



TV Watch Study

A. Check respondent's gender.

Male **48 %**
Female **52 %**

B. First, please tell me your age. Are you... (READ LIST AND CHECK ONE ANSWER.)

Under 18 **TERMINATE**

18 – 20 **4 %**
21 – 24 **4 %**
25 – 29 **10 %**
30 – 34 **12 %**
35 – 39 **8 %**
40 – 44 **9 %**
45 – 49 **10 %**
50 – 54 **12 %**
55 – 59 **11 %**
60 – 64 **8 %**
65 – 69 **6 %**
70 – 74 **7 %**
75 or Older **0 %**

Refused **TERMINATE**

C. Are you of Hispanic origin or descent? (READ CHOICES & CHECK ONE ANSWER ONLY)

Yes 8 %
No 92 %

(DO NOT READ) Refused..... 0 %

D. Do you consider yourself... (READ CHOICES & CHECK ONE ANSWER ONLY)

African-American..... 12 %
Asian/Pacific Islander 1 %
Caucasian 77 %
Native American..... 2 %
Mixed ethnic background (Specify) _____ 1 %
Other (Specify) _____ 5 %
Rather not answer 2 %

E. Are you a registered... (READ CHOICES AND CHECK ONE ANSWER ONLY)

Democrat..... 36 %
Independent 19 %
Republican 32 %
Other Political Party 13 %

Not registered to vote TERMINATE

F. CENSUS REGION (AUTO-POPULATE BASED ON STATE/ZIP CODE)

Midwest..... 24 %
Northeast..... 19 %
South..... 36 %
West..... 21 %

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(MAIN QUESTIONNAIRE)

1. Thinking about television, would you say that you... (READ CHOICES AND CHECK ONE ANSWER.)

Enjoy what you watch a great deal **32 %**
 Enjoy what you watch somewhat **46 %**
 Don't enjoy what you watch but watch whatever
 is on **11 %**
 Don't watch television **10 %**

(DO NOT READ) Don't Know..... **1 %**

2. How much do you agree or disagree with each of the following statements? For each statement, please tell me if you agree strongly, agree somewhat, disagree somewhat or disagree strongly. Let's start with... (RANDOMIZE ORDER AND ASK UNTIL ALL ATTRIBUTES ARE RATED.)

	<u>Strongly Agree</u> - 1 -	<u>Somewhat Agree</u> - 2 -	<u>Somewhat Disagree</u> - 3 -	<u>Strongly Disagree</u> - 4 -
Some people will always be able to find something on television or radio that offends them. But the sensitivities of a few should not dictate the choices for everyone else	57 %	29 %	7 %	7 %
With ratings on TV shows and new technologies like the V-chip and parental controls on cable and satellite, it's possible for every household to regulate their own TV viewing.....	59 %	28 %	7 %	6 %
I would be upset if my programming choices were limited because the government went too far in its attempt to control what's on television	58 %	19 %	8 %	16 %
It's futile for the government to fine network programs when the same or similar programming is available any time on cable, satellite and the Internet	26 %	38 %	19 %	17 %
The federal government should not spend its time investigating and fining a local broadcaster when only one complaint is made and yet thousands of people watched and did not complain.....	44 %	29 %	14 %	14 %

3. If you had to choose, which would you prefer? (READ CHOICES AND CHECK ONE ANSWER – RANDOMIZE CHOICES)

People exercising personal choice over what they watch on television..... **82%**

Government regulation of what is appropriate for television **12%**

Neither **3%**

(DO NOT READ) Don't Know..... **3%**

4. I will now read two statements. After I read them both, I want you to tell me which one comes closest to your point of view. (READ CHOICES AND CHECK ONE ANSWER – RANDOMIZE CHOICES)

People should be able to choose for themselves what they watch in their own homes. More government regulation is not the solution, personal responsibility is. Network broadcasters can help by providing tools and information, like program warnings, ratings and the V-chip, but ultimately it should be our decision what to watch..... **78%**

Broadcast television and radio have gone too far. They don't care about maintaining standards and do everything they can to pursue ratings. Network broadcasters constantly expose people to offensive material. It's time for the FCC to penalize the networks and increase government control and enforcement..... **21%**

(DO NOT READ) Don't Know **2%**

5. Would you go online to download a favorite program if the TV-broadcast version had edited the show to avoid potential government interference? Would you say you... (READ CHOICES AND CHECK ONE ANSWER.)

Definitely would download a favorite program. **8%**
Probably would **22%**
Probably would not **29%**
Definitely would not..... **29%**
Or, you do not have Internet access **10%**

(DO NOT READ) Don't Know..... **2%**

6. In past years the FCC decided that coarse language in the film Saving Private Ryan was not offensive, saying that deleting the offensive words "would have altered the nature of the artistic work and diminished the power, realism and immediacy of the film experience for viewers. This year, the FCC found that coarse language in a PBS documentary on Blues music was offensive and that the language could have been substituted without materially altering the nature of the work. Do you think the government should or should not decide what kind of language is necessary in an artistic or educational work? (READ CHOICES AND CHECK ONE ANSWER.)

Government should decide **29%**
Government should not decide **66%**

(DO NOT READ) Don't Know..... **5%**

INTERVIEWER, READ: Finally, just a few questions for classification purposes only.

D1. What is your marital status? Are you... (READ CHOICES AND CHECK ONE ANSWER.)

Married.....	58%
Single.....	24%
Widowed.....	4%
Divorced.....	8%
Separated.....	1%
Unmarried, but living with someone.....	3%
(DO NOT READ) Refused.....	2%

D2. Including yourself, how many people live within your household? (ENTER NUMBER)

in Household: **Mean: 2.7**

D3. IF "2" OR MORE IN Q. 7a ASK: Do you have any children living in your household ages... (READ LIST & CHECK ALL THAT APPLY.)

Note: Numbers below based on total sample

Under 2.....	7%
2 to 5.....	13%
6 to 12.....	16%
13 to 18.....	13%
Over 18.....	13%
No Children Present.....	56%

D4. What is the highest grade of school you completed? (DO NOT READ LIST. CHECK ONE ANSWER BELOW.)

Elementary School.....	1%
Some High School.....	5%
Completed High School.....	26%
Some College.....	21%
Completed College.....	32%
Post Graduate.....	13%
Other (specify) _____	1%
Refused.....	3%

D5. Which of the following best describes you? (READ ANSWERS AND CHECK ONE ANSWER ONLY.)

Work full-time (more than 30 hours per week).....	54%
Work part-time (30 hours or less per week).....	9%
Homemaker	9%
Full-time student	3%
Part-time student.....	0%
Retired	20%
Unemployed.....	3%

(DO NOT READ) Refused..... **2%**

D6. Would you consider where you live to be... (CHECK ONE ANSWER ONLY)

Urban	27%
Suburban	40%
Or, Rural	34%

D7. And finally, please tell me which of the following categories most closely approximates your total household income before taxes. (READ CHOICES AND CHECK ONE ANSWER.)

Under \$15,000	9%
\$15,000 - \$24,999	6%
\$25,000 - \$34,999	8%
\$35,000 - \$49,999	19%
\$50,000 - \$74,999	19%
\$75,000 - \$99,999	11%
\$100,000 - \$124,999	8%
\$125,000 - \$149,999	3%
\$150,000 - \$174,999	1%
\$175,000 - \$199,999	1%
\$200,000 or More	1%

(DO NOT READ) Refused..... **13%**