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New Concerns About Internet and Reality Shows
SUPPORT FOR TOUGHER INDECENCY MEASURES, BUT WORRIES
ABOUT GOVERNMENT INTRUSIVENESS

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New Concerns About Internet and Reality Shows
SUPPORT FOR TOUGHER INDECENCY MEASURES, BUT WORRIES
ABOUT GOVERNMENT INTRUSIVENESS

Americans have ambivalent views about the appropriate role for government in curbing sex, violence and indecency in the entertainment media. They have doubts about the effectiveness of government action, and believe that public pressure – in the form of complaints and boycotts – is a better way of dealing with the problem. They also blame audiences more than the media industry for objectionable material. Significantly, Americans see greater danger in the government’s imposing undue restrictions on the entertainment industry, than in the industry producing harmful content (by 48% vs. 41%).

Nonetheless, there is broad public support for several proposals now being considered for curbing indecent material in the media. Fully 75% favor tighter enforcement of government rules on TV content during hours when children are most likely to be watching. Sizable majorities also back other anti-indecency proposals currently before Congress, including steeper fines (69%) and extending network standards for indecency to cable television (60%).

The latest Pew Research Center nationwide survey, conducted among 1,505 Americans from March 17-21, finds that the tug of war in public opinion about government regulation of entertainment reflects political and religious divides about the issue.

For example, on the fundamental question of whether undue government restrictions – or harmful content – presents the greater danger, a solid majority of conservative Republicans (57%) cite harmful entertainment. Liberal Democrats, by contrast, overwhelmingly believe excessive government restrictions are the larger concern (by 72%-21%). Similarly, while 51% of white evangelical Protestants say offensive entertainment presents a greater danger than undue government restriction, just 27% of seculars agree.

There also is a significant generation gap, both in attitudes toward government regulation

Tensions Over Government’s Role	
<i>Greater danger...</i>	
Undue govt. restrictions	48
Harmful content	41
Neither/both/DK	<u>11</u>
	100
<i>More responsible for sex, violence in entertainment...</i>	
Audience	50
Producers	34
Both equally (Vol)	13
Don’t know	<u>3</u>
	100
<i>Support for anti-indecency proposals....</i>	
Stricter govt. enforcement	75
Bigger fines on violators	69
Single rating system	61
Broadcast rules for cable	60
Public boycotts	58
<i>Best way to reduce media sex, violence</i>	
Public boycotts	37
Govt. rules and fines	32
Industry rules	23
Other/Don’t know	<u>8</u>
	100

and in opinions about what constitutes offensive content. Americans 50 and older register much higher levels of personal concern than do younger adults about different types of TV material, and are more likely to view harmful content as a bigger problem than intrusive government restrictions. By contrast, those under 30 view excessive government restrictions as a far greater danger than harmful content.

Despite these divisions, however, there are a number of points of broad national agreement on issues relating to entertainment and the government's role in reducing offensive content:

- Most Americans say parents are primarily to blame when children are exposed to explicit sex or graphic violence. Fully 79% say inadequate parental supervision – rather than inadequate laws – is mostly responsible for children being exposed to that sort of offensive material; there are no significant political or religious differences on this point. And by more than ten-to-one (86%-8%), the public believes that parents, rather than the entertainment industry, bear the most responsibility for keeping children from seeing sex and violence in TV and movies.

- There is widely shared concern over what children see and hear from various media, though for the most part these attitudes have remained fairly stable since the late 1990s. Roughly six-in-ten say they are very concerned over what children see or hear on TV (61%), in music lyrics (61%), video games (60%) and movies (56%). An even higher percentage (73%) express a great deal of concern over the internet. Fully 68% believe that children seeing so much sex and violence on TV gives them the wrong idea about what is acceptable in society.

- Parents have worries over what their own children are being exposed to in the media, but they give fairly high

What Presents the Greater Danger?			
	<u>Undue govt</u> <u>restrictions</u>	<u>Harmful</u> <u>content</u>	<u>Other</u> <u>DK</u>
	%	%	%
All	48	41	11=100
Conservative Rep	36	57	7=100
Mod/Lib Rep	42	50	9=100
Independent	53	36	11=100
Cons/Mod Dem	47	43	10=100
Liberal Democrat	72	21	7=100
White Protestant	42	45	8=100
--Evangelical	36	51	7=100
--Mainline	49	39	8=100
White Catholic	47	43	10=100
Secular	64	27	9=100
18-29	56	33	11=100
30-49	53	40	7=100
50-64	45	43	12=100
65+	33	48	19=100

Parents the Best Defense	
<i>Most responsible for kids being exposed to inappropriate material</i>	
Inadequate parental supervision	79
Inadequate laws/law enforcement	13
Both (Vol)	7
Don't know	1
	100
<i>Most responsible for screening kids from sex, violence...</i>	
Parents	86
Entertainment industry	8
Federal government	4
Don't know	2
	100

marks to the tools available to help them make entertainment choices for their families. Roughly six-in-ten parents (62%) say there is enough information available to help them decide whether movies, TV, video games and music lyrics are appropriate. Majorities of parents also say they have at least a fair amount of trust in ratings for TV, movies and video games, as well as advisory labels for music. In addition, roughly half of parents who go online (51%) say they have a filtering system to prevent access to pornography over the web.

Parents also say they are becoming more solicitous in monitoring their children’s TV viewing. About a third (34%) volunteer that they always know what their children are watching on TV, up from 18% in 1997. And 78% say they have specific rules about the type of programs their children can watch.

Pew’s survey on entertainment also highlights the changing nature of the public’s concerns over media content. Americans these days are troubled by much more than sex and violence – in fact, sex and violence do not even top the list of people’s personal concerns over TV. Nearly half (46%) say they are personally bothered a lot by TV programs showing depictions of illegal drug use, while 38% voice a high level of concern over reality programs in which real people are tricked or made fun of. And among parents, as many say they worry a great deal over their own children being exposed to illegal drug references as say that about sexual content.

Despite the recent string of controversies over sex and violence in the media, however, the overall image of the entertainment industry has not eroded in recent years. Currently, 60% say they have a favorable opinion of the motion picture and TV entertainment industry, which marks little change from 2001 (58%) or 1999 (60%). A comparable majority (55%) has a positive opinion of the recording and music industry.

But the public continues to have low regard for video games manufacturers. Only about a third (34%) have a favorable view of the makers of video games, about the same as in June 1999. Young people stand out as virtually the only demographic group with a positive view of this industry. A majority of those under age 30 (56%) have a favorable view of video games makers, compared with just 15% of those age 50 and older.

Rating the Entertainment Industry			
<i>Opinion of ...</i>	June 1999	July 2001	April 2005
<i>Movie, TV industry</i>	%	%	%
Favorable	60	58	60
Unfavorable	38	37	35
Don't know	<u>2</u>	<u>5</u>	<u>5</u>
	100	100	100
<i>Music industry</i>			
Favorable	N/A	N/A	55
Unfavorable			37
Don't know			<u>8</u>
			100
<i>Video game manufacturers</i>			
Favorable	33	N/A	34
Unfavorable	55		49
Don't know	<u>12</u>		<u>17</u>
	100		100

TV Choices Okay, But Content Has Gotten Worse

Americans are reasonably happy with the choice of what they can see on television, and there has been relatively little change in this sentiment over the past 11 years. A majority (55%) say they are at least “fairly satisfied” with the choices available to them (12% very satisfied, 43% fairly satisfied). Those who have more programming choices via cable or satellite – and especially people who subscribe to premium channels – are happier with the options available to them. Younger people express greater satisfaction with the choices than do older people.

People who watch top-rated reality television shows or those with sexual or violent content express somewhat greater satisfaction with available choices than do those who do not watch such programs. On the other hand, people whose preferences tilt toward more wholesome fare are no more satisfied than other viewers.

Despite expressing general, if unenthusiastic, satisfaction with the choices available, a two-thirds majority (66%) says that entertainment TV shows are worse now than they were five years ago. Just 24% say entertainment TV has gotten better. This pattern is almost identical to that seen when the question was asked in 1993 and in 1983. Older viewers, conservatives, and evangelical Protestants are especially likely to say that entertainment TV has gotten worse.

People who think TV is worse today than five years ago cite a range of concerns. About one-fifth each cite sexual content (22%) and violent content (21%), and another 16% mention the depiction of immoral behavior and a lack of good values. Compared with 12 years ago when this question was posed, far fewer today specifically mention sex and violence (in 1993, 38% cited violence and 33% mentioned sex). Women are more likely than men to cite sex and violence as reasons why TV has gotten worse.

Seventeen percent specifically said they dislike reality television, a type of programming that did not exist in its current form in 1993. But comparable numbers of people in 1993 and today said that TV programs lack substance (13% in 2005), had a bad influence on children (11%), or contained too much

What’s Gotten Worse about Entertainment TV?*		
	<u>1993</u>	<u>2005</u>
	%	%
Too much sex	33	22
Too much violence	38	21
Dislike reality TV	--	17
Immorality, bad values	9	16
Pointless/No plots/No substance	10	13
Bad influence on children	12	11
Language/Swearing	8	10
Just don't like shows now	8	7
Bad for families	4	6
Favorite show is no longer on	4	5
Just going for ratings	2	5
Don't like sitcoms/Not funny	4	1
Dislike real-life crime programs	1	1
Other	4	6
Don't know	2	1

* Open-ended responses among people who say entertainment TV is worse today than 5 years ago

bad language and swearing (10%).

Among the roughly one-quarter of the public who feel that television has gotten better over the past five years, a plurality of 37% cited greater choice and diversity as the main reason – and those who have cable TV, satellite dishes, or premium channels are even more likely to mention this. Other reasons included greater creativity or better acting (9%), better technology and special effects (9%), greater social relevance (8% – compared with 24% who cited this in 1993), and greater educational value (8%).

