

SOME EXAMPLES

The questionnaire is easy to fill out. Here are some examples of the kinds of questions you will be asked:

- **EXAMPLE ONE:**

What is your favorite season of the year? (CIRCLE ONE ANSWER ONLY)

Spring ((1
Summer 2
Fall 3
Winter 4
Not sure 5

In questions like the one above, simply circle the number that matches with your answer.

- **EXAMPLE TWO:**

Do you go to school during the ... (CIRCLE ONE ANSWER ONLY FOR EACH SEASON - A THROUGH D)

	<u>Yes</u>	<u>No</u>	<u>Not sure</u>
A. Spring ((1	1	2	3
B. Summer ((1	1	2	3
C. Fall ((1	1	2	3
D. Winter ((1	1	2	3

In questions like the one above, just circle one response for each item as shown.

- **EXAMPLE THREE:**

On a few questions, we may ask you to write out your answer - a few lines will be provided to let you do this.

What kinds of things do you like the most about summer vacation?

- For ALL questions, use a pencil to mark your answers. In case you change your mind, you can erase your first answer and mark the one you want. Make sure you completely erase the answer you don't want.
- Do not discuss your answers with others.
- If you have a question, please ask your teacher to help you.

**Thank You Very Much For Helping Us With This Project.
After You Have Finished, Just Put The Questionnaire In The Envelope And Seal It Up.**

A. MEDIA HABITS***A1. Does your household have a television -- Yes or No?**

Yes, we do	(141)	1
No, we don't		2
Not sure		3

> *A2a. Does your household have cable television -- Yes or No?

Yes, we do	(142)	1
No, we don't		2
Not sure		3

> *A2b. Do you have a VCR (Video Cassette Recorder), in your household -- Yes or No?

Yes, we do	(143)	1
No, we don't		2
Not sure		3

> A2c. Do you have a television in your bedroom -- Yes or No?

Yes, I do	(144)	1
No, I don't		2
Not sure		3

A3. On a regular school day, how much time do you spend watching television? Do NOT include the time you spend playing video games.

1 hour or less	(145)	1
About 2 hours		2
About 3 hours		3
About 4 hours		4
About 5 hours		5
About 6 hours		6
About 7 hours		7
About 8 hours or more		8
I don't watch television on school days		9
Not sure	(146)	0

MAKE SURE YOU COMPLETE BOTH SIDES OF THE PAGE.

A4a. On a regular Saturday, how much time do you spend watching television? Be sure to include morning, afternoon, and evening, but do NOT include the time you spend playing video games.

- 1 hour or less (147(1
- About 2 hours 2
- About 3 hours 3
- About 4 hours 4
- About 5 hours 5
- About 6 hours 6
- About 7 hours 7
- About 8 hours or more 8
- I don't watch television on Saturdays .. 9
- Not sure (148(0

A4b. How often do you watch television on Saturday mornings? Circle the number beside the statement that best describes you.

- I watch television almost every Saturday morning (149(1
- I sometimes watch television on Saturday mornings 2
- I hardly ever watch television on Saturday mornings 3
- I never watch television on Saturday mornings 4
- Not sure 5

A5. On a regular Sunday, how much time do you spend watching television? Be sure to include morning, afternoon, and evening but do NOT include the time you spend playing video games.

- 1 hour or less (150) 1
- About 2 hours 2
- About 3 hours 3
- About 4 hours 4
- About 5 hours 5
- About 6 hours 6
- About 7 hours 7
- About 8 hours or more 8
- I don't watch television on Sundays 9
- Not sure (151) 0

*A6a. Thinking back to yesterday, from the time you got home from school to the time you went to sleep, about how many hours did you spend watching television? If yesterday was a Sunday, think back to Friday.

- _____ hours (152-153)
- Less than 1 hour 00 (152-153)
- Not sure Y (152) (153)Z

A6b. Thinking back to yesterday, from the time you got home from school to the time you went to sleep, about how many hours did you spend playing video games? If yesterday was a Sunday, think back to Friday. Do NOT include the time you might have spent playing computer games.

- _____ hours (154-155)
- Less than 1 hour 00 (154-155)
- I don't play video games 99
- Not sure Y (154) (155)Z

[A7.] Please tell us for each statement whether that statement describes you most of the time or not. **MAKE SURE YOU CIRCLE ONE NUMBER FOR EACH STATEMENT.**

		<u>Yes, Describes Me</u>	<u>No, does not Describe Me</u>	<u>Not Sure</u>
1.	I love to talk about television characters with my friends.	(156) 1	2	3
2.	Television is a very important part of my day	(157) 1	2	3
3.	I get upset when I've missed my favorite television show.	(158) 1	2	3
4.	I watch television every day.	(159) 1	2	3
5.	Television is my favorite way to have fun .	(160) 1	2	3
6.	The first thing I usually do when I get home from school is turn on the television	(161) 1	2	3
[7.]	I would rather hang out with friends than watch TV	(162) 1	2	3

(163-180)Z

B. TV FAVORITES AND PREFERENCES

DUPE (201-205)
CC 02 (206-207)

B1a. What are your three favorite television shows? Write the name of your favorite show in the space beside #1, your second favorite beside #2, and your third favorite show in the space beside #3. MAKE SURE YOU WRITE DOWN TV SHOWS, NOT MOVIES.

