

February 2001

**SEX ON TV:
Content and Context**

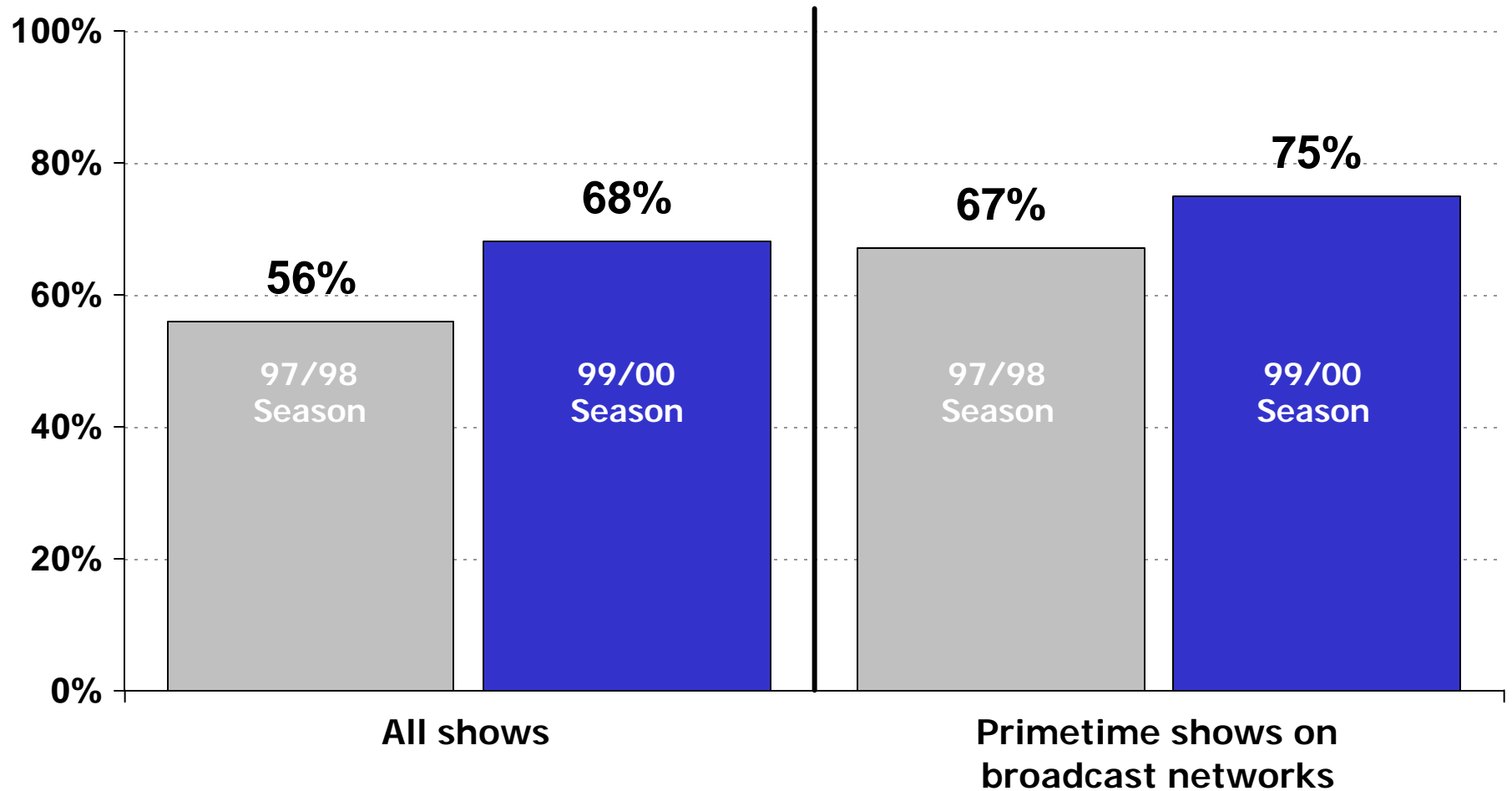
Kaiser Family Foundation

Chart Pack



Chart 1

Percent of shows that contain sexual content.