Sex, Violence Low on Viewers’ List of Concerns

Despite the attention paid to sexual and violent content in entertainment television, only about a third of the public cites these as topics that personally bother them “a lot” on TV today. Just 33% say they are bothered a lot by homosexual characters and themes, 32% by adult language, 30% by sexual content, and 29% by violence. In contrast, far more (46%) are bothered a lot by reference to and depictions of drug use; 38% are bothered a lot by reality programs where real people are made fun of or tricked.

With the exception of gay characters and themes, women express more personal discomfort with these kinds of TV programming than do men. About twice as many women as men say they are bothered a lot by adult language (41% for women, 22% for men), by sexual content (39% vs. 20%), and by violence (38% vs. 19%). And far more older than younger viewers are bothered by each of these. For example, 48% of viewers age 65 and older are bothered a lot by sexual content in TV programs, compared with just 18% among those 18-29.

	<u>All</u>	<u>Wo-</u>		<u>---Age---</u>	
		<u>Men</u>	<u>men</u>	<u>18-49</u>	<u>50+</u>
	%	%	%	%	%
Depictions of drug use	46	40	52	40	55
Reality programs	38	28	47	30	49
Gay characters & themes	33	34	32	27	42
Adult language	32	22	41	21	48
Sexual content	30	20	39	23	39
Violence	29	19	38	20	41

*Percent who are “bothered a lot” by each

The pattern of dislikes differs for better educated and less-educated people. Viewers with a college degree are bothered most by reality programs (43% bothered a lot), while those with no more than a high school education are most apt to cite depictions of drug use (55%) and homosexual characters and themes (41%).

Sex vs. Violence

Asked to choose what concerns them most, a greater percentage of Americans say they are bothered more by the amount of violence on TV than by the amount of sex (43% violence, 33% sex); 17% volunteer that they are bothered equally by the two and 6% say that neither bothers them. Violence was also cited by pluralities as the greater concern in polls in 1997 and 1993.

Democrats cite violence on TV as the greater concern while Republicans divide relatively evenly between sex and violence as the greater concern. White evangelicals are much more concerned about sexual content than about violence, while mainline Protestants, black Protestants, Catholics, and seculars say violent content is the greater concern.

Divided Over Solutions

The public is divided in its assessment of the best way to curb violence and sex in the entertainment media. Fewer than a third (32%) think that government regulations and fines are the most effective way to reduce the amount of sex and violence in entertainment. Instead, 37% look to public complaints and boycotts as the most effective remedy, while 23% would rely on the industry to enforce its own rules.

Both conservatives and liberals (38% of each) share the view that, by a small margin, public complaints and boycotts are the most effective way to reduce sex and violence in the entertainment. Interestingly, among conservatives, government regulation runs a close second with 35% selecting it as the remedy most likely to succeed. By contrast, only 23% of liberals place their faith in government rules and fines.

In part, the reluctance to turn to the government may be owing to the widely held opinion that audiences wanting this kind of entertainment, rather than those who produce it, are primarily to blame for excessive sex and violence. Half of those surveyed blame audiences exclusively while another 13% say they share the blame with producers; only a third (34%) single out entertainment

	Which Bothers You More – The Amount of Sex or Violence on TV?			
	<u>Violence</u> %	<u>Sex</u> %	(Vol) <u>Both</u> %	Neither/ <u>DK</u> %
All	43	33	17	7=100
Jan 1997	43	24	24	9=100
Feb 1993	37	30	25	8=100
Men	44	33	13	10=100
Women	43	33	20	4=100
Republican	39	42	15	4=100
Democrat	50	26	18	6=100
Independent	42	32	16	10=100
College graduate	54	28	14	4=100
Some college	48	32	13	7=100
High school or less	36	36	20	8=100
White Protestant	40	36	18	6=100
--Evangelical	29	46	22	3=100
--Mainline	52	27	13	8=100
White Catholic	44	34	17	5=100
Black Protestant	45	23	25	7=100
Secular	52	29	6	13=100

producers exclusively.

This is consistent with the view, held by the vast 86% majority, that parents have the most responsibility for keeping children from seeing too much sex and violence on television and in the movies. Only 8%

assign that responsibility to the entertainment industry and a still smaller 4% put the onus on the federal government.

	<u>Total</u>	Cons <u>Rep</u>	Mod/Lib <u>Rep</u>	Cons/Mod <u>Dem</u>	Lib <u>Dem</u>
<i>Most effective remedy is...</i>	%	%	%	%	%
Public complaints, boycotts	37	43	41	34	35
Gov't regulations and fines	32	34	34	37	27
Industry enforce own rules	23	18	23	23	31
None/Don't know	<u>8</u>	<u>5</u>	<u>2</u>	<u>6</u>	<u>7</u>
	100	100	100	100	100

In general, there is little variation among demographic groups – even between parents and non-parents – in attitudes toward the government's role in regulating entertainment. For example, the view that parents – not the entertainment industry or the government – are most responsible for keeping their children from exposure to offensive media is shared by more than 80% of all demographic, regional and political groups. The only slight exception is among black respondents, 77% of whom hold parents responsible while 15% accord primary responsibility to the federal government.

Younger people, especially younger men, tend to be more skeptical of government regulation. And only 32% of men age 18-49 think that the entertainment industry has transgressed the bounds of protected free speech, whereas two-thirds (66%) of the public over 65 think it has. By the same token, 58% of men age 18-49 see greater danger in the government imposing undue restrictions compared with only a third (33%) of those over 65.

Young people, however, are also more likely to put the onus on parents to supervise their children's viewing habits—85% of those in the 18-29 age group say inadequate parental supervision, rather than inadequate government regulation is to blame for children being exposed to explicit sex or graphic violence, compared with 73% of those age 65 and over who hold this view.

By a margin of 48% to 41% the public also sees greater danger from the government's imposing undue restrictions on the entertainment industry than from the industry's producing material harmful to society. That same ambivalence is shown in responses to the question of whether entertainment producers have gone beyond their constitutional rights of free speech (48% agree) or remained within those rights (46%).

And while a substantial majority (57%) agrees that there are basic standards of decency that the entertainment media should follow, a sizeable minority (39%) worries that no basic set of standards can work because everyone has different views about what's offensive or not.

Anti-Indecency Proposals Draw Support

Despite these reservations, broad support exists for all of the several regulatory proposals currently debated including, in order of preference, stricter government enforcement of decency rules during hours when children are more likely to be watching television (75% favor), increased government fines on broadcasters that violate indecency rules (69%), the imposition of a common rating system for television, movies, video games and music lyrics (61%), making cable television follow the same decency rules as broadcast television (60%), and public boycotts of networks and studios that produce objectionable material (58%).

Liberal Democrats are least likely to favor stricter controls on the media, with roughly half favoring each type of control. Conservative Republicans, however, strongly favor added sanctions with more than eight-in-ten favoring an enforced family hour on TV and

Proposals to Curb Indecency				
----- Percent who Favor Each Measure -----				
	Govt enforce <u>family hour</u>	Increase <u>fin</u> es	Single <u>rating system</u>	Apply network <u>rules to cable</u>
	%	%	%	%
Total	75	69	61	60
Men	71	63	59	51
Women	79	75	63	68
Parent	78	71	63	56
Non-parent	74	69	60	62
Whites	77	71	64	60
Blacks	69	59	52	60
Hispanic	70	68	50	54
18-29	71	58	52	55
30-49	77	69	61	51
50-64	75	73	66	65
65+	78	79	67	79
Conserv Reps	84	83	72	71
Mod/Lib Reps	84	74	65	55
Independents	73	66	57	55
Cons/Mod Dems	79	74	62	65
Liberal Dems	52	47	55	46
White Protestants	84	79	68	68
-Evangelicals	89	87	67	80
-Non-Evangelicals	79	71	68	56
White Catholics	80	70	60	65
Seculars	53	46	47	36
<i>Issue discussed in church?</i>				
Yes	83	84	65	76
No	76	72	65	64

increased fines. About 80% of moderate and liberal Republicans as well as conservative and moderate Democrats also strongly favor a required family hour as do women generally.

White evangelical Protestants, frequent churchgoers, and those attending places of worship where the clergy talk about excessive sex and violence in the media also favor governmental regulation more heavily than do other groups. Among evangelicals, 70% favor boycotts of offending networks or studios and upwards of 80% favor the other types of controls.

Also, unlike the general public, evangelicals, as well as those whose clergy discuss the subject, are considerably more concerned (by a margin of about 51% to 36% in both groups) that the entertainment industry will produce harmful material than that the government will impose undue restrictions.

The Media and the Nation’s Children

New media forms are fast edging out older, more familiar types when it comes to concern about which sources of entertainment are most likely to harm the nation’s children. The public now selects the internet as the top potential threat, with nearly three-quarters (73%) saying that they were “very concerned” about internet-carried material reaching children.

Internet Draws Greatest Concern		
	May 1999	March 2005
<i>Very concerned about what kids see and hear on...</i>	%	%
The internet	64	73
TV	64	61
Music lyrics	--	61
video games	57	60
Movies	60	56

Music lyrics, television and video games were in a virtual tie for second place, with about six-in-ten respondents saying they were very concerned about their impact on youth. A slightly smaller percentage (56%) cited the same level of concern about movies.

In the case of the internet, concern appears to be rising. In a May 1999 survey, 64% said they were very concerned about the internet reaching children, compared with the current 73%. With respect to TV, movies and video games, concern is basically unchanged. (The 1999 survey did not ask about music lyrics.)

The internet is again cited most frequently when it comes to choosing the one type of entertainment media that people were most concerned about, with 37% singling it out. Television ranked second, with 27% selecting it, followed by music lyrics (16%), and video games (13%). Only 3% chose movies as the greatest source of concern. In the May 1999 survey, television led the list of top media concerns with 39% selecting it although internet followed closed with 36%.