1. _____ (208-209)

2. _____ (210-211)

3. _____ (212-213)

B1b. Think about the show you wrote down as your #1 favorite show. Why is that your favorite? (TRY TO BE AS SPECIFIC AS POSSIBLE.)

_____	(214-215) _____
_____	(216-217) _____
_____	(218-219) _____
_____	(220-221) _____
_____	(222-223) _____
_____	(224-225) _____
_____	(226-227) _____
_____	(228-229) _____

B2a. Has a television show that you liked ever been canceled or taken off the air -- Yes or No?

Yes (230) 1

No 2

Not sure 3

> **B2b. If you said "Yes" to the last question, which TV show was it that was canceled or taken off the air?**

_____ (231-232)

[B3.] What would you rather watch -- a television show that had just males in it, just females, or both males and females?

- Just males (233(1
- Just females 2
- Both males and females 3
- Not sure 4

B4. Would you rather watch a show where the characters are all of the same race and ethnic background, or a show where the characters are from a variety of races and ethnic backgrounds?

- Characters from the same race and ethnic background (234(1
- Characters from a variety of races and ethnic backgrounds 2
- Not sure 3

B5. What is your favorite channel? Read through the list and circle the number beside the name of your favorite channel. If you have a favorite and it's not on this list, please write it in below next to "Other".

- ABC (235-236) 1
- CBS 2
- NBC 3
- Fox 4
- UPN (United Paramount Network) 5
- WB (Warner Bros. Television Network) 6
- PBS (Public Broadcasting System) 7
- A&E (Arts and Entertainment) 8
- BET (Black Entertainment Television) 9
- CNN (Cable News Network) 10
- The Cartoon Network 11
- Comedy Central 12
- Court TV 13
- The Discovery Channel 14
- E! Entertainment TV 15
- ESPN 16
- The Family Channel 17
- fx 18
- The Learning Channel 19
- Lifetime 20
- MTV (Music Television) 21
- Nickelodeon 22
- Sci-Fi Channel 23
- Sports Channel 24
- TNN (The Nashville Network) 25
- Univision 26
- USA Network 27
- VH1 28
- I don't have a favorite channel 29
- Other (Please write in): 30
- TYPE OF SHOW: _____
- EXAMPLE: LIKE _____
- Not sure 31

**CIRCLE
ONE
NUMBER
ONLY**

[B6.] What is your favorite type of television program to watch? Circle the number under FAVORITE that matches your favorite type of program. Make sure you read through the list before you make your choice.

FAVORITE

- Action Adventure (237-238) 1
 - Cartoons 2
 - Comedy Variety 3
 - Comedies 4
 - Documentaries 5
 - 1-hr. Dramas 6
 - Entertainment Shows 7
 - Game and quiz shows 8
 - Home Shopping 9
 - Horror or Suspense 10
 - Late Night Talk Shows 11
 - Music Programs 12
 - News 13
 - News Magazines 14
 - Reality-Based Police Shows 15
 - Science Fiction 16
 - Soap Operas 17
 - Sports 18
 - Talk Shows 19
 - Other (Please write in type of show and give example) .. 20
-
- Not sure 21

**CIRCLE
ONE
NUMBER
ONLY**

(239-280)Z

C. FRIENDS AND FAMILY MEMBERS

DUPE (301-305)
CC 03 (306-307)

C1. When you watch television with your parents, who usually gets to decide what show you're going to watch? (CIRCLE ONE ANSWER ONLY.)

- I do (308) 1
- My parents do 2
- We decide together 3
- I don't watch TV with my parents 4
- Other (Please write in):
_____ 5
- Not sure 6

(309)Z

C2. When you watch TV with your brothers or sisters, who usually gets to decide what show you're going to watch? (CIRCLE ONE ANSWER ONLY.)

- I do (310) 1
- Older brother 2
- Younger brother 3
- Older sister 4
- Younger sister 5
- We decide together 6
- I don't watch TV with my brothers or sisters 7
- I don't have brothers or sisters 8
- I don't have brothers or sisters who live with me 9
- Other (Please write in): (311) 0
- _____ 1
- Not sure 1

C3. What is your favorite television show to watch with your friends? WRITE THE NAME OF ONE TV SHOW ON THE LINE BELOW.

- _____ (312-313)
- I don't watch television with my friends 00
- Not sure Y

C4. What is your favorite television program to talk about with your friends?

(314-315)

I don't talk about TV programs with my friends 00

Not sure Y

C5. How often do you talk to your parents about what you've seen on television? (CIRCLE ONE ANSWER ONLY.)

A lot (316) 1

Sometimes 2

Hardly ever 3

Never 4

Not sure 5

C6. Do you ever do the following? (CIRCLE ONE NUMBER FOR EACH ITEM.)

