

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

ROTATE Q.2 AND Q.3

Q.2 Do you approve or disapprove of the job the Republican leaders in Congress are doing? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the job the Republican leaders in Congress are doing? IF STILL DEPENDS ENTER AS DK]**¹

	<u>Approve</u>	<u>Dis- approve</u>	<u>Don't know</u>		<u>Approve</u>	<u>Dis- approve</u>	<u>Don't know</u>
March, 2005	39	44	17=100	July, 1996	38	48	14=100
Early February, 2004	41	42	17=100	June, 1996	36	50	14=100
January, 2003	48	37	15=100	April, 1996	39	46	15=100
June, 2002	50	34	16=100	March, 1996	35	51	14=100
May, 2002	49	34	17=100	February, 1996	33	53	14=100
February, 2002	56	24	20=100	January, 1996	36	54	10=100
Early September, 2001	43	39	18=100	October, 1995	36	51	13=100
June, 2001	40	40	20=100	September, 1995	36	50	14=100
May, 2001	45	36	19=100	August, 1995	38	45	17=100
April, 2001	45	30	25=100	June, 1995	41	45	14=100
January, 2001	43	36	21=100	April, 1995	44	43	13=100
July, 2000	36	46	18=100	March, 1995	43	39	18=100
May, 2000	40	42	18=100	December, 1994	52	28	20=100
March, 2000	38	43	19=100				
February, 2000	40	43	17=100				
January, 2000	39	41	20=100				
December, 1999	38	42	20=100				
October, 1999	34	50	16=100				
Late September, 1999	34	46	20=100				
August, 1999	40	44	16=100				
July, 1999	36	45	19=100				
June, 1999	37	46	17=100				
May, 1999	38	44	18=100				
March, 1999	38	47	15=100				
February, 1999	37	51	12=100				
January, 1999	38	50	12=100				
Early December, 1998	38	49	13=100				
November, 1998	41	48	11=100				
Early September, 1998	44	37	19=100				
Early August, 1998	43	37	20=100				
June, 1998	42	38	20=100				
May, 1998	40	41	19=100				
April, 1998	41	40	19=100				
March, 1998	43	39	18=100				
January, 1998	43	41	16=100				
November, 1997	41	43	16=100				
August, 1997	42	44	14=100				
June, 1997	33	50	17=100				
May, 1997	40	44	16=100				
April, 1997	40	44	16=100				
February, 1997	44	42	14=100				
January, 1997	38	47	15=100				
November, 1996	40	43	17=100				

¹ Some trends from 1998 and 1999 have been omitted.

Q.3 Do you approve or disapprove of the job the Democratic leaders in Congress are doing? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the job the Democratic leaders in Congress are doing? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
March, 2005	37	44	19=100
Early February, 2004	38	42	20=100
June, 2002	47	36	17=100
May, 2002	42	37	21=100
February, 2002	49	30	21=100
Early September, 2001	49	30	21=100
June, 2001	50	28	22=100

Thinking about Congress as a whole...

C.1 Do you think Congress is doing an excellent, good, only fair, or poor job in... **[READ AND RANDOMIZE]**

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know Refused</u>
a. Dealing with the important issues facing the country	2	21	42	30	5=100
b. Acting ethically and honestly	1	22	43	29	5=100
c. Working across party lines to reach compromises	1	17	38	37	7=100
d. Understanding the needs of people like yourself	2	18	38	38	4=100

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

Q.6 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. [INSERT ITEM; RANDOMIZE. OBSERVE FORM SPLITS]

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
a. George W. Bush's proposal to deal with the Social Security system	38	34	16	11	1=100
February, 2005	31	36	20	13	*=100
Clinton: February, 1998 ²	24	38	26	12	*=100
January, 1997	29	35	22	13	1=100

ASK FORM 1 ONLY [N=755]:

b.F1 News about the current situation in Iraq	40	39	14	5	2=100
February, 2005	38	45	13	4	*=100
January, 2005	48	37	11	4	*=100
December, 2004	34	44	15	6	1=100
Mid-October, 2004	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
October, 2003	38	40	14	7	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 ³	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 ⁴	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002	48	29	15	6	2=100

² In February 1998, the story was listed as "Clinton's proposal to deal with the problem with Social Security." In January 1997 the story was listed as "Proposals to reform the Social Security System."

³ From March 20 to April 16, 2003 the story was listed as "News about the war in Iraq."

⁴ From October 2002 to March 13-16, 2003 the story was listed as "Debate over the possibility that the U.S. will take military action in Iraq." In Early September 2002 the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

Q.6 CONTINUED...

