

TIME MAGAZINE/SRBI – March 15-17, 2005 Survey
FINAL DATA-March 18, 2005 (Q13 – Q31 & Demographics)
BASE=1010 Adults Except Where Noted

Q13A. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY THAT YOU WATCH TELEVISION?

	ALL RESPONDENTS =====
1-3	12%
4-10	34%
11-20	26%
21-30	12%
30 OR MORE	14%
NONE	2%
DON' T KNOW	1%

Q14. PLEASE TELL ME WHICH OF THE FOLLOWING TELEVISION PROGRAMS YOU HAVE WATCHED IN THE PAST FEW MONTHS?
 BASE: WATCH TELEVISION

	ALL RESPONDENTS =====
NETWORK NEWS BROADCASTS	77%
CABLE NEWS CHANNELS	73%
CSI, CRIME SCENE INVESTIGATION	50%
REALITY SHOWS	35%
DESPERATE HOUSEWIVES	20%
LOST	20%
ACCESS HOLLYWOOD	19%
FAMILY GUY	13%
SEX AND THE CITY	12%
NONE	2%
DON' T KNOW	*

* = less than 1%

- = question not asked/zero respondents

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Q15. THINKING ABOUT THE PROGRAMS ON BROADCAST TELEVISION, NOT CABLE TELEVISION, DO YOU FEEL THAT THERE'S TOO MUCH OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?

A) VIOLENCE

ALL
RESPONDENTS
=====

YES, THERE'S TOO MUCH	66%
NO, THERE'S NOT TOO MUCH	32%
DON'T KNOW	2%

Q15. THINKING ABOUT THE PROGRAMS ON BROADCAST TELEVISION, NOT CABLE TELEVISION, DO YOU FEEL THAT THERE'S TOO MUCH OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?

B) CURSING AND SEXUAL LANGUAGE

ALL
RESPONDENTS
=====

YES, THERE'S TOO MUCH	58%
NO, THERE'S NOT TOO MUCH	39%
DON'T KNOW	3%

Q15. THINKING ABOUT THE PROGRAMS ON BROADCAST TELEVISION, NOT CABLE TELEVISION, DO YOU FEEL THAT THERE'S TOO MUCH OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?

C) EXPLICIT SEXUAL CONTENT, SUCH AS NUDITY

ALL
RESPONDENTS
=====

YES, THERE'S TOO MUCH	50%
NO, THERE'S NOT TOO MUCH	45%
DON'T KNOW	5%

Q15. THINKING ABOUT THE PROGRAMS ON BROADCAST TELEVISION, NOT CABLE TELEVISION, DO YOU FEEL THAT THERE'S TOO MUCH OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?

D) GAY LIFESTYLES AND HOMOSEXUALITY

ALL
RESPONDENTS
=====

YES, THERE'S TOO MUCH	50%
NO, THERE'S NOT TOO MUCH	44%
DON'T KNOW	7%

Q15. THINKING ABOUT THE PROGRAMS ON BROADCAST TELEVISION, NOT CABLE TELEVISION, DO YOU FEEL THAT THERE'S TOO MUCH OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?

E) DRUG AND ALCOHOL ABUSE

ALL
RESPONDENTS
=====

YES, THERE'S TOO MUCH	46%
NO, THERE'S NOT TOO MUCH	47%
DON'T KNOW	7%

* = less than 1%

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Q15. THINKING ABOUT THE PROGRAMS ON BROADCAST TELEVISION, NOT CABLE TELEVISION, DO YOU FEEL THAT THERE'S TOO MUCH OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?
 F) SO-CALLED "REALITY TELEVISION"

ALL
 RESPONDENTS
 =====

YES, THERE'S TOO MUCH	65%
NO, THERE'S NOT TOO MUCH	30%
DON'T KNOW	6%

Q15. THINKING ABOUT THE PROGRAMS ON BROADCAST TELEVISION, NOT CABLE TELEVISION, DO YOU FEEL THAT THERE'S TOO MUCH OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?
 G) PLASTIC SURGERY FOR ENTERTAINMENT PURPOSES

ALL
 RESPONDENTS
 =====

YES, THERE'S TOO MUCH	51%
NO, THERE'S NOT TOO MUCH	35%
DON'T KNOW	15%

Q16. ARE YOU PERSONALLY OFFENDED BY THE AMOUNT OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?
 A) VIOLENCE

ALL
 RESPONDENTS
 =====

YES, OFFENDED	39%
NO, NOT OFFENDED	59%
DON'T KNOW	1%

Q16. ARE YOU PERSONALLY OFFENDED BY THE AMOUNT OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?
 B) CURSING AND SEXUAL LANGUAGE