		<u>YES</u>	<u>NO</u>	<u>NOT SURE</u>
Talk like a character I've seen on television (317)	1	2	3	
Dress like a character I've seen on television (318)	1	2	3	
Wear a t-shirt with a television character's picture or saying on it (319)	1	2	3	
Wear my hair like a character I've seen on television (320)	1	2	3	
Wear clothes that I've seen TV characters wear . (321)	1	2	3	
Behave or act like a character I've seen on TV ... (322)	1	2	3	
Diet or exercise to look like a character I've seen on TV (323)	1	2	3	

(324-326)Z

C7a. Do your parents have any rules about watching television – Yes or No?

- Yes, my parents have rules (327(1
- No, my parents do not have rules 2
- Not sure 3

**C7b. Please say for each of the following, whether it is usually true at your home or not?
(CIRCLE ONE NUMBER FOR EACH ITEM.)**

	<u>Yes, this is usually true in my home</u>	<u>No, this is not usually true in my home</u>	<u>Not Sure</u>
No television during meals (328(1	2	3
No television after a certain time (like 9:00 or 10:00 at night) (329(1	2	3
No television while doing homework (330(1	2	3
No television if you've done something bad or if you're being punished (331(1	2	3
No television on school nights (332(1	2	3
No television on Saturdays (333(1	2	3
No television on Sundays (334(1	2	3
No television until homework is finished ... (335(1	2	3

(336-339)Z

**C8. Do you agree with the rules your parents have about watching television – Yes or No?
(CIRCLE ONE NUMBER ONLY)**

- Yes, I agree with my parents' rules about television (340(1
- No, I do not agree with my parents' rules about television 2
- My parents don't have rules about television 3
- Not sure 4

(341-380)Z

[D.] IMAGES AND ASPIRATIONS

DUPE (401-405)
CC 04 (406-407)

D1a. If you were to choose a television character to have as a best friend -- who would you choose and what TV show is this person from? (MAKE SURE YOU CHOOSE SOMEONE FROM TELEVISION, NOT THE MOVIES.)

Name of Character (408-409)

Name of TV Show (410-411)

[D1b.] Why would you choose this person as your best friend? (TRY TO BE AS SPECIFIC AS POSSIBLE.)

- _____ (412-413) _____
- _____ (414-415) _____
- _____ (416-417) _____
- _____ (418-419) _____
- _____ (420-421) _____
- _____ (422-423) _____
- _____ (424-425) _____
- _____ (426-427) _____

D2a. If you could live the life of any television character, whose life would you like to live and what TV show is this person from? (MAKE SURE YOU CHOOSE SOMEONE FROM TELEVISION.)

Name of Character (428-429)

Name of TV Show (430-431)

[D2b.] Why did you choose this person? (TRY TO BE AS SPECIFIC AS POSSIBLE.)

- _____ (432-433) _____
- _____ (434-435) _____
- _____ (436-437) _____
- _____ (438-439) _____
- _____ (440-441) _____
- _____ (442-443) _____
- _____ (444-445) _____
- _____ (446-447) _____

D3a. If you had to pick one person from a current TV show that has the kind of job or career that you would like to have -- who would you pick, what TV show is this person from, and what is that person's job or career? (MAKE SURE YOU CHOOSE SOMEONE FROM TELEVISION.)

Name of TV Show (448-449)

TV Character (450-451)

Their Job or Career (452-453)

[D3b.] Why did you pick this person and their job or career? (TRY TO BE AS SPECIFIC AS POSSIBLE.)

(454-455) _____
(456-457) _____
(458-459) _____
(460-461) _____
(462-463) _____
(464-465) _____
(466-467) _____

D4a. Have you ever watched something on television that upset you or made you angry -- Yes or No?

- Yes (468) 1
- No 2
- Not sure 3

> D4b. If you answered YES to the last question, what is it that you saw that upset you or made you angry? (TRY TO BE AS SPECIFIC AS POSSIBLE.)

(469-470) _____
(471-472) _____
(473-474) _____
(475-476) _____
(477-478) _____
(479-480) _____

DUPE (501-505)
CC 05 (506-507)

D5. Think about your world -- your family, your friends, the people in your neighborhood, and the kinds of things you like to do and the problems that you face. How often is your world portrayed on television?

- A lot (508) 1
- Sometimes 2
- Hardly ever 3
- Never 4
- Not sure 5

***D6a. What would you say is the most important concern that affects you and other kids your age?**

(509-510) _____
(511-512) _____
(513-514) _____
(515-516) _____
(517-518) _____
(519-520) _____

D6b. Would you like to see television programs address this concern more often, or do you think television is doing a good job now?

- Need to address concern more often .. (521) 1
- Television is doing a good job now 2
- Not sure 3

D7. Can you think of an example of something you've seen on television that reminded you of your world or made you think of something you've experienced in your own life?

(522-523) _____
(524-525) _____
(526-527) _____
(528-529) _____
(530-531) _____
(532-533) _____
(534-580)Z

[E.] IT'S YOUR SHOW! -- PART I

DUPE (601-605)
CC 06 (606-607)

Now it's your chance to tell us what kind of television show you'd put together if you were the producer. The main character in this show is an 18-year old female and what we'd like you to do is to create the details of the TV show by answering the questions that follow.