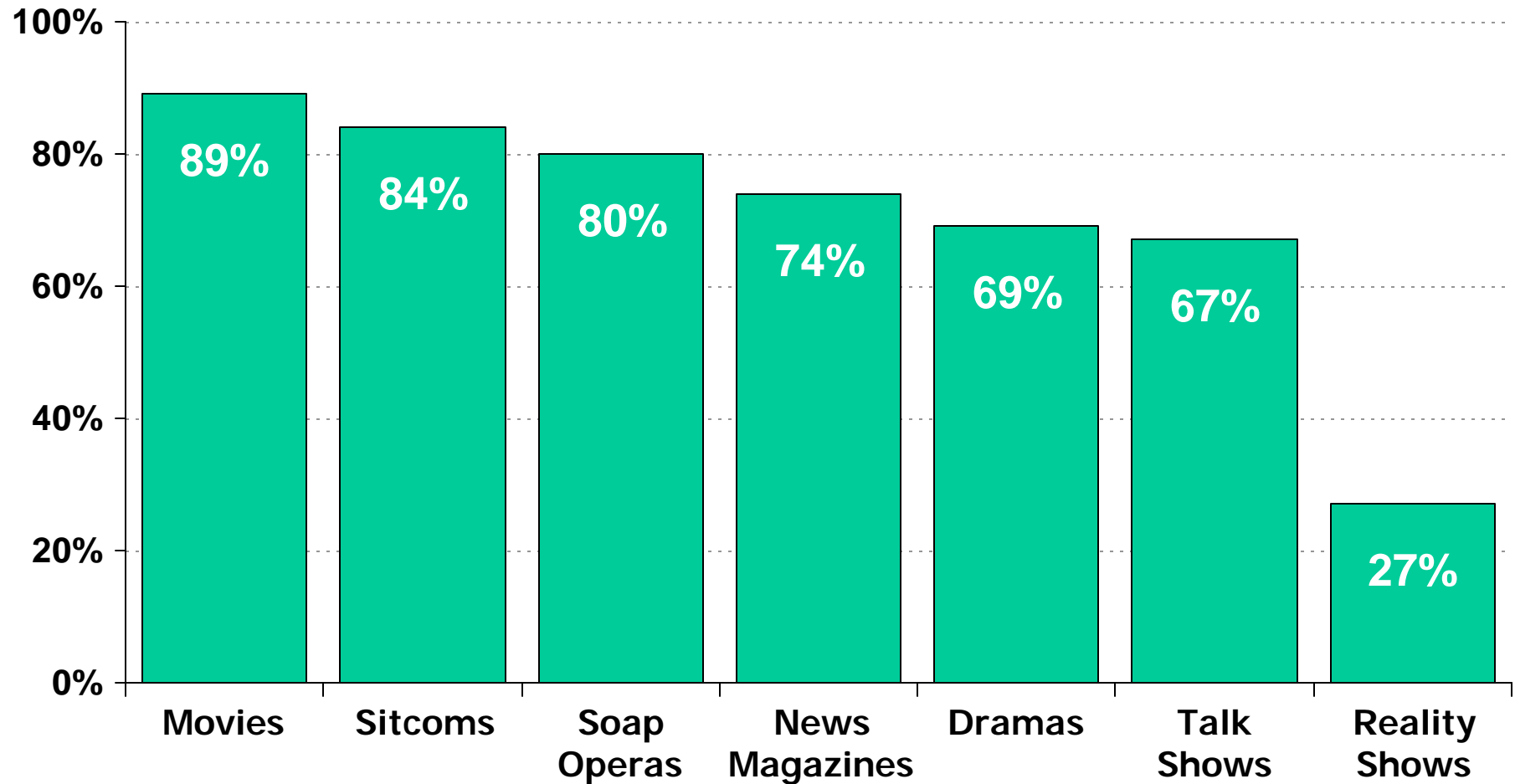


Note: Includes all genres other than newscasts, sports or children's shows.

Source: Kaiser Family Foundation, Sex on TV: Content and Context, February 2001.

Chart 2

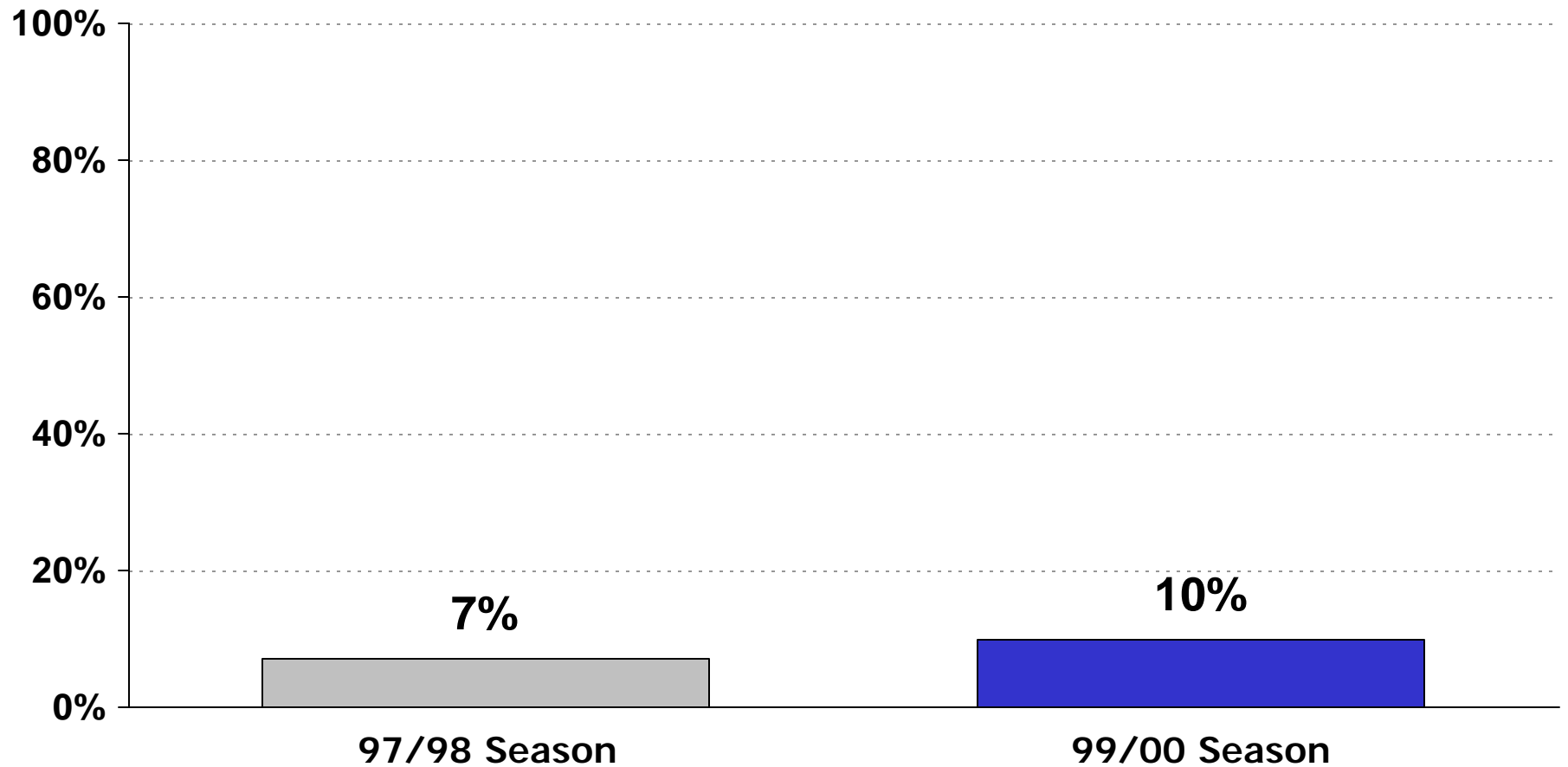
Percent of shows that contain sexual content, *by genre.*



Source: Kaiser Family Foundation, *Sex on TV: Content and Context*, February 2001.

Chart 3

Percent of shows that contain *sexual intercourse*, either depicted or strongly implied.



Source: Kaiser Family Foundation, *Sex on TV: Content and Context*, February 2001.

Chart 4

Relationships of characters involved in sexual intercourse.