ALL
 RESPONDENTS
 =====

YES, OFFENDED	42%
NO, NOT OFFENDED	56%
DON'T KNOW	1%

Q16. ARE YOU PERSONALLY OFFENDED BY THE AMOUNT OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?
 C) EXPLICIT SEXUAL CONTENT, SUCH AS NUDITY

ALL
 RESPONDENTS
 =====

YES, OFFENDED	38%
NO, NOT OFFENDED	59%
DON'T KNOW	2%

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Q16. ARE YOU PERSONALLY OFFENDED BY THE AMOUNT OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?
 D) GAY LIFESTYLES AND HOMOSEXUALITY

ALL
 RESPONDENTS
 =====

YES, OFFENDED	35%
NO, NOT OFFENDED	62%
DON' T KNOW	3%

Q16. ARE YOU PERSONALLY OFFENDED BY THE AMOUNT OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?
 E) DRUG AND ALCOHOL ABUSE

ALL
 RESPONDENTS
 =====

YES, OFFENDED	32%
NO, NOT OFFENDED	64%
DON' T KNOW	4%

Q16. ARE YOU PERSONALLY OFFENDED BY THE AMOUNT OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?
 F) SO-CALLED "REALITY TELEVISION"

ALL
 RESPONDENTS
 =====

YES, OFFENDED	23%
NO, NOT OFFENDED	73%
DON' T KNOW	4%

Q16. ARE YOU PERSONALLY OFFENDED BY THE AMOUNT OF EACH OF THE FOLLOWING ON TELEVISION, OR NOT?
 G) PLASTIC SURGERY FOR ENTERTAINMENT PURPOSES

ALL
 RESPONDENTS
 =====

YES, OFFENDED	24%
NO, NOT OFFENDED	69%
DON' T KNOW	7%

Q16A. SHOULD THE GOVERNMENT BAN THE FOLLOWING TYPE OF PROGRAM CONTENT, OR NOT?
 A) VIOLENCE

ALL
 RESPONDENTS
 =====

YES, BAN	36%
NO, NOT BAN	62%
DON' T KNOW	3%

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Q16A. SHOULD THE GOVERNMENT BAN THE FOLLOWING TYPE OF PROGRAM CONTENT, OR NOT?
 B) CURSING AND SEXUAL LANGUAGE

ALL
 RESPONDENTS
 =====

YES, BAN	41%
NO, NOT BAN	56%
DON' T KNOW	3%

Q16A. SHOULD THE GOVERNMENT BAN THE FOLLOWING TYPE OF PROGRAM CONTENT, OR NOT?
 C) EXPLICIT SEXUAL CONTENT, SUCH AS NUDITY

ALL
 RESPONDENTS
 =====

YES, BAN	41%
NO, NOT BAN	56%
DON' T KNOW	3%

Q16A. SHOULD THE GOVERNMENT BAN THE FOLLOWING TYPE OF PROGRAM CONTENT, OR NOT?
 D) GAY LIFESTYLES AND HOMOSEXUALITY

ALL
 RESPONDENTS
 =====

YES, BAN	35%
NO, NOT BAN	62%
DON' T KNOW	3%

Q16A. SHOULD THE GOVERNMENT BAN THE FOLLOWING TYPE OF PROGRAM CONTENT, OR NOT?
 E) DRUG AND ALCOHOL ABUSE

ALL
 RESPONDENTS
 =====

YES, BAN	33%
NO, NOT BAN	62%
DON' T KNOW	4%

Q16A. SHOULD THE GOVERNMENT BAN THE FOLLOWING TYPE OF PROGRAM CONTENT, OR NOT?
 F) SO-CALLED "REALITY TELEVISION"

ALL
 RESPONDENTS
 =====

YES, BAN	18%
NO, NOT BAN	78%
DON' T KNOW	4%

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Q16A. SHOULD THE GOVERNMENT BAN THE FOLLOWING TYPE OF PROGRAM CONTENT, OR NOT?
 G) PLASTIC SURGERY FOR ENTERTAINMENT PURPOSES

ALL
 RESPONDENTS
 =====

YES, BAN	21%
NO, NOT BAN	72%
DON' T KNOW	7%

Q17. HERE ARE SOME TELEVISED MOMENTS THAT HAVE CAUSED CONTROVERSY IN THE LAST YEAR OR SO. DID YOU SEE THIS INCIDENT OR NOT, EITHER LIVE OR ON A RE-RUN?

