

# **SEX ON TV:**

## **Content and Context**

**Kaiser Family Foundation**

Chart Pack

Chart 1

**Among all shows with sexual content, the percent that also include safer sex references, over time**

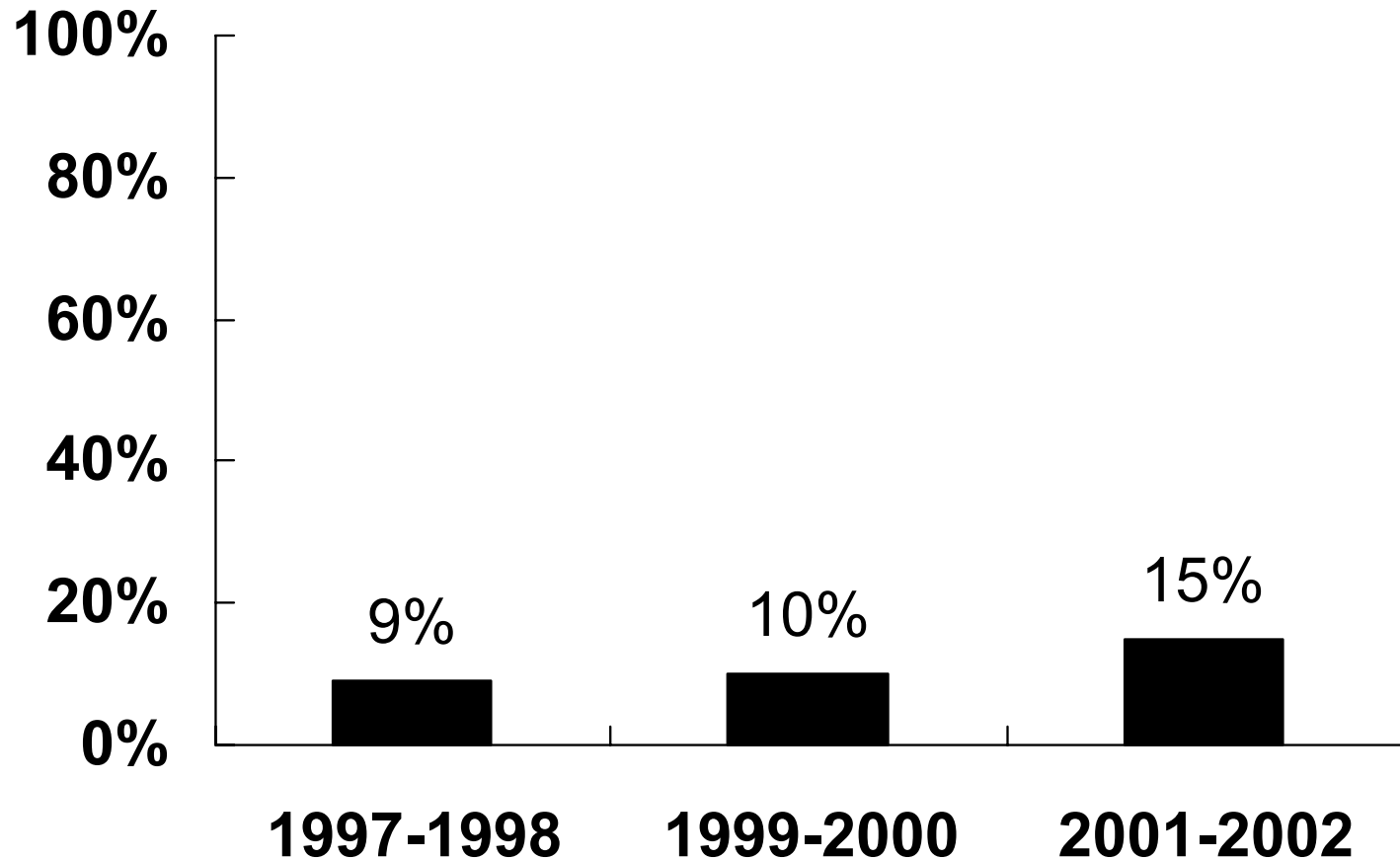


Chart 2

**Among all shows with talk about or depictions of *sexual intercourse*, the percent that also include safer sex references, over time**