Be sure to read all of the choices for each question carefully before you select your answers. Be creative! Feel free to put together whatever you would like to see - even if you've never seen it on television before.

The main character of this TV show is:

AN 18-YEAR OLD FEMALE

E1. What type of program would this be? (Circle ONE number only.)

- Action Adventure (608-609) 1
- Cartoon 2
- Comedy (Sitcom) 3
- Educational 4
- Serious Drama 5
- Horror or Suspense 6
- Science Fiction 7
- Soap Opera 8
- Other (Please write in): 9

E2. What is the race and ethnic background of this 18-year old female?

- White (610) 1
- African American/Black 2
- Latino/Hispanic 3
- Asian/Pacific Islander 4
- American Indian or Alaskan Native 5
- Other (Please write in): 6

E3. What would the main character be like? How would you describe her? Pick **THREE** characteristics from the list below by circling the three numbers that match your choices. Make sure you read the entire list before you select your choices.

- Acts as a leader (611(1 1108
- Affectionate 2 1109
- Aggressive 3 1110
- Ambitious 4 1111
- Attractive 5 1112
- Athletic 6 1113
- Cheerful 7 1114
- Clumsy 8 1115
- Competitive 9 1116
- Dishonest (612(0 1117
- Funny 1 1118
- Generous 2 1119
- Good fighter 3 1120
- Loves children 4 1121
- Plump 5 1122
- Poor 6 1123
- Rich 7 1124
- Selfish 8 1125
- Sensitive to the needs of others 9 1126
- Shy (613(0 1127
- Smart 1 1128
- Strong 2 1129
- Thin 3 1130
- Weak 4 1131
- Other (Please write in): 5 1132

**CIRCLE
THREE
NUMBERS
ONLY**

(614-615)Z

E4a. Does she have any type of disability? For example, does she have a physical disability, a seeing, hearing or speech impairment, an emotional or mental disability, or a learning disability?

- Yes (616) 1
- No 2

> E4b. If YES, what is the disability: _____ (617-618)

E5. What kinds of things are important to her? (READ THROUGH THE LIST AND SELECT 3 ITEMS BY CIRCLING THE NUMBERS THAT MATCH YOUR CHOICES.)

- Animals/Pets (619) 1 1134
- Being popular 2 1135
- Clothes 3 1136
- Computers 4 1137
- Dating/Romance 5 1138
- Doing well in school 6 1139
- Family 7 1140
- Friends 8 1141
- Helping around the house 9 1142
- Looking attractive (620) 0 1143
- Money 1 1144
- Music 2 1145
- Power 3 1146
- Religion 4 1147
- Sports 5 1148
- The environment 6 1149
- Other: (Please write in) 7 1150

**CIRCLE
THREE
NUMBERS
ONLY**

(621)Z

E6. What would the TV show be about? (READ THROUGH THE LIST AND CIRCLE THE TWO NUMBERS THAT MATCH YOUR CHOICES.)

- Dating (622) 1 1151
- Family relationships 2 1152
- Fighting crime 3 1153
- Friendships 4 1154
- Getting in trouble at school or at home 5 1155
- Inventing interesting and exciting things 6 1156
- Peer pressure 7 1157
- Performing on stage 8 1158
- Playing sports 9 1159
- Rescuing people in danger (623) 0 1160
- Running a business 1 1161
- Saving lives 2 1162
- Solving mysteries 3 1163
- Taking care of younger brothers & sisters 4 1164
- Teaching younger kids to stay away from drugs 5 1165
- Traveling to other countries 6 1166
- Traveling to outer space 7 1167
- Other (Please write in) 8 1168

**CIRCLE
TWO
NUMBERS
ONLY**

(624)Z

[E7.] What does she want to do when she finishes school? (READ THROUGH THE ENTIRE LIST AND CIRCLE ONE NUMBER.)

- Auto Mechanic (625-626) 1
- Artist 2
- Business Executive 3
- Computer Programmer 4
- Dancer 5
- Doctor 6
- Firefighter 7
- Flight Attendant 8
- Full-Time Parent 9
- Lawyer 10
- Model 11
- Movie Star 12
- Musician or Singer 13
- Nurse 14
- Pilot 15
- Police Officer 16
- Politician 17
- Professional Athlete 18
- Rock Star 19
- Scientist 20
- Secretary 21
- Teacher 22
- Writer/Journalist 23
- Other (Please write in): 24

**CIRCLE
ONE
NUMBER
ONLY**

E8a. Would the show have a message for kids, or would it just be for fun? **CIRCLE ONE NUMBER ONLY.**

The show would have a message	(627)	1
The show would just be for fun		2

> E8b. If you said the TV show would have a message, what would that message be?