Reasons for designating a primary source of concern vary with the entertainment form selected. Respondents who chose the internet, music lyrics or video games most frequently volunteered answers relating to content including exposure to sex, violence, bad language and other bad influences. In the case of television, however, the worry that children spend too much time watching it outweighed content concerns by 39% to 35%.

Biggest concern...	Media most concerned about for kids...			
	<u>Internet</u>	<u>TV</u>	<u>Music lyrics</u>	<u>Video games</u>
	%	%	%	%
Sex, violence, etc.	21	34	57	63
Everything/too much available	21	1	0	0
Hard to control kids' access	34	29	22	9
Kids spend too much time	3	39	15	25
Child predators/chat rooms	29	--	--	--
No standards or regulations	10	1	4	2
Cause problems/violence	0	--	3	7
Other	7	9	11	11

Open-ended question based on respondents who identified each medium as their biggest concern with respect to children.

The internet, however, poses some special challenges. The difficulty that parents experience in controlling children's access to the internet was cited by 34% of those choosing it as their greatest concern. In addition, in expressing concerns about objectionable content, one-in-five respondents (21%) referred to its easy accessibility on the internet. Other worries unique to the internet are concerns about exposure to child predators and other possibly dangerous persons through chat rooms and the like.

These concerns persist despite the large number of parents who now report that they are using filters on their personal computers to monitor or limit access by their children to internet content. As noted later in the report, among parents with access to the internet, half (51%) said they installed a filter to prevent access to pornography, including 59% of parents with children old enough to be likely to access the internet on their own.

The general public is somewhat less concerned about the exposure of children to television advertisements. Only 36% say they are very concerned about this, although another 37% express some concern. And when asked which is a greater source of concern, television programs or television advertisements, people select programs over ads by a lopsided 62%-25% margin, with another 11% saying both or neither of them.

Who worries most about what

As expected, parents tend to be among those groups most concerned about the exposure of the nation's children (not specifically their own children) to harmful entertainment material. Concerns are strongest with respect to the internet, with 81% of parents saying they are very concerned, compared with 69% of non-parents. In general, levels of concerns about all of the various

media types are several percentage points higher among parents than among those without children of their own.

Concern about children’s exposure to entertainment tends to increase with age, although there is no consistent pattern among types of entertainment media. Concern about the internet is highest (76%) among people age 30-to-65; concern about television peaks at about 70% among those 50 and over.

Video games are of greatest concern to people in the 50-64 age bracket -- 69% of this group are very concerned about children’s exposure to games compared with only 47% of those age 18-29. Worry levels among younger adults approach those of older age groups only with respect to the internet. About two-thirds (67%) of those under age 30 express a high degree of concern about internet-carried material.

Levels of concern are also high among regular attendees at religious services, and especially among those who attend services where clergy speak out about too much sex and violence in television and movies. Among the latter group, 85% are very concerned about the internet and upward of 70% are very concerned about the other media forms.

There is little difference in intensity of concern among Republicans, Democrats and independents, but those identifying themselves as political conservatives register levels of concern similar to those reported by frequent churchgoers.

Dimensions of Concern					
<i>Very concerned about what children see/hear on/in...</i>					
	<u>Internet</u>	<u>TV</u>	<u>Music lyrics</u>	<u>Video games</u>	<u>Movies</u>
	%	%	%	%	%
All	73	61	61	60	56
Parent	81	67	67	67	64
Non-parent	69	58	57	57	52
18-29	67	48	52	47	43
30-49	76	60	59	62	56
50-64	76	69	67	69	62
65+	70	70	67	63	66
<i>Attend church</i>					
Weekly or more	79	73	72	70	69
Monthly or less	72	60	60	58	53
Seldom or never	64	45	45	49	41
<i>Issue discussed in church?</i>					
Yes	85	76	76	73	71
No	70	63	61	64	59
Republican	76	63	65	65	59
Democrats	73	60	60	59	56
Independent	72	61	58	59	54
Conservatives	81	72	72	69	66
Moderates	72	57	58	61	55
Liberals	63	51	47	44	41

Bigger Problems

Still, despite these concerns, a slight majority (52%) feels that there are much bigger problems out there for raising kids today than what they see and hear in the media. Younger adults are likely to be the least concerned about the media’s effect on child rearing. Among those in the 18-29 age bracket, fewer than a third (32%) agree that raising kids today is a constant battle with the media, compared with a uniform 43% across all higher age groups. And six-in-ten (61%) of those age 18-29

see bigger problems than the media in this regard, compared with roughly 50% of those in the middle-age ranges and 46% of those age 65 and older.

However, those who identify themselves as “born again or evangelical” Protestants are more likely than other groups to view today’s media as a severe problem in child rearing. Among evangelical Protestants, 57% say that raising children is a constant battle with the media to teach right from wrong, while only 38% say that there are bigger problems in raising kids than exposure to the media.

Sizing up the Entertainment Industry

Despite these reservations, the entertainment industry, or at least its more traditional components, scores reasonably well in public esteem. The motion picture and entertainment television industries are viewed at least somewhat favorably by 60% of the public. That’s well below the 78% approval rating earned by technology companies, but it beats out the news media, which are tied with the fast food industry at 56% approval. Close behind, the recording and music industries are viewed favorably by 55% of the public.

<i>Which comes closer to your view...</i>	<u>Total</u> %	<i>White Protestant</i>			
		<u>Evangelical</u> %	<u>Mainline</u> %	<u>White Catholic</u> %	<u>Secular</u> %
TV gives teens wrong ideas about what’s acceptable	68	78	67	74	44
Teens can decide what’s okay	27	20	26	22	47
Don’t know	<u>5</u>	<u>2</u>	<u>7</u>	<u>4</u>	<u>9</u>
	100	100	100	100	100
Raising kids is a constant battle with the media	41	57	37	40	25
There are bigger problems	52	38	58	55	67
Don’t know	<u>7</u>	<u>5</u>	<u>5</u>	<u>5</u>	<u>8</u>
	100	100	100	100	100

*Evangelical Protestants are those who consider themselves to be “born again or evangelical.” Mainline Protestants are all others. Seculars are those who say they have no religion.

<i>Overall opinion of...</i>	<u>Favorable</u> %	<u>Unfavorable</u> %	<u>No opinion</u> %
Technology companies	78	12	10=100
Movie and TV industry	60	35	5=100
Fast food companies	56	39	5=100
News media	56	40	4=100
Music industry	55	37	8=100
Pharmaceutical companies	43	53	4=100
Video game manufacturers	34	49	17=100
Oil companies	27	65	8=100
Tobacco companies	21	74	5=100

The really bad evaluations are reserved for the video game manufacturers. Their 34% favorable rating is lower than the 43% accorded the pharmaceutical industry, itself the frequent target of consumer concerns about high prices and safety. However, video games still top the 27% and 21% approval scores earned, respectively, by oil companies and the tobacco industry.

A slight hometown bias is observed in industry approval ratings across regions. The motion picture and entertainment television industry reaps its highest rating (65% approval) in the West, its primary place of residence. Oil companies score their modest peak approval (34%) in the South, home to the oil patch. Tobacco's poor favorability ratings in the Midwest (25%) and South (24%) are still more than double its abysmal popularity level (11%) in the East.

On the political front, the most sizeable difference among parties is seen in the relatively low regard among Republicans for the motion picture and television industry. Only 48% of Republicans view movie and TV producers favorably, compared with 66% of Democrats and 63% of independents. On the other hand, 62% of Republicans look favorably upon the fast food industry, compared with only 53% of Democrats and 55% of independents.

Parental Concerns About TV

The overall patterns in public opinion toward TV content are mirrored in parental concerns. As is true for the general public, parents' worries over what their own children are watching on TV are not limited to sex and violence. And like the general public, parents worry about their own children being exposed to references to illegal drugs and depictions of drug use on TV. Indeed, among parents this ranks as high as concerns over sexual content (44% cite illegal drug references as a major concern compared with 43% who cite sexual content).

Other types of television content are viewed as somewhat less worrisome by parents, although majorities expressed at least some concern about every item tested. Nearly four-in-ten interviewed expressed a great deal of concern over their children being exposed to violent content and adult language (37% each). Somewhat fewer (32%) said they were

<i>Favorable opinion of...</i>	---Party ID---		
	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
	%	%	%
Technology companies	82	77	80
Movie and TV industry	48	66	63
Fast food companies	62	53	55
News media	51	65	51
Music industry	48	55	61
Pharmaceutical companies	50	42	37
Video game manufacturers	29	38	32
Oil companies	31	23	28
Tobacco companies	24	13	25

<i>How concerned your children see...</i>	Great Some- Not much/ Other/			
	<u>Deal</u>	<u>what</u>	<u>Not at all</u>	<u>DK</u>
	%	%	%	%
Illegal drug use	44	24	30	2=100
Sexual content	43	23	32	2=100
Violent content	37	34	27	2=100
Adult language	37	32	28	3=100
Gay themes	32	22	43	3=100

very concerned about their children watching programming with homosexual characters and themes.

Mothers tend to be more concerned than fathers about several areas of television content, especially violence – 45% of mothers express a great deal of concern over their children being exposed to violence, compared with 30% of fathers. Nearly as many mothers (42%) were greatly concerned by adult language on television, compared with 32% of fathers.

<i>Very concerned their children see...</i>			<i>Attend church</i>	
	<u>Mothers</u>	<u>Fathers</u>	<u>Weekly</u>	<u>Less</u>
	%	%	%	%
Illegal drug use	49	39	52	39
Sexual content	48	37	56	34
Violent content	45	30	47	34
Adult language	42	32	51	28
Gay themes	33	31	45	24

Religious observance and education are also factors in determining the extent to which parents worry about television. Those who attend church at least weekly express much higher levels of concern over all aspects of television content than parents who attend less frequently. Among these parents, sexual content ranks as their top concern, with 56% saying it concerns them a great deal. Parents with a high school education also express generally higher levels of concern about TV content than do college graduates.

