

Fast Facts

Does the Media Glamorize Teen Pregnancy? New Polling Data on What Teens Think

This *Fast Facts* brief presents new polling data on teens' opinions about media and teen pregnancy in general, as well as their views about MTV's popular *16 and Pregnant* program in particular. Some have criticized this show and others like it for glamorizing teen pregnancy. These results suggest that teens have a different view. The overwhelming majority of teens report that shows dealing with teen pregnancy make them think about their own risks of getting pregnant or causing a pregnancy and that *16 and Pregnant* helps young people better understand the challenges of pregnancy and parenting.

Methodology

The following results are drawn from a public opinion poll of 1,008 young people ages 12-19. Interviews were conducted by phone and took place between August 12 and September 12, 2010. The survey is weighted to provide a nationally representative estimate of young people 12-19. The sample for this survey was drawn using two different methods: random digit dialing of households with telephones and from a database of households with young people ages 12-19. The margin of error is +/-3.09 at the 95% confidence level. The survey was commissioned and designed by The National Campaign to Prevent Teen and Unplanned Pregnancy and was conducted by Social Science Research Solutions (www.ssrs.com), a division of International Communications Research.

Headlines

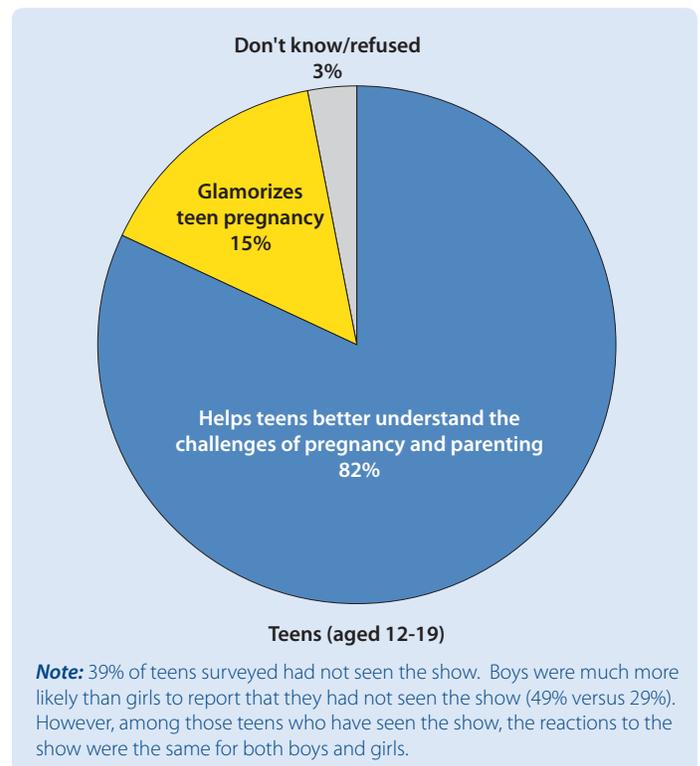
- Most teens (79% of girls and 67% of boys) say that when a TV show or character they like deals with teen pregnancy, it makes them think more about their own risk of getting pregnant or causing a pregnancy and how to avoid it.
- Among those teens who have watched MTV's *16 and Pregnant*, 82% think the show helps teens better understand the challenges of teen pregnancy and parenthood.
- Just 15% who've seen the show believe it glamorizes teen pregnancy.
- Three-quarters of teens (76%) say that what they see in the media about sex, love, and relationships can be a

good way to start conversations with adults. About half (48%) say they sometimes or often have conversations about these topics with their parents because of something they've seen in the media.

Detailed Findings

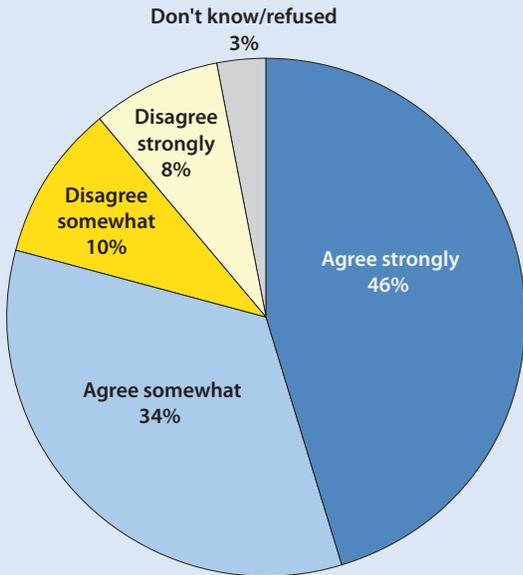
Please note: All the responses below are for young people ages 12-19. Due to rounding, the numbers in these charts might not add to the net number presented.