_____	(628-629) _____
_____	(630-631) _____
_____	(632-633) _____
_____	(634-635) _____
_____	(636-637) _____
_____	(638-639) _____
_____	(640-641) _____
_____	(642-643) _____

(644-680)Z

[F.] IT'S YOUR SHOW! -- PART II

DUPE (701-705)
CC 07 (706-707)

Now we'd like you to do the same thing -- this time the main character of the TV show is an 18-year old male. What we'd like you to do is to create the details of this new TV program by answering the same questions but designing the show around this new character. Be creative! Feel free to put together whatever you would like to see -- even if you've never seen it on television before.

The main character of this TV show is:

AN 18-YEAR OLD MALE

F1. What type of program would this be? (Circle ONE number only.)

- Action Adventure (708-709) 1
- Cartoon 2
- Comedy (Sitcom) 3
- Educational 4
- Serious Drama 5
- Horror or Suspense 6
- Science Fiction 7
- Soap Opera 8
- Other (Please write in): 9

F2. What is the race and ethnic background of this 18-year old male?

- White (710) 1
- African American/Black 2
- Latino/Hispanic 3
- Asian/Pacific Islander 4
- American Indian or Alaskan Native 5
- Other (Please write in): 6

F3. What would the main character be like? How would you describe him? Pick THREE characteristics from the list below by circling the three numbers that match your choices. Make sure you read the entire list before you select your choices.

- Acts as a leader (711(1 1208
- Affectionate 2 1209
- Aggressive 3 1210
- Ambitious 4 1211
- Attractive 5 1212
- Athletic 6 1213
- Cheerful 7 1214
- Clumsy 8 1215
- Competitive 9 1216
- Dishonest (712(0 1217
- Funny 1 1218
- Generous 2 1219
- Good fighter 3 1220
- Loves children 4 1221
- Plump 5 1222
- Poor 6 1223
- Rich 7 1224
- Selfish 8 1225
- Sensitive to the needs of others 9 1226
- Shy (713(0 1227
- Smart 1 1228
- Strong 2 1229
- Thin 3 1230
- Weak 4 1231
- Other (Please write in): 5 1232

**CIRCLE
THREE
NUMBERS
ONLY**

(714-715)Z

1233-1234Z

F4a. Does he have any type of disability? For example, does he have a physical disability, a seeing, hearing or speech impairment, an emotional or mental disability, or a learning disability?

- Yes (716) 1
- No 2

> F4b. If YES, what is the disability: _____ (717-718)

F5. What kinds of things are important to him? (READ THROUGH THE LIST AND SELECT 3 ITEMS BY CIRCLING THE NUMBERS THAT MATCH YOUR CHOICES.)

- Animals/Pets (719) 1 1235
- Being popular 2 1236
- Clothes 3 1237
- Computers 4 1238
- Dating/Romance 5 1239
- Doing well in school 6 1240
- Family 7 1241
- Friends 8 1242
- Helping around the house 9 1243
- Looking attractive (720) 0 1244
- Money 1 1245
- Music 2 1246
- Power 3 1247
- Religion 4 1248
- Sports 5 1249
- The environment 6 1250
- Other: (Please write in) 7 1251

**CIRCLE
THREE
NUMBERS
ONLY**

(721)Z

F6. What would the TV show be about? (READ THROUGH THE LIST AND CIRCLE THE TWO NUMBERS THAT MATCH YOUR CHOICES.)

- Dating (722) 1 1252
- Family relationships 2 1253
- Fighting crime 3 1254
- Friendships 4 1255
- Getting in trouble at school or at home 5 1256
- Inventing interesting and exciting things 6 1257
- Peer pressure 7 1258
- Performing on stage 8 1259
- Playing sports 9 1260
- Rescuing people in danger (723) 0 1261
- Running a business 1 1262
- Saving lives 2 1263
- Solving mysteries 3 1264
- Taking care of younger brothers and sisters 4 1265
- Teaching younger kinds to stay away from drugs .. 5 1266
- Traveling to other countries 6 1267
- Traveling to outer space 7 1268
- Other (Please write in): 8 1269

**CIRCLE
TWO
NUMBERS
ONLY**

(724)Z

[F7.] What does he want to do when he finishes school? (READ THROUGH THE ENTIRE LIST AND CIRCLE ONE NUMBER.)

- Auto Mechanic (725-726) 1
- Artist 2
- Business Executive 3
- Computer Programmer 4
- Dancer 5
- Doctor 6
- Firefighter 7
- Flight Attendant 8
- Full-Time Parent 9
- Lawyer 10
- Model 11
- Movie Star 12
- Musician or Singer 13
- Nurse 14
- Pilot 15
- Police Officer 16
- Politician 17
- Professional Athlete 18
- Rock Star 19
- Scientist 20
- Secretary 21
- Teacher 22
- Writer/Journalist 23
- Other (Please write in): 24

**CIRCLE
ONE
NUMBER
ONLY**

F8a. Would the show have a message for kids, or would it just be for fun?

The show would have a message	(727(1
The show would just be for fun		2

> F8b. If you said the TV show would have a message, what would that message be?

(728-729) _____
 (730-731) _____
 (732-733) _____
 (734-735) _____
 (736-737) _____
 (738-739) _____
 (740-741) _____
 (742-743) _____

(744-780)Z

G. CASTING CALL

DUPE (801-805)
CC 08 (806-807)

G1. There is a show about a president of the United States who is married and has three very young children.

