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Times Mirror Media Monitor

TV Violence: More Objectionable In Entertainment Than In Newscasts

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TV VIOLENCE MORE OBJECTIONABLE IN ENTERTAINMENT THAN IN NEWSCASTS

Many more Americans express concern about the amount of violence on entertainment television programs than about the increasingly violent content of broadcast news. TV news, while seen as containing more graphic violence than in the past, is also seen as reflecting the reality of a violent society.

Further, a large sector of the public appears desensitized to violent video in newscasts because of the graphically brutal movies and entertainment television programs it watches.

These are the principal findings of a recent *Times Mirror* nationwide survey

which found that while more people think the news is too full of violence, fewer people today than in the 1980's believe that the news exaggerates the amount of violence in America. The poll also learned that heavy consumers of action movies, reality crime shows and other violent fare are less uneasy about the violent content of tv news and do not want to be sheltered from reporting of graphic violence, as do many other Americans.

Other highlights of the survey of 1,516 Americans conducted February 20-23 include:

- The worlds of television news and entertainment television are judged very differently, with the public believing their newscasts have gotten better and their entertainment programs have gotten worse over the past five years.
- The public feels its entertainment television is too violent, and believes this situation to be getting worse. And a strong and growing majority believes that this is harmful to society. In addition, most feel that we as a society have become desensitized to violence as a result of seeing it so frequently on television and in movies.
- There is a good deal of "casual" viewing of television news among children, and a significant level of concern among parents about the pictures that their children are seeing and the words they are hearing. Fully half of those with children between 8 and 13 years of age report having turned the TV off or changed the channel because there was something on the news they did not want their child to see -- in most cases, something *violent*. More women than men reported being upset with something their child had seen and have tried to protect their children from televised violence.
- There is a "video violence" generation gap. Those under 30 are far more likely to be heavy consumers of violent programming and movies. Accordingly, they have different standards regarding violence in news broadcasting. Younger people are far less bothered by violence on television, less likely to feel the news is too full of violence, and less likely to feel violence is harmful to society, than are older Americans. Young people and others disposed to violent

programming are much less critical of the quality of entertainment television than are older people.

○ Young people, non-whites, men and lower income groups all express relatively less concern about violence in news reporting and the most interest in "real life" crime/action shows, such as "Cops," "Rescue 911" or "Top Cops." As many under 30's report seeing such shows regularly as report regularly watching network news.

○ Those 50 & over are least pleased with entertainment television, most bothered by violence on the screen, and the most infrequent viewers of reality crime shows.

Violence on TV News More Apparent

A 52% majority of Americans feel that "TV news is too full of violence." That is an increase from 42% in a 1971 Louis Harris national survey. Today, only 44% do not think the news is too full of violence - two decades ago a majority of Americans (52%) held that opinion.

While a larger proportion of the public thinks the news is more violent than in the past, more people also believe that this accurately reflects social reality. By a margin of 55% to 37%, TV news is judged as not exaggerating the amount of violence in the country by Times Mirror's respondents. Ten years ago, the margin was smaller, 52% to 44%, in a comparable ABC news nationwide survey.

Even so, a growing number of Americans voice criticism of television news for the *amount* of attention it pays to crime stories. Fifty-seven percent believe that TV news gives too much attention to stories about violent crimes, while 12% say they do not give enough attention to such stories, and 26% volunteer that the amount of coverage is appropriate. A national survey conducted in 1983 found 53% saying "too much attention" was paid to this type of story and 17% saying "not enough attention".

But News Not Blamed

Despite criticisms that broadcasters pay too much attention to crime stories, Americans are much more troubled by the amount of violence in entertainment programming. Further, a preoccupation with violence is not a dominant criticism of news broadcasting as is the case for entertainment shows. Most Americans (64%) think that entertainment television programs have gotten worse over the past five years and too much violence is most often given as the reason for entertainment TV's decline (38%). In contrast, a large majority thinks that TV news, both network and local, has gotten better (69% and 60%), not worse (14% and 18%) over the past five years. Critics of TV news complain less about violence and more about bias in network news and sensationalism in local news.

Among the respondents bothered by TV violence, twice as many people criticize violence on entertainment shows (58%) as violence on the news (31%). Looked at another way, even among people who think that TV news is too full of violence, most believe that the news has improved over the past five years. But among people who think entertainment TV is too violent, almost all believe it has worsened.

Indeed, there is much in the survey that suggests the public makes sharp distinctions between violence on news and violence on entertainment shows. It is clearly more concerned with violence in entertainment than with violence it feels reflects reality. A majority of those interviewed said they found TV programs showing violence in fictional situations to be *more disturbing* to them (54%) than programs that show violence in real situations (33%). And, in discounting a fascination with violence for its own sake, a majority said they found TV programs showing violence in real situations to be *more interesting* to them (50%) than programs showing violence in fictional situations (29%).

The Fusion of News And Entertainment

The audience appeal of real violence reflects the popularity of "actuality" shows, where footage of real crime or emergency situations is seemingly captured as it is happening. These shows, such as "Cops," "Rescue 911" and "Top Cops," are enormously popular, particularly to young viewers. Just over one-third of the public (36%) reports watching these shows "regularly" with another 30% saying they watch "sometimes." While regular viewing of real life crime shows is less prevalent than viewing of local (76%) or network news (58%), the number who report *regularly* viewing these shows is considerably higher than other staples of entertainment television, including: game shows (30%), crime drama shows about detectives and police (23%), shows such as "Current Affair" or "Hard Copy" (22%), talk shows (22%), and shows about celebrities such as "Entertainment Tonight" (12%).

The crime/emergency actuality shows have their strongest following among the

less educated, racial minorities, the young and the poor. Fully 60% of blacks say they regularly watch these shows, compared to 33% of whites and 41% of Latinos. Regular viewership decreased with education from less than one-fifth of college graduates (18%), to one-third of those with some college education (34%), to 44% of those with less than a college education. The younger generation accounts for much of the audience of such shows. Just under half of women under 30 (47%) report regularly watching, as do 42% of men in the same age cohort. This compares to 37% of those between 30 and 49, and to just 29% of those 50 or older.

Violence Viewers and the News

Opinion about the violent content of the news is substantially different among people who are the biggest consumers of violent entertainment - real life or otherwise. This audience segment, is comprised largely of younger people, men and members of minority groups. Analytically, 45% of the Times Mirror sample was classified as heavy consumers of violent programming including: movies, reality tv, and fictional crime dramas¹. Age, gender, and education all bear a relationship to how much violence a person watches. However, *age appeared to be the biggest demographic determinant of violence viewing*. Seventy-four percent of the under 30's were in the heavy consuming category, 50% of the 30-49 year olds and only 20% of the 50 & older.

People who watch a lot of violent entertainment are less apt to say that news is preoccupied with violence and is exaggerating violence in society. They are also less prone to believe that televised violence is itself a cause of real life violence.

	<u>Total</u>	Viewership of Violent Entertainment:		
		<u>High</u>	<u>Average</u>	<u>Low</u>
TV news too full of violence				
Yes	52	47	55	60
No	44	51	42	33
Don't know	<u>4</u>	<u>2</u>	<u>3</u>	<u>7</u>
	100	100	100	100
	(N=1516)	(N=678)	(N=537)	(N=301)
Violence on TV shows harmful to society				
Very Harmful	47	37	50	64
Somewhat Harmful	33	34	36	24
Harmless	15	24	9	8
Don't know	<u>5</u>	<u>5</u>	<u>5</u>	<u>4</u>
	100	100	100	100
Violence on TV/movies a cause of breakdown in law and order				
Major cause	39	27	45	59
Minor cause	39	43	39	27
Hardly a cause	18	27	13	7
Don't know	<u>4</u>	<u>3</u>	<u>3</u>	<u>7</u>
	100	100	100	100

Reflecting the different attitudes of heavy viewers of violence, younger Americans show much more indifference to the violent content of the news and much less discontent with violence on television generally. While 85% of people 50 and older think there is too

much violence in entertainment TV, only 57% of people under 30 subscribe to this view. Similarly, 49% of under 30's think that TV news pays too much attention to violent stories, but 63% of older people make that criticism of broadcasters.