A Constant Battle

Parents agree that exposure to so much sex and violence on television gives children and teens the wrong ideas about what’s acceptable in society, although their views are not greatly different from those of the larger public. Only 27% of the public feel that most children and teens can tell the difference between what they see on television and what’s okay to do. Still, a majority (52%) feel that there are much bigger problems out there for raising kids today than what they see and hear in the media.

	<u>Total</u>	<u>Parents</u>	<u>Non-</u>
	%	%	parents %
TV gives teens wrong ideas about what’s acceptable	68	67	69
Lots of TV sex and violence, but teens can decide what’s okay	27	29	26
Neither/both/Don’t know	<u>5</u>	<u>4</u>	<u>5</u>
	100	100	100
Raising kids is a constant battle with the media	41	44	40
There are bigger problems for kids than the media	52	49	54
Neither/both/Don’t know	<u>7</u>	<u>7</u>	<u>6</u>
	100	100	100

However, those parents who identify themselves as “born again or evangelical” Protestants not only express the highest level of concern about sex and violence on television but also disagree with other groups in assessing the severity of the problem. Among evangelical parents, 62% say that raising kids is a constant battle with the media to teach right from wrong, while only 35% say that there are bigger problems in raising kids than exposure to the media.

And while parents in different age groups share the same level of concern that TV distorts teenagers' judgments about right and wrong, young parents (those under 30) are considerably less likely to see themselves locked in battle with the media over the proper raising of their children. Of those under 30, 34% see a constant battle with the media while 56% think there are much bigger problems for raising kids today. By comparison, parents 30 and over split about evenly between these two views.

	All parents %	Parents 18-29 %	30+ %
TV gives teens wrong ideas about what's acceptable	67	65	67
Lots of TV sex and violence, but teens can decide what's okay	29	32	28
Neither/both/Don't know	4	3	5
	100	100	100
Raising kids is a constant battle with the media	44	34	47
There are bigger problems for kids than the media	49	56	48
Neither/both/Don't know	7	10	5
	100	100	100

Concern Drives Greater Monitoring

Most parents say they watch television with their children at least occasionally, though only about four-in-ten (39%) say they always or usually do so. Among those with children under five, nearly half (47%) always or usually watch.

Parental monitoring of children's television viewing has not changed much since 1997, when 44% said they always or usually watched with their children. But there has been a sharp rise in the percentage of parents who say they always know what their children are watching. Roughly a third (34%) volunteer this today, compared with just 18% eight years ago. However, the numbers of parents who say they always or usually know what their children are watching has not changed significantly (70% currently compared with 73% in 1997).

	Jan 1997 %	Mar 2005 %
<i>Watch TV with your children...</i>		
Always (VOL)	9	14
Usually	35	25
Half time/Sometimes	47	51
Seldom/Never	8	8
Other/DK	1	2
	100	100
<i>Know what they're watching...</i>		
Always (VOL)	18	34
Usually	55	36
Half time/Sometimes	22	23
Seldom/Never	4	4
Other/DK	1	3
	100	100

Setting Rules for Television

In setting limits on television viewing, parents are most likely to specify the kinds of shows their children are allowed to watch. Nearly eight-out-of-ten parents (78%) say they have such rules. Less frequent are rules governing allowable times of day for watching television (48%) or number of hours of viewing (44%).

Looking at differences across demographic groups, parents who are somewhat older tend to be stricter than younger parents with regard to television viewing: 81% of parents age 30-49, for example, set limits on types of shows compared with 73% of parents age 18-29; 52% of the older group limit times of day for watching compared with 39% of the younger parents.

Similarly, parents with younger children are more likely to impose rules, especially limits on types of shows, than are those with teenagers. Mothers tend to be stricter rule-setters than fathers, as do parents with at least some college education compared with those with a high school degree or less. Regular churchgoers are slightly more likely to impose all types of rules (86% limit shows, 54% limit times of day and 48% limit hours of watching).

	<i>Have rules limiting...</i>		
	<i>Kinds of shows</i>	<i>Times of day</i>	<i>Number of hours</i>
	<i>%</i>	<i>%</i>	<i>%</i>
All parents	78	48	44
Fathers	74	48	38
Mothers	82	48	51
<i>Age of parent...</i>			
18-29	73	39	30
30-49	81	52	48
50+	--	--	--
<i>Age of child...</i>			
13-17	70	46	38
5-12	87	57	55
under 5	82	47	45

Internet Controls

Television, however, is no longer the major media worry for many parents. As noted elsewhere, eight-in-ten parents (81%) now rate the internet as a source of great concern about its influence on the nation’s children generally. (Parents were not questioned specifically about the influence of media other than television on their own children). As a source of general concern about children’s exposure to them, video games and music lyrics were cited by as many parents (67%) as was television.

Among parents with access to the internet, half (51%) said they had a filter installed to prevent access to pornography. That proportion rises to nearly six-in-ten among parents with children old enough to be likely to access the internet on their own. Similarly, in a March 2005 survey of 1,100 youths ages 12 to 17 and their parents, the Pew Internet and American Life Project found that 54% of internet-connected families now use some type of filter or monitoring software, a 65% increase over the number who did so in 2000.

	<i>Yes</i>		<i>Other/</i>
	<i>%</i>	<i>No</i>	<i>DK</i>
All adults*	36	57	7=100
Parents	51	43	6=100
<i>Child’s age...</i>			
12-17	59	37	4=100
5-11	58	34	8=100
Under 5	48	45	7=100
<i>Parent’s education</i>			
College grad	29	65	6=100
Some college	41	54	5=100
HS or less	38	51	9=100
<i>Parent’s ideology</i>			
Conservative	40	51	9=100
Moderate	37	56	7=100
Liberal	23	73	4=100

* All figures based on people who have internet access in their homes.

Seven-in-ten parents (70%) with a home computer, (56% of all parents) say that their children

ever use it to play games. Among all parents, 72% say they have a video game system in their household such as Playstation, X-box or GameCube that can be hooked up to a television set.

Rating the Ratings

Most parents are reasonably content with the guidance provided by available information and rating systems in deciding whether movies, television, video games and music lyrics are appropriate for their families.

More than six-in-ten (62%) say they find enough information available to help them make such decisions. That is especially true of parents of younger children – 68% of those with children under 5 and 65% with children age 5-12 – say that information on media content is sufficient. More highly educated parents also express higher levels of satisfaction with available information: 70% of those with a college degree or more say they have enough compared with 56% of those with a high school degree or less.

	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
All parents	63	35	2=100
<i>Child's age...</i>			
13-17	59	39	2=100
5-12	65	33	2=100
Under 5	68	31	1=100
<i>Parent's Educ</i>			
College grad	70	28	2=100
Some college	68	31	1=100
HS or less	56	41	3=100

Relatively few parents rely heavily on entertainment industry rating systems. The proportion of parents placing a “great deal of trust” in rating ranges from 17% for video game ratings, 18% for television show ratings, and 21% for music lyric parental advisory labels to 24% for movie ratings. However, adding in those who say they put “a fair amount” of trust in the respective rating systems produces overall trust levels ranging from 59% for video games, 63% for music lyrics and 67% for television shows to 75% for movies.

Where the Buck Stops

There is now little question in the public mind that if children are being exposed to objectionable material through the media, the primary fault lies not with the government or the entertainment industry, but with parents. In this, parents are in full agreement.

Nearly eight-in-ten (79%) of the public, and a virtually identical 78% of parents say that inadequate parental supervision is most responsible for children being exposed to printed or video materials depicting explicit sex or graphic violence. Only 13% pointed to inadequate laws or law enforcement, with 7%

	<u>April*</u> <u>1997</u>	<u>March</u> <u>2005</u>
<i>Mostly caused by</i>		
<i>inadequate...</i>	%	%
Parental supervision	59	79
Laws/enforcement	28	13
Both (VOL.)	10	7
Don't know	<u>3</u>	<u>1</u>
	100	100

* In April 1997 the question differed slightly.

volunteering both. Those percentages differ significantly from the numbers recorded in response to a similarly worded question in an April 1997 Pew survey in which 59% put the blame on inadequate parental supervision, while 38% blamed either laws and enforcement or both.

Moreover, the public overwhelmingly holds parents responsible even when the entertainment industry is thrown into the mix. When a separate group of respondents was asked whether the federal government, the entertainment industry or parents bear the greatest responsibility for keeping children from seeing too much sex or violence, 86% cited the parents. Only 8% chose the entertainment industry and 4% the federal government. Again, the views of parents and non-parents are virtually identical on this issue.

Today’s Moral Standards

Americans continue to take a dim view of the moral standards of their modern day fellow citizens compared to those of days gone by. Asked if they think that people in general today lead as good lives – honest and moral – as they used to, only 21% say yes while 74% say no. These ratings are unchanged from those recorded in a March 2002 Pew survey and down only slightly from responses in a November 1998 Washington Post/Kaiser poll suggesting that the downward trend in morality ratings may have bottomed out.

The same strongly negative long-term trend is observed when respondents are asked to compare today’s youth with those of the past. Asked if young people today have as strong a sense of right and wrong as they did, say, fifty years ago, only 18% say yes, while 79% say no. This is about the same margin recorded in surveys since 1998, but, again, substantially more negative than those recorded decades ago. In a June 1952 survey, for example, nearly six-in-ten respondents judged that youth of that era were as sharply attuned to right and wrong as their forebears.