Would you choose a woman or a man to play this part?

- Woman (808) 1
- Man 2
- Not sure 3

G2. A natural science teacher decides after school lets out for summer vacation to go exploring in the mountains. The trip will take several days and everyone on the trip will live in tents and fix their own food. The teacher is also a photographer and wants to take pictures of animals in their natural habitat.

Would you choose a woman or a man to play this part?

- Woman (809) 1
- Man 2
- Not sure 3

G3. A single parent with two children in elementary school has a new job in a big city writing for a newspaper. The person is very good at this job, but also spends time with their children playing and doing new things together.

Would you choose a woman or a man to play this part?

- Woman (810) 1
- Man 2
- Not sure 3

G4. An inventor who has a place in a garden shed behind the house for making new machines decides to have neighborhood children help build the inventions.

Would you choose a woman or a man to play this part?

- Woman (811) 1
- Man 2
- Not sure 3

(812-880)Z

[H.] WHAT'S YOUR OPINION?

DUPE (901-905)
CC 09 (906-907)

Many people spend a lot of time talking about what's good and what's bad about television. And, as you know, there are many opinions. Some people think one way, and other people think another way. What we want to know is - what do YOU think?

H1. For each of the following questions, please answer YES if you agree, and NO if you don't agree.

		<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
1. Do you think television is too violent?	(908(1	2	3
2. Do you think that most kids watch too much television? (909(1	2	3
3. Do you think too much television is bad for children? .. (910(1	2	3
4. Do you think most video games are too violent?	(911(1	2	3
5. Do you think there is too much sex on television?	(912(1	2	3

(913-915)Z

[H2.] Please circle one answer for each of the following questions.

		<u>Females</u>	<u>Males</u>	<u>Not Sure</u>
1. Who do you think gets to do more interesting things on TV?	(916(1	2	3
2. Who do you think gets more respect on TV?	(917(1	2	3
3. Who do you think behaves better on TV?	(918(1	2	3
[4.] Do you think television provides more positive role models for females or more positive role models for males?	(919(1	2	3

(920-922)Z

[H3.] Thinking about most television shows that are on television now, do you think there are too many, too few, or just the right amount of each of the following groups? MAKE SURE YOU CIRCLE ONE NUMBER FOR EACH GROUP.

		<u>Too Many</u>	<u>Too Few</u>	<u>Just the Right Amount</u>	<u>Not Sure</u>
1. Females your age	(923(1	2	3	4
2. Males your age	(924(1	2	3	4
3. White Americans	(925(1	2	3	4
4. African Americans	(926(1	2	3	4
5. Asian Americans	(927(1	2	3	4
6. Hispanic Americans	(928(1	2	3	4
7. American Indians	(929(1	2	3	4
8. Children with disabilities	(930(1	2	3	4

(931-935)Z

[H4.] Still thinking about the types of television shows that are on television now, do you think that there are too many, too few, or just the right amount of each of the following?
MAKE SURE YOU CIRCLE ONE NUMBER FOR EACH TYPE OF PROGRAM.

		<u>Too Many</u>	<u>Too Few</u>	<u>Just the Right Amount</u>	<u>Not Sure</u>
1.	Educational programs (936(1	2	3	4
2.	Realistic programs (937(1	2	3	4
3.	Cartoons (938(1	2	3	4
4.	News programs for people your age . . . (939(1	2	3	4
[5.]	Programs about men in challenging careers (940(1	2	3	4
[6.]	Programs about women in challenging careers (941(1	2	3	4
7.	Programs that help kids deal with pressures around drugs (942(1	2	3	4
8.	Programs that teach kids how to deal with pressures around sex (943(1	2	3	4
9.	Programs about dealing with divorce . . (944(1	2	3	4
10.	Programs about dealing with suicide . . (945(1	2	3	4
11.	Programs about AIDS (946(1	2	3	4
12.	Programs that help kids deal with violence or abuse at home (947(1	2	3	4
13.	Programs that help kids deal with violence in their neighborhoods (948(1	2	3	4
14.	Programs that help kids deal with violence in their schools (949(1	2	3	4

(950-955)Z

H5. If you could send a message to the people in charge of what you see on television, what would you tell them? Write whatever you like. It might be a compliment, a criticism, or just a comment.

- (956-957) _____
- (958-959) _____
- (960-961) _____
- (962-963) _____
- (964-965) _____
- (966-967) _____
- (968-969) _____
- (970-971) _____

(972-980)Z

I. ABOUT YOU

DUPE (1001-1005)
CC 10 (1006-1007)

[1.] Are you...

