

February 1999

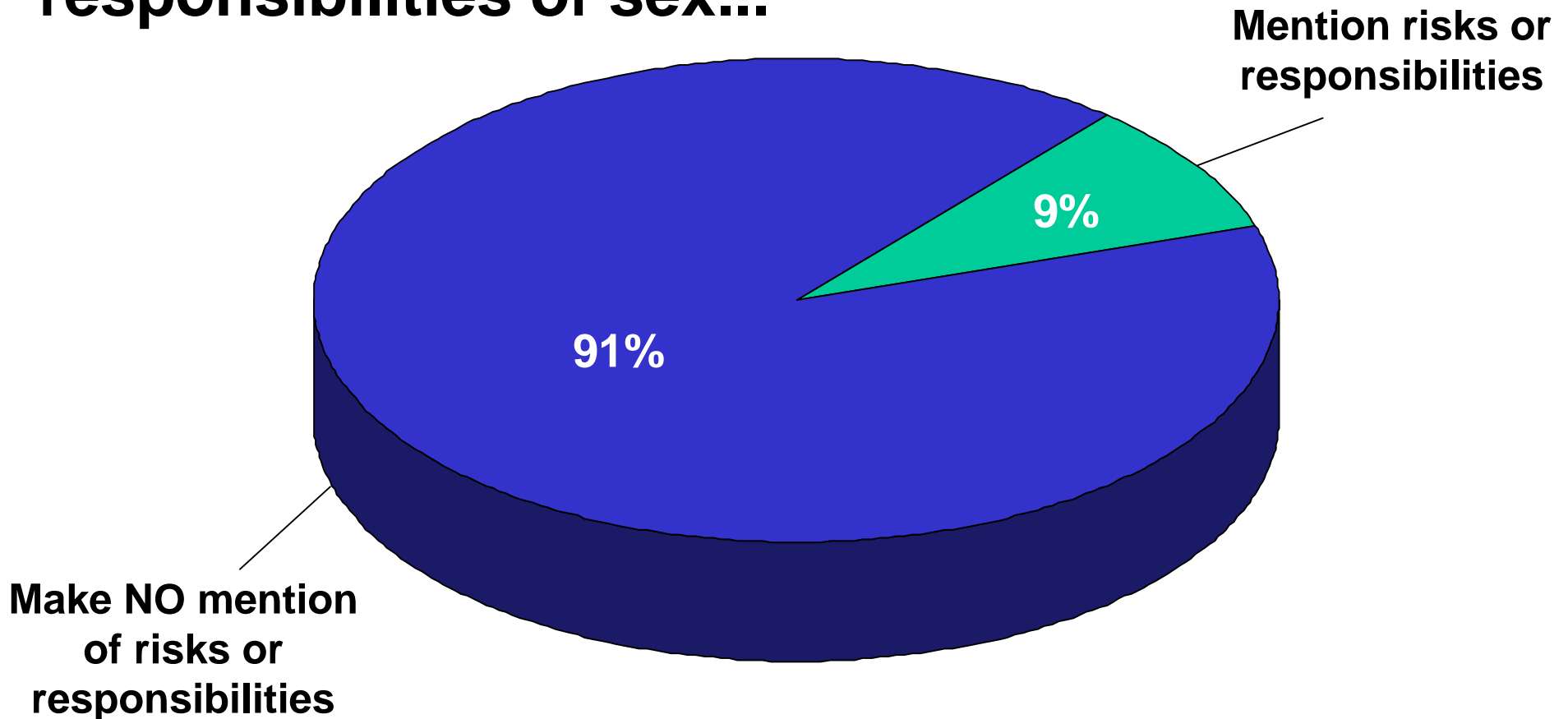
# **SEX ON TV: Content and Context**

**A Biennial Report to the Kaiser Family Foundation**

Chart Pack

Chart 1

Of shows that contain sexual content, the percent that make any mention of the risks or responsibilities of sex...