	<u>Under 30</u>	AGE: <u>30-49</u>	<u>50+</u>
TV news too full of violence or not			
Yes	48	50	58
No	51	47	36
Don't know	<u>1</u>	<u>3</u>	<u>6</u>
	100	100	100
Amount of violence portrayed on TV programs not including the news			
Too much	57	69	85
Reasonable amount	39	28	12
Very little	3	1	2
Don't know	<u>1</u>	<u>2</u>	<u>2</u>
	100	100	100
TV news gives too much attention to stories about violent crimes, not enough attention or what			
Too much attention	49	56	63
Not enough attention	18	12	9
Right amount	29	28	22
Don't know	<u>4</u>	<u>4</u>	<u>6</u>
	100	100	100
Violence on TV shows bothers you or not			
Yes, bothers	48	61	65
No, does not bother	52	38	34
Don't know	<u>*</u>	<u>1</u>	<u>1</u>
	100	100	100
Violence on TV shows is harmful or harmless to society			
Yes, is harmful	77	77	85
No, is harmless	19	17	11
Don't know	<u>4</u>	<u>6</u>	<u>4</u>
	100	100	100

No Pictures Please

Perhaps most tellingly, the biggest difference between people who watch a lot of violent entertainment and those who do not, is the latter groups' desire to be sheltered from broadcasts containing graphic violence. Only 38% of frequent viewers of entertainment violence subscribe to the idea that "TV news should just tell us about violent news, but not show pictures of murder and war." However, 55% of people who infrequently watch reality crime shows and violent movies would like broadcasters to show fewer pictures. In the most extreme measure in the survey, 31% of frequent viewers of violent programming said they think that public executions should be televised. A fourth as many infrequent viewers (8%) want such public displays.

Desensitization Observed

There is widespread acknowledgement that televised violence has a psychological impact on society. Fully 84% of Americans feel that stories about violence have made Americans more fearful than they were in the days before television, a number that is unchanged since 1983. What has changed, and in dramatic fashion, is the view that "television shows so much violence that people grow up not being shocked by violence." Two decades ago, just over half (53%) of the public agreed with this statement. Today, better than three-quarters (78%) say they believe the amount of violence seen on television has a desensitizing impact on society. The public's belief that society is becoming increasingly violent, coincides with its view that programming is significantly different from the past, and that television news *exploits* violent pictures and scenes. Fully 83% of the public said that television news now shows more violent and bloody scenes when covering crime than it did 10

years ago.

Moreover, Americans feel that scenes of violence on TV news are often shown simply for their shock value or to lure an audience. By a lop-sided margin of 73% to 20%, with the remainder expressing no opinion, most Americans feel graphic violence on television is shown "mainly to attract viewers" rather than because it is necessary "to tell the story." Three-quarters agree with the statement that "TV reports about crime are often shocking, but don't tell me anything new." A similar number (77%) believe that "TV news should run more stories about 'good news' and fewer stories about violence." Yet there is also a recognition that these "marketplace" forces, i.e., reality, have some basis in fact. Sixty-five percent agree that "TV news runs lots of crime stories because that's what people are interested in hearing about."

Children and the News

There is a great deal of "occasional" viewing of the news among young children, and significant concern among parents over what their children are seeing. Just over half (54%) of parents with kids between the ages of 8 and 13 say that their children either regularly or sometimes watch the news. And most worry that their children may suffer harmful effects as a result of what they see. Over six-in-ten (62%) reported they are worried either "a great deal" or "a fair amount" that their child might be disturbed by what he or she watches on the news, with one-quarter of all parents expressing a great deal of concern. Women (74%) are significantly more likely to say they are worried than men (51%).

This concern over what children see on television news often causes parents to try to shield them. A majority (53%) reports having switched the channel or turned off the TV because there was

something on the news they did not want their child to see. Women are again more likely to report doing this (64%) than men (42%). Asked why they last changed the channel or turned off the set, most said the reason was to prevent scenes of **violence** from being shown. Fully 72% report switching the set off to shield a child from violence, while 57% did so to prevent exposure to something of a sexual nature. Additionally, 17% say they have changed channels or turned the set off to prevent exposure to bad language, and 11% to limit exposure to drug scenes.

While parents express concern over what their children see on the news, images from entertainment television have them much more alarmed. Far more said they worry about the amount of violence on fictional television (61%) than violence on the news and in "real life" programming (14%). Another 11% said they worry about both equally. Just 12% of parents with children between the ages of 8 and 13 said they do not worry about their child's exposure to violence on television.

Violence on Entertainment Television

The overwhelming view is that entertainment television is too violent. More than seven in 10 Americans (72%) say there is "too much violence" on non-news TV programs. Just one-in-four believes there is "a reasonable amount," with the remainder saying there is "very little violence" or offering no opinion. A national opinion poll taken in 1971 found virtually the same division among the public.

Reactions to TV violence also differ by gender and generation. Just under two-thirds of men (64%) say there is "too much violence," compared to four-fifths (79%) of women. Clear generational differences are also evident. Fifty-seven percent of those under 30 think entertainment TV is too violent compared to fully 85% of those over 50. While a

majority of each age-sex grouping feels there is too much violence, this sentiment ranges from a bare majority of men between 18 and 29 (50%) to virtual unanimity among women over 50 (91%).

While the perceptions of excessive violence on entertainment television have not changed in ten years, more Americans are troubled by the TV violence now and more believe it has a poisonous effect on society, than a decade ago. The percentage of Americans who say they are personally "bothered" by "violence on TV shows" has increased from 44% to 59% between 1983 and 1993, with the number saying they are "bothered a great deal" up from 16% to 24%.

At the same time there has been a similar and significant rise in the percentage of citizens who feel that violence on TV is unhealthy for society as a whole. Where **many** (64%) felt violence on entertainment television was "harmful" to society in 1983, **most** (80%) do so now. Just 15% feel that violence on TV shows is "harmless" to society, with the remaining 5% expressing no opinion. The number describing violence on television as "**very harmful**" increased from one-quarter of the public (26%) to almost one-half (47%) during this same period. There has also been a significant increase in the degree to which the violence on TV and in movies is described as being either a major or minor cause of the breakdown of law and order in society between 1971 (66%) and now (78%). Almost four-in-ten believe television to be a **major** contributor to this societal ill.

TV Entertainment -- Continuing To Get Worse

By a huge margin of 64 to 27 percent, more Americans say that TV entertainment shows have become worse rather than better over the last five years. This negative view of entertainment TV is not new, however; exactly the same

numbers were reported by an ABC News poll in February 1983. The twin complaints about entertainment TV in our current survey are that it has become worse because of excessive or graphic **violence** -- mentioned by 38%, and too much or explicit **sex** -- mentioned by one-third.

But the Times Mirror survey also found evidence that television is doing a relatively better job of satisfying its target audience -- the 18-30 year old group that is most attractive to advertisers. Persons under 30 are evenly split over whether TV has improved or not. Forty-two percent said it has, 49% said it has not. By comparison, persons between 30 and 49 years of age are much more certain it has worsened -- 30% said better, 60% said worse. Among Americans over 50, the gap is cavernous only -- 13% said better, 79% said worse.

In addition, more women feel television has gotten worse rather than better (71% vs. 22%) than do men (56% vs. 33%). Clearly, men aged 18-29 have the most positive view of TV entertainment with 47% saying entertainment television has improved and 42% saying it has worsened.

While a substantial segment of the public believes entertainment television has deteriorated, a similarly large slice believes that television **news** has improved over a similar period. When asked about the national nightly news on ABC, CBS, NBC and CNN, far more said it has gotten "better" rather than worse, 69% to 14%, with the remainder saying it has stayed the same or expressing no opinion. Americans hold a similar view of **local** news, by a slightly lower margin, 60% to 18%, with the remainder expressing no preference.

TV Violence: An International Perspective

No other people are as concerned about violence on television entertainment and news as Americans. Yet other societies have not ignored the increased violence on their TV screens and are worried about its effects, especially on children, women, and vulnerable ethnic and religious minorities.

There is an obvious reason for the heightened concern in the United States. The crime rate is higher than anywhere else in the developed world. Americans have access to deadly weapons and use them to a degree that astounds observers abroad. Americans kill one another at a rate of around 19,000 each year. Homicide rates per capita are four or five times higher than in Western Europe, while rape rates are seven times higher and forcible robbery rates some four to seven times higher. New York's homicide rate is larger than that in the slums of Calcutta, for example, and in prosperous Seattle — recently rated number one city in the United States for "liveability" — the murder rate is seven times that of Birmingham, England.²

Most of the research and policy looking at the causes, patterns and effects of violence in television entertainment and news comes from the United States. America's media are probably the freest of government constraint or regulation on their content of any media in the world, and almost all television entertainment and news is commercially financed. The combination has led to a particularly violent brand of TV fiction and news, with a premium on the programs that people want to watch rather than on what is considered "good for them" — the historical standard of the European government-owned, public service broadcasters.