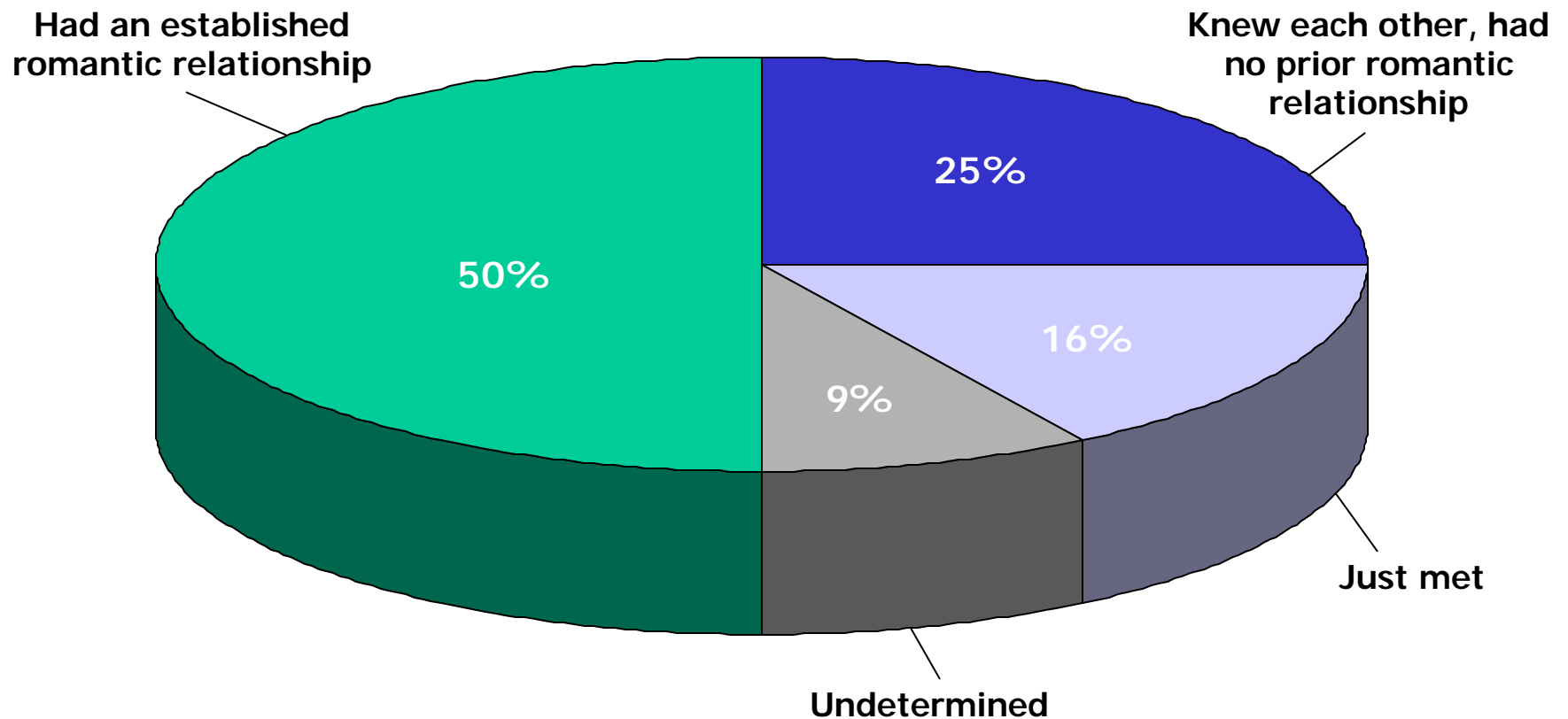


Chart 5

Apparent age of characters involved in sexual intercourse.

