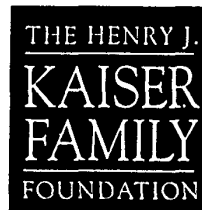




# CHART PACK

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## Sex, Kids and the Family Hour: A Three Part Study of Sexual Content on Television



December 11, 1996

Prepared by The Kaiser Family Foundation and Children Now

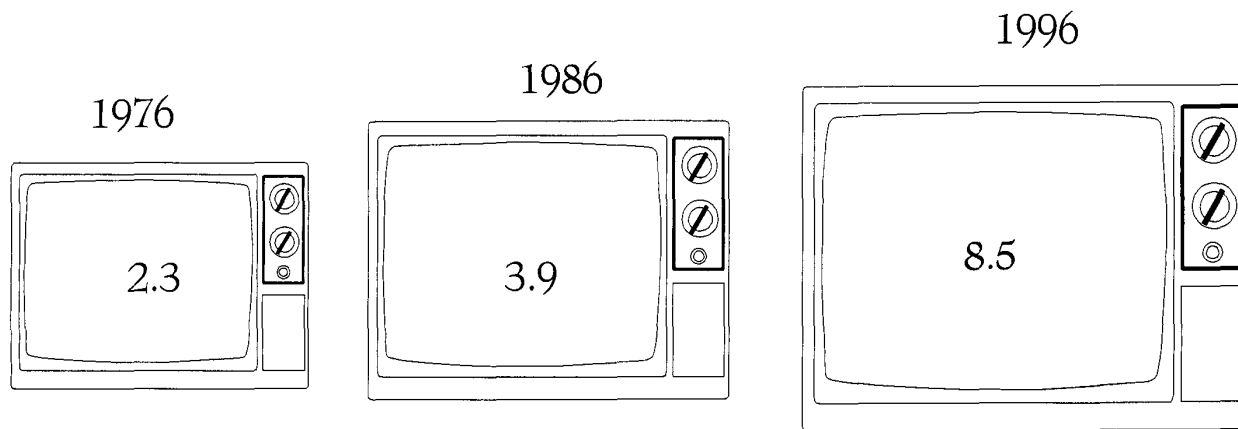


# CHART 1

## Kids, Sex and Family Hour Television

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Sexual Interactions per Hour



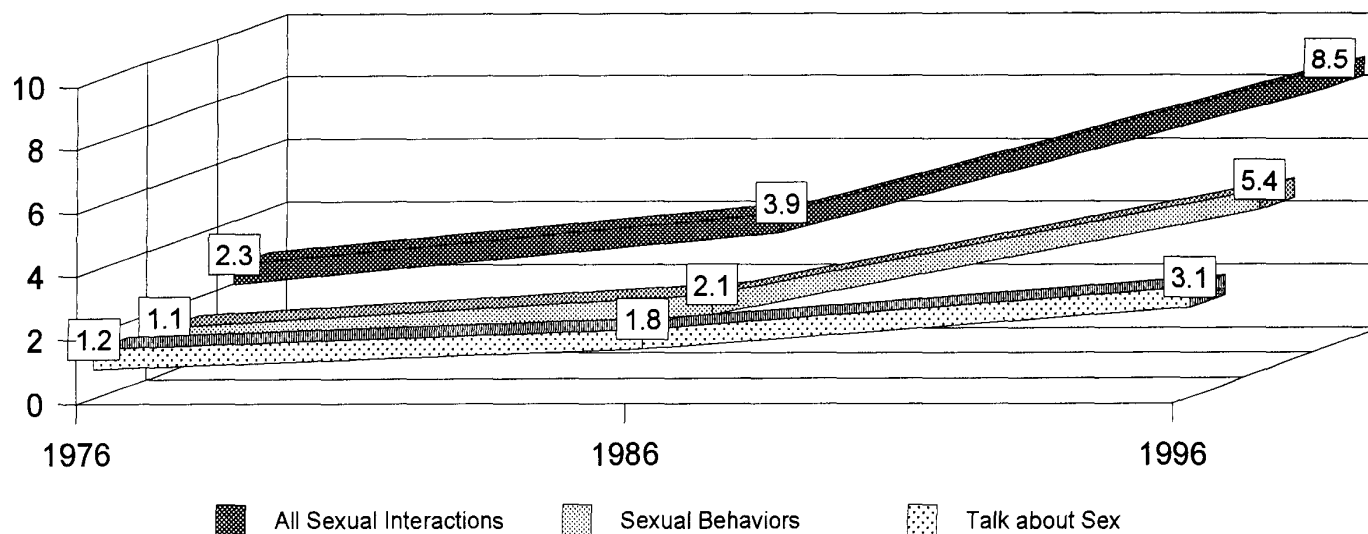
Source: *Sexual Messages on Family Hour Television: Content and Context*, Kaiser Family Foundation and Children Now, December 11, 1996