The United Kingdom is the country that probably comes closest to the United

States in its concern about televised violence. Philip Schlesinger, head of the Center for the Study of Violence at the University of Stirling in Scotland, suggests one reason: that the United Kingdom and the United States share an Anglo-Saxon, Calvinist moralism against sex and violence.

Yet Great Britain has developed a Code of Standards for its national broadcasters that, in the unflappable British sense of fairness, finds a place for violence in broadcasting, especially in a more and more violent world.

Violence has had its place in fictional programs since broadcasting began, inheriting traditions from the theater and cinema. Violence of this imaginary kind can help its audience come to terms with the world, illuminating the situation and dilemmas which most people have to face at some time and making them more comprehensible. In this sense it has a place in a civilizing process of which broadcasting is a part. To ban either kind of violence, actual or imagined, from broadcasting would be to go against all the experience of everyday life and create for broadcasting a world constantly at odds with the real world.

The Code's guidelines for broadcasters range from the unambiguous — *people should be permitted to die in private and only in the rarest circumstances should broadcasting dwell on the moment of death itself* — to the more subjective nature of the violent act — *the impression of violence once more may be not simply a matter of blows exchanged or of*

weapons discharged, but is connected with the audiences' expectations. Violence, that catch-all word for shootings, stabbings, beatings, car-chases, stage-coach crashes, cartoon mayhem, close-calls, Shakespearean slaughter, and the rest of all the inventive foul-play, the code observes, are tied to the societies within which they are spawned, interpreted and justified.

Although the people of Northern Ireland may not be more likely than someone in Britain to see an act of violence, Northern Ireland has a distinctive experience of violent actions which are designed to achieve political ends. Yet, public opinion studies have found that people in Northern Ireland hold roughly the same mixture of views about violence in drama as those on the mainland. Twenty years of "trouble" have not generated a simple response to the representation of violence.

In Europe, developments in broadcasting technology mean that pan-European broadcasting via satellite is now a daily reality, and there is potential for the transmission of programs from non-European states. The increased capacity of European television augments the amount of imported and domestic news and the newer "actuality" programs. The Council of Europe has drawn up a Convention of Transfrontier Television containing a number of rules in relation to program content and advertising. In particular, the convention requires that programs must not be indecent, pornographic, or give undue prominence to violence or be likely to incite racial hatred.

A concern over violence and children affects the European trade in cartoons and "animation," especially sales of the technically advanced Japanese action cartoons which usually involve futuristic fighters battling their way across the galaxy, but also extend violence into sports like soccer and volley-ball. Europe buys about 100,000 hours of

Japanese cartoons every year. Once a staple on European private television stations, violent cartoons have become less commonplace. In Germany, SAT-1's Oliver Kirschgessner says he is looking less and less for he-men and more for humor. "Often one gets accused of showing only violence and we believe the kids don't even like this kind of product." "I've never programmed the violent Japanese cartoons, and I won't start," says Agnes Vincent, head of kids programming of French government-owned television.³

In Germany the state governments are charged with regulating the media. A treaty signed by the states in 1987 specifies certain categories of programs which are prohibited including those which incite to racial hatred, describe cruel or inhuman acts of violence against persons, glorify war, cause serious moral danger to children or adolescents, or are pornographic. In Italy, the national public service broadcaster, Radio Audizione Italia, RAI, is supervised by a parliamentary commission containing representatives of all parliamentary groups. The private broadcasters are essentially unregulated. Many Italian commentators suggest that violence on television is dangerous in Italy while pornography is considered a smaller problem.

The position in Holland is different. Dutch law guarantees freedom of expression, and broadcasters are subject only to persecution under the general law of the land. With the exception of a requirement that certain categories of film should not be shown early in the evening, there are no regulatory arrangements for the supervision of violence and no codes of practice or guidelines as such. There remains a strong Dutch tradition, both public and political, that acceptable taste is a question of individual judgement. That judgement has to extend to three terrestrial television channels and, since 9 out of 10 homes are connected to a cable system, to several channels from other

European countries. As in Holland, the Belgian public has experience in transfrontier broadcasting, and there are indications that the public expects domestic services to observe higher standards in programs than are expected, and indeed accepted, of services from neighboring countries.

Colombia is one of the most violent societies in the world, and bombings, drug

slayings, cheap assassins, rural massacres and political murders are commonplace. A survey in 1987, during one of the many recent attempts to "pacify" the country, found that television was largely considered an obstacle to national pacification.⁴

	<i>Government</i>	<i>TV</i>	<i>Press</i>	<i>Church</i>
Obstacle to peace	59.3%	41.7%	31.9%	10.6%
"Amigo" of peace	27.4%	28.5%	32.7%	68.4%

The Colombian National Association of Advertisers recently proposed a self-imposed code on excess violence on television entertainment programs, although their ratings show that programs with violence have larger audiences than those without. The portrayal of violence on the news, however, is not an issue in Colombia. The only limitation on news is the protection of the privacy of victims of violence as part of the Constitutionally guaranteed right to privacy.

A completely different "angle" on what constitutes violence on television was found in a survey in Chile. A survey among women living in the urban slums surrounding Santiago found that they regarded watching ads for food when you have nothing to eat and nothing to feed your children as violence.

India the home of Gandhi and the doctrine of non-violence perhaps lends the most innovative angle to the international perspective on TV violence. Indian

scholar Kusum Singh has spent the last several years analyzing Gandhi's message to a violent world. Her work and that of grassroots media groups throughout India is to get the people to organize in non-violent movements and teach them how to use TV technology to fight against violence for what they call "a future without TV tyranny."

The recent televised coverage of the Persian Gulf War, delivered to the world via CNN, provided the best opportunity for foreigners to observe how war, perhaps the ultimate violence, is treated by the media. Irish media scholar Farrel Corcoran, Dean of the School of Communication, Dublin City University, observed that in this case, television's fascination with the minutiae of war, which creates a depthless, ahistorical presence, was itself a powerful form of censorship, turning journalism into moral persuasion of the public that the war is fought by decent people for honorable objectives.⁵

This International Perspective was contributed by Elizabeth Fox, an international media specialist.

1. People were scored according to how much violent entertainment they said they watched including fictional crime dramas, "real life" crime programs, and movies noted for their violence such as "Silence of the Lambs", "Blood Sport", etc. 45% of respondents fell within the "High" category for violence consumption, 35% in the "Average" category and 20% in the "Low" category.

2. Paul Kennedy, "The American Prospect," New York Review of Books, March 4, 1993. p. 46, citing in the article as sources for statistics on crime, S. McConnell, "America's Gloom," The New York Post, Jan. 16, 1993, p. A16, "Crime in America," The Economist, Dec. 22, 1990, pp. 29-32, and K.E. Meyer, "A Good world for Calcutta," The New York Times, Jan. 6, 1991, p. 18.

3. Michael Williams, "He-Men Yield to Humor as Kidvid Defends Niche," Variety, July 27, 1992, p. 39.

4. Survey in 1987, El Tiempo/Centro Nacional de Consultoria, 1,330 people nationwide.

5. Farrel Corcoran, "War Reporting," pp. 106-117, Hamid Mowlana, George Gerbner and Herbert Schiller (eds), Triumph of the Image: the Media's War in the Persian Gulf, a Global Perspective, Boulder: Westview Press, 1992.