Question: Teen pregnancy has been the focus of many entertainment programs recently. Thinking specifically about MTV's *16 and Pregnant*, do you think the show helps teens better understand the challenges of pregnancy and parenthood or does it glamorize teen pregnancy?

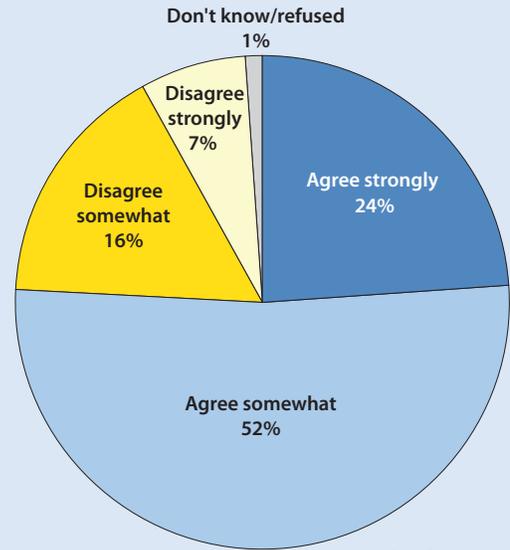


Question: How much do you agree or disagree with the following statement: When a TV show or character I like deals with teen pregnancy, it makes me think more about my own risk of getting pregnant/causing a pregnancy and how to avoid it.

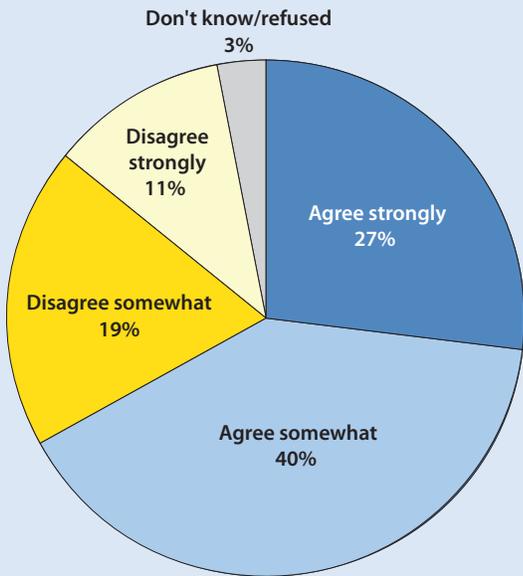
Question: Stories and events in TV shows and other media about sex, love, and relationships can be a good way to start conversations with adults about these topics. Do you agree or disagree?



Teens Girls (aged 12-19)
 79% Agree net
 18% Disagree net

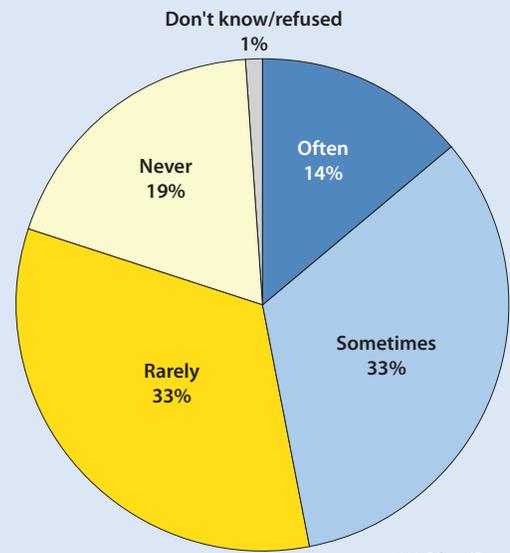


Teens (aged 12-19)
 76% Agree net
 23% Disagree net



Teens Boys (aged 12-19)
 67% Agree net
 30% Disagree net

Question: How often would you say you and your parents have talked about sex, love, and relationships because of something you saw in popular media (like television shows)?



Teens (aged 12-19)
 48% Often/Sometimes net
 51% Rarely Never net