Despite this concern about prevailing moral standards, 54% of those interviewed say that they attend religious services at least once or twice a month and 39% say that they attend once a week or more. Moreover, 55% of these regular churchgoers (30% of the entire sample), say that the clergy at their place of worship speak out about too much sex and violence in television and movies.

Not Like the Good Old Days						
<i>Do people lead as honest and moral lives as they used to?</i>						
	<u>1952</u>	<u>1965</u>	<u>1976</u>	<u>1998</u>	<u>2002</u>	<u>2005</u>
	%	%	%	%	%	%
Yes	47	39	30	26	21	21
No	46	52	66	71	73	74
Undecided	<u>7</u>	<u>9</u>	<u>4</u>	<u>3</u>	<u>6</u>	<u>5</u>
	100	100	100	100	100	100
<i>Do young people have as strong a sense of right and wrong as 50 years ago?</i>						
	<u>1952</u>	<u>1965</u>		<u>1998</u>	<u>2002</u>	<u>2005</u>
	%	%		%	%	%
Yes	57	41		20	19	18
No	34	46		78	76	79
Undecided	<u>9</u>	<u>13</u>		<u>2</u>	<u>5</u>	<u>3</u>
	100	100		100	100	100
Early trends from Gaffin (1952), Gallup (1965 and 1976), Washington Post/Kaiser (1998)						

ABOUT THE SURVEY

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,505 adults, 18 years of age or older, from March 17-21, 2005. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3 percentage points. For results based on Form 1 (N=755) or Form 2 (N=750) only, the error attributable to sampling is plus or minus 4 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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>
Total	34	50	13	3=100	41	48	5	6=100
Sex								
Male	31	56	11	2	38	54	4	4
Female	37	45	14	4	43	43	5	8
Race								
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
Race and Sex								
White Men	31	55	12	2	39	53	4	4
White Women	38	45	13	4	44	43	5	8
Age								
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
Sex and Age								
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
Education								
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
Family Income								
\$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?

Continued on next page...

	<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>				
Total	34	50	13	3=100	41	48	5	6=100
Region								
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
Religious Affiliation								
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
Party ID								
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
Party and Ideology								
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
Bush Approval								
Approve	36	48	14	2	47	42	5	6
Disapprove	34	53	11	2	35	55	4	6
Marital Status								
Married	36	48	13	3	46	44	5	5
Unmarried	32	53	12	3	34	54	4	8
Parent								
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)
	<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>	
	%	%	%	%	%	%	%	%	%	%	
Total	69	27	60	37	75	22	61	31	58	36	(1505)
Sex											
Male	63	34	51	46	71	27	59	34	57	38	(722)
Female	75	20	68	28	79	18	63	28	58	35	(783)
Race											
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)
Race and Sex											
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)
Age											
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)
Sex and Age											
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)
Education											
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)
Family Income											
\$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...?

Continued on next page...

	<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>	
	%	%	%	%	%	%	%	%	%	%	
Total	69	27	60	37	75	22	61	31	58	36	(1505)
Region											
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)
Religious Affiliation											
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)
Party ID											
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)
Party and Ideology											
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)
Bush Approval											
Approve	78	20	64	33	82	16	67	25	63	30	(717)
Disapprove	62	34	55	42	68	30	58	36	53	42	(667)
Marital Status											
Married	74	23	62	34	78	20	67	26	61	33	(881)
Unmarried	64	31	57	40	72	25	54	37	54	40	(608)
Parent											
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)

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
MARCH 2005 NII/ENTERTAINMENT MEDIA SURVEY
FINAL TOPLINE
March 17 - 21, 2005
N=1505

Q.1 Do you approve or disapprove of the way George W. Bush is handling his job as president? [IF DK
ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way
George W. Bush is handling his job as president? **IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Dis-approve</u>	<u>Don't know</u>		<u>Approve</u>	<u>Dis-approve</u>	<u>know</u>
				Mid-September, 2002	67	22	11=100
March, 2005	45	46	9=100	Early September, 2002	63	26	11=100
February, 2005	46	47	7=100	Late August, 2002	60	27	13=100
January, 2005	50	43	7=100	August, 2002	67	21	12=100
2004				Late July, 2002	65	25	10=100
December, 2004	48	44	8=100	July, 2002	67	21	12=100
Mid-October, 2004	44	48	8=100	June, 2002	70	20	10=100
August, 2004	46	45	9=100	April, 2002	69	18	13=100
July, 2004	46	46	8=100	Early April, 2002	74	16	10=100
June, 2004	48	43	9=100	February, 2002	78	13	9=100
May, 2004	44	48	8=100	January, 2002	80	11	9=100
Late April, 2004	48	43	9=100	2001			
Early April, 2004	43	47	10=100	Mid-November, 2001	84	9	7=100
Late March, 2004	47	44	9=100	Early October, 2001	84	8	8=100
Mid-March, 2004	46	47	7=100	Late September, 2001	86	7	7=100
February, 2004	48	44	8=100	Mid-September, 2001	80	9	11=100
Mid-January, 2004	56	34	10=100	Early September, 2001	51	34	15=100
Early January, 2004	58	35	7=100	August, 2001	50	32	18=100
2003				July, 2001	51	32	17=100
December, 2003	57	34	9=100	June, 2001	50	33	17=100
November, 2003	50	40	10=100	May, 2001	53	32	15=100
October, 2003	50	42	8=100	April, 2001	56	27	17=100
September, 2003	55	36	9=100	March, 2001	55	25	20=100
Mid-August, 2003	56	32	12=100	February, 2001	53	21	26=100
Early August, 2003	53	37	10=100				
Mid-July, 2003	58	32	10=100				
Early July, 2003	60	29	11=100				
June, 2003	62	27	11=100				
May, 2003	65	27	8=100				
April 10-16, 2003	72	22	6=100				
April 9, 2003	74	20	6=100				
April 2-7, 2003	69	25	6=100				
March 28-April 1, 2003	71	23	6=100				
March 25-27, 2003	70	24	6=100				
March 20-24, 2003	67	26	7=100				
March 13-16, 2003	55	34	11=100				
February, 2003	54	36	10=100				
January, 2003	58	32	10=100				
2002							
December, 2002	61	28	11=100				
Late October, 2002	59	29	12=100				
Early October, 2002	61	30	9=100				
		Dis-	Don't				

QUESTIONS 2 THROUGH 3 IN PREVIOUS RELEASE

On another subject...

Q.4 Do you think people in general today lead as good lives – honest and moral – as they used to?

		<i>Wash Post/</i>				
		<i>Kaiser</i>		<i>--- Gallup ---</i>		<i>Gaffin</i>
		March	Nov	Jan	Nov	June
		<u>2002</u>	<u>1998</u>	<u>1976</u>	<u>1965</u>	<u>1952</u>
21	Yes	21	26	30	39	47
74	No	73	71	66	52	46
<u>5</u>	Undecided	<u>6</u>	<u>3</u>	<u>4</u>	<u>9</u>	<u>7</u>
100		100	100	100	100	100

Q.5 Do you think that young people today have as strong a sense of right and wrong as they did, say, fifty years ago?

		<i>Wash Post/</i>				
		<i>Hart</i>	<i>Kaiser</i>	<i>Gallup</i>	<i>Gaffin</i>	
		March	March	Aug	Nov	June
		<u>2002</u>	<u>1999</u>	<u>1998</u>	<u>1965</u>	<u>1952</u>
18	Yes	19	15	20	41	57
79	No	76	82	78	46	34
<u>3</u>	Undecided	<u>5</u>	<u>3</u>	<u>2</u>	<u>13</u>	<u>9</u>
100		100	100	100	100	100

**QUESTION 6 IN PREVIOUS RELEASE
NO QUESTION 7**

ASK FORM 2 ONLY [N=750]:

Q.8F2 Now I'd like your views on some groups and organizations. (First,) would you say your overall opinion of... [INSERT ITEM; RANDOMIZE.] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

		-----Favorable-----			----Unfavorable----			Never Heard	DK/Can't
		<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>of (VOL)</u>	<u>Rate (VOL)</u>
a.F2	The news media	56	12	44	40	13	27	0	4=100
	December, 2004	43	8	35	51	18	33	*	6=100
	Late October, 2000 (RVs)	50	7	43	45	14	31	0	5=100
	February, 1999	49	6	43	49	15	34	0	2=100
	March, 1998	48	9	39	50	16	34	*	2=100
	October, 1997	50	7	43	48	14	34	*	2=100
b.F2	Video game manufacturers	34	10	24	49	22	27	*	17=100
	June, 1999	33	8	25	55	21	34	1	11=100
c.F2	The recording and music industry	55	14	41	37	11	26	*	8=100

Q.8F2 CONTINUED...		-----Favorable-----			-----Unfavorable-----			Never Heard of (VOL)	DK/Can't Rate (VOL)
		Total	Very	Mostly	Total	Very	Mostly		
d.F2	The motion picture and entertainment television industry	60	12	48	35	11	24	0	5=100
	July, 2001	58	15	43	37	12	25	*	5=100
	March, 2001	50	8	42	46	15	31	*	4=100
	June, 1999	60	12	48	38	12	26	0	2=100
e.F2	Fast food companies	56	9	47	39	11	28	0	5=100
f.F2	Pharmaceutical companies	43	7	36	53	24	29	0	4=100
	July, 2001	48	9	39	42	14	28	1	9=100
	Late October, 2000 (RVs)	45	7	38	45	16	29	1	9=100
g.F2	Oil companies	27	6	21	65	34	31	*	8=100
	July, 2001	32	7	25	58	21	37	0	10=100
	Late October, 2000 (RVs)	32	5	27	56	21	35	*	12=100
h.F2	Tobacco companies	21	5	16	74	42	32	0	5=100
	July, 2001	20	5	15	74	40	34	*	6=100
	August, 1998	25	7	18	69	34	35	*	6=100
	April, 1996	20	4	16	75	42	33	*	5=100
	July, 1994	24	6	18	73	38	35	*	3=100
i.F2	Technology companies	78	19	59	12	3	9	0	10=100

QUESTION 9 THROUGH 11 IN PREVIOUS RELEASE

ASK ALL:

A few questions about television...