TABLES

TV Entertainment Shows

(Today Vs. 5 Years Ago)

	<i>Better Today</i>	<i>Worse Today</i>	<i>Stayed Same</i>	<i>No Opinion</i>	<i>N</i>
Total	27	64	4	5	(1516)
Sex					
Male	33	56	5	6	(761)
Female	22	71	2	5	(755)
Race					
White	26	65	4	5	(1300)
Black	33	61	3	3	(117)
*Hispanic	34	61	1	4	(78)
Age					
Under 30	42	49	4	5	(352)
30-49	30	60	4	6	(665)
50+	13	79	3	5	(485)
Education					
College Grad.	24	60	7	9	(424)
Other College	29	62	4	5	(417)
H.S. Grad.	28	66	2	4	(514)
< H.S. grad.	26	67	3	4	(158)
Region					
East	28	61	4	7	(288)
Midwest	24	69	4	3	(405)
South	27	64	4	5	(544)
West	31	60	3	6	(279)
Family Income					
\$50,000+	28	58	5	9	(315)
\$30,000-\$49,999	29	62	3	6	(402)
\$20,000-\$29,999	29	66	2	3	(277)
Less than \$20,000	25	66	4	5	(355)
Viewership of Violent Entertainment					
High	42	49	4	5	(678)
Average	19	72	4	5	(537)
Low	8	82	4	6	(301)

Question: How would you compare TV entertainment shows these days with TV entertainment shows five years ago?

*The designation, hispanic, is unrelated to the white-black categorization.

National Network News

(Today Vs. 5 Years Ago)

	<i>Better Today</i>	<i>Worse Today</i>	<i>Stayed Same</i>	<i>No Opinion</i>	<i>N¹</i>
<i>Total</i>	69	14	7	10	(761)
<i>Sex</i>					
Male	71	15	6	8	(383)
Female	67	13	8	12	(378)
<i>Race</i>					
White	69	14	7	10	(649)
Black	76	12	6	6	(54)
*Hispanic	63	20	6	11	(37)
<i>Age</i>					
Under 30	75	13	4	8	(164)
30-49	69	15	6	10	(337)
50+	64	14	10	12	(252)
<i>Education</i>					
College Grad.	53	23	9	15	(221)
Other College	65	17	6	12	(209)
H.S. Grad.	78	8	8	6	(250)
< H.S. grad.	74	11	4	11	(79)
<i>Region</i>					
East	72	12	5	11	(141)
Midwest	68	11	8	13	(200)
South	74	16	4	6	(280)
West	56	18	14	12	(140)
<i>Family Income</i>					
\$50,000+	63	18	8	11	(162)
\$30,000-\$49,999	68	14	6	12	(186)
\$20,000-\$29,999	80	9	5	6	(135)
Less than \$20,000	71	10	8	11	(184)
<i>Viewership of Violent Entertainment</i>					
High	79	9	5	7	(332)
Average	66	19	7	8	(268)
Low	52	16	12	20	(161)

Question: Thinking about the national network news -- the ABC News with Peter Jennings, the CBS News with Dan Rather, NBC News with Tom Brokaw and CNN -- would you say it has gotten better or worse over the past five years?

*The designation, hispanic, is unrelated to the white-black categorization.

¹Based on Form 1 respondents only.

Local TV News

(Today Vs. 5 Years Ago)

	Better Today	Worse Today	Stayed Same	No Opinion	N²
Total	60	18	12	10	(755)
Sex					
Male	57	19	15	9	(378)
Female	62	17	9	12	(377)
Race					
White	59	18	12	11	(651)
Black	67	20	7	6	(63)
*Hispanic	50	22	15	13	(41)
Age					
Under 30	61	21	6	12	(188)
30-49	58	22	12	8	(328)
50+	61	11	16	12	(233)
Education					
College Grad.	51	23	14	12	(203)
Other College	61	20	11	8	(208)
H.S. Grad.	62	17	11	10	(264)
< H.S. grad.	65	11	11	13	(79)
Region					
East	55	20	16	9	(147)
Midwest	63	21	7	9	(205)
South	65	16	9	10	(264)
West	53	17	17	13	(139)
Family Income					
\$50,000+	54	24	14	8	(153)
\$30,000-\$49,999	64	15	11	10	(216)
\$20,000-\$29,999	62	21	9	8	(142)
Less than \$20,000	61	13	10	16	(171)
Viewership of Violent Entertainment					
High	66	17	10	7	(346)
Average	52	22	13	13	(269)
Low	59	13	14	14	(140)

Question: *And thinking about the local television news in your area -- that usually comes on before the national news and again at 10 or 11 p.m., would you say it has gotten better or worse over the past five years?*

*The designation, hispanic, is unrelated to the white-black categorization.

²Based on Form 2 respondents only.

TV News Too Full Of Violence

	<i>Yes</i>	<i>No</i>	<i>No Opinion</i>	<i>N</i>
Total	52	44	4	(1516)
Sex				
Male	44	53	3	(761)
Female	60	36	4	(755)
Race				
White	52	44	4	(1300)
Black	55	43	2	(117)
*Hispanic	61	37	2	(78)
Age				
Under 30	48	51	1	(352)
30-49	50	47	3	(665)
50+	58	36	6	(485)
Education				
College Grad.	53	44	3	(424)
Other College	50	45	5	(417)
H.S. Grad.	54	44	2	(514)
< H.S. grad.	50	44	6	(158)
Region				
East	54	43	3	(288)
Midwest	55	43	2	(405)
South	53	43	4	(544)
West	46	50	4	(279)
Family Income				
\$50,000+	56	42	2	(315)
\$30,000-\$49,999	50	46	4	(402)
\$20,000-\$29,999	46	53	1	(277)
Less than \$20,000	57	39	4	(355)
Viewership of Violent Entertainment				
High	47	51	2	(678)
Average	55	42	3	(537)
Low	60	33	7	(301)

Question: Do you think that TV news is too full of violence or not?

*The designation, hispanic, is unrelated to the white-black categorization.

Viewership Of "Real Life" Crime and Emergency Shows

	<i>Regularly Watches</i>	<i>Sometimes Watches</i>	<i>Rarely Watches</i>	<i>Never Watches</i>	<i>Not Familiar With/DK</i>	<i>N</i>
Total	36	30	17	17	*	(1516)
Sex						
Male	36	32	19	13	*	(761)
Female	36	27	16	21	*	(755)
Race						
White	33	31	18	18	*	(1300)
Black	60	16	13	11	0	(117)
*Hispanic	41	28	18	13	0	(78)
Age						
Under 30	44	31	15	10	*	(352)
30-49	37	31	17	15	0	(665)
50+	29	28	18	24	1	(485)
Education						
College Grad.	18	29	23	30	0	(424)
Other College	34	29	20	17	*	(417)
H.S. Grad.	43	31	13	12	1	(514)
< H.S. grad.	46	27	14	13	0	(158)
Region						
East	31	32	15	21	1	(288)
Midwest	36	27	20	17	0	(405)
South	43	29	15	13	*	(544)
West	30	32	20	18	*	(279)
Family Income						
\$50,000+	24	32	21	23	0	(315)
\$30,000-\$49,999	34	31	20	15	*	(402)
\$20,000-\$29,999	39	30	18	13	*	(277)
Less than \$20,000	45	27	12	16	*	(355)
Viewership of Violent Entertainment						
High	61	22	10	7	0	(678)
Average	25	38	19	18	*	(537)
Low	0	31	29	39	1	(301)

Question: How often do you watch shows that present footage of real life crimes and emergencies such as "Cops", "Rescue 911" and "Top Cops"? Do you watch this regularly, sometimes, rarely or never?

*The designation, hispanic, is unrelated to the white-black categorization.

Views Of Violence On TV Shows

	<i>Personally Bothered By³</i>	<i>Is Harmful To Society⁴</i>	<i>N</i>
Total	59	80	(1516)
Sex			
Male	42	73	(761)
Female	74	86	(755)
Race			
White	60	81	(1300)
Black	56	67	(117)
*Hispanic	61	79	(78)
Age			
Under 30	48	77	(352)
30-49	61	77	(665)
50+	65	85	(485)
Education			
College Grad.	66	83	(424)
Other College	61	81	(417)
H.S. Grad.	57	79	(514)
< H.S. grad.	53	76	(158)
Region			
East	62	79	(288)
Midwest	62	79	(405)
South	56	78	(544)
West	57	84	(279)
Family Income			
\$50,000+	61	82	(315)
\$30,000-\$49,999	58	80	(402)
\$20,000-\$29,999	53	80	(277)
Less than \$20,000	58	76	(355)
Viewership of Violent Entertainment			
High	48	71	(678)
Average	64	86	(537)
Low	76	88	(301)

*The designation, hispanic, is unrelated to the white-black categorization.

³Percent saying that violence on TV shows bothers them a great deal, a good amount or only a little.

⁴Percent saying that violence on TV shows is harmful to society (very, somewhat, and yes, but don't know how much).

