



MEDIA INDECENCY EXPOSED – PART 2 of 3

This summary is Part 2 of 3 of a national study on media indecency conducted by Paragon Media Strategies. 401 respondents ages 18 to 64, who listen to the radio for at least one hour on an average weekday, expressed their opinions about the issue of indecency in the media. The sample was drawn to proportionately represent the U.S. population by age, gender and geography. 44% of respondents have children under the age of 18. 39% of respondents describe themselves as Conservative, 37% as Moderate and 21% as Liberal. A sample size of 401 has a margin of error of plus-or-minus 5 percentage points. Partial results of this survey are featured in this release.

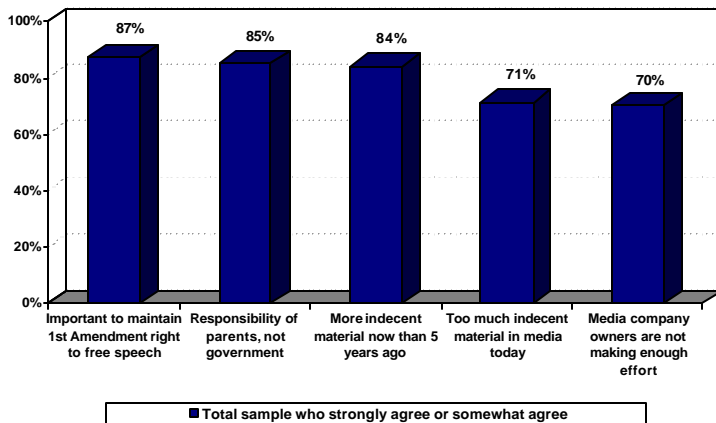
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Respondents were read some statements about the topic of indecency in the media. For each statement respondents were asked if they **strongly agreed**, **somewhat agreed**, **somewhat disagreed** or **strongly disagreed** with each statement:

- It is important for media to maintain a person's First Amendment right to free speech.
- It is the responsibility of parents, not the government, to monitor what their children are watching, reading or listening to.
- There is more indecent material in the media than there was 5 years ago.
- Overall, there is too much indecent material in the media today.
- The owners of media companies are not making enough of an effort to cut down on the level of indecent material on their stations, newspapers or magazines.

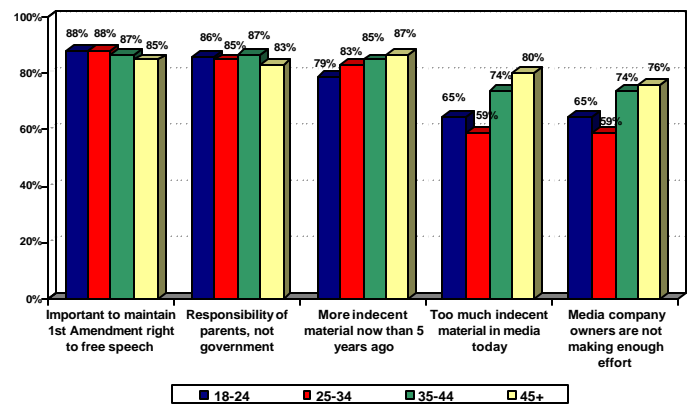
Nearly all respondents (87%) agree that it is important for the media to maintain a person's First Amendment right to free speech. 85% feel that parents, not the government, should be responsible for the media content their kids are exposed to. Older respondents (35+) feel that there is too much indecency in the media today and that media companies are not making enough of an effort to cut down on indecent content.

Percent Who Strongly Agree or Somewhat Agree with Statements



Total sample base = 401.

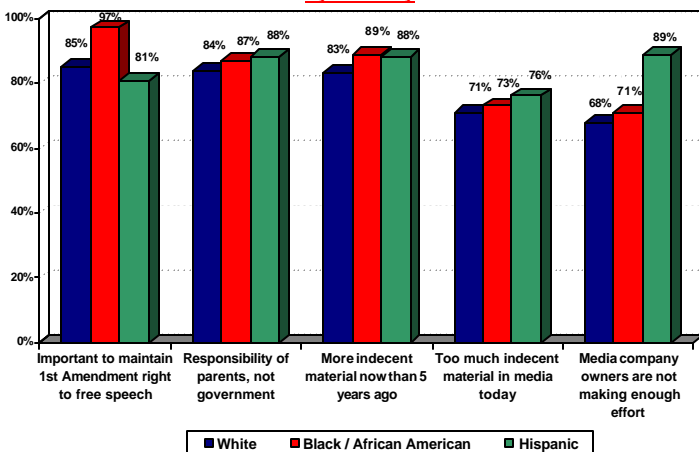
Percent Who Strongly Agree or Somewhat Agree with Statements By Age



18 - 24 base = 56; 25 - 34 base = 89; 35 - 44 base = 106; 45+ base = 150.

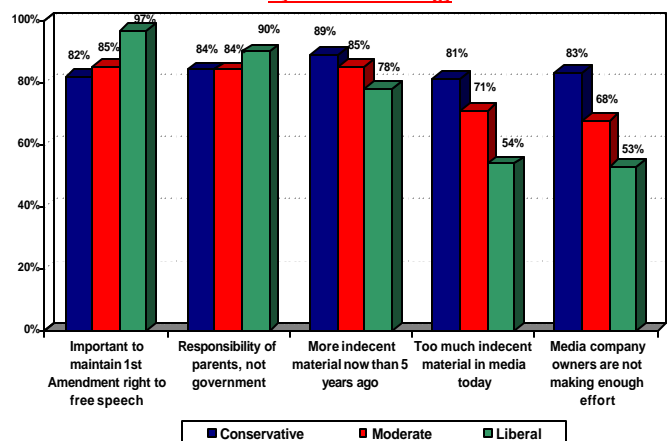
A larger percentage of Black respondents agree that it is important to protect First Amendment rights. Hispanic respondents are more likely to agree that media owners aren't making enough effort to reduce indecent content. Nearly all Liberals (97%) agree that protecting the right to free speech is important. More Conservatives than Moderates or Liberals agree that there is too much indecency in the media, that the amount of indecency has increased in the past five years, and that media company owners are not making enough effort to reduce indecency.

Percent Who Strongly Agree or Somewhat Agree with Statements By Ethnicity



White base = 299; Black base = 43; Hispanic base = 40.

Percent Who Strongly Agree or Somewhat Agree with Statements By Political Ideology



Conservative base = 156; Moderate base = 148; Liberal base = 82.

Watch for Part Three of this Three-Part Series: Media Indecency Exposed in the coming weeks. The full report, with all questions broken out by age, gender, presence of children, ethnicity and political ideology will be available on our website upon the release of Part Three.