EXECUTIVE SUMMARY

PRIMETIME MISOGYNY 2007 MEDIA SURVEY

On October 10, 2007, the findings of the Primetime Misogyny 2007 Media Survey were released. In addition to tracking levels of hate speech and bias language on primetime network television, the Media Survey compared the latest findings to those of a similar survey conducted in the Spring of 2000.

The 2007 survey was conducted from March 19 to April 27, 2007, and monitored all six networks during their primetime schedules (8:00 p.m. to 11:00 p.m., for one Monday through Friday period each, on ABC-TV, CBS-TV, NBC-TV, Fox TV, MY TV and the CW). A total of 80 hours of programming were monitored.

As was the case in the first Media Survey conducted in 2000, females were the target of the majority of language incidents, both overall and in individual language categories.

To differentiate between various forms of bias language and hate speech, each "language incident" was assigned to one of four categories:

Category 1 (bias language) consisted of language that was dismissive, exclusionary or marginalizing. Examples included "mankind," "kiddo," "geek," and "the Christian thing to do."

Category 2 (bias language) consisted of language that was disrespectful, patronizing or negatively stereotypical. Examples included "girl," "hormonal," "frat boy," "drag queen," "Sister Cleeshayah," and "old coot."

Category 3 (hate speech) consisted of language that was demeaning, objectifying or insulting. Examples included "chick," "heifer," "fat butt," "dork," "moron," and "trailer trash." Category 3 also included non-obscene language that was sexually objectifying or racially insulting.

Category 4 (hate speech) consisted of derogatory or pejorative language (epithets, slurs, etc.). Examples included "bitch," "slut," "douchebag," "bastard," "spaz," "spic," and "coon." Category 4 also included obscene language that was sexually objectifying, language that promoted, trivialized or exploited for comedic purposes rape, stalking, sexual molestation or harassment, sex trafficking, violence against any group, and language that accompanied gender or racial minstrel shows.

<>Overall, there were **1,874** language incidents in 2007, compared to **590** in 2000. This represents an increase of **218%** over 2000. Females accounted for **1,111** incidents in 2007 (or **59.3%** of the total), compared to **416 (70.5%** of the total) in 2000. The next most-targeted group was males at **193** incidents (**10.3%** of the total), compared to **84 (14.2%** of the total) in 2000.

<>The number of target groups also increased: In 2000, there were **22** targets groups, while in 2007, there were **36** target groups, an increase of **64%**. As in 2000, the majority of the target groups accounted for less than 5% of the total language incidents.

2007 LANGUAGE CATEGORY BREAKDOWN

<>**CATEGORY 4**: There were a total of **226** language incidents in **Category 4**. Females were the most frequent target at **157** incidents (**69.5%** of Category 4), with the remaining incidents spread out over **11** other groups, as follows:

<><>**32** incidents targeted males (**14.2%**); **15** incidents targeted physical attributes (**6.6%**); **5** incidents targeted political right/conservatives (**2.2%**); **4** incidents targeted disabilities (**1.8%**); **3** incidents targeted African Americans (**1.3%**); **3** incidents targeted mental illness (**1.3%**); **2** incidents targeted Africans (**0.9%**); **2** incidents targeted Jews (**0.9%**); and **1** incident each (**0.4%**) targeted age, class, and Hispanics.

<>**CATEGORY 3**: There were a total of **256** language incidents in **Category 3**. Females were the most frequent target at **175** incidents (**68.3%** of Category 3), with the remaining incidents spread out over **17** other groups, as follows:

<><>**24** incidents targeted social attributes (**9.4%**); **12** incidents targeted males (**4.7%**); **9** incidents targeted disabilities (**3.5%**); **8** incidents targeted physical attributes (**3.1%**); **6** incidents targeted lesbians (**2.3%**); **4** incidents targeted mental illness (**1.6%**); **3** incidents targeted African Americans (**1.2%**); **3** incidents targeted class (**1.2%**); **3** incidents targeted gay males (**1.2%**); **2** incidents targeted Hispanics (**0.8%**); and **1** incident each (**0.4%**) targeted age, children, Greeks, Gypsies, the police, political left/liberals, and Whites.