Viewership of Violence And Attitude Toward The News

	<u>Total</u>	<u>Viewership of Violent Entertainment⁵:</u>			<u>Regular Viewer of Reality Crime Shows</u>
		<u>High</u>	<u>Average</u>	<u>Low</u>	
Q.17 TV news too full of violence					
Yes	52	47	55	60	48
No	44	51	42	33	50
Don't know	<u>4</u>	<u>2</u>	<u>3</u>	<u>7</u>	<u>2</u>
	100	100	100	100	100
	(N=1516)	(N=678)	(N=537)	(N=301)	(N=504)
Q.18 Amount of violence on TV					
Too much	72	59	79	88	64
Reasonable amount	25	38	18	8	34
Very little	2	2	2	1	1
Don't know	<u>1</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>1</u>
	100	100	100	100	100
Q.19 TV news attention to stories about violent crimes					
Too much	57	49	62	66	48
Not enough	12	19	8	5	21
Right amount	26	29	25	22	27
Don't know	<u>5</u>	<u>3</u>	<u>5</u>	<u>7</u>	<u>4</u>
	100	100	100	100	100
Q.21 TV news exaggerates amount of violence in country					
Yes	37	35	39	41	36
No	55	61	54	45	58
Don't know	<u>8</u>	<u>4</u>	<u>7</u>	<u>14</u>	<u>6</u>
	100	100	100	100	100
Q.24 Bothered by TV violence					
Yes, bothered by	59	47	64	76	53
No, not bothered by	40	52	35	22	47
Don't know	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>*</u>
	100	100	100	100	100

⁵People were scored according to how much violent entertainment they said they watched including fictional crime dramas, "real life" crime programs, and movies noted for their violence such as "Silence of the Lambs", "Blood Sport", etc. 45% of respondents fell within the "High" category for violence consumption, 35% in the "Average" category and 20% in the "Low" category.

	<u>Total</u>	<u>Viewership of Violent Entertainment:</u>			<u>Regular Viewer of Reality Crime Shows</u>
		<u>High</u>	<u>Average</u>	<u>Low</u>	
Q.26 More bothered by:					
Violence on TV	37	39	38	29	30
Sex on TV	30	33	26	30	37
Both equally	25	17	30	36	23
Don't know	<u>8</u>	<u>11</u>	<u>6</u>	<u>5</u>	<u>10</u>
	100	100	100	100	100
Q.26aF1 More disturbing:					
Real life violence	33	36	30	34	31
Fictional violence	54	59	57	40	63
Neither	7	4	7	12	4
Don't know	<u>6</u>	<u>1</u>	<u>6</u>	<u>14</u>	<u>2</u>
	100	100	100	100	100
					(N=761)
Q.26aF2 More compelling:					
Real life violence	50	58	45	40	62
Fictional violence	29	31	31	22	26
Neither	15	7	18	28	6
Don't know	<u>6</u>	<u>4</u>	<u>6</u>	<u>10</u>	<u>6</u>
	100	100	100	100	100
					(N=755)
Q.27 Violence on TV shows harmful to society					
Very Harmful	47	37	50	64	41
Somewhat Harmful	33	34	36	24	31
Harmless	15	24	9	8	22
Don't know	<u>5</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>6</u>
	100	100	100	100	100
Q.28 Violence on TV/movies a cause of breakdown in law and order					
Major cause	39	27	45	59	33
Minor cause	39	43	39	27	38
Hardly a cause	18	27	13	7	26
Don't know	<u>4</u>	<u>3</u>	<u>3</u>	<u>7</u>	<u>3</u>
	100	100	100	100	100
Q.31g TV news should just tell us about violent news but not show pictures of murder and war					
Agree	45	38	48	55	42
Disagree	50	60	48	33	56
Don't know	<u>5</u>	<u>2</u>	<u>4</u>	<u>12</u>	<u>2</u>
	100	100	100	100	100

	<u>Total</u>	<i>Viewership of Violent Entertainment:</i> <u>High</u> <u>Average</u> <u>Low</u>			<u>Regular Viewer of Reality Crime Shows</u>
Q.33 Televising of public executions					
Should show	22	31	19	8	31
Should not show	74	66	77	87	65
Don't know	<u>4</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>4</u>
	100	100	100	100	100

Bothered By TV Violence

	<i>Total Bothered</i>	<i>Bothers More:</i>		<i>Others Bothered</i>	<i>Total Not Bothered</i>	<i>N</i>
		<i>Entertainment Violence</i>	<i>News Violence</i>			
Total	59	34	18	7	41	(1516)
Sex						
Male	42	25	13	4	58	(761)
Female	74	42	23	9	26	(755)
Race						
White	59	36	17	6	41	(1300)
Black	56	25	23	8	44	(117)
*Hispanic	61	27	20	14	39	(78)
Age						
Under 30	48	26	19	3	52	(352)
30-49	60	36	17	7	40	(665)
50+	65	37	19	9	35	(485)
Education						
College Grad.	66	46	15	5	34	(424)
Other College	61	38	18	5	39	(417)
H.S. Grad.	57	30	19	8	43	(514)
< H.S. grad.	53	24	20	9	47	(158)
Region						
East	62	37	17	8	38	(288)
Midwest	62	39	17	6	38	(405)
South	56	30	20	6	44	(544)
West	57	33	18	6	43	(279)
Family Income						
\$50,000+	61	40	15	6	39	(315)
\$30,000-\$49,999	58	38	15	5	42	(402)
\$20,000-\$29,999	53	30	18	5	47	(277)
Less than \$20,000	58	26	24	8	42	(355)

Question: Would you say violence on TV shows bothers you or not?

Question: What would you say bothers you more -- the violence on entertainment TV, such as crime shows and movies OR the violence in the news?

*The designation, hispanic, is unrelated to the white-black categorization.

	<i>Total Bothered</i>	<i>Bothers More:</i>		<i>Others Bothered</i>	<i>Total Not Bothered</i>	<i>N</i>
		<i>Entertainment Violence</i>	<i>News Violence</i>			
<i>City Size</i>						
City	59	31	21	7	41	(487)
Small town	60	36	18	6	40	(431)
Suburb	57	36	15	6	43	(304)
Rural area	61	36	17	8	39	(282)
<i>TV Viewership Yesterday⁶</i>						
Heavy	57	30	20	7	43	(463)
Medium	59	33	20	6	41	(578)
Light	61	40	14	7	39	(462)
<i>Viewership of Violent Entertainment⁷</i>						
High	48	23	20	5	52	(678)
Average	64	39	17	8	36	(537)
Low	76	50	16	10	24	(301)
<i>Frequency of Watching Network TV News</i>						
Regularly	61	36	18	7	39	(891)
Sometimes	59	32	19	8	41	(354)
Rarely	49	26	17	6	51	(142)
Never	58	37	17	4	42	(122)
Not familiar with	82	36	29	17	18	(5)

⁶"Heavy" refers to having watched 4 hours of television yesterday; "Medium" refers to having watched 2 to 3 1/2 hours of television yesterday and "Light" refers to having watched under 2 hours of television yesterday.

⁷People were scored according to how much violent entertainment they said they watched including fictional crime dramas, "real life" crime programs, and movies noted for their violence such as "Silence of the Lambs", "Blood Sport", etc. 45% of respondents fell within the "High" category for violence consumption, 35% in the "Average" category and 20% in the "Low" category.

Violence Consumers

Viewership of Violent Entertainment⁸:

	<u>High</u>	<u>Average</u>	<u>Low</u>	<u>N</u>
Total	45	35	20	(1516)
Sex				
Male	52	33	15	(761)
Female	39	36	25	(755)
Race				
White	42	36	22	(1300)
Black	69	23	8	(117)
*Hispanic	53	39	8	(78)
Age				
Under 30	74	22	4	(352)
30-49	50	36	14	(665)
50+	20	41	39	(485)
Education				
College Grad.	34	42	24	(424)
Other College	49	33	18	(417)
H.S. Grad.	51	32	17	(514)
< H.S. grad.	42	33	25	(158)
Region				
East	48	31	21	(288)
Midwest	46	32	22	(405)
South	44	38	18	(544)
West	45	35	20	(279)
Family Income				
\$50,000+	43	37	20	(315)
\$30,000-\$49,999	47	36	17	(402)
\$20,000-\$29,999	48	33	19	(277)
Less than \$20,000	46	35	19	(355)
City Size				
City	53	32	15	(487)
Small town	42	35	23	(431)
Suburb	45	35	20	(304)
Rural area	38	39	23	(282)

*The designation, hispanic, is unrelated to the white-black categorization.