- A male (1008) 1
- A female 2

2. Are you of Hispanic origin or descent (that is, Spanish or Latin American), or not?

- Yes (1009) 1
- No 2

3. What is your race or ethnic background?

- White (1010) 1
- African American/Black 2
- American Indian or Alaskan native 3
- Asian/Pacific Islander 4
- Other (Please write in): 5

4. Who are you currently living with? CIRCLE ONE NUMBER ONLY.

- Both your mother and father (1011) 1
- Your mother and a stepfather 2
- Your father and a stepmother 3
- Your mother only 4
- Your father only 5
- Your mother some of the time, your father
some of the time 6
- One of your parents and his or her companion 7
- Grandparents, aunts, uncles, etc. 8
- Someone else 9
- (Please write your answer below):

(1012)Z

5a. What grades do you usually get? CIRCLE ONE NUMBER ONLY.

- Mostly A's (numerical average of 90-100) (1013(1
- Mostly A's and B's (85-89) 2
- Mostly B's (80-84) 3
- Mostly B's and C's (75-79) 4
- Mostly C's (70-74) 5
- Mostly C's and D's (65-69) 6
- Mostly D's and F's (64 and below) 7
- Not sure 8

[5b.] What is your favorite subject in school? CIRCLE ONE NUMBER ONLY.

(Multi record was allowed)

- Arithmetic/Mathematics (1014(1 1330
- Art 2 1331
- Biology 3 1332
- Chemistry 4 1333
- English/Language Arts 5 1334
- Foreign Language 6 1335
- Geography 7 1336
- Gym 8 1337
- History 9 1338
- Literature (1015(0 1339
- Religion 1 1340
- Science 2 1341
- Spelling 3 1342
- Social Studies 4 1343
- Writing 5 1344
- Other (Please write in): 6 1345

(1016)Z

6. What are your three favorite types of activities and hobbies? READ THROUGH THE LIST AND CIRCLE THREE NUMBERS.

- Arts and Crafts (1017) 1 1308
- Babysitting 2 1309
- Chess 3 1310
- Dancing 4 1311
- Doing scientific experiments 5 1312
- Gymnastics 6 1313
- Hanging out with friends 7 1314
- Listening to music 8 1315
- Participating in a youth club or organization 9 1316
- Playing a musical instrument (1018) 0 1317
- Playing sports 1 1318
- Playing video games 2 1319
- Playing or working outdoors 3 1320
- Reading 4 1321
- Shopping 5 1322
- Singing 6 1323
- Spending time with your family 7 1324
- Studying 8 1325
- Talking on the phone 9 1326
- Watching movies (1019) 0 1327
- Working or playing on the computer 1 1328
- Other (Please write in): 2 1329

**CIRCLE
THREE
NUMBERS
ONLY**

(1020)Z

7. Are you currently dieting to lose weight -- Yes or No?

- Yes (1021) 1
- No 2
- Not sure 3

8. Please circle a "1" next to any group you belong to now. Circle a "2" next to any group that you used to belong to.

	<u>I am a member now</u>	<u>I used to be a member</u>	<u>Not Sure</u>
4-H Clubs (1022(1	2	3
Big Brothers/Big Sisters (1023(1	2	3
Boy Scouts of America (1024((For example: Tiger Cub, Cub Scout, Webelos, Boy Scout, Varsity Scout, Explorer)	1	2	3
Boys and Girls Clubs of America (1025(1	2	3
Camp Fire Boys and Girls (1026(1	2	3
Exploring (1027(1	2	3
Girls Incorporated (1028(1	2	3
Girl Scouts of the U.S.A. (1029((For example: Daisy, Brownie, Junior Girl Scout, Cadette, Senior Girl Scout)	1	2	3
Jack and Jill of America (1030(1	2	3
Junior Achievement (1031(1	2	3
Learning for Life (1032(1	2	3
Sports teams (1033(1	2	3
YMCA (1034(1	2	3
YWCA of the USA (1035(1	2	3
Other: (1036(1	2	3

(PLEASE WRITE IN YOUR ANSWER BELOW)

(1037-1038) _____

(1039-1049)Z _____

9. How would you describe the place where your home is? (CIRCLE ONE NUMBER ONLY)

- A large city or town (1050) 1
- A small town 2
- A village 3
- Just a few houses 4
- A farm 5
- Some other kind of place 6
- Not sure 7

10. Do you qualify for a free lunch at school? CIRCLE ONE NUMBER ONLY.

- Yes (1051) 1
- No 2
- School does not have a lunch program 3
- Not sure 4

[11.] What job or career do you plan to pursue when you've finished school?

_____ (1052-1053)

12. Finally, how old are you?

_____ (1054-1055)

_____ (1056-1080)Z

THIS IS THE END OF THE QUESTIONNAIRE.

**Please Make Sure You Have Answered All Of The Questions.
When You Are Finished, Please Put The Questionnaire In The Envelope And Seal It.**

THANK YOU FOR HELPING US OUT ON THIS IMPORTANT PROJECT!

- A. Media Habits
- B. TV Favorites and Preferences
- C. Friends and Family Members
- D. Images And Aspirations
- E. It's Your Show! - Part I
- F. It's Your Show! - Part II
- G. Casting Call
- H. What 's Your Opinion?
- I. About You

* = TRENDED QUESTION

[] = Slight variations between Grades 3-6 and Grades 7-12.