<>**CATEGORY 2**: There were a total of **1,204** language incidents in **Category 2**. Females were the most frequent target at **654** incidents (**54.3%** of Category 2), with the remaining incidents spread out over **32** other groups, as follows:

<><>**146** incidents targeted males (**12.1%**); **67** incidents targeted gay males (**5.6%**); **53** incidents targeted class (**4.4%**); **41** incidents targeted physical characteristics (**3.4%**); **40** incidents targeted age (**3.3%**); **33** incidents targeted mental illness (**2.7%**); **23** incidents targeted political left/liberals (**1.9%**); **21** incidents targeted African Americans (**1.7%**); **19** incidents targeted Hispanics (**1.6%**); **17** incidents targeted disabilities (**1.4%**); **13** incidents targeted Asians (**1.1%**); **9** incidents targeted foreigners (**0.7%**); **9** incidents targeted political right/conservatives (**0.7%**); **7** incidents targeted Arab/Middle Easterners (**0.6%**); **7** incidents targeted lesbians (**0.6%**); **6** incidents targeted Russians (**0.5%**); **6** incidents targeted Whites (**0.5%**); **4** incidents targeted Jews (**0.3%**); **4** incidents targeted the police (**0.3%**); **3** incidents targeted Africans (**0.2%**); **3** incidents targeted Christians (**0.2%**); **3** incidents targeted Eastern Europeaners (**0.2%**); **3** incidents targeted the French (**0.2%**); **2** incidents targeted Americans (**0.2%**); **2** incidents targeted children (**0.2%**); **2** incidents targeted Indian/Pakistanis (**0.2%**); **2** incidents targeted the Irish (**0.2%**); and **1** incident each (**0.1%**) targeted the British, Polish, Scots, social attributes, and Southerners.

<>**CATEGORY 1**: There were a total of **188** language incidents in **Category 1**. Females were the most frequent target at **125** incidents (**66.5%** of Category 1). with the remaining incidents spread out over **13** other groups, as follows:

<><>**23** incidents targeted age (**12.2%**); **9** incidents targeted Whites (**4.8%**); **7** incidents targeted social attributes (**3.7%**); **4** incidents targeted class (**2.1%**); **4** incidents targeted physical attributes (**2.1%**); **3** incidents targeted African Americans (**1.6%**); **3** incidents targeted males (**1.6%**); **3** incidents targeted non-Christians (**1.6%**); **2** incidents targeted Arab/Middle Easterners (**1.1%**); **2** incidents targeted Southerners (**1.1%**); and **1** incident each (**0.5%**) targeted foreigners, gay males and Asians.

2007 NETWORK BREAKDOWN

By network, although the percentages varied within each category, females were the most frequent target on all networks in all categories. Overall, each network's single week targeted females as follows:

<>**ABC-TV** had a total of **257** language incidents, with females being the target of **151** incidents (**58.7%**);
<>**CBS-TV** had a total of **255** language incidents, with females being the target of **167** incidents (**65.5%**);
<>**NBC-TV** had a total of **354** language incidents, with females being the target of **152** incidents (**42.9%**);
<>**Fox TV** had a total of **259** language incidents, with females being the target of **113** incidents (**43.6%**);
<>**The CW** had a total of **442** language incidents, with females being the target of **350** incidents (**79.2%**);
<>**MY Network TV** had a total of **307** language incidents, with females being the target of **178** incidents (**58%**).

TARGETING FEMALES DISPROPORTIONATELY

From 2000 to 2007, the disparity—or spread—grew larger between the overall number of language incidents targeting females and the overall number of incidents targeting the next highest group. In **2000**, females were targeted with **416** language incidents, while the next highest group—males—were targeted with **84** language incidents, representing a **395%** spread. In **2007**, females were targeted with **1,111** language incidents, while the next highest group—again, males—were targeted with **193** language incidents, representing a **476%** spread.

Females were also targeted more frequently than any other group with obscenities and epithets, both in 2000 and in 2007. Moreover, there has been an increase from 2000 to 2007 in the frequency of obscenities and epithets targeting females. For example, use of the gender epithet "bitch" grew by **343%** from **2000** to **2007**, from **23** incidents in **2000** to **102** incidents in **2007**.

As pointed out above, females were target of the majority of language incidents in all categories on all networks. Overall and within each category, no other group was the target of more than 15% of the total language incidents; females, however, were the target of more than 50% of the total language incidents both overall and within each category.

Within each network's overall totals, there were two exceptions: females were targeted at just over 40% on two networks (NBC and Fox); however, no other group was targeted at more than 15% of each network's overall total. There were also some exceptions to the 50%/15% rule within some network's language categories:

<>On **CBS-TV**, males were the target of **15.5%** of Category **2** language incidents, and age was the target of **30.4%** of Category **1** language incidents.

<>On **NBC-TV**, females were the target of **35.1%** of Category **2** language incidents, and **46.7%** of Category **1** language incidents.

<>On **Fox TV**, males were the target of **43.3%** of Category **4** language incidents, and females were the target of **36.7%** of Category **2** language incidents. In Category **1**, both age and social attributes were the target of **15.8%** of the language incidents.

<>On **MY Network TV**, social attributes were the target of **37.5%** of Category **3** language incidents. In Category **2**, females were the target of **45.3%** and males were the target of **24.8%** of language incidents.

ACKNOWLEDGEMENTS

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