⁸People were scored according to how much violent entertainment they said they watched including fictional crime dramas, "real life" crime programs, and movies noted for their violence such as "Silence of the Lambs", "Blood Sport", etc. 45% of respondents fell within the "High" category for violence consumption, 35% in the "Average" category and 20% in the "Low" category.

Viewership of Violent Entertainment:

	<u>High</u>	<u>Average</u>	<u>Low</u>	<u>N</u>
TV Viewership Yesterday⁹				
Heavy	56	28	16	(463)
Medium	43	36	21	(578)
Light	36	41	23	(462)
Frequency of Watching Network TV News				
Regularly	44	33	23	(891)
Sometimes	48	37	15	(354)
Rarely	49	40	11	(142)
Never	50	29	21	(122)
Not familiar with	0	81	19	(5)

⁹"Heavy" refers to having watched 4 hours of television yesterday; "Medium" refers to having watched 2 to 3 1/2 hours of television yesterday and "Light" refers to having watched under 2 hours of television yesterday.

Quality Of TV And Perception Of Violence

	<u>Violence On TV News¹⁰</u>		<u>Violence On TV Entertainment¹¹</u>		
	<i>Too Full</i>	<i>Not Too Full</i>	<i>Too Much</i>	<i>Reasonable Amount</i>	<i>Very Little</i>
TV Entertainment Shows¹²					
<u>(Today vs. 5 years ago)</u>					
<i>Better</i>			19	51	36
<i>Worse</i>			74	37	53
<i>Same (Volunteered)</i>			3	6	4
<i>Don't know</i>			<u>4</u>	<u>6</u>	<u>7</u>
			100	100	100
			(N=1092)	(N=379)	(N=30)
Network & Local News¹³					
<u>(Today vs. 5 years ago)</u>					
<i>Better</i>	59	72			
<i>Worse</i>	21	11			
<i>Same (Volunteered)</i>	9	9			
<i>Don't know</i>	<u>11</u>	<u>8</u>			
	100	100			
	(N=794)	(N=667)			

¹⁰Based on Q.17 - "Do you think that TV news is too full of violence or not?"

¹¹Based on Q.18 - "How do you feel about the amount of violence portrayed on television programs today, not including news programs? Do you think there is too much violence, a reasonable amount, or very little violence?"

¹²Q.6 How would you compare TV entertainment shows these days with TV entertainment five years ago -- would you say they are better or worse now?

¹³Q.7&8 Thinking about the national network news/local television news in your area, would you say it has gotten better or worse over the past five years?

SURVEY METHODOLOGY

ABOUT THIS SURVEY

The survey results are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,516 adults, 18 years of age or older, during the period February 20-23, 1993. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on only Form 1 (N=761) or Form 2 (N=755), 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.

SURVEY METHODOLOGY

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone

exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone households in the U.S. Estimates of the number of telephone households within each county are derived from 1990 Census data on residential telephone incidence that have been updated with state-level information on new telephone installations and county-level projections of the number of households. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample.

At least three attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home". If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who lives in the household". This systematic

respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's Current Population Survey (March 1992). This analysis produced population

parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone.

The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters. After an optimum sample balancing solution is reached, the weights were constrained to fall within the range of 1 to 5. This constraint is useful to ensure that individual respondents do not exert an inordinate effect on the survey's overall results.

THE QUESTIONNAIRE

TIMES MIRROR CENTER FOR THE PEOPLE AND THE PRESS
 TV OPINION SURVEY
 FEBRUARY 20-23, 1993
 N=1,516

INTRODUCTION: Hello, I am _____ calling for the Princeton Survey Research Associates from Princeton, New Jersey. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home (IF NO MALE, ASK: May I please speak with the oldest female, 18 years of age or older, who is now at home?)

D1. CHECK RESPONDENT'S SEX:

47 Male
53 Female
 100

NOW A FEW QUESTIONS ABOUT TELEVISION...

Q.6 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?

27	Better	_____	} GO TO Q.6a		ABC	
64	Worse	_____			<u>1983</u>	<u>27</u>
5	Don't know	_____	} GO TO Q.7			64
<u>4</u>	Same/Refused (VOL)	_____				8
100						100

IF RESPONDENT ANSWERED '1' BETTER OR '2' WORSE IN Q.6 ASK:
Q.6a Why is that?

BASED ON THOSE WHO ANSWERED BETTER TO Q.6 N=418

- 24 Deal with social issues/More realistic
- 21 More option/Program diversity/Variety
- 14 More informative/Educational
- 14 Just like shows better
- 6 Less censorship/More open/More direct
- 5 Shows are funnier/Better comedies
- 4 More family appeal/Increased morality
- 4 More creative/Better talent/Actors
- 4 Better technology/Special effects
- 3 Improved children's programming
- 2 Cultural diversity/Less stereotyping
- * No place to go but up/Bad TV five years ago
- 2 Other
- 6 Don't know/Refused

Q.6a Why is that?

BASED ON THOSE WHO ANSWERED WORSE TO Q.6 N=954

- 38 Too much violence
- 33 Too much sex
- 12 Bad influence on children
- 10 Pointless/No plots/No substance
- 9 Immoral/Not portraying good values
- 8 Just don't like shows now
- 8 Language/Swearing
- 4 Bad for families/Cannot watch as a family
- 4 Don't like sitcoms/Not funny
- 4 Favorite show is no longer on
- 2 Too sensational/Just going for ratings
- 1 Dislike real-life crime programs
- 39 NET: Violence/Crime
- 13 NET: Values
- 4 Other
- 2 Don't know

FORM 1

Q.7F1 Thinking about the national network news -- the ABC News with Peter Jennings, the CBS News with Dan Rather, NBC with Tom Brokaw and CNN -- would you say it has gotten better or worse over the past five years?
IF RESPONDENT SAYS SAME, PROBE: But if you had to say it has gotten better or worse, which would you say?

69 Better _____
14 Worse _____ } GO TO Q.7af1

10 Don't know _____
7 Same/Refused (VOL) _____ } GO TO Q.9

100
(n=761)

IF RESPONDENT ANSWERED '1' BETTER OR '2' WORSE IN Q.7 ASK:
Q.7aF1 Why is that?

BASED ON THOSE WHO ANSWERED BETTER TO Q.7F1 N=505

- 28 More depth/Thorough coverage/Follow-up
- 17 More informative/Educational
- 9 Quicker response/More immediate
- 8 More truthful/Honest/Direct
- 8 Just like it better/Enjoy it more
- 7 More news programming available
- 6 Reporters better informed/Educated
- 5 Like anchorpeople/Specific network
- 5 Less biased/More objective
- 4 More relevant to me personally
- 3 Better technology/More capabilities
- 2 More interesting/Less dry and boring
- 1 Other
- 6 Don't know

IF RESPONDENT ANSWERED '1' BETTER OR '2' WORSE IN Q.7 ASK:
Q.7aF1 Why is that?

BASED ON THOSE WHO ANSWERED WORSE TO Q.7F1 N=117

- 35 Biased/Not objective
- 18 Too sensationalist/Just after ratings
- 11 No substance/Shallow/Superficial/Fluff
- 10 Too much focus on negative
- 8 Just don't like it
- 6 Too violent
- 4 Orientation towards personalities/Egos
- 2 Influence public opinion too much
- 1 Not relevant to me personally
- 24 NET: Violent/Sensationalistic
- 2 Other
- 8 Don't know

ALL THOSE ASKED Q.7aF1 SHOULD GO TO Q.9

FORM 2

Q.8F2 And thinking about the local television news in your area -- that usually comes on before the national news and again at 10 or 11 p.m., would you say it has gotten better or worse over the past five years?
IF RESPONDENT SAYS SAME, PROBE: But if you had to say it has gotten better or worse, which would you say?

- 60 Better
 - 18 Worse
 - 10 Don't know
 - 12 Same/Refused (VOL)
- 100
(n=755)

GO Q.8af2

GO TO Q.9

IF RESPONDENT ANSWERED '1' BETTER OR '2' WORSE IN Q.8F2 ASK:
Q.8aF2 Why is that?

