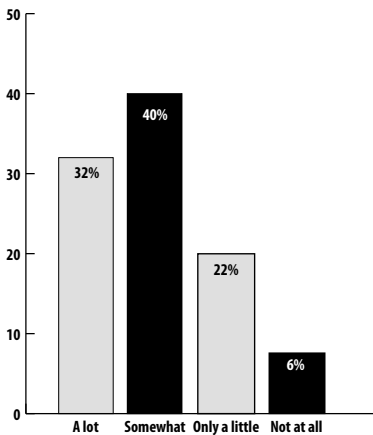


Teens, Sex and TV

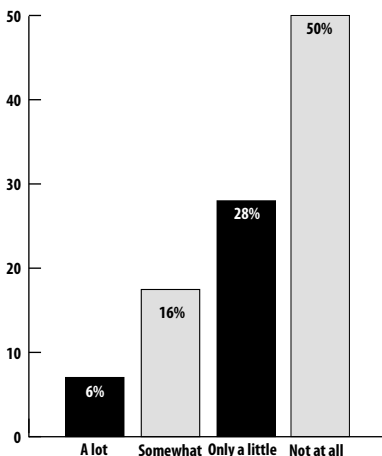
In April 2002, the Kaiser Family Foundation conducted a nationally-representative survey of young people ages 15-17 about the role of television in influencing the sexual decision-making of teens. This survey snapshot highlights the key findings from that survey.

- Nearly three out of four (72%) teens think sex on TV influences the sexual behaviors of kids their age "somewhat" or "a lot"; but just one in four (22%) think it influences *their own* behavior.

How much, if at all, do you think the sexual behaviors on TV influence the sexual behaviors of teens your age?

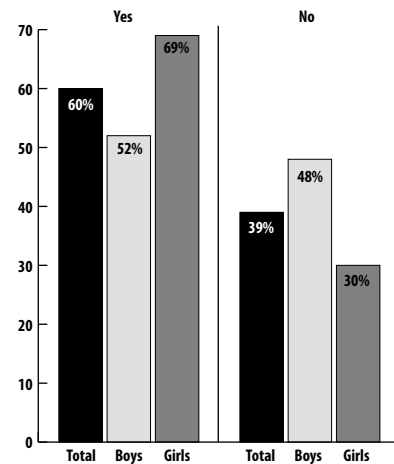


How much, if at all, do you think the sexual behaviors on TV influence your own sexual behavior?

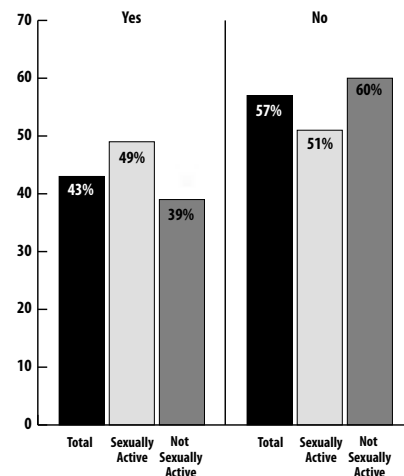


- Many teens say they have learned something helpful about sexual decision-making from TV. Four in ten (43%) say they have learned about how to talk with a partner about safer sex, and six in ten say they have learned about how to say no to a sexual situation that makes them uncomfortable.

Please tell me whether you have ever learned something helpful from a sexual scene on TV about how to say no to a sexual situation that makes you uncomfortable:



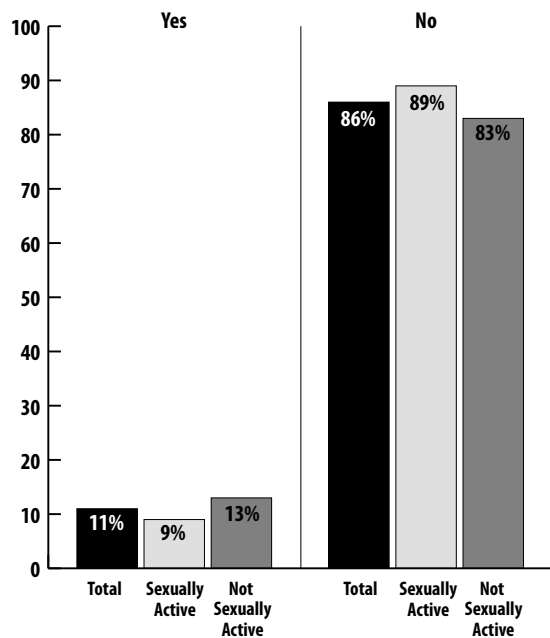
Please tell me whether you have ever learned something helpful from a sexual scene on TV about how to talk to a boyfriend or girlfriend about safer sex:



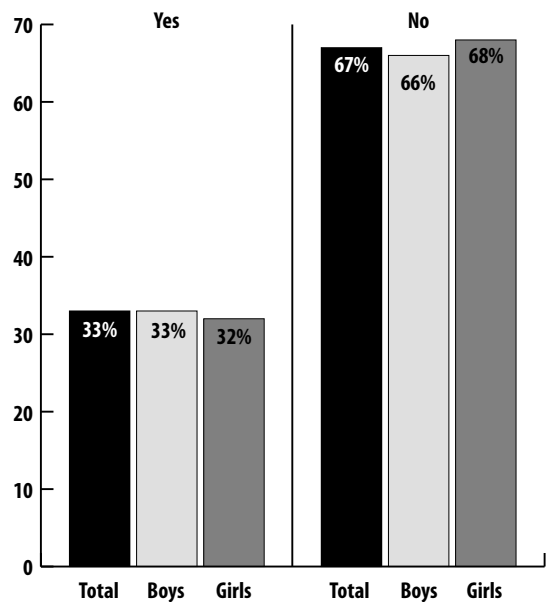
- Few young people can cite any role models on television when it comes to sexual decision-making.

- TV shows with sexual content can stimulate conversations between parents and teens about sex. One in three 15-17 year-olds have talked with a parent about a sexual issue because of something they saw on TV.

Thinking about the characters you see on TV, is there any character you would consider a role model in terms of how they handle their dating relationships and sex life?



Have you ever had a conversation with one of your parents about a sexual issue because of something you saw on TV?



Methodology: *Teens, Sex and TV* was a national random sample survey of 503 teenagers ages 15-17. The survey was designed and analyzed by staff of the Kaiser Family Foundation. Fieldwork was conducted by International Communications Research (ICR) of Media, Pennsylvania. The survey was conducted by telephone April 4-8, 2002. The margin of error is plus or minus five percentage points. Additional copies of this publication (#3229) are available on the Internet at www.kff.org or by calling the Kaiser Family Foundation's publication request line at 1-800-656-4533.