ASK FORM 1 ONLY [N=755]:

Q.12F1 Generally, how satisfied are you with the choice of things you can see on television these days? Are you...
(READ)

		April <u>2000</u>	April <u>1998</u>	Feb <u>1994</u>
12	Very Satisfied	12	16	14
43	Fairly Satisfied	46	45	43
27	Not Too Satisfied	28	28	29
16	Not At All Satisfied	11	10	11
1	(DO NOT READ) Does not apply/irrelevant/don't care	2	1	2
<u>1</u>	Don't know/Refused	<u>1</u>	*	<u>1</u>
100		100	100	100

ASK FORM 2 ONLY [N=750]:

Q.13F2 How would you compare TV entertainment shows these days with TV entertainment five years ago -- would you say they are better or worse now? **[IF RESPONDENT SAYS SAME, PROBE: But if you had to say they have gotten better or worse, which would you say?]**

		Feb <u>1993</u>	ABC <u>1983</u>
24	Better	27	27
66	Worse	64	64
6	Same (VOL.)	4	1
<u>4</u>	Don't Know/Ref (VOL.)	<u>5</u>	<u>8</u>
100		100	100

IF RESPONDENT ANSWERED '1' BETTER/'2' WORSE IN Q.13F2 ASK:

Q.14F2 Why is that? **[RECORD VERBATIM RESPONSE. PROBE ONCE FOR CLARITY IF NEEDED.]**

BASED ON THOSE WHO SAID BETTER IN Q.13F2 [N=168]:

		<u>Feb 1993</u>
37	More option/Program diversity/Variety	21
15	Just like shows better	14
9	More creative/Better talent/Actors	4
9	Better technology/Special effects	4
8	More socially relevant/More realistic	24
8	More informative/Educational	14
4	No place to go but up/Bad TV five years ago	*
3	More family appeal/Increased morality	4
3	Like reality TV	--
2	Shows are funnier/Better comedies	5
2	Improved children's programming	3
1	Less censorship/More open/More direct	6
1	Cultural diversity/Less stereotyping	2
11	Other	2
5	Don't know/Refused	6

BASED ON THOSE WHO SAID WORSE IN Q.13F2 [N=502]:

		<u>Feb 1993</u>
22	Too much sex	33
21	Too much violence	38
17	Dislike reality TV	--
16	Immoral/Not portraying good values	9
13	Pointless/No plots/No substance	10
11	Bad influence on children	12
10	Language/Swearing	8
7	Just don't like shows now	8
6	Bad for families/Cannot watch as a family	4
5	Favorite show is no longer on	4
5	Too sensational/Just going for ratings	2
1	Don't like sitcoms/Not funny	4
1	Dislike real-life crime programs	1
6	Other	4
1	Don't know	2

ASK ALL:

Q.15 About how much time do you spend watching TV on a typical weekday—**(READ) [IF NEEDED: Include any time spent watching broadcast, cable or satellite television. Do not include time viewing movies on video or DVD player that you own or rent.]**

- 8 Less than one hour
 - 17 About one
 - 30 About two
 - 16 About three
 - 11 About four
 - 6 About five
 - 11 Six or more hours
 - 1 **[DO NOT READ] None/never watch TV (VOL.) GO TO Q.17**
 - * Don't know/Refused **(VOL.)**
- 100

ASK IF Q.15 NE 8 (Q.15=0-6, 9):

Q.16 I'd like to know how often you watch certain TV programs. (First) Do you watch **[READ AND RANDOMIZE ITEMS]** regularly, or not?

BASED ON TOTAL RESPONDENTS:

	Watch <u>Regularly</u>	Don't watch <u>Regularly</u>	(VOL) <u>Haven't Heard of</u>	<u>DK/Ref/ Never watch</u>
a. American Idol	26	73	*	1=100
b. CSI: Crime Scene Investigation	46	53	*	1=100
c. Desperate Housewives	16	82	1	1=100
d. Law and Order	41	59	0	*=100
e. Survivor	18	81	*	1=100
f. The Simpsons	21	79	*	*=100
g. Seventh Heaven	14	83	2	1=100
h. The Bernie Mac Show	12	84	4	*=100
i. Girlfriends	6	84	9	1=100
j. Will and Grace	18	80	1	1=100
k. The Sopranos	15	83	1	1=100
l. Sex and the City	11	88	*	1=100
m. Fear Factor	24	75	*	1=100
n. Everybody Loves Raymond	37	62	*	1=100
o. 24	11	82	6	1=100

ASK ALL:

Q.17 About how many movies have you seen in the last month either in a movie theater or at home on video or DVD?

14	None
18	1-2
34	3-5
17	6-10
10	11-20
6	21 or more
<u>1</u>	Don't know/No answer
100	

Thinking about children for a moment...

Q.18 How concerned are you personally about what children see or hear...**[INSERT ITEM; RANDOMIZE]** — very concerned, somewhat concerned, not too concerned, or not at all concerned?

		<u>Very</u> <u>Concerned</u>	<u>Somewhat</u> <u>Concerned</u>	<u>Not too</u> <u>Concerned</u>	<u>Not at all</u> <u>Concerned</u>	<u>Don't Know/</u> <u>Refused</u>
a.	On TV	61	25	9	4	1=100
	May, 1999	64	25	7	3	1=100
b.	On the Internet	73	14	5	5	3=100
	May, 1999	64	18	5	4	9=100
c.	In movies	56	27	9	6	2=100
	May, 1999	60	27	7	3	3=100
d.	In video games	60	21	8	8	3=100
	May, 1999	57	24	8	6	5=100
e.	In music lyrics	61	24	8	6	1=100

Q.19 Still thinking about what children see or hear, which one of these are you MOST concerned about — TV, the Internet, movies, video games, or music lyrics?

27	TV
37	the Internet
3	Movies
13	Video games
16	Music lyrics
<u>4</u>	Don't know/Refused (VOL.) GO TO Q.21
100	

ASK FORM 1 ONLY (IF FORM 1 and Q19 = 1-5) [N=719]:

Q.20F1 Why is that? [RECORD VERBATIM RESPONSE. ACCEPT MULTIPLE RESPONSES. PROBE ONCE FOR CLARITY IF NEEDED.]

*Most concerned about what children see/hear on/in...***

<u>Internet</u>	<u>Television</u>	<u>Music lyrics</u>	<u>Video games</u>	
39	35	57	63	NET: CONTENT
6	9	13	4	Bad influence on kids - General
21	1	0	0	Anything/too much is available to kids
2	9	13	47	Violence/killing cops
11	12	8	1	Sex/Pornography
1	6	14	0	Language
1	3	15	2	Other anti-social content - specified ***
*	6	6	7	Gives false sense of what's acceptable/Gives wrong message
3	2	--	1	Advertisements/pop-up screens
--	--	13	--	Rap/Gangsta rap/Hip hop
--	--	--	9	Interactive violence (be a sniper, shoot for points)
34	29	22	9	NET: HARD TO CONTROL
19	3	14	1	Parents have least/less control over it
6	2	4	5	Parents not paying attention to it
11	24	7	4	Kids have easy access to it
				OTHER
3	39	15	25	Kids do this/spend most time doing this
29	--	--	--	Child predators/Dangerous people/Chat rooms
10	1	4	2	No standards/Not regulated
*	--	--	5	Interactive
0	*	3	7	Causes problems in society/Causes violence
7	9	11	11	Other
4	2	2	1	Don't Know/No Answer
(N=273)	(N=219)	(N=113)	(N=99)	

** Not enough people cited movies as their most important concern to analyze.

*** Specific mentions of content such as: demeaning to women, prostitution, kidnapping, disrespectful behavior, drug use

ASK ALL:

Q.21 How concerned are you personally about what children see or hear in television ADVERTISEMENTS — very concerned, somewhat concerned, not too concerned, or not at all concerned?

36 Very concerned
 37 Somewhat concerned
 18 Not too concerned
 8 Not at all concerned
1 Don't know/Refused (VOL.)
 100

Q.22 Which concerns you MORE—what children see or hear in television PROGRAMS or television ADVERTISEMENTS?

62 Television programs
 25 Television advertisements
 11 Both/neither (VOL.)
2 Don't know/Refused (VOL.)
 100

NO QUESTION 23

Now thinking about your OWN feelings about the kinds of things you see on TV...

Q.24 Does/do [INSERT ITEM; RANDOMIZE ITEMS A. THROUGH B. ALWAYS FIRST, RANDOMIZE ITEMS c.F1 THROUGH d.F1 OR e.F2 THROUGH f.F2 ALWAYS SECOND. OBSERVE FORM SPLITS] on TV shows bother you, personally, a lot, some, not too much, or not at all?

		<u>A lot</u>	<u>Some</u>	<u>Not too much</u>	<u>Not at all</u>	<u>Don't know/Refused</u>
a.	Violence	29	32	19	19	1=100
b.	Sexual content	30	26	19	24	1=100

ASK FORM 1 ONLY [N=755]:

c.F1	Homosexual characters and themes	33	21	18	27	1=100
d.F1	References to and depictions of illegal drug use	46	23	13	16	2=100

ASK FORM 2 ONLY [N=750]:

e.F2	Adult language	32	29	16	22	1=100
f.F2	Reality programs where real people are made fun of or tricked	38	23	13	21	5=100

NO QUESTION 25

ASK ALL:

PARENT Are you the parent or guardian of any children under 18 now living in your household?

