

1. Cause an 'R' Rating

Check off all the items listed below which should cause a film to receive an 'R' rating.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Female nudity	73%	65%	80%	68%	72%	75%	77%	70%	72%	79%
Male nudity	74%	68%	80%	71%	73%	76%	78%	73%	73%	79%
Sexually-oriented nudity	80%	73%	87%	76%	80%	83%	82%	79%	80%	84%
Cursing/Swearing Sexually explicit language	46%	42%	50%	37%	50%	47%	54%	44%	43%	58%
Racially offensive language	70%	59%	80%	60%	69%	71%	78%	69%	68%	74%
Tobacco use	57%	49%	66%	49%	55%	59%	68%	61%	55%	57%
Marijuana use	17%	15%	19%	18%	18%	15%	20%	18%	17%	17%
Hard drug use	40%	35%	45%	34%	42%	40%	46%	34%	41%	48%
Alcohol use	69%	62%	75%	68%	69%	68%	74%	63%	72%	72%
Underage drinking	26%	21%	29%	28%	26%	24%	26%	25%	26%	25%
Graphic violence	48%	44%	52%	41%	41%	49%	68%	47%	44%	58%
Sexual violence	73%	65%	80%	64%	77%	74%	76%	76%	73%	65%
Criminal activity	86%	80%	91%	75%	87%	88%	91%	87%	84%	86%
Blasphemy	31%	23%	39%	23%	35%	29%	38%	32%	29%	33%
Prefer not to say	29%	24%	33%	19%	25%	31%	45%	26%	28%	35%
Totals	5%	6%	4%	8%	6%	3%	2%	4%	6%	3%
Totals	(1,000)	(477)	(523)	(166)	(248)	(390)	(182)	(349)	(439)	(212)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Female nudity	73%	73%	74%	71%	74%	76%	73%	65%	71%	75%	77%	66%
Male nudity	74%	75%	73%	74%	74%	76%	81%	71%	72%	76%	79%	67%
Sexually-oriented nudity	80%	81%	77%	77%	80%	85%	78%	77%	77%	85%	85%	72%
Cursing/Swearing Sexually explicit language	46%	46%	57%	41%	50%	46%	46%	38%	41%	46%	49%	46%
Racially offensive language	70%	69%	75%	68%	70%	71%	78%	58%	62%	75%	74%	64%
Tobacco use	57%	59%	57%	49%	54%	63%	51%	60%	53%	60%	60%	54%
Marijuana use	17%	15%	19%	26%	15%	21%	23%	14%	15%	15%	21%	15%
Hard drug use	40%	39%	44%	44%	39%	42%	44%	35%	36%	37%	46%	35%
Alcohol use	69%	71%	65%	64%	70%	71%	72%	63%	70%	72%	71%	63%
Underage drinking	26%	23%	25%	39%	28%	27%	25%	20%	28%	22%	28%	23%
Graphic violence	48%	47%	42%	55%	48%	47%	61%	43%	46%	48%	50%	46%
Sexual violence	73%	74%	68%	72%	70%	76%	74%	75%	73%	70%	73%	74%
Criminal activity	86%	88%	87%	73%	83%	90%	88%	88%	82%	87%	91%	79%
Blasphemy	31%	28%	39%	39%	33%	32%	25%	30%	34%	28%	32%	28%
Prefer not to say	29%	27%	29%	39%	33%	25%	37%	19%	22%	31%	33%	26%
	5%	4%	7%	7%	6%	3%	3%	4%	7%	6%	3%	6%
Totals	(1,000)	(771)	(120)	(109)	(362)	(297)	(62)	(118)	(143)	(210)	(366)	(281)