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
c.F1	The Michael Jackson trial	12	23	32	32	1=100
	February, 2005	8	17	30	44	1=100
	November, 2003 ⁵	29	27	22	20	2=100
	January, 1994	19	30	30	20	1=100
	December, 1993	15	25	27	32	1=100
d.F1	The high price of gasoline these days	50	32	13	5	*=100
	Mid-October, 2004	64	22	8	5	1=100
	August, 2004	52	29	10	8	1=100
	July, 2004	56	25	11	7	1=100
	June, 2004	58	26	9	6	1=100
	April, 2004	46	30	15	8	1=100
	Early April, 2004	58	23	10	8	1=100
	Mid-March, 2004	47	27	14	10	2=100
	September, 2003	45	27	15	11	1=100
	March, 2003	52	27	11	9	1=100
	February, 2003	53	25	12	9	1=100
	June, 2001	56	31	7	5	1=100
	May, 2001	61	26	6	6	1=100
	Early October, 2000	56	25	12	6	1=100
	June, 2000 ⁶	61	25	9	5	*=100
	March, 2000	58	28	10	4	*=100
	October, 1990	62	26	8	4	*=100
	September, 1990	56	28	11	5	*=100
	August, 1990	57	27	10	5	1=100
ASK FORM 2 ONLY [N=750]:						
e.F2	Martha Stewart's release from prison	16	32	27	24	1=100
	Early March, 2004 ⁷	18	31	28	23	*=100
f.F2	Recent reports of steroid use by some Major League Baseball players	18	34	24	23	1=100
	December, 2004	22	28	23	27	0=100
g.F2	Protests and political changes in Lebanon	10	28	25	36	1=100

NO QUESTION 7

⁵ In November 2003 the story was listed as "Recent charges of child molestation against Michael Jackson." In January 1994 and December 1993 the story was listed as "Michael Jackson's personal problems."

⁶ In August 1990 through June 2000 the story was listed as "Recent increases in the price of gasoline."

⁷ In Early March 2004 the story was listed as "The trial and conviction of Martha Stewart."

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 of (VOL)	DK/Can't Rate (VOL)
		Total	Very	Mostly	Total	Very	Mostly		
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
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

ASK ALL:

Now on another topic...

Q.9 How much, if anything, have you heard about a proposal which would allow younger workers to invest a portion of their Social Security taxes in private retirement accounts, which might include stocks or mutual funds — have you heard a lot, a little or nothing at all?

		Feb	Dec	Early ⁸	(RVs)
		2005	2004	Sept	Sept
				2004	2000
46	A lot	43	23	19	26
32	A little	35	43	41	43
22	Nothing at all	21	33	39	30
<u>*</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
100		100	100	100	100

Q.10 Generally, do you favor or oppose this proposal?

		Feb	Dec	Early	(RVs)
		2005	2004	Sept	Sept
				2004	2000
44	Favor	46	54	58	70
40	Oppose	38	30	26	21
<u>16</u>	Don't know/Refused	<u>16</u>	<u>16</u>	<u>16</u>	<u>9</u>
100		100	100	100	100

IF 'FAVOR' (1 IN Q.10):

Q.11FAV Do you feel strongly about this, or do you think you could change your mind?

		Feb 2005
24	Feel strongly / won't change mind	24
19	Could change mind / don't feel strongly	21
<u>1</u>	Don't know/Refused	<u>1</u>
44%		46%

IF 'OPPOSE' (2 IN Q.10):

Q.11OPP Do you feel strongly about this, or do you think you could change your mind?

		Feb 2005
28	Feel strongly / won't change mind	26
11	Could change mind / don't feel strongly	12
<u>1</u>	Don't know/Refused	*
40%		38%

⁸ In Early September 2004 and 2000 the question was worded "... portion of their payroll taxes in private retirement accounts, which might include stocks or mutual funds, rather than having all of it go toward Social Security."

ASK FORM 1 ONLY [N=755]:

D.1F1 Would you favor or oppose allowing oil and gas drilling in the Alaskan Arctic National Wildlife Refuge?

42	Favor
46	Oppose
<u>12</u>	Don't know/Refused
100	

ASK FORM 2 ONLY [N=750]:

D.2F2 Right now, which ONE of the following do you think should be a more important priority for this country... [READ AND ROTATE]

		<u>Feb 2002</u>	<u>May 2001</u>
42	Protecting the environment [OR]	45	42
49	Developing new sources of energy	48	49
<u>9</u>	(DO NOT READ) Don't know/Refused	<u>7</u>	<u>9</u>
100		100	100

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)

		<u>April 2000</u>	<u>April 1998</u>	<u>Feb 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>*</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?]

		<u>Feb 1993</u>	<u>ABC 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 Regularly	Don't watch Regularly	(VOL) Haven't Heard of	DK/Ref/ Never watch
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 Concerned</u>	<u>Somewhat Concerned</u>	<u>Not too Concerned</u>	<u>Not at all Concerned</u>	<u>Don't Know/ 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
4 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
<u>1</u>	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.)
<u>2</u>	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
<u>0</u>	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
<u>*</u>	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/them)... 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.]**...

BASED ON PARENTS [N=468]:	(VOL in Q.26)			
	<u>Yes</u>	<u>No</u>	<u>Children never watch TV</u>	<u>Don't know/Refused</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?