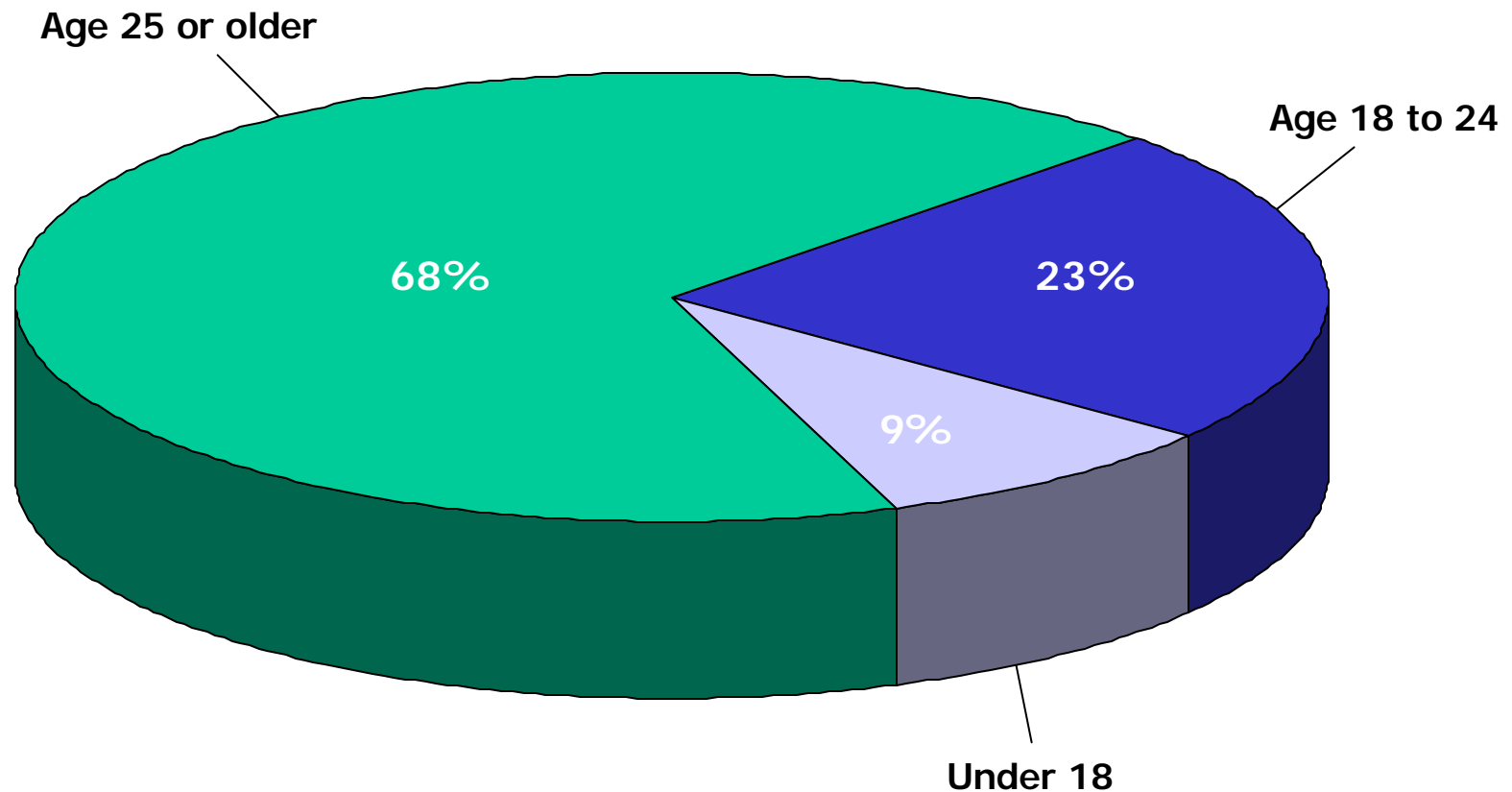
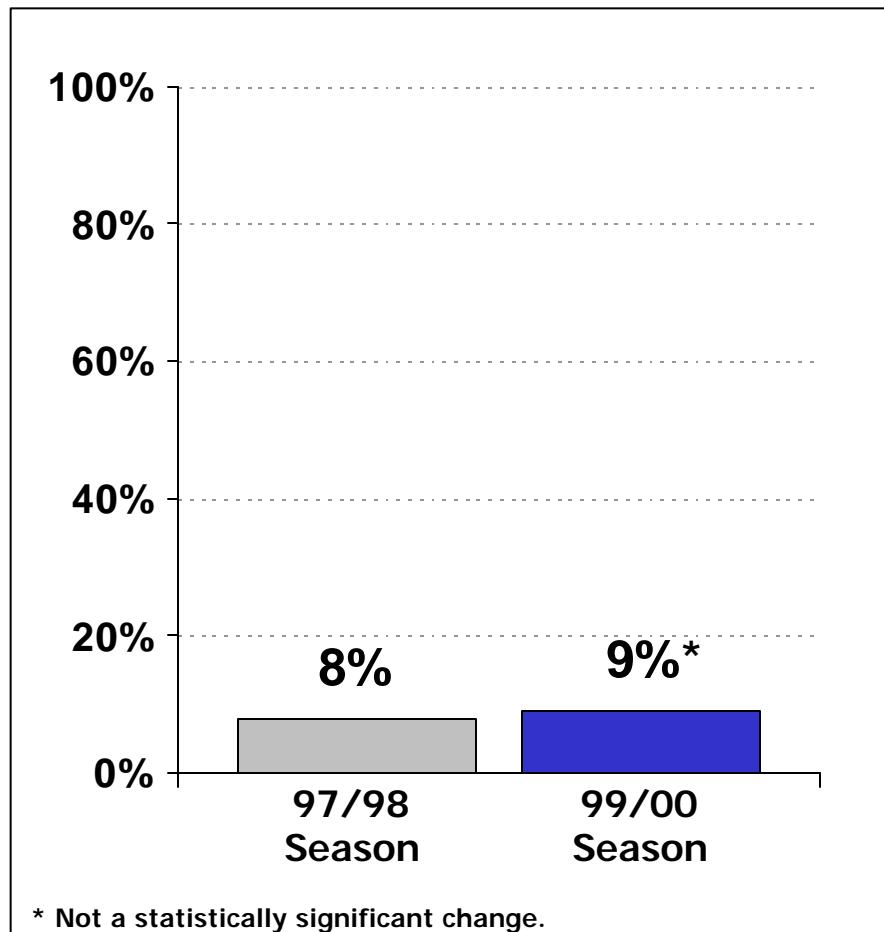


Chart 6

Percent of shows that contain sexual content involving *teen characters*.



Of all characters involved in sexual intercourse, the percent appearing to be 18 or under.