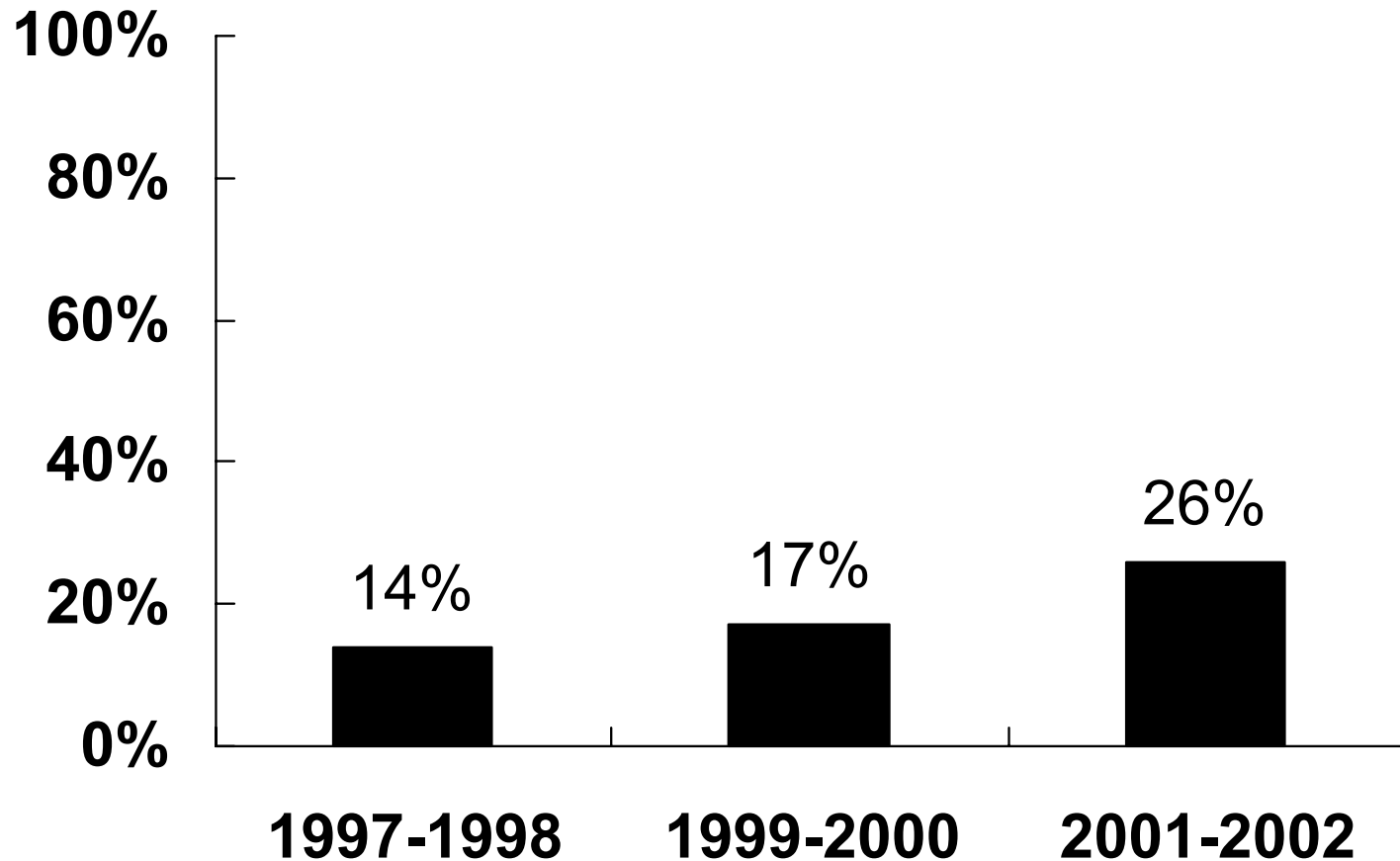


Chart 3

**Among all shows with sexual content *involving teen characters*, the percent that also include safer sex references, over time**