# CHART 2

## More Sex on the Family Hour

Sexual Interactions per Hour of Family Hour Programming



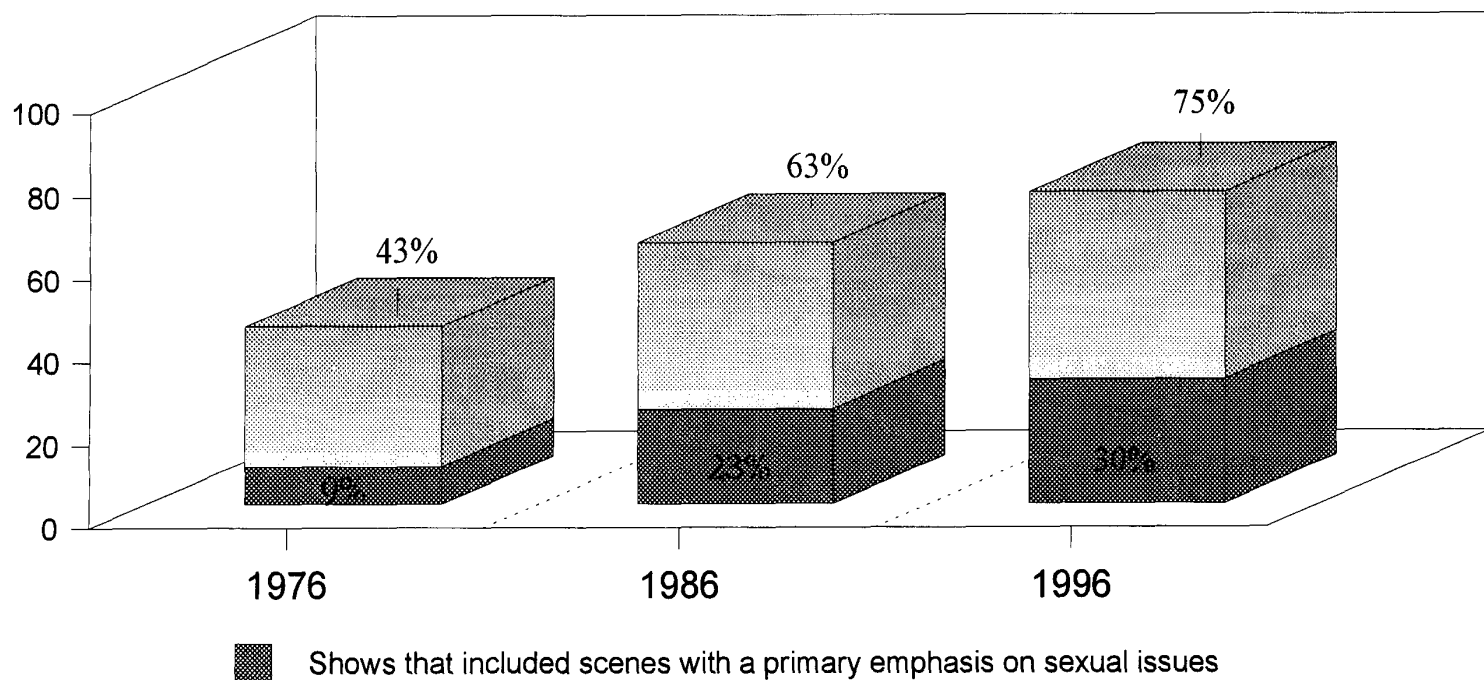
Source: *Sexual Messages on Family Hour Television: Content and Context*, Kaiser Family Foundation and Children Now, December 11, 1996



# CHART 3

## More Sex on the Family Hour

% of Family Hour Shows with Sexual Content



Source: *Sexual Messages on Family Hour Television: Content and Context*, Kaiser Family Foundation and Children Now, December 11, 1996