A) JANET JACKSON' S BREAST EXPOSED AT THE 2004 SUPER BOWL HALF-TIME SHOW

ALL
 RESPONDENTS
 =====

YES, SAW	68%
NO, DID NOT SEE	32%
DON' T KNOW	*

Q17. HERE ARE SOME TELEVISED MOMENTS THAT HAVE CAUSED CONTROVERSY IN THE LAST YEAR OR SO. DID YOU SEE THIS INCIDENT OR NOT, EITHER LIVE OR ON A RE-RUN?

B) THE NOVEMBER MONDAY NIGHT FOOTBALL LOCKER ROOM SKIT FEATURING NAKED ACTRESS NICOLLETTE SHERIDAN FROM THE SHOW DESPERATE HOUSEWIVES, JUMPING INTO THE ARMS OF PHILADELPHIA EAGLES STAR TERRELL OWENS

ALL
 RESPONDENTS
 =====

YES, SAW	37%
NO, DID NOT SEE	62%
DON' T KNOW	1%

Q17. HERE ARE SOME TELEVISED MOMENTS THAT HAVE CAUSED CONTROVERSY IN THE LAST YEAR OR SO. DID YOU SEE THIS INCIDENT OR NOT, EITHER LIVE OR ON A RE-RUN?

C) THE PBS CHILDREN' S SHOW "POSTCARDS FROM BUSTER" FEATURING AN EPISODE WHERE THE TITLE CHARACTER VISITS A SAME-SEX COUPLE

ALL
 RESPONDENTS
 =====

YES, SAW	4%
NO, DID NOT SEE	96%
DON' T KNOW	-

Q18. WERE YOU PERSONALLY OFFENDED BY THIS INCIDENT, OR NOT?
 A) JANET JACKSON' S BREAST EXPOSED AT THE 2004 SUPER BOWL HALF-TIME SHOW
 BASE: HAVE SEEN INCIDENT (681)

ALL
 RESPONDENTS
 =====

YES, OFFENDED	31%
NO, NOT OFFENDED	69%
DON' T KNOW	*

* = less than 1%

- = question not asked/zero respondents

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Q18. WERE YOU PERSONALLY OFFENDED BY THIS INCIDENT, OR NOT?
 B) THE NOVEMBER MONDAY NIGHT FOOTBALL LOCKER ROOM SKIT FEATURING NAKED ACTRESS NICOLLETTE SHERIDAN FROM THE SHOW DESPERATE HOUSEWIVES, JUMPING INTO THE ARMS OF PHILADELPHIA EAGLES STAR TERRELL OWENS
 BASE: HAVE SEEN INCIDENT (378)

ALL
 RESPONDENTS
 =====

YES, OFFENDED	24%
NO, NOT OFFENDED	76%
DON' T KNOW	-

Q18. WERE YOU PERSONALLY OFFENDED BY THIS INCIDENT, OR NOT?
 C) THE PBS CHILDREN' S SHOW "POSTCARDS FROM BUSTER" FEATURING AN EPISODE WHERE THE TITLE CHARACTER VISITS A SAME-SEX COUPLE
 BASE: HAVE SEEN INCIDENT (34)

ALL
 RESPONDENTS
 =====

YES, OFFENDED	45%
NO, NOT OFFENDED	55%
DON' T KNOW	-

Q19. DO YOU THINK THAT THE CBS TELEVISION STATIONS WHICH BROADCAST THE SUPER BOWL LAST YEAR SHOULD HAVE BEEN FINED OR PENALIZED FOR BROADCASTING THE JANET JACKSON INCIDENT, OR DO YOU THINK THE GOVERNMENT OVER-REACTED?

ALL
 RESPONDENTS
 =====

FINED	28%
OVER-REACTED	66%
DON' T KNOW	6%

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Q20. DO YOU BELIEVE THAT BROADCAST NETWORKS SHOULD BE ALLOWED TO PRESENT ANY OF THE FOLLOWING IMAGES OR SITUATIONS?
 - SUMMARY -