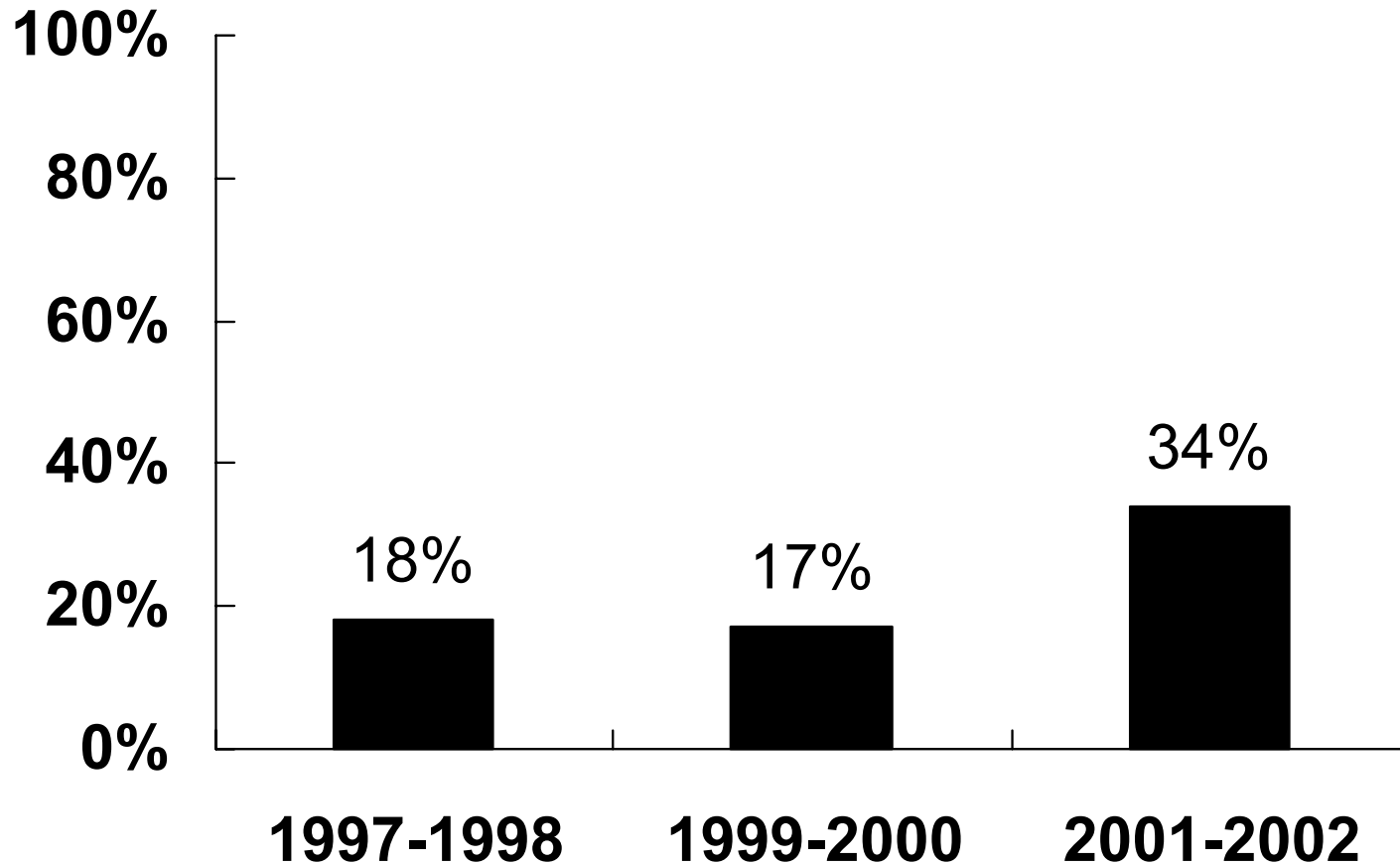


Chart 4

**Among all shows with sexual content, the percent that also include safer sex references, by program type, in 2001-2002**