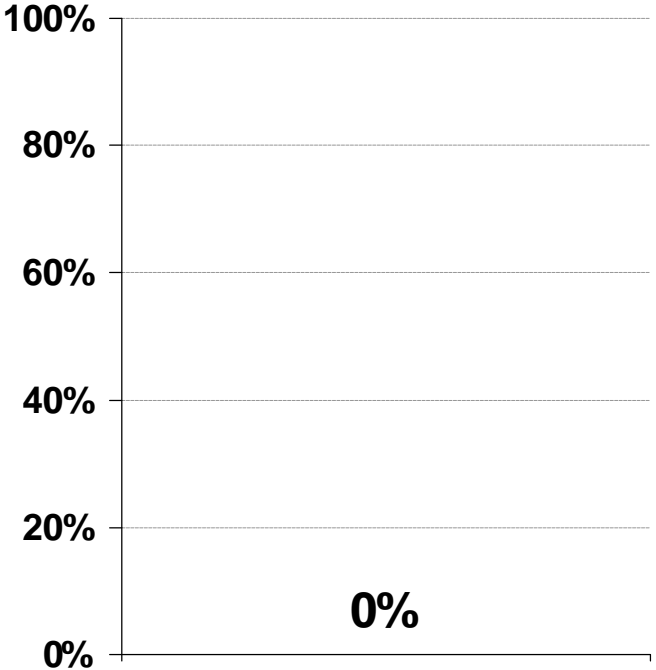
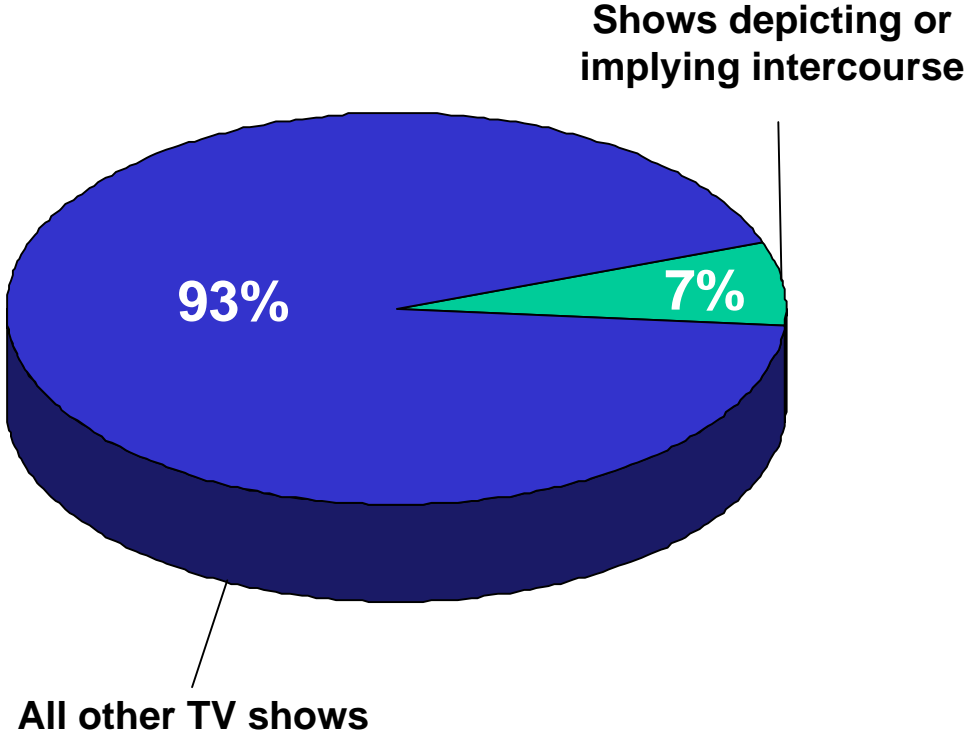


Based on the composite week sample of programs (all programs except newscasts, sports or children's programs).  
Source: SEX ON TV: Content and Context, A Biennial Report to the Kaiser Family Foundation, February 1999.