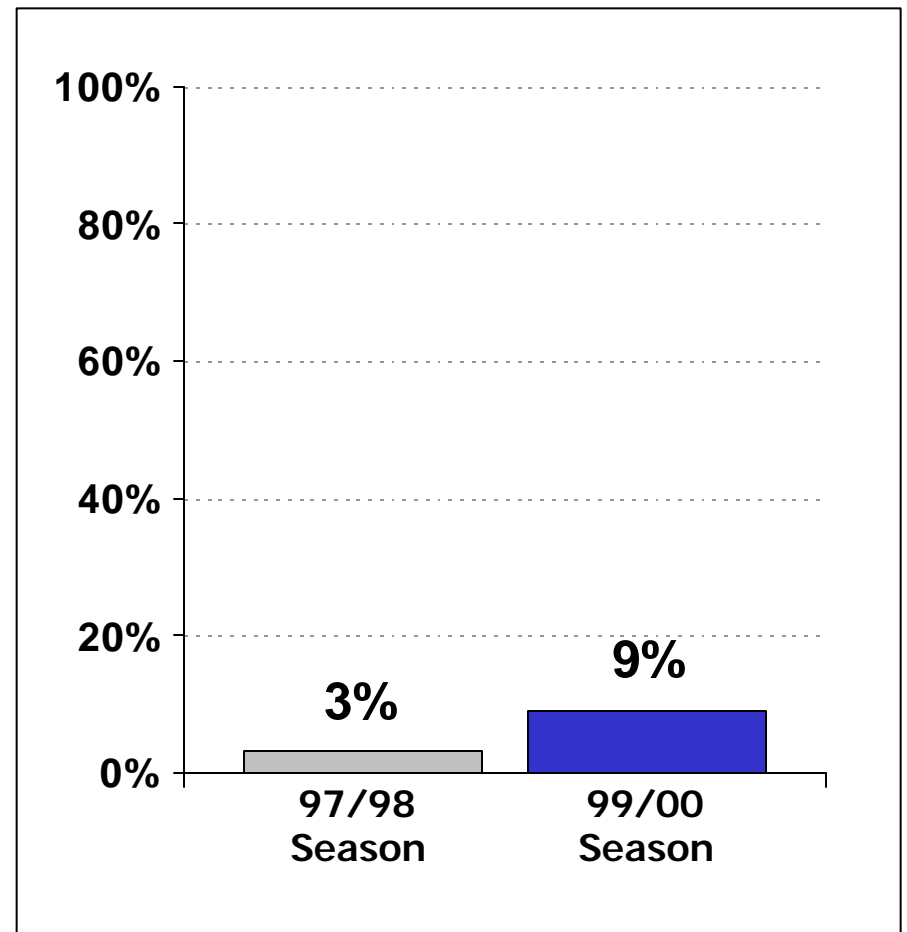
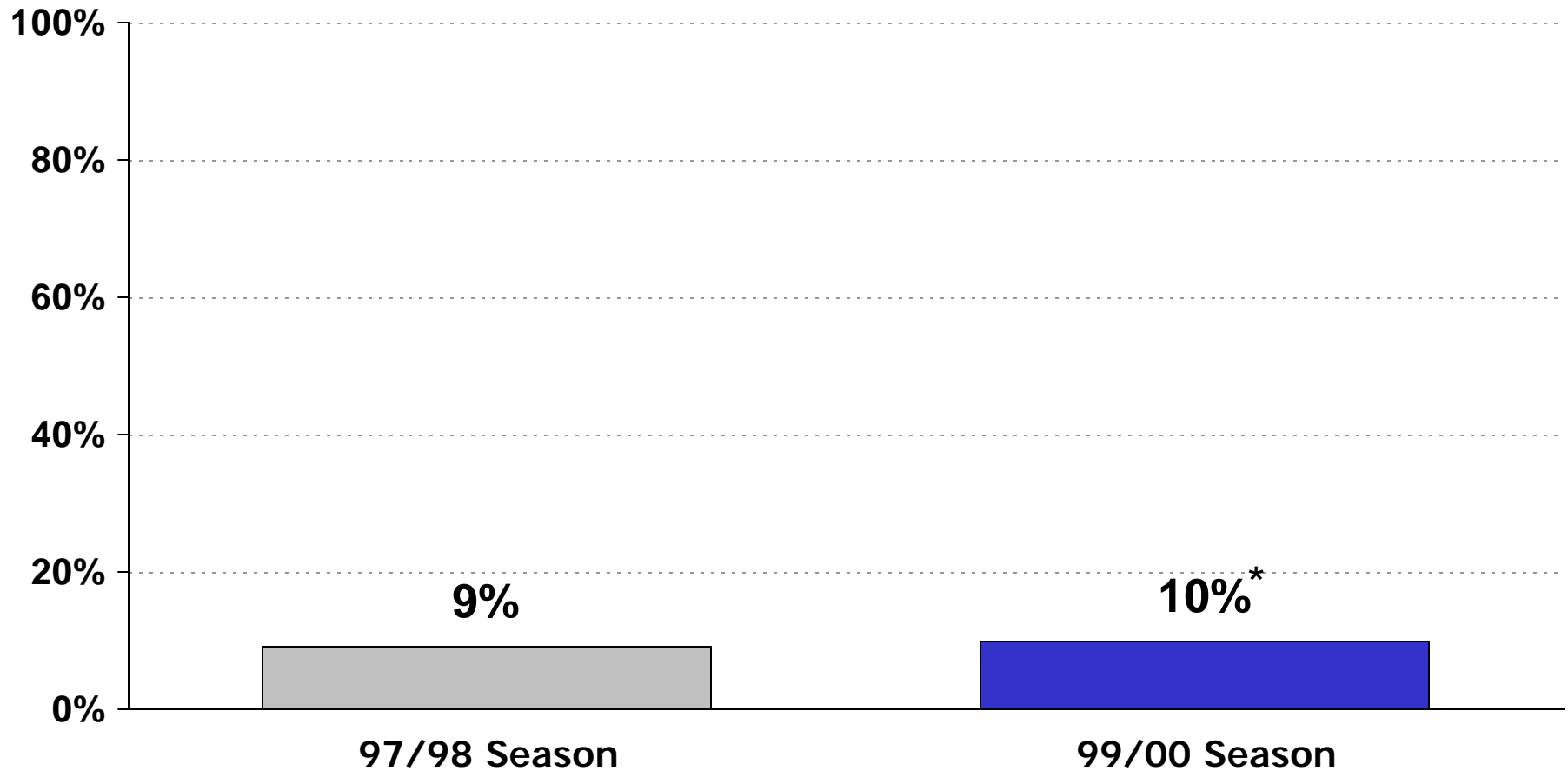


Chart 7

Of all shows with sexual content, the percent that also contain any reference to sexual risks or responsibilities.