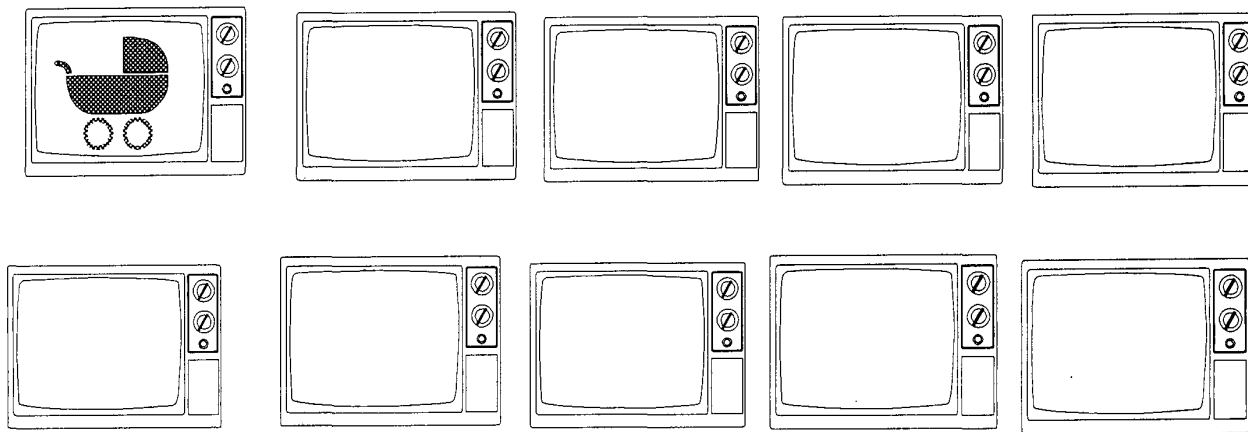


# CHART 4

## Some Shows Focus on the Risks or Responsibilities of Sex, But They Are Still the Exception

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Fewer than 1 out of 10 scenes with sexual content on family hour shows in 1996 include any mention of the risks or responsibilities associated with sexual activity.



Source: *Sexual Messages on Family Hour Television: Content and Context*, Kaiser Family Foundation and Children Now, December 11, 1996



## CHART 5

# The Children Generally “Got” the Sexual Content on Family Hour Shows

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- ▶ Some of the children knew a “one-night stand” was being depicted in a scene from *Ellen* in which Ellen’s roommate, Spence, tells her he has just slept with a woman he thinks is an “idiot.” About the same episode, the children said Spence had sex with the woman only because “he liked her body” (8-10 year old).
- ▶ On *Beverly Hills 90210*, the children understood the show was trying to communicate a message about “abstinence” or “not having sex,” but also noted that the way the storyline played out “it sounded like [all the characters] wanted to have sex” and that “not having sex is hard” (11-13 year olds).
- ▶ About a clip in which Dr. Quinn and her husband are shown undressing and fondling one another, one 11-13 year old girl commented, “they just want to have sex instead of helping their children,” when she puts off her son’s request for help with his homework when he knocks on the bedroom door.



## CHART 6

### Even Some of the Youngest Children Understood Jokes and Innuendos About Sex

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- ▶ Many children understood that a reference to whipped cream in the bedroom in *The Jeff Foxworthy Show* was about a man intending to “squirt whipped cream all over [his wife] and lick it off” (8-10 year old).
- ▶ Most of the 8-10 year olds understood that the joke in *The Nanny* about someone losing her “virgin ... airlines ticket” was about her “virginity.”

Source: *The Family Hour Focus Groups: Children's Responses to Sexual Content on TV and Their Parents' Reactions*, Kaiser Family Foundation and Children Now, December 11, 1996



# CHART 7

## Children Understand and Like Shows that Communicate Clear, Pro-social Messages

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- ▶ The message of the *Malibu Shores* clip was “If you’re worried about the future, you shouldn’t have sex” (11-13 year old).
- ▶ In *The Fresh Prince of Bel-Air* the characters were worried about a young girl “getting sexually transmitted diseases” or “getting pregnant” if she had sex. The show was about “not having sex until you’re ready” (11-13 year olds).
- ▶ *The Fresh Prince of Bel-Air* clip was one of the kids’ favorites because it “taught me something” and because “[the character], like, stood up for what she believed in. She wasn’t ready to have sex and she told him” (11-13 year old).



# CHART 8

## Parents' Responses Show Both Concern and Opportunity

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### ***Concern:***

- ▶ Shows aired during the family hour are “not age-appropriate. ... At 9 years old, I just don't think it's necessary to display some of the sexual connotations that are in there” (mother of 8-10 year old).
- ▶ “You do want to be able to wash the dishes for a second or so and not worry about him learning about sex before you want him to” (mother of an 8-10 year old).