Chart 2

**Of all shows on TV, the percent that have scenes depicting or strongly implying sexual intercourse...**

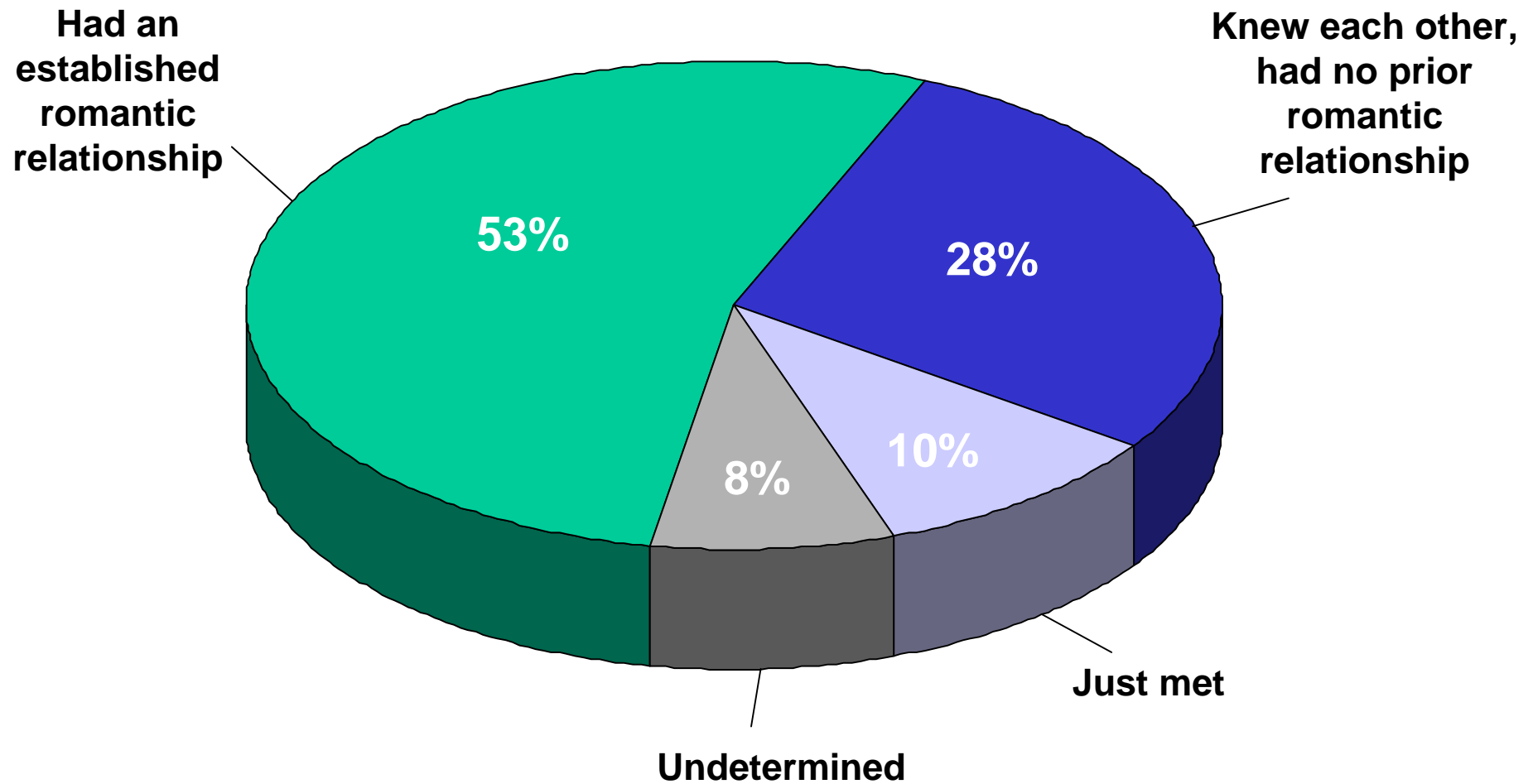
**Of all scenes depicting or strongly implying sexual intercourse, the percent that make any reference to sexual risks or responsibilities...**



Based on the composite week sample of programs (all programs except newscasts, sports or children's programs). Source: SEX ON TV: Content and Context, A Biennial Report to the Kaiser Family Foundation, February 1999.

