	69	28	(326)
Moderate/Liberal Rep.	74	25	55	44	84	15	65	31	57	35	(147)
Conservative/Mod. Dem.	74	22	65	31	79	19	62	32	62	34	(332)
Liberal Democrat	47	52	46	52	52	45	55	37	43	52	(152)
<b>Bush Approval</b>											
Approve	78	20	64	33	82	16	67	25	63	30	(717)
Disapprove	62	34	55	42	68	30	58	36	53	42	(667)
<b>Marital Status</b>											
Married	74	23	62	34	78	20	67	26	61	33	(881)
Unmarried	64	31	57	40	72	25	54	37	54	40	(608)
<b>Parent</b>											
Yes	71	25	56	40	78	21	63	31	52	40	(468)
Child Ages 0-7	72	23	50	47	79	20	65	32	53	40	(246)
Child Ages 8-13	72	24	63	33	77	21	60	31	50	42	(217)
Child Ages 14-17	67	29	63	34	73	24	62	33	55	39	(176)
No	69	27	62	36	74	23	60	30	60	34	(1037)