### ***Opportunity:***

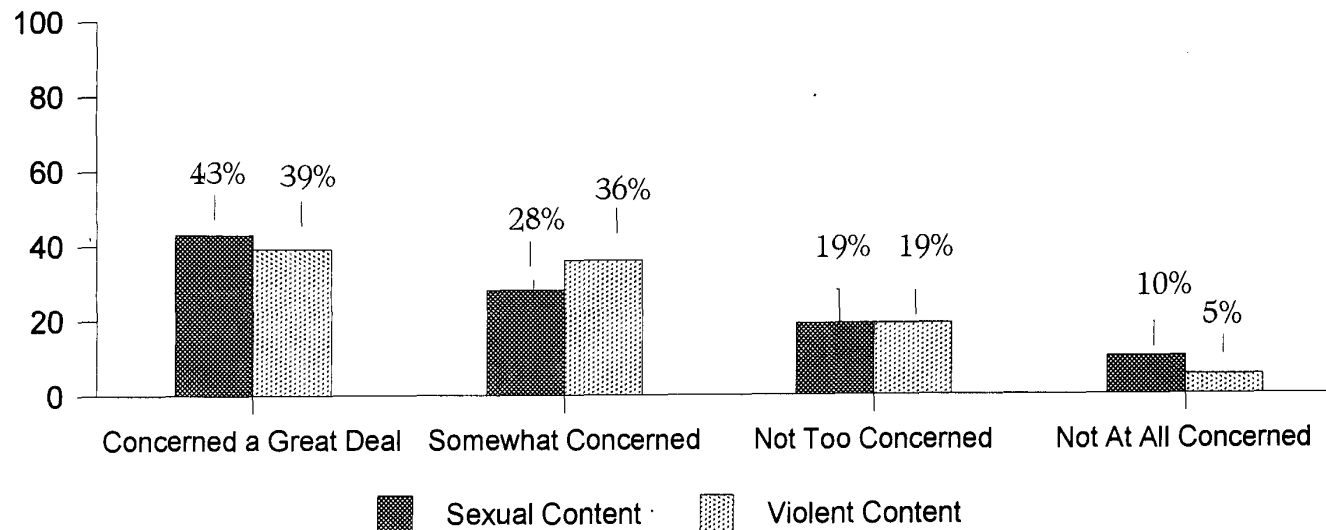
- ▶ Sexual content on family hour shows “teach my daughter something. She gets to see different ways of handling situations” (mother of an 8-10 year old).
- ▶ Another parent of an 8-10 year old said, “It's a good thing, when the topics come up. I know for my daughter, that's when she'll ask a question.”



# CHART 9

## Sexual Content on TV Worries Parents, As much As Violent Content

% of Parents of 8-12 Year Olds



Source: *Parents Speak Up About TV Today*, A National Survey, Kaiser Family Foundation and Children Now, December 11, 1996