34 Yes
66 No **GO TO Q.30**
0 Don't know/Refused (VOL.) **GO TO Q.30**
100

IF PARENT=1 ASK P1 THROUGH Q.29

P1 HOW MANY children under 18 are now living in your household?

BASED ON PARENTS [N=468]:

38 1
36 2
18 3
8 4 or more
* Refused (VOL.) **GO TO Q.26**
100

P2 What (is the age of the child/are the ages of the children) now living in your household?
[PROVIDE SEPARATE VARIABLES FOR AGE OF EACH CHILD.]

BASED ON PARENTS [N=467]:

39 0-4 years old
30 5-7 years old
46 8-13 years old
36 14-17 years old
2 Refused

Note: Totals to greater than 100% due to multiple children within each household.

FOR Q.26-29 INSERT 'CHILD' AND 'HE/HIM OR SHE/HER' FOR RESPONDENTS WHO HAVE ONLY ONE CHILD AND 'CHILDREN' AND 'THEY/THEM' FOR RESPONDENTS WITH 2 OR MORE CHILDREN. IF REFUSED P1 USE 'CHILDREN' and 'THEY/THEM'.

Q.26 When your (child watches/children watch) TV, how often do you watch WITH (him or her/they)... usually, about half the time, only sometimes, or hardly ever?

BASED ON PARENTS [N=468]:

		<u>Jan 1997</u>
39	NET: Always/Usually	44
14	Always (VOL)	9
25	Usually	35
31	Half the time	31
20	Sometimes	16
8	Hardly ever/Never	8
2	Children never watch TV (VOL.)	n/a
<u>0</u>	Don't know/Refused	<u>1</u>
100		100

Q.27 When your (child is watching/children are watching) TV and you're NOT with (him or her/them), about how often do you know WHAT (he or she is/they are) watching... usually, about half the time, only sometimes, or hardly ever?

BASED ON PARENTS [N=468]:

		<u>Jan 1997</u>
70	NET: Always/Usually	73
34	Always (VOL)	18
36	Usually	55
16	Half the time	13
7	Sometimes	9
4	Hardly ever/Never	4
2	Children never watch TV (VOL in Q.26)	n/a
<u>1</u>	Don't know/Refused	<u>1</u>
100		100

Q.28 Does your family have specific rules about **[INSERT ITEM; ITEM A. ALWAYS FIRST; RANDOMIZE B. AND C.]**...

	(VOL in Q.26)			
			Children never watch TV	Don't know/ Refused
BASED ON PARENTS [N=468]:	<u>Yes</u>	<u>No</u>		
a. which times of day your (child/children) can watch TV and which times of day (he or she/they) can't, or not? January, 1997	48 46	50 53	2 n/a	*=100 1=100
b. how many hours your (child/children) can watch TV each day, or not?	44	53	2	1=100
c. what kinds of shows (he or she/they) can watch, or not?	78	19	2	1=100

Q.29 How concerned are you that your (child is/children are) being exposed to too much/many **(INSERT ITEM; RANDOMIZE ITEM A. THROUGH C. ALWAYS FIRST, ITEM D. THROUGH E. SECOND)** in the TV shows (he or she watches/they watch)... a great deal, somewhat, not too much, or not at all?

	(VOL in Q.26)					
	Great <u>Deal</u>	Some- <u>what</u>	Not too <u>much</u>	Not at all <u>concerned</u>	Children never watch TV	<u>DK</u>
a. Violent content January, 1997	37 54	34 26	15 11	12 9	2 n/a	0=100 *=100
b. Sexual content January, 1997	43 54	23 25	15 11	17 10	2 n/a	0=100 *=100
c. Adult language January, 1997	37 51	32 27	15 13	13 9	2 n/a	1=100 *=100
d. Homosexual characters and themes	32	22	17	26	2	1=100
e. References to and depictions of illegal drug use	44	24	12	18	2	*=100

ASK ALL:

Q.30 In presenting material that some view as objectionable or offensive, do you think the entertainment industry is within its constitutional rights of free speech or do you think the industry has gone beyond constitutional guarantees of free speech?

		<i>L.A. Times</i>
		<u>June 1995</u>
46	Within rights of free speech	51
48	Beyond guarantees of free speech	40
<u>6</u>	Don't Know/Refused (VOL.)	<u>9</u>
100		100

Q.31 In your opinion, who is more responsible for the amount of sex and violence found in entertainment today? Are the producers of this kind of entertainment more to blame, OR are the audiences who want this kind of entertainment more to blame?

		<i>L.A. Times</i>
		<u>June 1995</u>
34	Producers	30
50	Audience	47
13	Both equally (VOL.)	20
<u>3</u>	Don't Know/Refused (VOL.)	<u>3</u>
100		100

Q.32 As I read each pair of statements, tell me whether the FIRST statement or the SECOND statement comes closer to your own views — even if neither is exactly right. The first pair is... **(READ AND RANDOMIZE ITEMS; READ STATEMENTS IN ORDER)**

- a. 68 Seeing so much sex and violence on television gives children and teens the wrong ideas about what's acceptable in society.
OR
27 There's a lot of sex and violence on television but most children and teens can tell the difference between what's on television and what's okay.
2 Neither/both equally (VOL.)
3 Don't know/Refused (VOL.)
100
- b. 41 Raising kids today is a constant battle with the media to teach them right from wrong.
OR
52 There are much bigger problems out there for raising kids today than what they see and hear in the media.
5 Neither/both equally (VOL.)
2 Don't know/Refused (VOL.)
100
- c. 57 There are basic standards of decency that the entertainment media should follow.
OR
39 No basic set of standards can work because everyone has different views about what's offensive and what's not.
2 Neither/both equally (VOL.)
2 Don't know/Refused (VOL.)
100

Q.33 What would you say bothers you more: the amount of violence on TV or the amount of sex on TV?

		<u>Jan 1997</u>	<u>Feb 1993</u>
43	Violence	43	37
33	Sex	24	30
17	Both equally (VOL)	24	25
6	Neither (VOL)	8	--
<u>1</u>	Don't know/Refused	<u>1</u>	<u>8</u>
100		100	100

NO QUESTION 34 OR 35

ASK FORM 1 ONLY [N=755]:

Q.36F1 In your opinion, who is most responsible for children these days being exposed to printed or video materials depicting explicit sex or graphic violence? Is this more a result of inadequate parental supervision OR more a result of inadequate laws or law enforcement?

		<u>April 1997¹</u>
79	Inadequate parental supervision	59
13	Inadequate laws or law enforcement	28
7	Both (VOL)	10
<u>1</u>	DK/Refused	<u>3</u>
100		100

ASK FORM 2 ONLY [N=750]:

Q.37F2 Who do you think should have the MOST responsibility for keeping children from seeing too much sex and violence on television and movies these days? (**READ AND RANDOMIZE**)

86	Parents
8	The entertainment industry
4	The federal government
<u>2</u>	Don't Know/Refused (VOL.)
100	

¹ In April 1997 the first half of the question was worded: "In your opinion, who is most responsible for the fact that more children these days are being exposed to printed or video materials depicting explicit sex or graphic violence?"

ASK ALL:

Q.38 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?

		<i>Comparable wording</i>
		<i>L.A. Times²</i>
		<u>June 1995</u>
41	Entertainment industry will produce material harmful to society	29
48	Government will impose undue restrictions	53
2	Neither (VOL.)	2
*	Other (VOL.)	0
3	Both equally (VOL.)	7
<u>6</u>	Don't Know/Refused (VOL.)	<u>9</u>
100		100

Q.39 As far as you know, can the government impose fines on radio stations if they broadcast indecent or obscene material, or not?

73	Yes
14	No
<u>13</u>	Don't Know/Refused (VOL.)
100	

NO QUESTION 40

Q.41 As far as you know, is the movie rating system required by the government or is it something the movie industry does on its own?

42	Required
42	Does on its own
<u>16</u>	Don't Know/Refused (VOL.)
100	

ASK IF PARENT=1:

Q.42 In general, do you think there is or is not enough information available to help you decide whether movies, television, video games, and music lyrics are appropriate for your family?

BASED ON PARENTS [N=468]:

62	Enough information
35	Not enough information
2	Depends (VOL.)
<u>1</u>	Don't Know/Refused (VOL.)
100	

² In June 1995 the L.A. Times question was worded: "What do you think is the greater danger these days: That America's entertainment industry will produce material harmful to American society, or that the government will impose undue restrictions on the entertainment industry in an effort to control the material it produces?"

ASK IF PARENT=1:

Q.43 How much do you trust the [INSERT ITEM; RANDOMIZE] when deciding whether material is appropriate for your family? (READ)

	A Great deal	A Fair amount	Not Very much	None at all	Not familiar with ratings (VOL)	DK/Ref (VOL)
BASED ON PARENTS [N=468]:						
a. ratings for television shows	18	49	20	10	2	1=100
b. ratings for movies	24	51	18	6	1	*=100
c. ratings for video games	17	42	19	12	6	4=100
d. parental advisory labels for music lyrics	21	42	19	11	5	2=100

ASK ALL:

Q.44 I'd like your opinion about some ways that have been suggested for dealing with concerns about indecency in the media. [First,] Do you favor or oppose [INSERT ITEM; RANDOMIZE]?

	Favor	Oppose	DK/Ref
a. Increasing government fines on broadcasters that violate current rules on indecency.	69	27	4=100
b. Making cable television follow the same rules on indecency as broadcast television.	60	37	3=100
c. Stricter government enforcement of indecency rules during hours when children are more likely to be watching television.	75	23	2=100
d. The industry changing to a single rating system for television, movies, video games, and music lyrics.	61	31	8=100
e. Public boycotts of networks or studios that produce objectionable material.	58	36	6=100

Q.45 What do you think is the MOST EFFECTIVE way to reduce the amount of sex and violence in the entertainment media? (READ AND RANDOMIZE)

37	Public complaints and boycotts
23	Have the industry enforce its own rules
32	Government regulations and fines
4	[DO NOT READ] None of these (VOL.)
4	[DO NOT READ] Don't Know/Refused (VOL.)
100	

ASK ALL:

Next a few questions about technology.