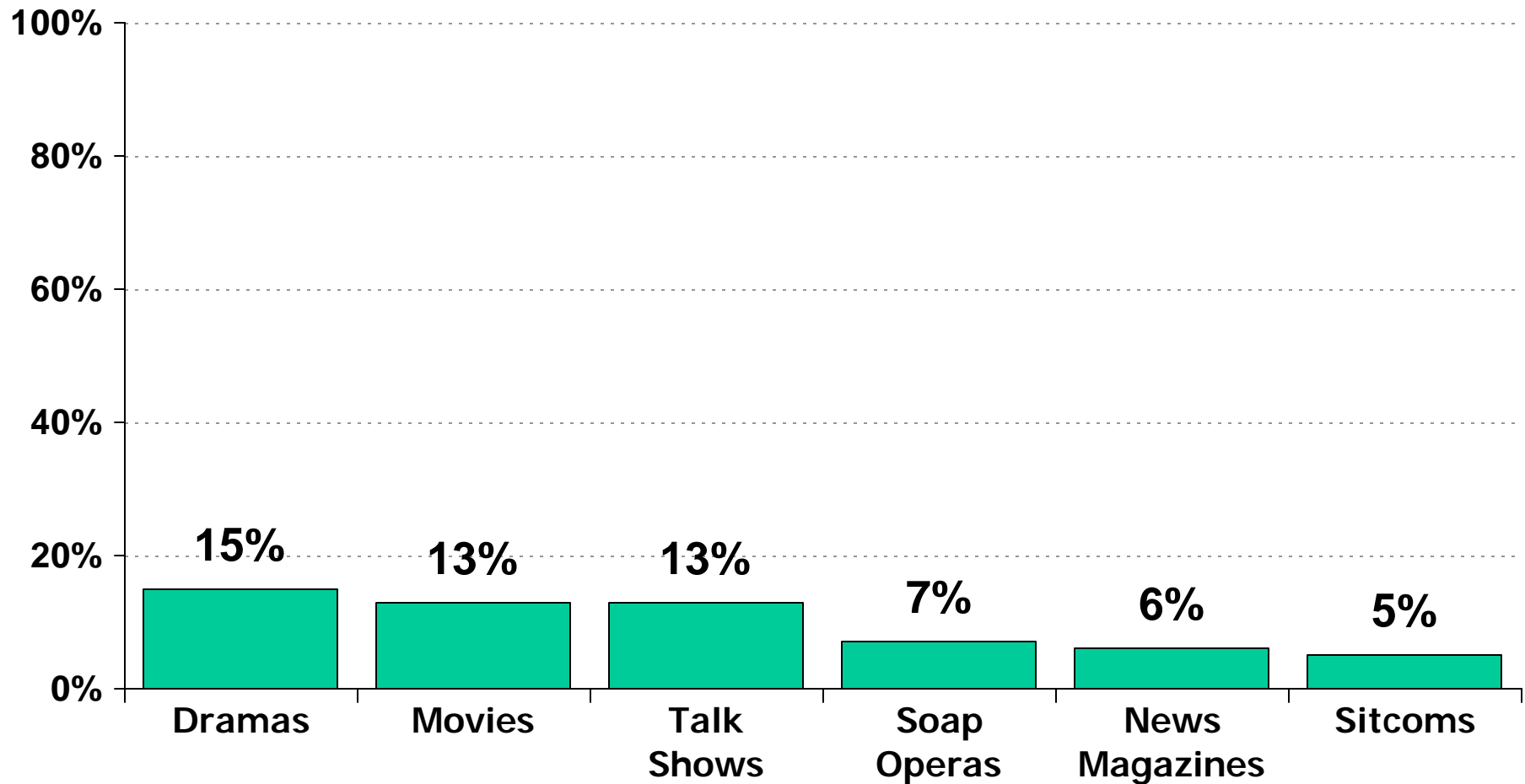


* Not a statistically significant change.

Source: Kaiser Family Foundation, Sex on TV: Content and Context, February 2001.

Chart 8

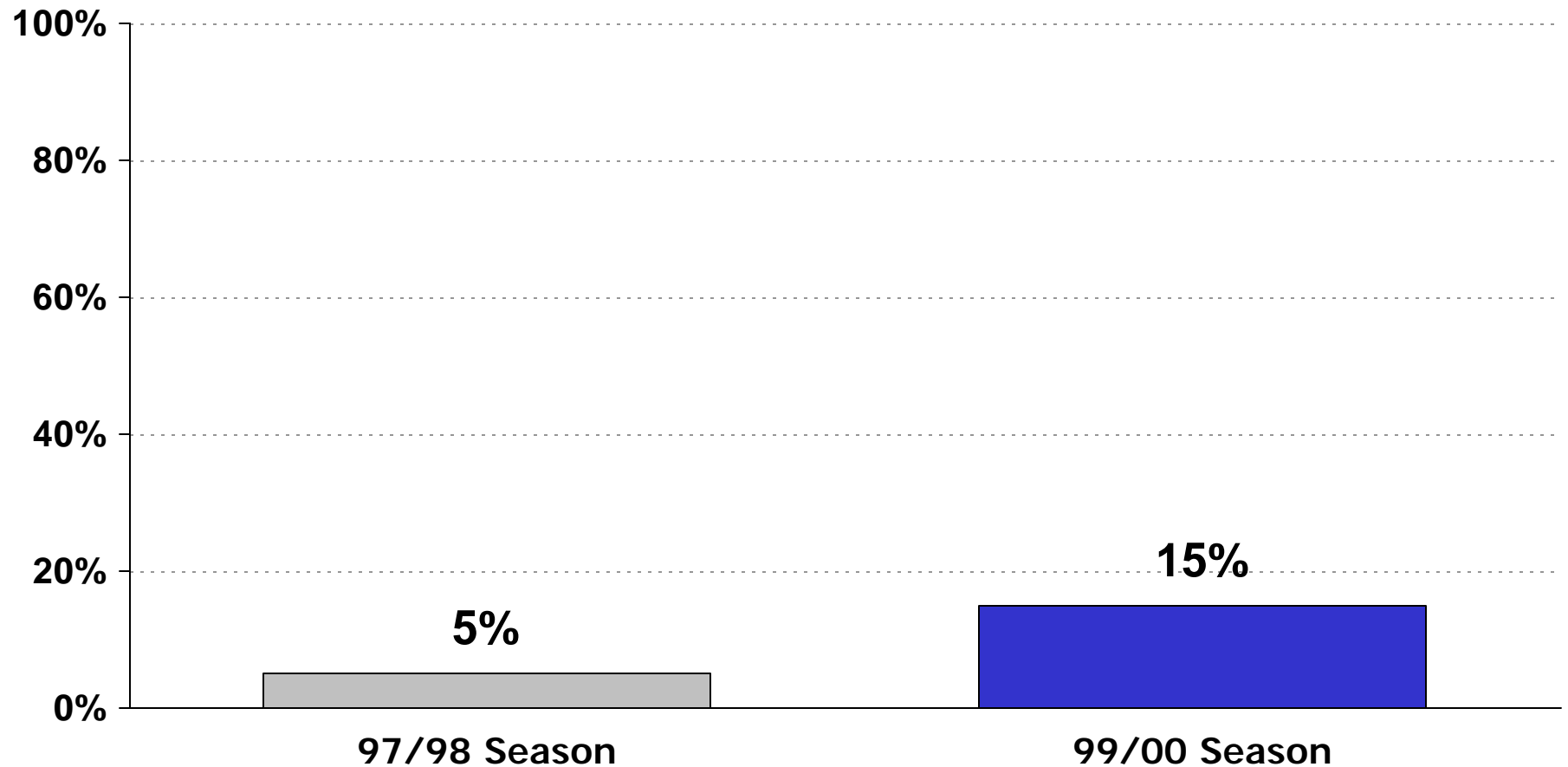
Of all shows with sexual content, the percent that also contain any reference to sexual risks or responsibilities, *by genre.*



Source: Kaiser Family Foundation, *Sex on TV: Content and Context*, February 2001.