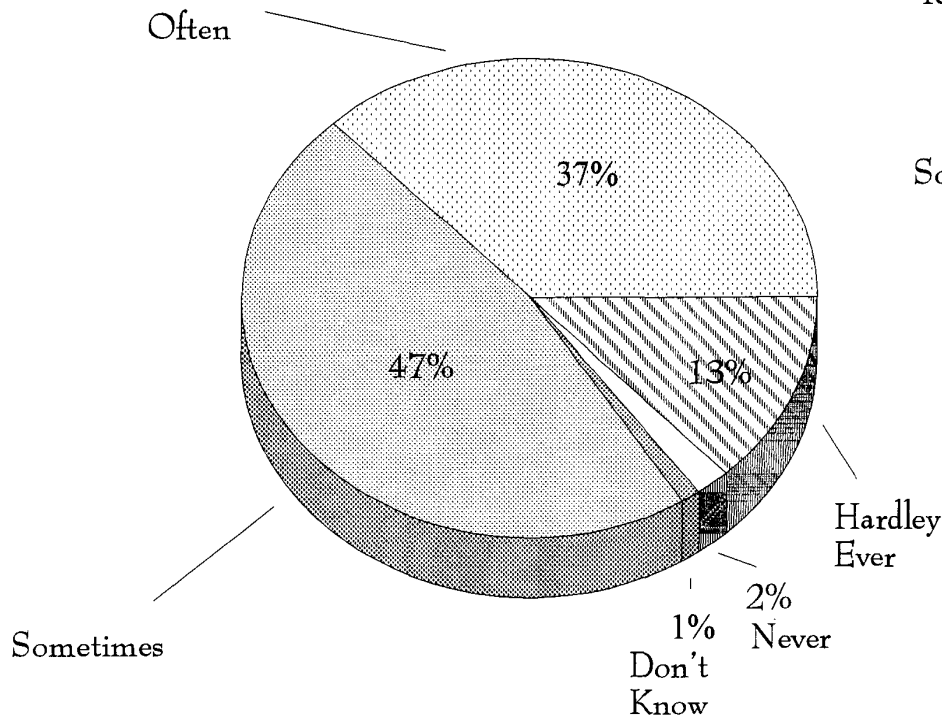


# CHART 10

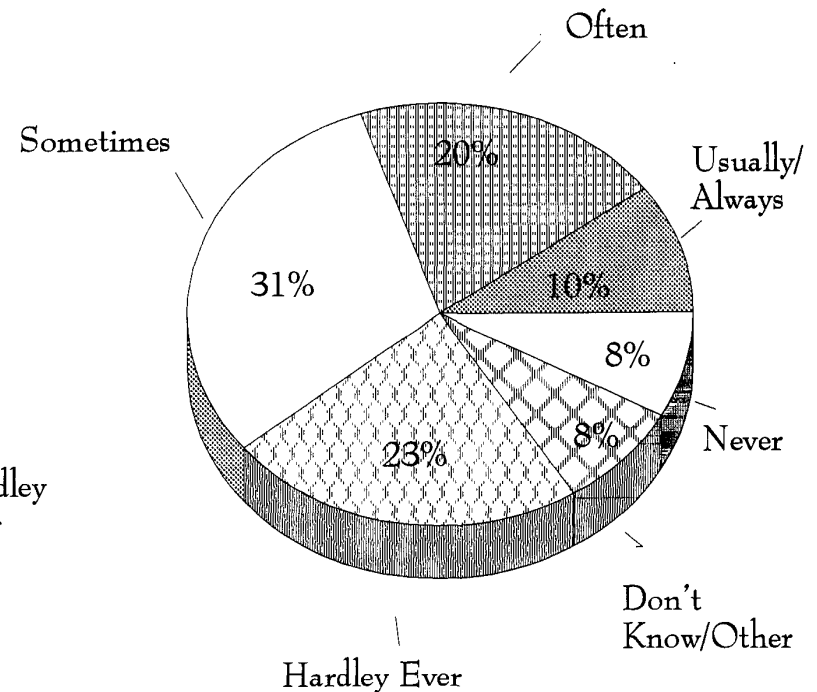
## Parents Say There Are Problems with What's on TV Today...

% of Parents of 8-12 Year Olds

When watching TV with your child, how often do you see things you think are inappropriate for your child?



In your opinion, how often is sexual content on TV/s family hour presented in an informative or socially responsible way?





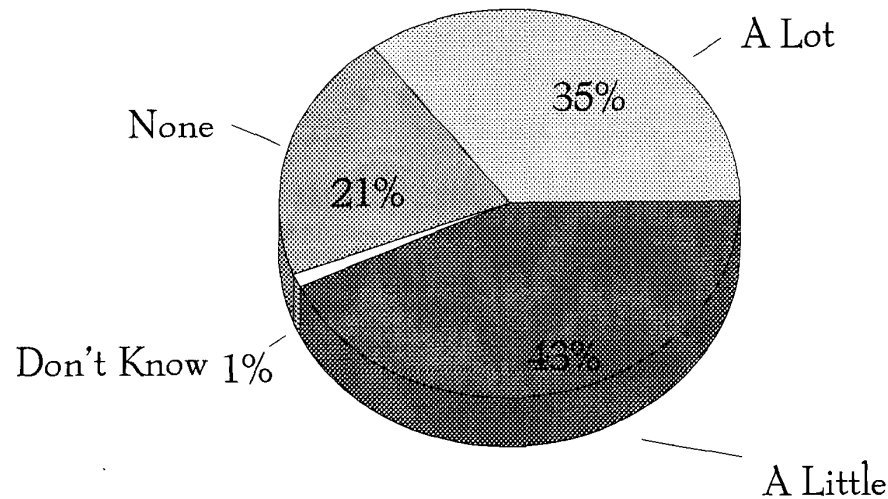
# CHART 11

## But, Parents Also See Opportunity for TV to Play More Positive Role

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% of Parents of 8-12 Year Olds

How Much Effect Could Network TV Have in  
Helping Children Make Responsible Decisions  
about Sex?



