**BROADCASTING STANDARDS POLL OF TEENAGERS AND YOUNG ADULTS : December 2011**

**CLIENT**: Family First New Zealand

**POLL DATES**: Evenings of Sunday 4 to Tuesday 6 December 2011

**SAMPLE SELECTION**: A random selection of 6,000 nationwide phone numbers, with anyone at home aged between 15 and 21 inclusive asked to take part.

**SAMPLE SIZE**: 600 respondents agreed to participate.

**SAMPLE ERROR**: Based on this sample of 600 respondents, the maximum sampling error (for a result of 50%) is +/- 4.1%, at the 95% confidence level.

**DEMOGRAPHICS**

| **Gender** | | | |
| --- | --- | --- | --- |
|  | | Count | Col % |
| Gender | Female | 307 | 51% |
| Male | 293 | 49% |
| Total | 600 | 100% |

| **Age** | | | |
| --- | --- | --- | --- |
|  | | Count | Col % |
| Age | 15 – 17 | 255 | 43% |
| 18 – 19 | 208 | 35% |
| 20 – 21 | 137 | 23% |
| Total | 600 | 100% |

| **Area** | | | |
| --- | --- | --- | --- |
|  | | Count | Col % |
| Area | Metro | 303 | 51% |
| Provincial | 153 | 26% |
| Rural | 144 | 24% |
| Total | 600 | 100% |

Metro is defined as Auckland, Wellington and Christchurch. Provincial is all other cities in New Zealand. Rural areas are all areas not Metro or Provincial.

**Do you agree or disagree with this statement - that there is too much sex, bad language and violence on television?**

| **Too much sex, violence, bad language in TV BY Gender + Age + Area** | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Gender | | Age | | | Area | | | |
| Female | Male | 15 - 17 | 18 - 19 | 20 - 21 | Metro | Provincial | Rural | Total |
| Col % | Col % | Col % | Col % | Col % | Col % | Col % | Col % | Col % |
| Too much sex, violence, bad language in TV | Agree | 57% | 45% | 49% | 50% | 55% | 50% | 50% | 55% | 51% |
| Disagree | 38% | 50% | 45% | 44% | 41% | 46% | 44% | 40% | 44% |
| Unsure/Refuse | 4% | 5% | 5% | 5% | 4% | 4% | 6% | 6% | 5% |

51% of respondents agreed there is too much sex violence and bad language on television. Young women were far more likely than young men to agree. Also those aged 20 and 21 more likely to agree that those aged under 20.