BASED ON PARENTS [N=468]:	(VOL in Q.26)					
	<u>Great Deal</u>	<u>Some-what</u>	<u>Not too much</u>	<u>Not at all concerned</u>	<u>Children never watch TV</u>	<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 1997⁹</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	

⁹ 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. Times¹⁰</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	

¹⁰ 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)

BASED ON PARENTS [N=468]:	A Great	A Fair	Not Very	None	Not familiar	DK/
	<u>deal</u>	<u>amount</u>	<u>much</u>	<u>at all</u>	with ratings	Ref
	18	49	20	10	(VOL)	(VOL)
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]?

	<u>Favor</u>	<u>Oppose</u>	<u>DK/Ref</u>
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.)
<u>4</u>	[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?

	<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>
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 ¹¹	75	25	*=100	68	32	*=100
August, 2003	77	23	*=100	67	33	*=100
Mid-July, 2003	75	25	*=100	65	35	*=100
June, 2003	75	25	0=100	67	33	0=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 ¹²	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

INT1/INT2 CONTINUED...

Based on Total Respondents:

¹¹ 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.

¹² In March 2000, "or anywhere else" was added to the question wording.

	<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>
July, 1999	68	32	*=100	49	51	0=100
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 ¹³	--	--	--	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.)
16 Doesn't use Internet
 100

*Based on parents
 who use Internet*

57
 43
 *
 --
 100
(N=404)

¹³ 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?

		April <u>2004</u>	April <u>2002</u>	April <u>2000</u> ¹⁴	Nov <u>1998</u> ¹⁵	June <u>1995</u>	Feb <u>1994</u>
72	Yes	73	65	59	43	36	31
28	No	27	35	41	57	64	69
*	Don't know/Refused	<u>0</u>	*	*	*	*	<u>0</u>
<u>100</u>		100	100	100	100	100	100

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>100</u>		100
		(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>100</u>		100
		(N=1015)

¹⁴ In 2000 the question included "...These do not include game machines such as Nintendo or Sega."

¹⁵ 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]:

*Based on parents
with home computer*

56	Yes	70
24	No	30
0	Don't know/Refused	0
<u>20</u>	No computer in home	=
100		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?

		<u>Feb 1994</u> ¹⁶
45	Yes	40
55	No	60
<u>*</u>	Don't know/Refused	*
100		100

ASK ALL:

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

		April	April	April	April	April	Feb
		<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1998</u>	<u>1996</u>	<u>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:

		April	April	April	April	April	Feb
		<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1998</u>	<u>1996</u>	<u>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

¹⁶ 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> ¹⁷
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>
<u>100</u>		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	

¹⁷

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

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

<i>Trend</i>	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL)	(VOL)	<u>Don't know</u>
				No Preference	Other Party	
March, 2005	30	34	29	4	*	3=100
February, 2005	31	32	30	4	1	2=100
January, 2005	32	33	30	4	*	1=100
December, 2004	31	34	30	3	*	2=100
Mid-October, 2004	30	33	30	4	*	3=100
Late September, 2004	29	30	31	6	*	4=100
Mid-September, 2004	29	31	30	5	*	5=100
Early September, 2004	30	33	31	3	*	3=100
August, 2004	31	35	27	4	*	3=100
July, 2004	29	33	32	3	*	3=100
June, 2004	30	34	31	3	*	2=100
May, 2004	29	35	26	5	1	4=100
Early May, 2004	27	34	31	4	1	3=100
Late April, 2004	30	31	31	5	*	3=100
Early April, 2004	31	32	28	4	1	4=100
Late March, 2004	30	34	28	4	*	4=100
March, 2004	27	35	32	4	*	2=100
Mid-February, 2004	30	33	30	4	*	3=100
Early February, 2004	31	33	31	3	*	2=100
Mid-January, 2004	31	31	31	4	1	2=100
Early January, 2004	29	34	31	4	*	2=100
<i>Yearly Totals</i>						
2004	30	33	30	4	*	3=100
2003	30	31	31	5	*	3=100
2002	30	31	30	5	1	3=100
2001	29	34	29	5	*	3=100
2001 Post-Sept 11	31	32	28	5	1	3=100
2001 Pre-Sept 11	28	35	30	5	*	2=100
2000	28	33	29	6	*	4=100
1999	27	33	34	4	*	2=100
1998	28	33	32	5	*	2=100
1997	28	33	32	4	1	2=100
No Preference/ <u>Other/DK</u>						
1996	29	33	33	5=100		
1995	32	30	34	4=100		
1994	30	32	34	4=100		
1993	27	34	34	5=100		
1992	28	33	35	4=100		
1991	31	32	33	4=100		
1990	31	33	30	6=100		
Independent/ <u>No Pref/Oth/DK</u>						
1989	33	33	34=100			
1987	26	35	39=100			

(All party identification trends based on general public.)