Chart 3

# Relationships of characters engaged in sexual intercourse, depicted or implied, on TV...

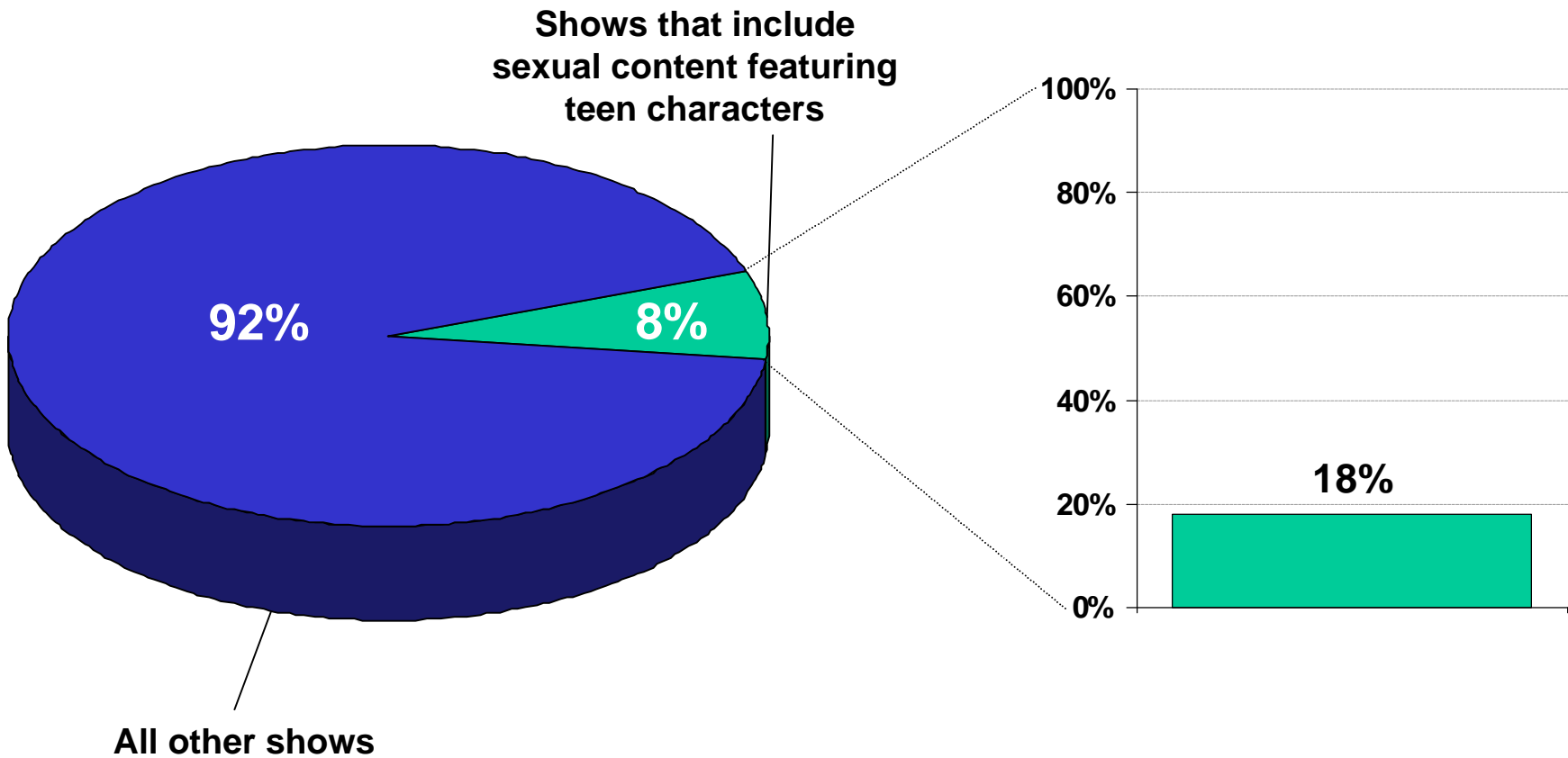


Based on the composite week sample of programs (all programs except newscasts, sports or children's programs).  
Source: SEX ON TV: Content and Context, A Biennial Report to the Kaiser Family Foundation, February 1999.

Chart 4

Of all shows on TV, the percent with sexual content featuring teen characters...

Of all shows with sexual content featuring teen characters, the percent that make any reference to sexual risks or responsibilities...