BASED ON THOSE WHO ANSWERED BETTER TO Q.8F2 N=445

- 28 More depth/Thorough coverage/Follow-up
- 10 More informative/Educational
- 10 More relevant to me personally
- 9 Just like it better/Enjoy it more
- 7 Quicker response/More immediate
- 7 Like anchorpeople/Specific network
- 7 More news programming available
- 5 Reporters better informed/Educated
- 5 Better technology/More capabilities
- 5 More interesting/Less dry and boring
- 5 More truthful/Honest/Direct
- 3 Less biased/More objective
- 1 Other
- 6 Don't know/No answer

BASED ON THOSE WHO ANSWERED WORSE TO Q.8F2 N=143

- 23 Too sensationalist/Just after ratings
- 20 Too much focus on negative
- 19 Too violent
- 11 No substance/Shallow/Superficial/Fluff
- 10 Just don't like it
- 9 Biased/Not objective
- 4 No relevant to me personally
- 2 Orientation towards personalities/Egos
- 1 Influence public opinion too much
- 41 NET: Violence/Sensationalistic
- 4 Other
- 6 Don't know

ASK ALL:

Q.9 I'd like to read you a list of television programs. For each one I read please just tell me if you watch this type of show regularly, sometimes, rarely, or never. If you're not familiar with some just say so. First, How often do you watch ... (READ AND ROTATE LIST)? Do you watch this regularly, sometimes, rarely or never?

	<u>Reg- larly</u>	<u>Some- times</u>	<u>Rarely</u>	<u>Never</u>	<u>Not Familiar</u>	<u>DK</u>
a. The national nightly network news on CBS, ABC, NBC or CNN. This is different from local news shows about the area where you live	58	23	10	9	*	*=100
bF1. Talk Shows such as Oprah, Donahue and Geraldo	22	27	23	28	0	*=100 (n=761)
c. ABC's TV series Roseanne	21	22	15	41	1	*=100
d. Local news that is about your viewing area. This usually comes on before the national news and then later at night at 10 or 11	76	16	5	3	*	*=100
eF2. Game shows, such as Jeopardy or Wheel of Fortune	30	26	15	29	*	*=100 (n=755)
ff1. Shows about celebrities, such as Entertainment Tonight	12	28	27	33	*	0=100 (n=761)
g. Newsmagazine shows such as 60 minutes or 20/20	49	32	11	8	0	*=100
hF2. Religious programs	12	21	18	49	*	*=100 (n=755)
i. Shows such as a Current Affair and Hard Copy	22	30	20	27	1	*=100
j. Fox's TV series In Living Color	15	16	15	46	7	1=100
k. Fox's TV series Married With Children	17	21	14	47	1	*=100

	<u>Reg- larly</u>	<u>Some- times</u>	<u>Rarely</u>	<u>Never</u>	<u>Not Familiar</u>	<u>DK</u>
l. Fictional crime drama shows about detectives and police	23	34	22	21	*	*=100
m. Shows that present footage of real life crimes and emergencies such as Cops, Rescue 911 and Top Cops	36	30	17	17	*	*=100
n. Court TV - a cable channel	7	11	11	58	13	*=100
o. C-Span	7	18	14	45	15	1=100
p. American Gladiator	5	13	15	62	5	*=100
[SKIP ITEM q]						
r. MTV	5	14	15	61	4	1=100

[SKIP Q.10,Q.11,Q.12)

Q.13 Thinking back to yesterday.... how much time did you spend in total watching any kind of television program, including entertainment programs, news, sports or whatever?

9	Less than one hour
14	1-1½ hours
18	2 hours
3	2½ hours
15	3 hours
2	3½ hours
33	4 hours or more
1	Don't know/Can't estimate
<u>5</u>	Did not watch TV yesterday
<u>100</u>	

[SKIP Q.14 AND Q.15]

Q.16 I am going to read a list of different types of television shows, for each tell me how interested are you in each that I name. First.....How interested are you in ... (READ AND ROTATE LIST)? Are you very interested, somewhat interested, not too interested or not at all interested?

	<u>Very Inter- ested</u>	<u>Somewhat Inter- ested</u>	<u>Not too Inter- ested</u>	<u>Not at all Inter- ested</u>	<u>DK</u>
(SKIP ITEM A)					
b. Shows in which real people tell the intimate details of their personal lives	8	22	28	41	1=100
c. Shows about the personal lives of famous people	13	35	26	25	1=100
d. Real life crime programs that show crime and violence in actual situations	21	31	22	26	*=100
e. Comedians such as Andrew Dice Clay and Howard Stern	5	12	22	54	7=100

Q.17 Do you think that TV news is too full of violence or not?

	Harris <u>1971</u>
52 Yes	<u>42</u>
44 No	52
<u>4</u> 100 Don't know/Refused	<u>6</u> 100

Q.18 How do you feel about the amount of violence portrayed on television programs today, not including news programs? Do you think there is too much violence, a reasonable amount, or very little violence?

	Harris <u>1971</u>
72 Too much violence	<u>71</u>
25 A reasonable amount	24
2 Very little violence	3
<u>1</u> 100 Not sure/Don't know	<u>2</u> 100

Q.19 Do you think television news gives too much attention to stories about violent crimes, not enough attention or what?

	ABC 1983
57 Too much attention - GO TO Q.20	<u>53</u>
12 Not enough attention	17
26 About the right amount of attention (VOL)	26
<u>5</u> Don't know	<u>3</u>
100	100

Q.20 Is that only local television news, only national television news, or both?

BASED ON THOSE WHO ANSWERED TOO MUCH ATTENTION IN Q.19 N=885

15 Local TV news only
12 National TV news only
72 Both local and national TV news
<u>1</u> Don't know
100

Q.21 Do you think TV news reporting does or does not exaggerate the amount of violence in our country?

	ABC 1983
37 Does exaggerate - GO TO Q.22	<u>44</u>
55 Does not exaggerate	52
<u>8</u> Don't know	<u>4</u>
100	100

} GO TO Q.24

Q.22 Is that only local television news, only national television news, or both?

BASED ON THOSE WHO ANSWERED DOES EXAGGERATE IN Q.21 N=573

13 Local TV news only
15 National TV news only
72 Both local and national TV news
*
100 Don't know

[SKIP Q.23]

Q.24 Would you say violence on TV shows bothers you, or not? IF "BOTHERS,"
PROBE: Does it bother you a great deal, a good amount, or only a little?

	ABC <u>1983</u>
24 Bothers - a great deal	44
22 Bothers - a good amount	
12 Bothers - only a little	
1 Bothers - don't know how much	
40 Does not bother	<u>56</u>
<u>1</u> Don't know if bothers	
<u>100</u>	100

Q.25 What would you say bothers you more -- the violence on entertainment TV, such as crime shows and movies OR the violence in the news?

BASED ON THOSE WHO ANSWERED BOTHERS IN Q.24 N=902

58 TV shows and movies
31 News
9 Both equally
2 Don't know
100

GO TO Q.26

Q.25b Why do you feel that way? PROBE: What is it that bothers you about that?

BASED ON THOSE WHO ANSWERED TV SHOWS AND MOVIES IN Q.25 N=539

- 25 Bad influence on children
- 25 Enough violence in real life and news
- 16 Violence not entertaining
- 13 Quality/Intensity of violence
- 12 Influences people to commit violent acts
- 6 Amount of violence/Overemphasis on it
- 5 Glorifies violence

- 3 Reflects society's values
- 2 Desensitizes people to violence
- * Because violence is actually happening
- 4 Don't know

Q.25b Why do you feel that way? PROBE: What is it that bothers you about that?

BASED ON THOSE WHO ANSWERED NEWS IN Q.25 N=265

- 72 Because violence is actually happening
- 8 Amount of violence/Overemphasis on it
- 5 Violence not entertaining
- 4 Quality/Intensity of violence
- 3 Bad influence on children
- 3 News should have a positive focus
- 2 Influences people to commit violent acts
- 2 Reflects society's values
- 1 Glorifies violence
- 1 Other
- 2 Don't know

Q.26 What would you say bothers you more: the amount of violence on TV or the amount of sex on TV?

37 Violence
30 Sex
25 Both equally (VOL)
8 Don't know
100

FORM 1

Q.26aF1 Generally, what's more disturbing to you -- TV programs that show violence in real situations or programs that show violence in fictional situations?

