



NEWS RELEASE [2000-IV-02]

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PUBLIC TAKES TOUGH STANCE TOWARD HOLLYWOOD  
AND VIOLENT FILMS MARKETED TO KIDS

PHOENIX, Ariz. (October 12, 2000) – Nearly six of ten adults in Arizona believe that Hollywood film makers intentionally market violent films to American children and a majority frankly doubt major Hollywood studio executives will honor the pledge they recently signed saying they would desist from such practices. As further evidence of the hard line the public has assumed on this issue, the survey finds seven of ten Arizonans support slapping the top executives whose companies break the pledge with fines or imprisonment – including a quarter who favor imprisonment.

If the above results were not clear indications of public dissatisfaction with Hollywood or its promise to self-police the marketing of its films to youth, the study also finds 62 percent in support of the U.S. Congress making it a crime for companies to intentionally market violence to children under the age of 13 and nearly as many (58 percent) support passage of laws to protect children under the age of 16 from being the targets of such marketing.

Belief that film makers are intentionally marketing violent films to children rises sharply among older, better educated and more affluent consumers – all groups with strong propensities to vote. Support for the Congress to pass laws governing such marketing rises in the same groups, and among women.

The findings outlined in this report are based on a survey of 718 heads of household throughout Arizona conducted in October by the Behavior Research Center of Arizona as part of the center's independent and non-partisan Rocky Mountain Poll series begun in 1969. For more information you may visit [www.brcpolls.com](http://www.brcpolls.com).

**EDITOR'S NOTE:** This Rocky Mountain Poll - Arizona (2000-IV-02), is based on 718 interviews with heads of household throughout Arizona between October 4 and 6, 2000. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire voter population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

**ENCLOSED:** Statistical tables.

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**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP 2000-IV-02

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“From what you have seen, read or heard, do Hollywood film companies intentionally market violent films to children or do they not intentionally do this?”

Intentionally market violence to children	57%
Do not do this intentionally	36
Unsure	7

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“Major U.S. movie makers recently signed a pledge that they would not market inappropriate violent films to children. Do you think they will definitely, probably, probably not or definitely not keep their pledge?”

|                                 |           |
|---------------------------------|-----------|
| Definitely will keep pledge     | 6%        |
| Probably will keep pledge       | <u>35</u> |
| (Net yes)                       | (41%)     |
| Probably will not keep pledge   | 43        |
| Definitely will not keep pledge | <u>10</u> |
| (Net no)                        | (53%)     |
| Unsure                          | 6         |

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**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
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“If movie makers do not keep their pledge, do you think the top executives of those companies should be subject to fines, imprisonment, both or neither?”

Fines	42%
Imprisonment	4
Both	21
Neither	29
Not sure	4
Net fines	63
Net imprisonment	25

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“Do you think the U.S. Congress should or should not make it illegal for companies to market violent films to children:”

|                     | Should        |            |               |
|---------------------|---------------|------------|---------------|
|                     | <u>Should</u> | <u>Not</u> | <u>Unsure</u> |
| Under the age of 13 | 62%           | 33%        | 5%            |
| Under the age of 16 | 58            | 39         | 3             |

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