Chart 9

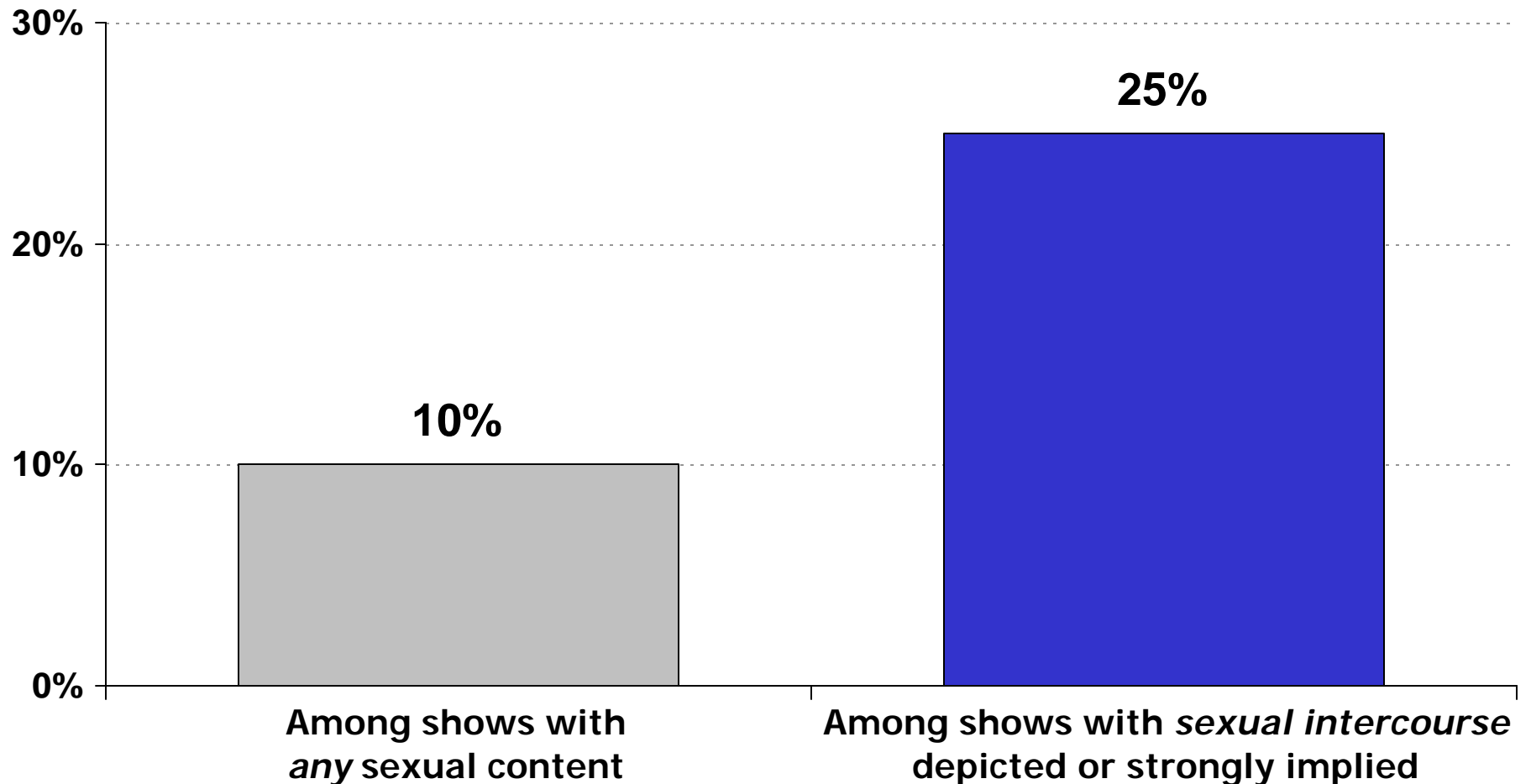
Of all *drama programs* with sexual content, the percent that also contain any reference to sexual risks or responsibilities.



Source: Kaiser Family Foundation, *Sex on TV: Content and Context*, February 2001.

Chart 10

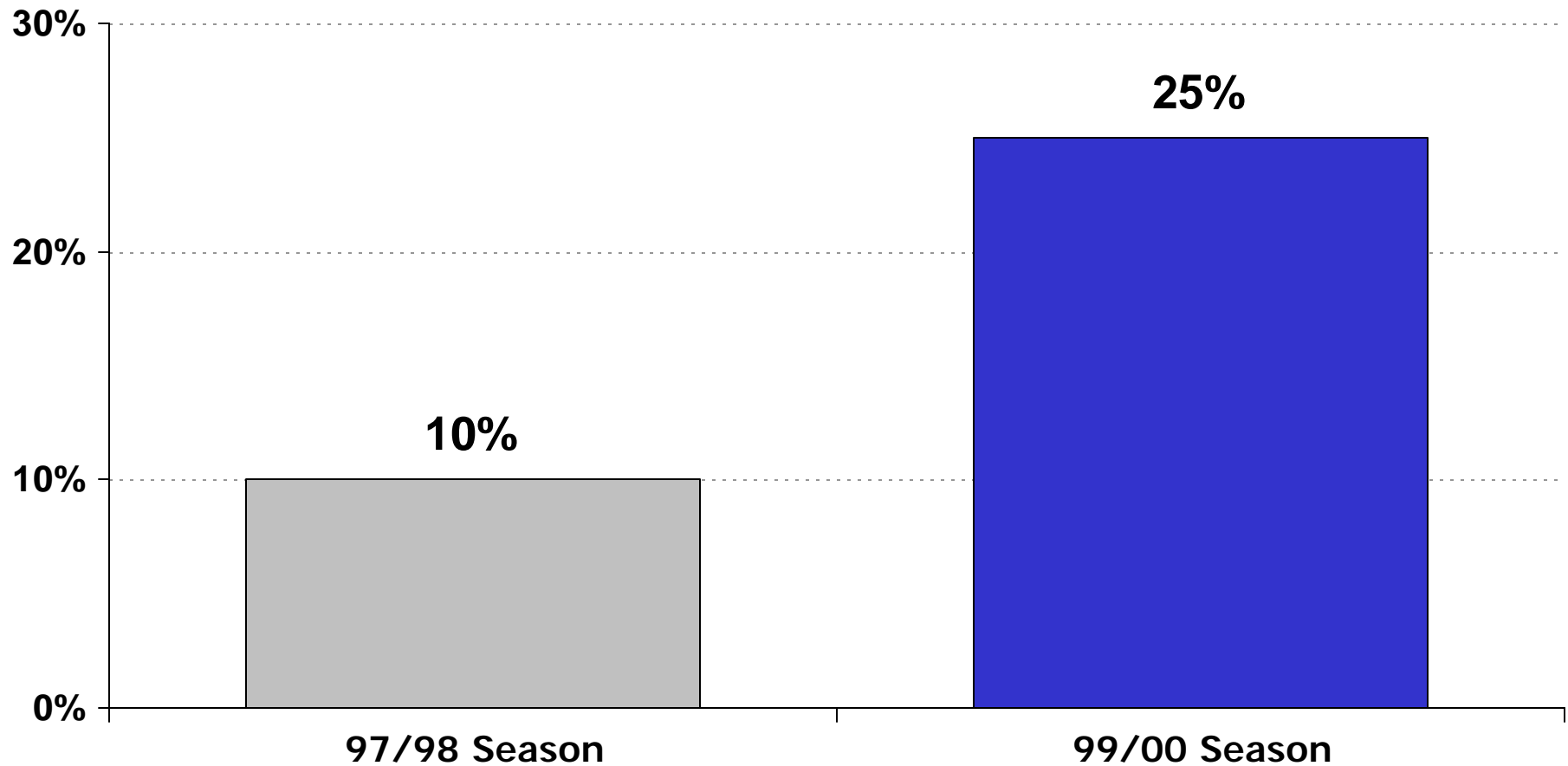
Percent of shows that contain any reference to sexual risks or responsibilities, *by type of sexual content.*