33 Violence in real situations
54 Violence in fictional situations
7 Neither (VOL)
6 Don't know/Refused
100
(n=761)

GO TO Q.27

FORM 2

Q.26aF1 Generally, what holds your interest more -- TV programs that show violence in real situations or programs that show violence in fictional situations?

50 Violence in real situations
29 Violence in fictional situations
15 Neither (VOL)
6 Don't know/Refused
100
(n=755)

Q.27 Generally speaking, would you say that violence on TV shows is harmful to society or harmless to society? IF HARMFUL, PROBE: Is that very harmful or only somewhat harmful?

	ABC 1983
47 Harmful - very	<u>26</u>
30 Harmful - somewhat	37
3 Harmful - don't know how much	1
15 Harmless	33
<u>5</u> Don't know if harmful or harmless	<u>3</u>
100	100

Q.28 Do you feel that violence on TV and in movies is a major cause of the breakdown in law and order, a minor cause, or hardly a cause at all?

	Harris 1971
39 Major cause	<u>30</u>
39 Minor cause	36
18 Hardly a cause	31
<u>4</u> Don't know/No answer	<u>3</u>
100	100

[SKIP Q.29]

Q.30 Thinking back over the past ten years, would you say that when television news covers a crime story, that it shows more violent and bloody scenes than it did ten years ago, or has there been no change in the amount of actual violence shown?

83 More	
1 Less (VOL)	
13 No change	
<u>3</u> Don't know	
100	

Q.31 Now I want to read you some statements about news in general. For each statement, please tell me whether you agree or disagree with it, mostly agree with it, mostly disagree with it, completely disagree with it. The first one is... (READ AND ROTATE LIST) Do you agree or disagree that ... [STATEMENT]?

	<u>Agree</u>	<u>Disagree</u>	<u>Don't Know</u>
a. TV news should run more stories about "good news" and fewer stories about violence ABC, 1983	77	18	5=100
b. TV news stories about violence have made Americans more fearful than they were in the days before there was television ABC, 1983	84 84	13 14	3=100 2=1000
c. TV news is just as interested in exploring the causes of violence as it is in reporting violent acts ABC, 1983	50 53	45 44	5=100 3=100
d. TV news runs lots of crime stories because that's what people are interested in hearing about ABC, 1983	65 61	32 36	3=100 2=100
e. TV reports about crime are often shocking, but don't tell me anything new	75	22	3=100
f. Television shows so much violence that people grow up not being shocked by violence Harris, 1971	78 53	20 38	2=100 9=100
g. TV news should just tell us about violent news but not show pictures of murder and war Yankelovich	45	50	5=100

Q.32 Some people feel that graphic violence on television is shown because it is necessary to make a point. Others feel that graphic violence is shown just to attract viewers. Which view is closest to your own--is the violence shown mainly because it is necessary to tell the story or mainly to attract viewers.

20 Necessary to make the point
 73 There to attract viewers
 5 Both (VOL)
2 No opinion
 100

ON A DIFFERENT SUBJECT..

Q.33 A judge in at least one state has ruled that public executions can be televised. Some people think that executions should be shown on television because it would be a deterrent to would be killers. Others think executions should not be on television because such violence shouldn't be brought into people's living rooms? How do you feel - that executions should or should not be shown on television?

	Roper <u>1991</u>	Roper <u>1977</u>
22 Should be shown	19	10
74 Should not be shown	77	85
<u>4</u> Don't know/Refused/Other 100	<u>4</u> 100	<u>4</u> 100

Q.34 Are you the parent of a child between the ages of 8 and 13?

21 Yes
 79 No GO TO Q.40
* No answer GO TO Q.40
 100

IF PARENT ASK Q.35 - Q.39

Q.35 What is the age of your ... (LIST BELOW. RECORD ACTUAL AGE.)

BASED ON THOSE WHO ANSWERED YES IN Q.34 N=322

37 8-10 years of age
 61 11-13 years of age
2 Refused
 100

Q.36 How often would you say your (INSERT AGE OF OLDEST CHILD 8-13 FROM Q.35/OLDEST CHILD, IF REFUSED AGES) year old watches the news? (READ CATEGORIES)

BASED ON THOSE WHO HAVE CHILDREN BETWEEN AGES 8-13 N=322

16 Regularly?
38 Sometimes?
34 Rarely? or
10 Never?
2 Don't know/refused
100

Q.37 Do you encourage or discourage your child from watching the news?

BASED ON THOSE WHO HAVE CHILDREN BETWEEN AGES 8-13 N=322

57 Encourage
7 Discourage
33 Neither (VOL)
3 Don't know/Refused
100

Q.37a How often do you worry about your child being disturbed by what he or she watches on the news, would you say... [READ LIST]?

BASED ON THOSE WHO HAVE CHILDREN BETWEEN AGES 8-13 N=322

24 A great deal
38 A fair amount
28 Not too much
10 Not at all
0 (DO NOT READ) Don't know
100

Q.38 Have you ever switched the channel or turned off the TV because there was something on the news that you didn't want your child to see?

BASED ON THOSE WHO HAVE CHILDREN BETWEEN AGES 8-13 N=322

53 Yes
46 No _____
1 No answer _____ } GO TO Q.39
100

Q.38a What was the main reason you did this the last time it happened? Would you say it was mostly because of violence, sex, language, drugs or something else? (ACCEPT MULTIPLE ANSWERS)

BASED ON THOSE WHO HAVE CHILDREN AGES 8-13 AND ANSWERED YES IN Q.38 N=170
72 Violence

57 Sex

17 Language

11 Drugs

6 Something else

3 Don't know/Refused

Q.39 What do you worry more about with regard to your child and television -- the amount of violence on fictional television programs or the amount of violence in the news and on real life programming, or don't you worry about your child's exposure to violence on TV?

BASED ON THOSE WHO HAVE CHILDREN BETWEEN AGES 8-13 N=322

61 Amount of violence on fictional television

14 Amount of violence on the news and real life programming

11 Both equally - (VOL)

12 Don't worry about the amount of violence child sees

$\frac{2}{100}$ Don't know/refused

ASK ALL

Q.40 Are you a movie-goer or not?

43 Yes

57 No

* Don't know

GO TO Q.42

$\frac{100}{100}$

Q.41 As I read from a list please tell me which of these movies you have seen. First... Have you seen... (READ AND ROTATE LIST)

BASED ON THOSE WHO ANSWERED YES IN Q.40 N=697

	<u>Seen</u>	<u>Not seen/ Don't know</u>
a. The Crying Game	8	92=100
b. A Few Good Men	43	57=100
c. Howard's End	8	92=100
d. Scent of a Woman	16	84=100
e. Unforgiven	25	75=100

Q.41a Of the list I just read, which one movie would you like to see win the Oscar for Best Picture of the Year? (REREAD LIST IF NECESSARY)

BASED ON THOSE WHO ANSWERED YES IN Q.40 N=697

4	The Crying Game
35	A Few Good Men
4	Howard's End
13	Scent of a Woman
12	Unforgiven
11	(DO NOT READ) No preference
<u>21</u>	(DO NOT READ) Don't know
100	

Q.41b As I read from a list please tell me which of these movies you have seen either at home or in a theater. First... (READ LIST)

	<u>Seen</u>	<u>Not seen/ Don't know</u>
a. Terminator 2	52	48=100
b. Robin Hood: Prince of Thieves	53	47=100
c. The Silence of the Lambs	56	44=100
d. Dances with Wolves	68	32=100
e. Home Alone II	32	68=100
f. Lethal Weapon III	41	59=100
g. Aliens 3	18	82=100
h. Blood Sport	17	83=100
i. Hard to Kill	28	72=100
j. Cape Fear	36	64=100

Q.42 Is cable-TV currently available in your community?

89	Yes	
11	No	} GO TO Q.44
$\frac{*}{100}$	Don't know/Refused	

Q.43 Do you currently subscribe to cable-TV?

BASED ON THOSE WHO ANSWERED YES TO Q.42 N=1367

72	Yes
28	No
$\frac{*}{100}$	Don't know/Refused

Q.44 In the Presidential election this past November, did things come up which kept you from voting, or did you happen to vote? (IF VOTED: Who did you vote for?)

24 Bush

34 Clinton

12 Perot

2 Voted, don't remember for whom

21 Did not vote

$\frac{7}{100}$ No answer/Refused