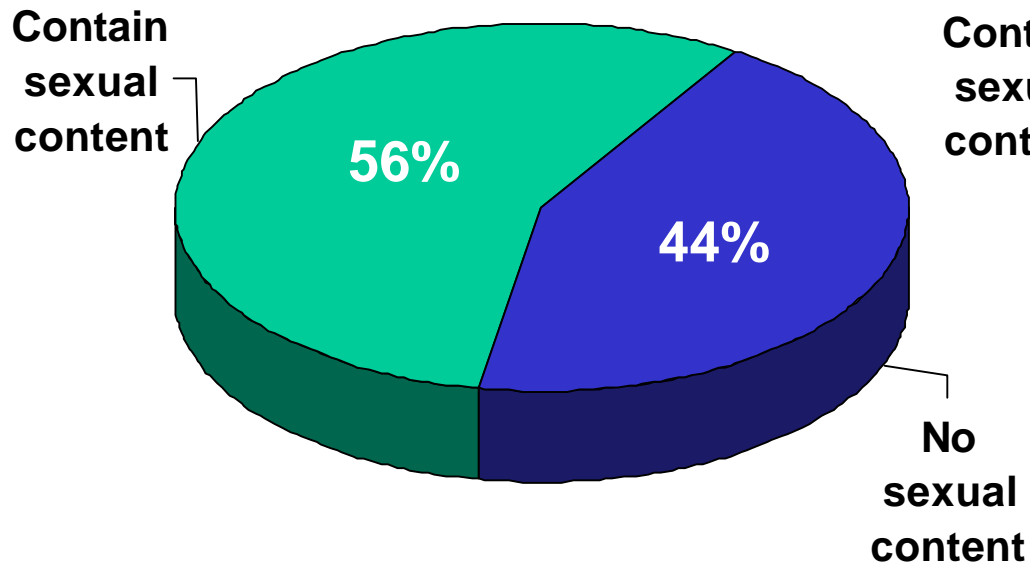


Based on the composite week sample of programs (all programs except newscasts, sports or children's programs).  
Source: SEX ON TV: Content and Context, A Biennial Report to the Kaiser Family Foundation, February 1999.

Chart 5

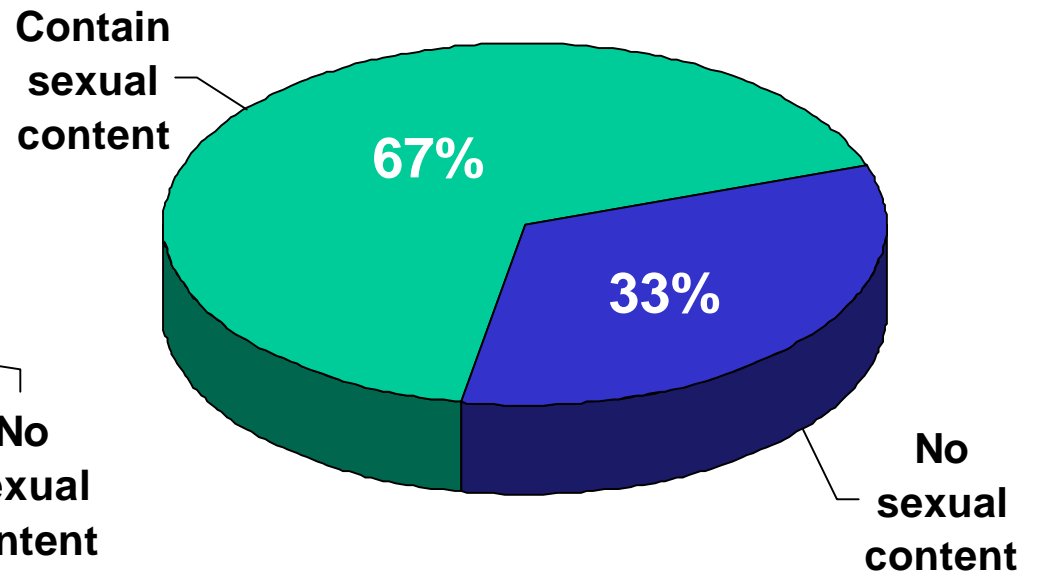
# Percent of shows on TV that contain sexual content...

## All Shows



Based on the composite week sample of programs (all programs except newscasts, sports or children's programs).