ALL
 RESPONDENTS
 =====

A) BARE BREASTS

YES (NET)	50%
ALWAYS	11%
AFTER 10PM	39%
NEVER OK	47%

B) FRONTAL NUDITY

YES (NET)	49%
ALWAYS	8%
AFTER 10PM	41%
NEVER OK	49%

C) BARE BUTTOCKS

YES (NET)	58%
ALWAYS	19%
AFTER 10PM	39%
NEVER OK	39%

D) IMPLIED FICTIONAL SEX BETWEEN TWO ACTORS, BUT WITH NO ACTUAL NUDITY ON SCREEN

YES (NET)	73%
ALWAYS	34%
AFTER 10PM	39%
NEVER OK	24%

E) A ROMANTIC KISS BETWEEN TWO MEN OR TWO WOMEN

YES (NET)	52%
ALWAYS	24%
AFTER 10PM	28%
NEVER OK	45%

F) ADVERTISING OR VERBAL REFERENCES TO SEXUAL-POTENCY DRUGS, TO A SEX ACT OR TO ERECTIONS

YES (NET)	63%
ALWAYS	21%
AFTER 10PM	42%
NEVER OK	34%

* = less than 1%

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Q21. HAVE YOU BEEN OFFENDED IN THE LAST SIX MONTHS BY THE CONTENT OF AN ADVERTISEMENT SHOWN DURING PRIMETIME TV SUCH AS ADVERTISING FOR SEXUAL POTENCY DRUGS?

	ALL RESPONDENTS =====
YES	27%
NO	71%
DON' T KNOW	2%

Q22. HAVE YOU EVER WRITTEN TO OR CALLED A TELEVISION NETWORK, RADIO STATION, GOVERNMENT AGENCY OR PARTICIPATED IN A BOYCOTT OR DEMONSTRATION TO COMPLAIN ABOUT INDECENT OR EXPLICIT CONTENT ON BROADCAST TELEVISION?

	ALL RESPONDENTS =====
YES	5%
NO	94%
DON' T KNOW	*

Q23. OVERALL, DO YOU BELIEVE THAT THE GOVERNMENT'S FEDERAL COMMUNICATIONS COMMISSION SHOULD BE STRICTER, MORE LENIENT, OR REMAIN THE SAME IN CONTROLLING THE AMOUNT OF SEX AND VIOLENCE ON TELEVISION?

	ALL RESPONDENTS =====
STRICTER	53%
MORE LENIENT	11%
REMAIN THE SAME	34%
DON' T KNOW	2%

Q24. HOW ABOUT BROADCAST RADIO CONTENT, SUCH AS CURSING AND THE USE OF SEXUAL LANGUAGE ON RADIO? SHOULD THE GOVERNMENT'S FEDERAL COMMUNICATIONS COMMISSION BE STRICTER, MORE LENIENT, OR REMAIN THE SAME IN CONTROLLING SEXUAL LANGUAGE ON RADIO?

	ALL RESPONDENTS =====
STRICTER	51%
MORE LENIENT	11%
REMAIN THE SAME	34%
DON' T KNOW	4%

Q25. DO YOU THINK THE GOVERNMENT'S REGULATIONS OVER PROGRAM CONTENT SHOULD BE EXTENDED TO COVER THE FOLLOWING?
 A) BASIC CABLE PROGRAMMING LIKE MTV AND E

	ALL RESPONDENTS =====
YES	49%
NO	44%
DON' T KNOW	7%

* = less than 1%

- = question not asked/zero respondents

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Q25. DO YOU THINK THE GOVERNMENT'S REGULATIONS OVER PROGRAM CONTENT SHOULD BE EXTENDED TO COVER THE FOLLOWING?
 B) PAY CABLE NETWORKS SUCH AS HBO AND SHOWTIME

	ALL RESPONDENTS =====
YES	31%
NO	64%
DON' T KNOW	5%

Q25. DO YOU THINK THE GOVERNMENT'S REGULATIONS OVER PROGRAM CONTENT SHOULD BE EXTENDED TO COVER THE FOLLOWING?
 C) SATELLITE RADIO

	ALL RESPONDENTS =====
YES	33%
NO	57%
DON' T KNOW	11%

Q26. DO YOU HAVE ANY CHILDREN LIVING IN YOUR HOUSEHOLD AGE 16 OR UNDER?

	ALL RESPONDENTS =====
YES	41%
NO	59%
DON' T KNOW	*

Q27. HAVE YOU EVER HEARD OF SOMETHING CALLED A "V" CHIP?

	ALL RESPONDENTS =====
YES	52%
NO	46%
DON' T KNOW	2%

Q28. DO YOU HAVE A "V" CHIP, OR OTHER BLOCKING MECHANISM, AVAILABLE ON YOUR TV OR CABLE BOX?

