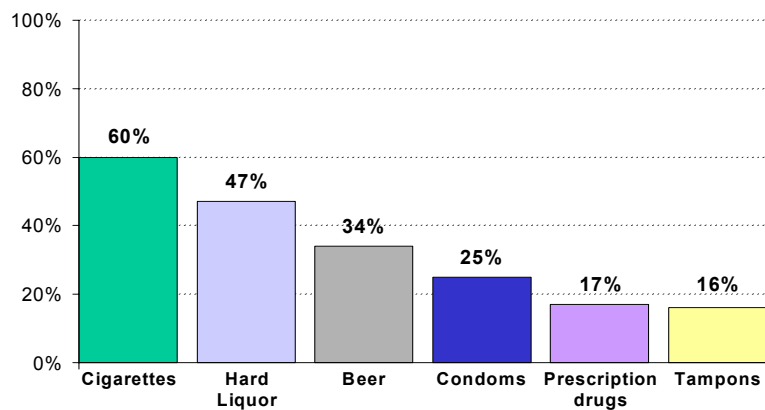
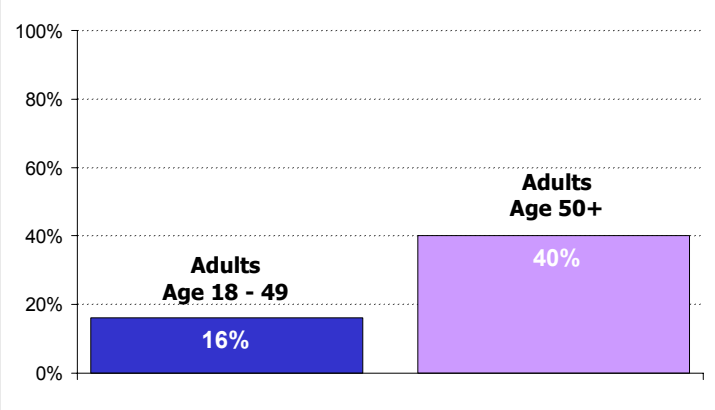


## CONDOM ADVERTISING ON TELEVISION

Percent of adults who say TV advertising should not be allowed for...



Percent of adults who say TV advertising for condoms should not be allowed, by age.

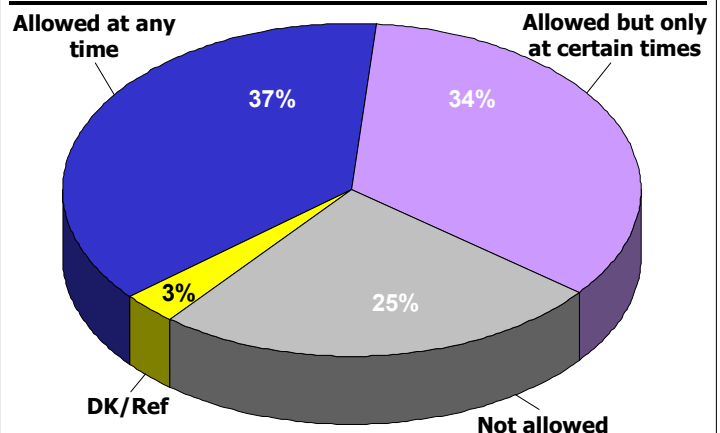


### Survey Question:

Now I'm going to name some different products and ask whether you think there should be any restrictions on television advertising for each product. First, what about...? Should advertising for this product be allowed on TV at any time of day, OR should the ads be restricted to certain times, like after 10 o'clock at night, OR should TV advertising for this product not be allowed at all?

	Allowed at any time	Allowed but restricted to certain times	Total allowed	Not allowed at all	DK/Ref
a. Beer	23	41	64	34	2
b. Hard liquor	15	36	51	47	2
c. Cigarettes	14	24	38	60	2
d. Condoms	37	34	71	25	3
e. Prescription drugs	57	20	77	17	5
f. Personal products such as tampons	54	26	80	16	4

Percent of adults who say TV advertising for condoms should be...



**Methodology:** *Condom Advertising on Television* was a short series of questions placed on a national random sample omnibus survey of 1,142 adults age 18 and older. The survey was designed and analyzed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA), and was fielded by PSRA by telephone between April 16-22, 2001. The margin of error is plus or minus 3 percentage points.

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