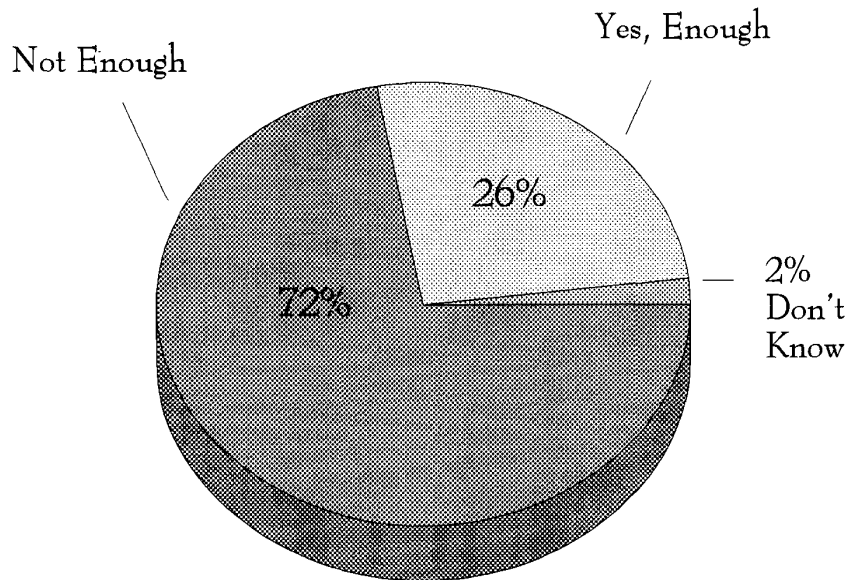


# CHART 12

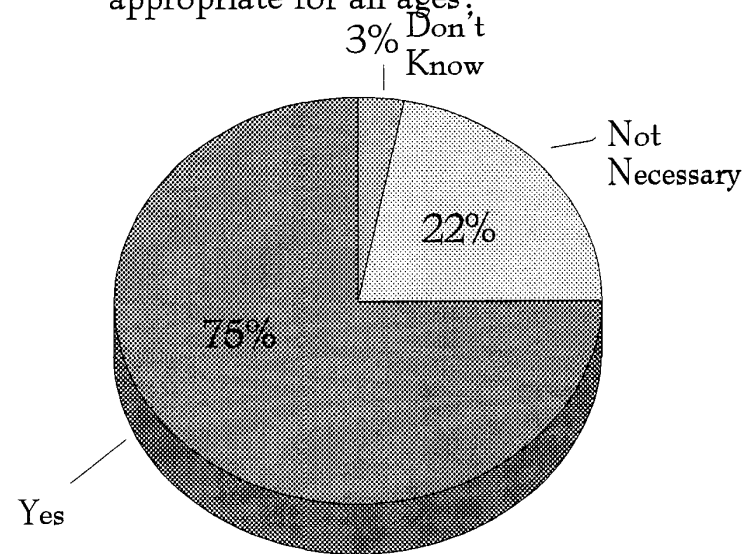
## "Family Hour" Concept Popular with Parents, Who Say There Is Not Enough on TV Today for Their Child

% of Parents of 8-12 Year Olds

Do you think there are enough programs on network TV today that are appropriate for your child?



Do you think that during the first hour of prime time, which airs between 8-9 PM in most places, the networks should only air shows that are appropriate for all ages?



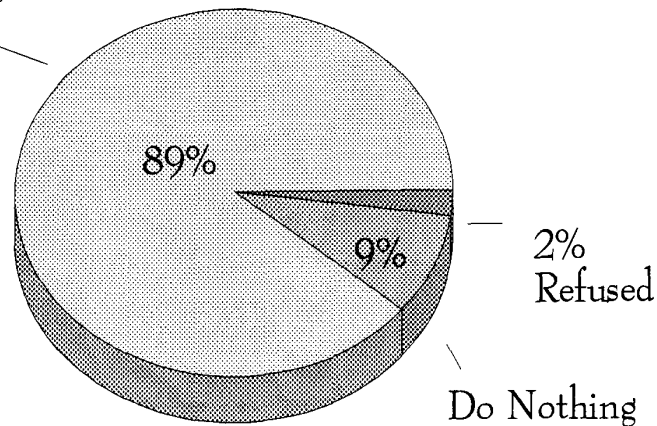


# CHART 13

Quick, Grab the Clicker!

What parents of 8-12 year olds do when they see something on TV they think is "inappropriate" for their child...

Do  
Something



What Specifically They Do