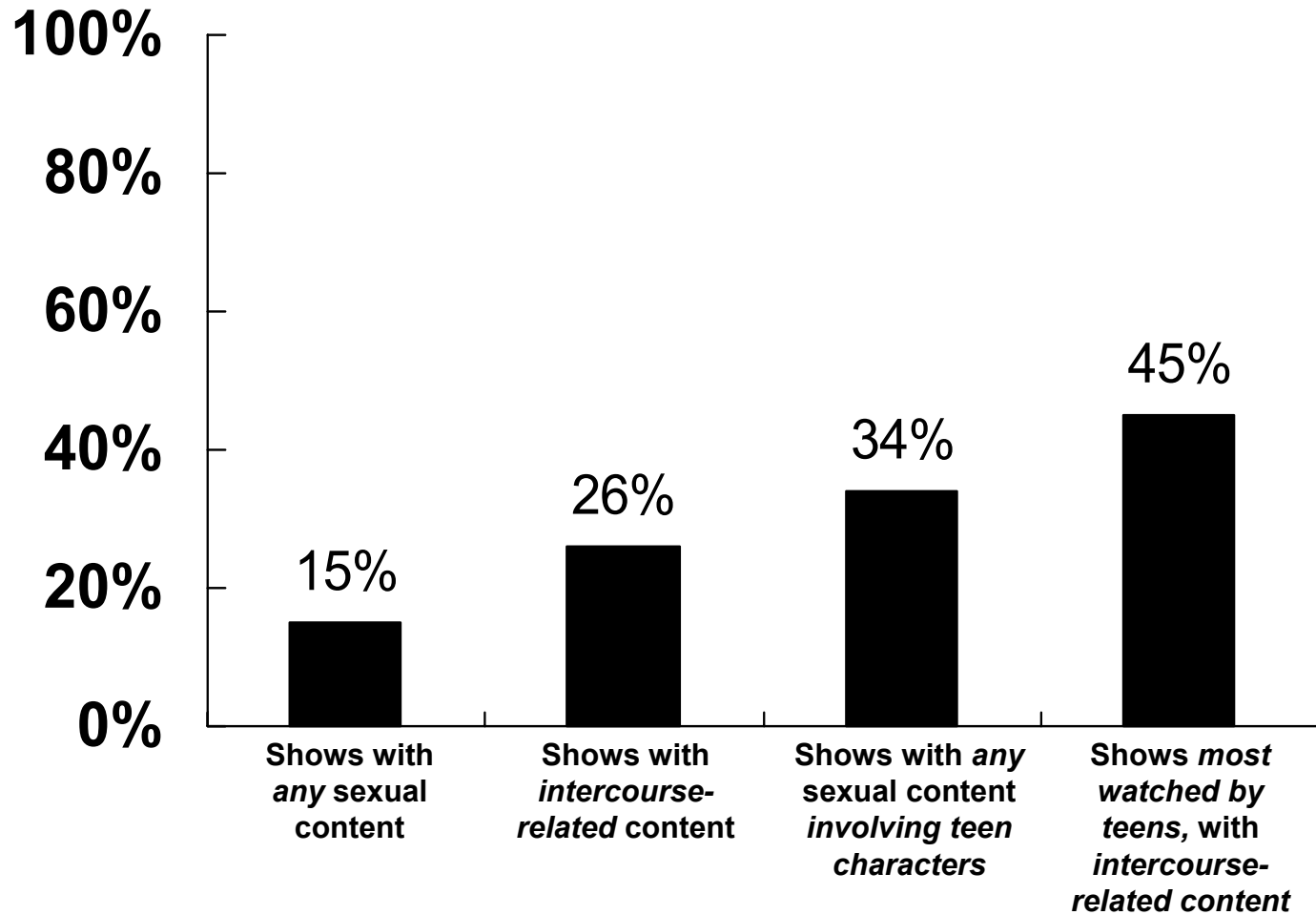


Chart 5

## Percent of shows with sexual content, by type of show, in 2001-2002

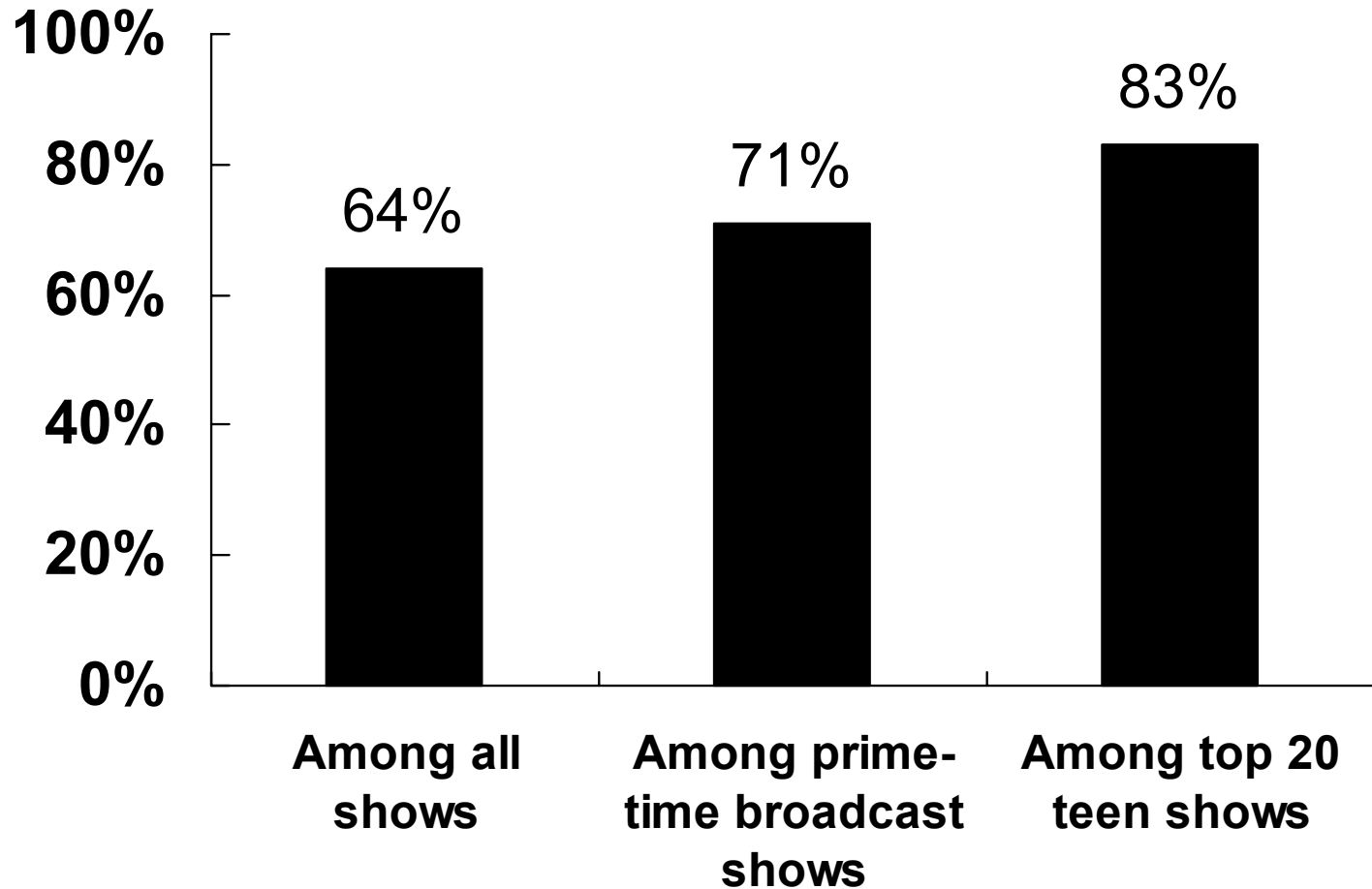
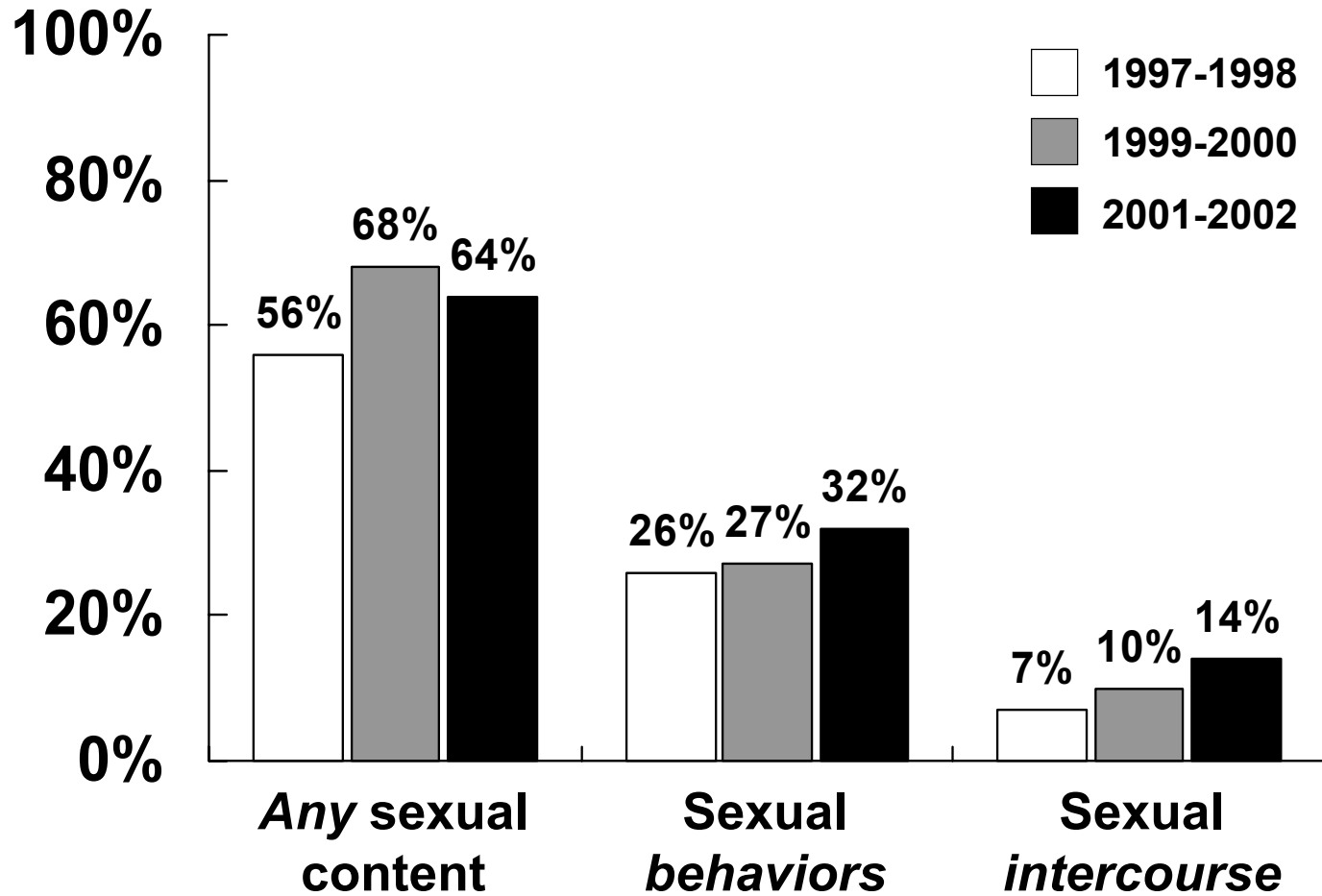


Chart 6

## Percent of shows with sexual content, over time



## **Methodology**

This chart pack is based on a study of programming from the 2001-2002 television season, aired from October 2001 through March 2002. The study analyzes a total of 1,123 shows, covering the full range of TV genres other than newscasts, sports events, and children's shows.

The ten channels in the study represent all segments of the television industry, including broadcast network, syndicated programming, public television, basic cable and premium cable. The channels included in the study are ABC, CBS, Fox, HBO, Lifetime, NBC, TNT, PBS, USA, and the WB affiliate in Los Angeles, KTLA.

All analysis was conducted by a group of trained coders who underwent extensive training, and whose performance was systematically monitored to ensure strong inter-coder reliability.

For a full explanation of the methods used in this study, please refer to the full report, publication #3325. Additional copies of this chart pack are available for free online at: [www.kff.org](http://www.kff.org).