	ALL RESPONDENTS =====
YES	31%
NO	64%
DON' T KNOW	5%

* = less than 1%

- = question not asked/zero respondents

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Q29. DO YOU EVER USE THE "V" CHIP OR OTHER BLOCKING MECHANISM TO MONITOR OR BLOCK TELEVISION CONTENT?
 BASE: HAVE CHILDREN UNDER 16 IN HOUSEHOLD AND HAVE "V" CHIP/OTHER BLOCKING MECHANISM

	ALL RESPONDENTS =====
YES	42%
NO	58%
DON' T KNOW	-

Q30. DO YOU BELIEVE THAT THE ENTERTAINMENT INDUSTRY, INCLUDING HOLLYWOOD AND TELEVISION PRODUCERS, IS IN TOUCH WITH YOUR MORAL STANDARDS, OR NOT?

	ALL RESPONDENTS =====
YES	26%
NO	68%
DON' T KNOW	6%

Q31. DOES THE ENTERTAINMENT INDUSTRY MAINLY JUST REFLECT OUR COUNTRY'S MORAL STANDARDS, OR DOES THE ENTERTAINMENT INDUSTRY REALLY HELP TO SET OUR MORAL STANDARDS?

	ALL RESPONDENTS =====
REFLECTS MORAL STANDARDS	33%
HELPS SET OUR MORAL STANDARDS	49%
BOTH	5%
DON' T KNOW	14%

F1. WHAT IS YOUR AGE?

	ALL RESPONDENTS =====
18-24	12%
25-29	9%
30-34	9%
35-39	10%
40-44	11%
45-54	19%
55-64	13%
65 OR OLDER	17%
DON' T KNOW	-
REFUSED	1%

* = less than 1%

- = question not asked/zero respondents

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F2. WHAT IS THE HIGHEST GRADE OF SCHOOLING THAT YOU'VE COMPLETED?

	ALL RESPONDENTS =====
8TH GRADE OR LESS	3%
SOME HIGH SCHOOL	11%
HIGH SCHOOL GRADUATE	36%
SOME COLLEGE	24%
COLLEGE GRADUATE	16%
POSTGRADUATE STUDY/LAW OR MEDICAL SCHOOL	10%
DON'T KNOW	-
REFUSED	1%

F3. ARE YOU OF HISPANIC ORIGIN OR DESCENT?

	ALL RESPONDENTS =====
YES	10%
NO	89%
DON'T KNOW	-
REFUSED	1%

F4. WHAT IS YOUR RACE? ARE YOU WHITE, BLACK, ASIAN, OR SOMETHING ELSE?

	ALL RESPONDENTS =====
WHITE	74%
BLACK	11%
ASIAN	2%
HISPANIC	6%
OTHER	5%
DON'T KNOW	*
REFUSED	1%

F8. DO YOU RECALL IF YOU VOTED IN THE PRESIDENTIAL ELECTION IN NOVEMBER, BETWEEN GEORGE W. BUSH AND JOHN KERRY?

	ALL RESPONDENTS =====
YES, VOTED	82%
NO, DID NOT VOTE	16%
TOO YOUNG TO VOTE/UNDER 18 AT THAT TIME	1%
DON'T KNOW/DON'T REMEMBER	*
REFUSED	1%

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F12. DID YOU VOTE FOR GEORGE BUSH OR JOHN KERRY?
 BASE: VOTED IN 2004 PRESIDENTIAL ELECTION (872)

ALL
 RESPONDENTS
 =====

BUSH	49%
KERRY	46%
OTHER	1%
NOT SURE	1%
REFUSED	4%

F7B. GENERALLY SPEAKING, DO YOU USUALLY THINK OF YOURSELF AS...

ALL
 RESPONDENTS
 =====

A REPUBLICAN	29%
A DEMOCRAT	33%
AN INDEPENDENT	25%
SOMETHING ELSE	8%
DON' T KNOW	3%
REFUSED	2%

F14. DO YOU CONSIDER YOURSELF AN EVANGELICAL OR BORN-AGAIN CHRISTIAN?

ALL
 RESPONDENTS
 =====

YES	43%
NO	54%
DON' T KNOW	2%
REFUSED	2%

F15. FINALLY, JUST FOR CLASSIFICATION PURPOSES, WAS YOUR TOTAL FAMILY INCOME BEFORE TAXES LAST YEAR?

ALL
 RESPONDENTS
 =====

LESS THAN \$20,000	17%
\$20,000 TO JUST UNDER \$35,000	19%
\$35,000 TO JUST UNDER \$50,000	18%
\$50,000 TO JUST UNDER \$75,000	17%
\$75,000 TO JUST UNDER \$100,000	9%
\$100,000 OR MORE	11%
DON' T KNOW	3%
REFUSED	7%

* = less than 1%

- = question not asked/zero respondents