INT1 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

INT2 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

Based on Total Respondents:

	<i>Computer User</i>			<i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
March, 2005	78	22	*=100	72	28	0=100
December, 2004	80	20	*=100	72	28	*=100
Mid-October, 2004	79	21	*=100	72	28	*=100
Early September, 2004	78	22	*=100	72	28	*=100
August, 2004	75	25	*=100	68	32	0=100
April, 2004	73	27	0=100	66	34	*=100
March, 2004 ³	75	25	*=100	68	32	*=100
August, 2003	77	23	*=100	67	33	*=100
Mid-July, 2003	75	25	*=100	65	35	*=100
January, 2003	76	24	0=100	67	33	*=100
December, 2002	76	24	*=100	67	33	*=100
Early October, 2002	75	25	*=100	63	37	*=100
August, 2002	78	22	*=100	69	31	*=100
June, 2002	74	26	*=100	66	34	*=100
May, 2002	75	25	*=100	66	34	*=100
April, 2002	71	29	*=100	62	38	0=100
February, 2002	71	29	*=100	62	38	0=100
January, 2002	73	27	0=100	62	38	0=100
Mid-November, 2001	73	27	0=100	62	38	0=100
Mid-September, 2001	72	28	*=100	62	38	*=100
June, 2001	72	28	*=100	62	38	0=100
May, 2001	75	25	*=100	64	36	0=100
April, 2001	72	28	*=100	62	38	0=100
February, 2001	72	28	0=100	60	40	*=100
January, 2001	71	29	*=100	61	39	0=100
July, 2000	68	31	1=100	55	45	*=100
June, 2000	68	31	1=100	56	44	*=100
April, 2000	68	32	*=100	54	46	*=100
March, 2000 ⁴	72	28	0=100	61	39	0=100
February, 2000	67	33	*=100	52	48	0=100
January, 2000	68	32	*=100	52	48	*=100
December, 1999	67	33	*=100	53	47	0=100
October, 1999	67	33	*=100	50	50	0=100
Late September, 1999	68	32	*=100	52	48	*=100
September, 1999	70	30	*=100	53	47	0=100
August, 1999	67	33	*=100	52	48	0=100
July, 1999	68	32	*=100	49	51	0=100

³ Beginning in 2004, the online use question is asked of all respondents (in previous years it was asked only of those who identified themselves as computer users). This modification was made to adjust to changes in technology and means of access to the Internet, and increases the percent who are classified as Internet users by 1-2 percentage points.

⁴ In March 2000, "or anywhere else" was added to the question wording.

INT1/INT2 CONTINUED...

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
June, 1999	64	35	1=100	50	50	*=100
May, 1999	66	33	1=100	48	52	0=100
April, 1999	71	29	*=100	51	49	*=100
March, 1999	68	32	*=100	49	51	*=100
February, 1999	68	32	*=100	49	51	*=100
January, 1999	69	31	*=100	47	53	*=100
Early December, 1998	64	36	*=100	42	58	0=100
November, 1998	--	--	--	37	63	*=100
Early September, 1998	64	36	*=100	42	58	*=100
Late August, 1998	66	34	0=100	43	57	*=100
Early August, 1998	66	34	*=100	41	59	*=100
April, 1998	61	39	*=100	36	64	0=100
January, 1998	65	35	*=100	37	63	0=100
November, 1997	66	34	*=100	36	63	1=100
June, 1997	60	40	0=100	29	71	0=100
Early September, 1996	56	44	*=100	22	78	0=100
July, 1996	56	44	*=100	23	77	0=100
April, 1996	58	42	*=100	21	79	*=100
March, 1996	61	39	*=100	22	78	0=100
February, 1996	60	40	0=100	21	79	*=100
January, 1996	59	41	0=100	21	79	0=100
June, 1995 ⁵	--	--	--	14	86	*=100

ASK IF PARENT=1 AND INT2=1:

INT3 Do you ever use the Internet to get information about the movies, television, video games, or music lyrics that your (child/children) might watch or hear?

BASED ON ALL PARENTS [N=468]:

48	Yes
36	No
*	Don't know/Refused (VOL.)
<u>16</u>	Doesn't use Internet
100	

*Based on parents
who use Internet*

57
43
*
--
100
(N=404)

⁵

The 1995 figure combines responses from two separate questions: (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

ASK ALL:

INT4 Do you have any type of personal computer, including laptops, in your home?

		<u>April</u> <u>2004</u>	<u>April</u> <u>2002</u>	<u>April</u> <u>2000</u> ⁶	<u>Nov</u> <u>1998</u> ⁷	<u>June</u> <u>1995</u>	<u>Feb</u> <u>1994</u>
72	Yes	<u>73</u>	<u>65</u>	<u>59</u>	<u>43</u>	<u>36</u>	<u>31</u>
28	No	<u>27</u>	<u>35</u>	<u>41</u>	<u>57</u>	<u>64</u>	<u>69</u>
*	Don't know/Refused	<u>0</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>0</u>
<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

ASK IF HAVE A HOME COMPUTER (INT4=1):

INT5 Do you have access to the Internet from your home computer? **[IF YES:]** Does the modem you use at home use a dial-up connection through a standard telephone line or do you have a high-speed Internet connection such as a cable or DSL line?

BASED ON TOTAL:

*Based on those
with home computer*

29	Yes, dial-up standard telephone line	41
35	Yes, high-speed connection	49
1	Yes, other/don't know (VOL.)	1
6	No Internet access at home	8
1	Don't know/Refused (VOL.)	1
<u>28</u>	No computer at home (No, DK in INT4)	<u>--</u>
<u>100</u>		<u>100</u>
		(N=1110)

ASK IF COMPUTER IN HOME AND HOME INTERNET ACCESS (INT4=1 AND INT5=1 THROUGH 3):

INT6 Does your home computer have a filter installed to prevent access to pornography on the Internet?

BASED ON TOTAL:

*Based on those with
home computer and
Internet access*

23	Yes	36
37	No	57
5	Don't know/Refused	7
<u>35</u>	No home computer/No Internet access	<u>--</u>
<u>100</u>		<u>100</u>
		(N=1015)

⁶ In 2000 the question included "...These do not include game machines such as Nintendo or Sega."

⁷ In 1998 and earlier, the question was worded: "Do you have any type of personal computer, including laptops -- such as an IBM PC or a Macintosh in your home? These do not include game machines such as Nintendo or Sega."

ASK IF COMPUTER IN HOME AND PARENT (INT4=1 AND PARENT =1):

INT7 (Does your child/do your children) ever use the computer to play games?

BASED ON ALL PARENTS [N=468]:

56	Yes
24	No
0	Don't know/Refused
<u>20</u>	No computer in home
100	

*Based on parents
with home computer*

70
30
0
=
100
(N=392)

ASK ALL:

TV1 Is there a video game system in your household such as Playstation, X-box or GameCube that can be hooked up to a TV set, or not?

45	Yes
55	No
*	Don't know/Refused
<u>100</u>	

Feb 1994⁸

40
60
*
<u>100</u>

ASK ALL:

CAB1 Do you currently live in an area where you could get cable TV if you wanted it?

		<u>April 2004</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>April 1996</u>	<u>Feb 1994</u>
90	Yes	91	92	91	91	92	89
9	No	8	8	9	9	8	10
<u>1</u>	Don't know/Refused	<u>1</u>	*	*	*	*	<u>1</u>
100		100	100	100	100	100	100

ASK IF YES (1 IN CAB1):

CAB2 Do you currently subscribe to cable TV?

BASED ON TOTAL RESPONDENTS:

		<u>April 2004</u>	<u>April 2002</u>	<u>April 2000</u>	<u>April 1998</u>	<u>April 1996</u>	<u>Feb 1994</u>
62	Yes	64	66	67	67	69	64
28	No	27	26	24	24	23	25
<u>10</u>	Don't know/Refused/No cable access	<u>9</u>	<u>8</u>	<u>9</u>	<u>9</u>	<u>8</u>	<u>11</u>
100		100	100	100	100	100	100

⁸ In February 1994 the question was worded: "Is there a video game system such as Sega or Nintendo that can be hooked up to a TV set in your household?"

ASK IF YES (1 IN CAB2):

CAB3 Do you get any of the premium channels on cable for which you have to pay extra such as HBO or Showtime?

BASED ON TOTAL RESPONDENTS:		<i>Based on Cable Subscribers</i>		
		Feb <u>2004</u>	March <u>2005</u>	Feb <u>1994</u> ⁹
25	Yes	28	40	44
37	No	36	59	56
*	Don't know/Refused	*	1	*
<u>38</u>	Non-cable subscribers	<u>36</u>	<u>==</u>	<u>==</u>
100		100	100	100
(N=951)				

ASK ALL:

CAB4 Do you currently subscribe to a satellite television service such as DirecTV or the Dish Network?

		April <u>2004</u>	April <u>2002</u>
		26	Yes
74	No	74	86
*	Don't know/Refused	<u>1</u>	<u>*</u>
100		100	100

ASK ALL:

ATTEND Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

15	More than once a week
24	Once a week
15	Once or twice a month
19	A few times a year
13	Seldom
13	Never
<u>1</u>	Don't know/Refused (VOL.)
100	

ASK (IF ATTEND = 1 THROUGH 3) [N=839]:

ATTEND2 Does the clergy at your place of worship speak out about too much sex and violence in television and movies, or not?

55	Yes
43	No
<u>2</u>	Don't know/Refused (VOL.)
100	

⁹ In February 1994 the question included the "Disney Channel."