## Prime-time Shows

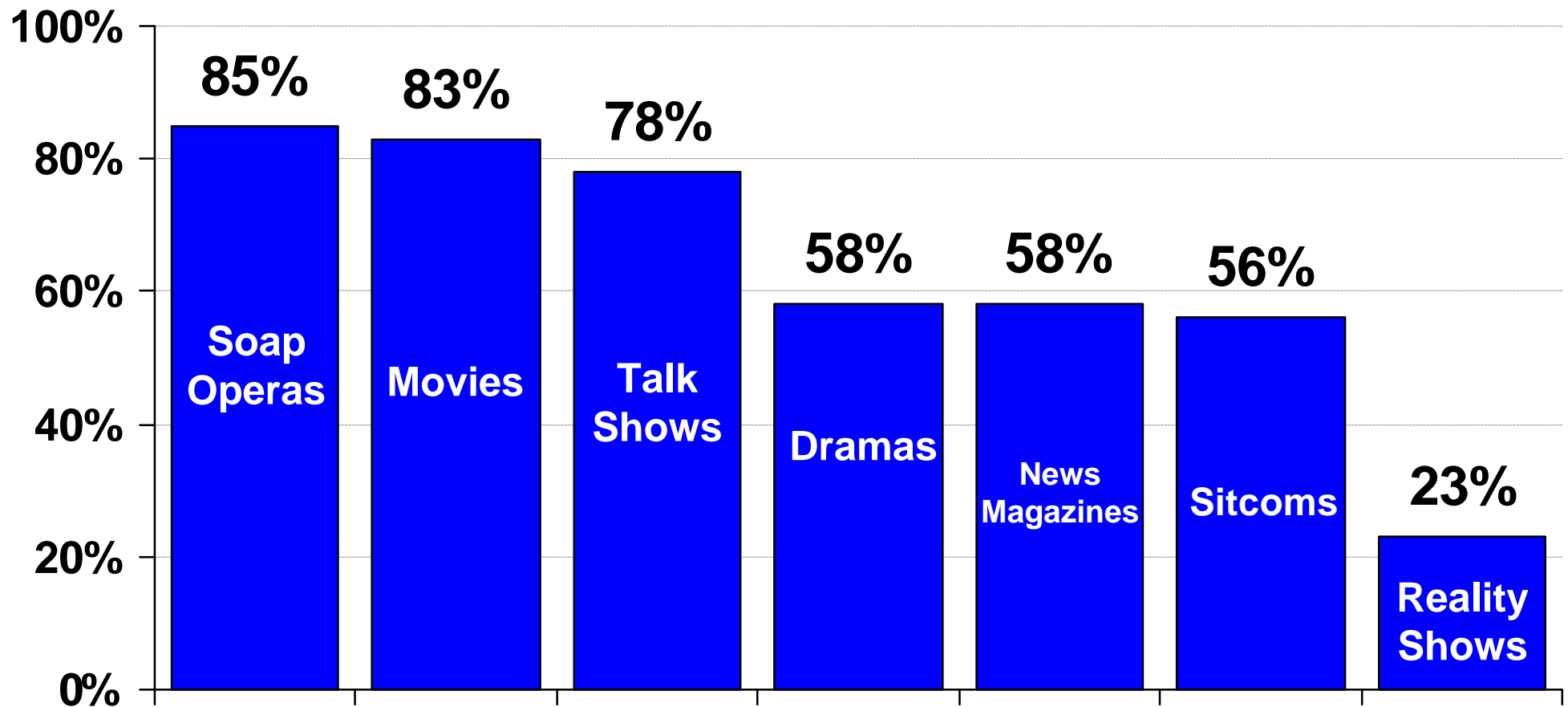


Based on a three-week over-sample of broadcast network prime-time programs.

Source: SEX ON TV: Content and Context, A Biennial Report to the Kaiser Family Foundation, February 1999.

Chart 6

# Percent of shows that contain sexual content, by genre...



Based on the composite week sample of programs (all programs except newscasts, sports or children's programs).  
Source: SEX ON TV: Content and Context, A Biennial Report to the Kaiser Family Foundation, February 1999.

## **Methodology**

The study was conducted for the Foundation by Dr. Dale Kunkel of the University of California, Santa Barbara. It analyzes 1,351 shows, covering the full range of TV genres other than newscasts and sports events. The composite week sample was drawn from randomly selected programs broadcast between October 1997 and March 1998. Children's programs were analyzed independently of shows created for a general audience and are not reported on in this chart pack.

The ten channels in the study represent all segments of the television industry including network and independent broadcast, basic and premium cable, and public broadcasting. The channels studied are ABC, CBS, Fox, HBO, Lifetime, NBC, TNT, PBS, and USA, and the independent station KTLA in Los Angeles (a WB affiliate).

The scientific integrity of the content analysis data reported in this research is established by careful statistical monitoring of the inter-coder reliability for all judgments, which is presented in detail in the complete report.

For a full explanation of the methods used in this study, please refer to the full report, publication # 1458, which is available for free online at: [www.kff.org](http://www.kff.org), or by calling 1-800-656-4KFF.