[H4.] Still thinking about the types of television shows that are on television now, do you think that there are too many, too few, or just the right amount of each of the following?
MAKE SURE YOU CIRCLE ONE NUMBER FOR EACH TYPE OF PROGRAM.

		<u>Too Many</u>		<u>Too Few</u>		<u>Just the Right Amount</u>		<u>Not Sure</u>		
		<u>F</u>	<u>M</u>	<u>F</u>	<u>M</u>	<u>F</u>	<u>M</u>	<u>F</u>	<u>M</u>	
1.	Educational programs	(936)	16	36	38	29	37	25	8	9
2.	Realistic programs	(937)	6	17	57	41	29	33	8	7
3.	Cartoons	(938)	52	44	10	22	34	30	3	4
4.	News programs for people your age . .	(939)	8	18	62	54	20	20	10	8
[5.]	Programs about men in challenging careers	(940)	19	24	27	31	28	24	25	21
[6.]	Programs about women in challenging careers	(941)	11	23	44	31	23	25	21	19
7.	Programs that help kids deal with pressures around drugs	(942)	10	22	62	50	19	18	8	9
8.	Programs that teach kids how to deal with pressures around sex	(943)	6	20	69	55	16	14	8	10
9.	Programs about dealing with divorce .	(944)	9	23	56	43	20	19	14	15
10.	Programs about dealing with suicide .	(945)	4	17	72	54	10	12	12	17
11.	Programs about AIDS	(946)	8	21	67	49	13	20	11	10
12.	Programs that help kids deal with violence or abuse at home	(947)	6	19	71	53	12	16	10	11
13.	Programs that help kids deal with violence in their neighborhoods	(948)	7	19	64	48	17	21	11	12
14.	Programs that help kids deal with violence in their schools	(949)	7	19	65	49	17	20	10	11

(950-955)Z

I. ABOUT YOU

DUPE (1001-1005)
CC 10 (1006-1007)

[1.] Are you...

		<u>Total</u>
A male	(1008) 1	51
A female	2	49

2. Are you of Hispanic origin or descent (that is, Spanish or Latin American), or not?

		<u>F</u>	<u>M</u>
Yes	(1009) 1	12	14
No	2	86	85

3. What is your race or ethnic background?

		<u>F</u>	<u>M</u>
White	(1010) 1	70	67
African American/Black	2	17	11
American Indian or Alaskan native	3	1	4
Asian/Pacific Islander	4	1	1
Other (Please write in):	5	7	13

4. Who are you currently living with? CIRCLE ONE NUMBER ONLY.

		<u>F</u>	<u>M</u>
Both your mother and father	(1011) 1	56	67
Your mother and a stepfather	2	11	8
Your father and a stepmother	3	1	4
Your mother only	4	17	10
Your father only	5	3	2
Your mother some of the time, your father some of the time	6	2	1
One of your parents and his or her companion	7	2	1
Grandparents, aunts, uncles, etc.	8	3	2
Someone else	9	5	4
(Please write your answer below):			

(1012)Z

6. What are your three favorite types of activities and hobbies? **READ THROUGH THE LIST AND CIRCLE THREE NUMBERS.**

		<u>F</u>	<u>M</u>
Arts and Crafts	(1017)	1 11	9
Babysitting		2 10	1
Chess		3 *	5
Dancing		4 18	5
Doing scientific experiments		5 *	4
Gymnastics		6 4	2
Hanging out with friends		7 56	57
Listening to music		8 31	29
Participating in a youth club or organization		9 4	2
Playing a musical instrument	(1018)	0 6	7
Playing sports		1 27	55
Playing video games		2 3	19
Playing or working outdoors		3 9	17
Reading		4 12	3
Shopping		5 35	4
Singing		6 10	4
Spending time with your family		7 7	3
Studying		8 2	2
Talking on the phone		9 21	8
Watching movies	(1019)	0 12	17
Working or playing on the computer		1 8	14
Other (Please write in):		2 9	16

**CIRCLE
THREE
NUMBERS
ONLY**

(1020)Z

7. Are you currently dieting to lose weight -- Yes or No?

		<u>F</u>	<u>M</u>
Yes	(1021)	1 29	12
No		2 62	78
Not sure		3 6	3

9. How would you describe the place where your home is? (CIRCLE ONE NUMBER ONLY)

		<u>F</u>	<u>M</u>
A large city or town (1050)	1	33	29
A small town	2	43	40
A village	3	5	6
Just a few houses	4	3	7
A farm	5	5	6
Some other kind of place	6	6	7
Not sure	7	5	4

10. Do you qualify for a free lunch at school? CIRCLE ONE NUMBER ONLY.

		<u>F</u>	<u>M</u>
Yes (1051)	1	18	21
No	2	66	66
School does not have a lunch program	3	6	7
Not sure	4	9	5

[11.] What job or career do you plan to pursue when you've finished school?

SEE APPENDIX (1052-1053)

12. Finally, how old are you?	Median Age . .	FEMALES	MALES
		15.2	15.1
(1054-1055)	Mean	15.2	15.0

(1056-1080)Z

THIS IS THE END OF THE QUESTIONNAIRE.

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