Source: Kaiser Family Foundation, *Sex on TV: Content and Context*, February 2001.

Chart 11

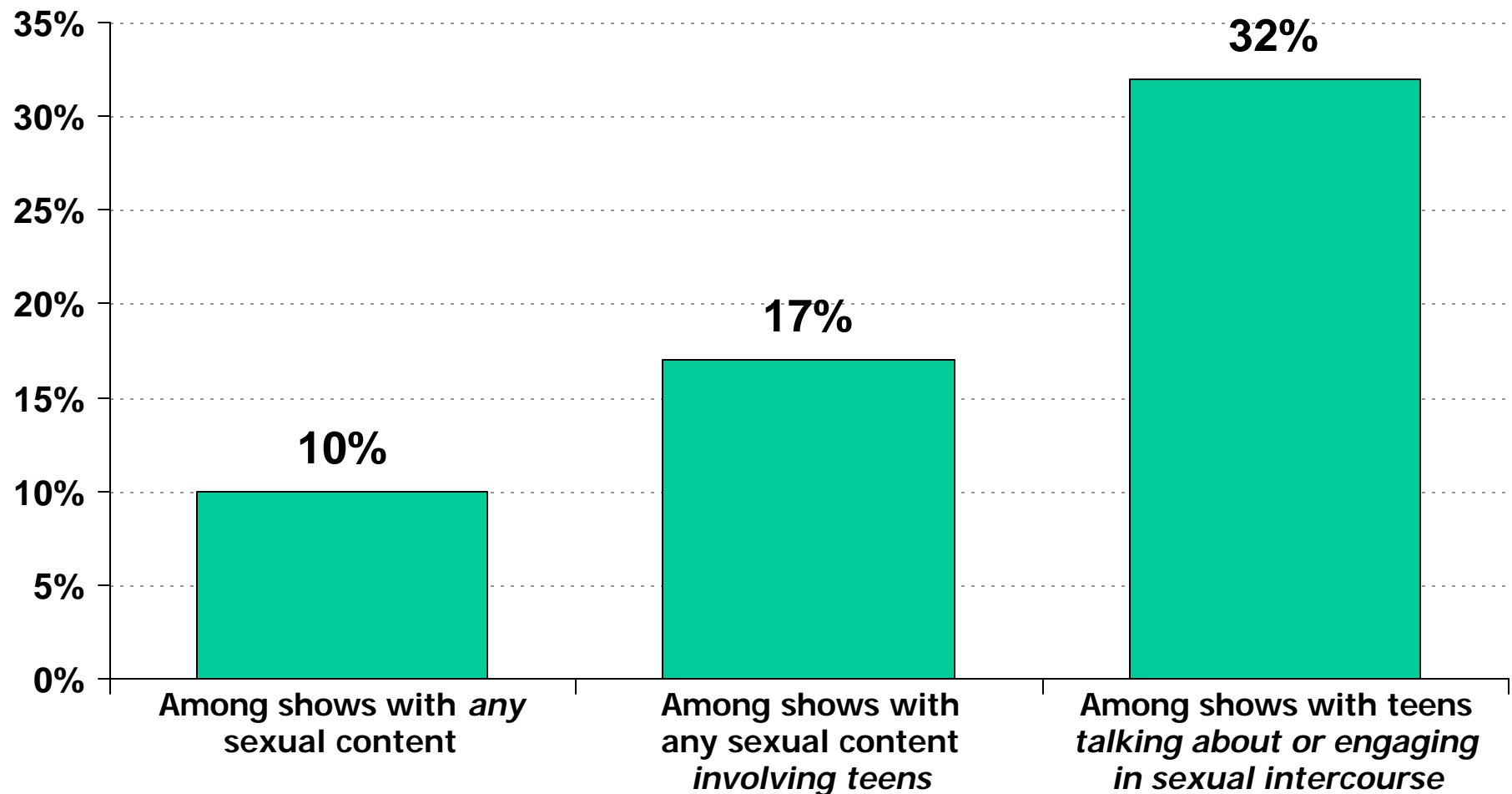
Percent of shows with *sexual intercourse* that also contain any reference to sexual risks or responsibilities.



Source: Kaiser Family Foundation, *Sex on TV: Content and Context*, February 2001.

Chart 12

Percent of shows that contain any reference to sexual risks or responsibilities: *shows with teens vs. all other shows.*



Source: Kaiser Family Foundation, *Sex on TV: Content and Context*, February 2001.

Methodology

This chart pack is based on a study of programming from the 1999-2000 television season, aired from October 1999 through March 2000. The study analyzes a total of 1,114 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 #3088. Additional copies of this chart pack (#3090) or the full report are available for free online at: www.kff.org, or by calling 1-800-656-4KFF.