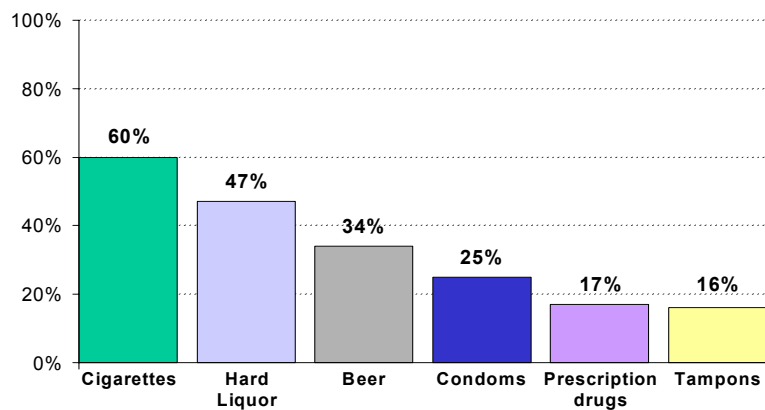
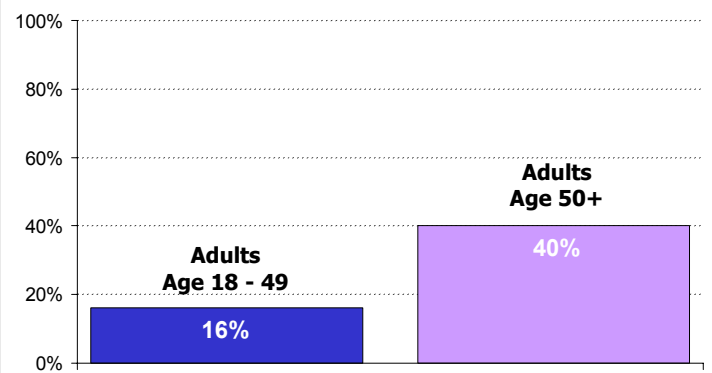


CONDOM ADVERTISING ON TELEVISION

Percent of adults who say TV advertising should not be allowed for...



Percent of adults who say TV advertising for condoms should not be allowed, by age.

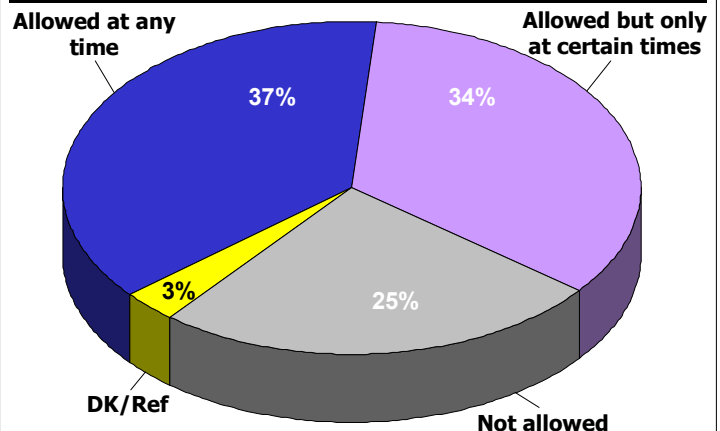


Survey Question:

Now I'm going to name some different products and ask whether you think there should be any restrictions on television advertising for each product. First, what about...? Should advertising for this product be allowed on TV at any time of day, OR should the ads be restricted to certain times, like after 10 o'clock at night, OR should TV advertising for this product not be allowed at all?

| | Allowed at any time | Allowed but restricted to certain times | Total allowed | Not allowed at all | DK/Ref |
|--------------------------------------|---------------------|---|---------------|--------------------|--------|
| a. Beer | 23 | 41 | 64 | 34 | 2 |
| b. Hard liquor | 15 | 36 | 51 | 47 | 2 |
| c. Cigarettes | 14 | 24 | 38 | 60 | 2 |
| d. Condoms | 37 | 34 | 71 | 25 | 3 |
| e. Prescription drugs | 57 | 20 | 77 | 17 | 5 |
| f. Personal products such as tampons | 54 | 26 | 80 | 16 | 4 |

Percent of adults who say TV advertising for condoms should be...



Methodology: *Condom Advertising on Television* was a short series of questions placed on a national random sample omnibus survey of 1,142 adults age 18 and older. The survey was designed and analyzed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA), and was fielded by PSRA by telephone between April 16-22, 2001. The margin of error is plus or minus 3 percentage points.

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