

# **Public Attitudes to the Representation of People with Disabilities in Republic of Ireland Broadcast Media**

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# Table of Contents

List of Charts	3
List of Tables	6
Executive Summary	8
1. Introduction	11
2.0 Methodology	14
3.0 Research findings	21
3.1 Regular broadcasting viewing and listening habits	21
3.2 Awareness and experience of representations of people with disabilities in television and radio broadcasting	30
3.3 Attitudes towards, and impact of, representations of people with disabilities in radio and television broadcasting on viewing or listening	41
3.4 Responses to programme scenarios	62
3.5 Perceived acceptability of terms for people with disabilities	95
Appendix 1 – Questionnaire	99



# List of Charts

Chart 2.1	Sample breakdown on demographic variables .....	15
Chart 2.2	Demographic profile of those with a disability .....	18
Chart 3.1.1	Hours spent watching television per week.....	23
Chart 3.1.2	Television programming watched regularly and preferred .....	24
Chart 3.1.3	Claimed access and preference for television channels - I .....	25
Chart 3.1.4	Claimed access and preference for television channels - II .....	26
Chart 3.1.5	Claimed access and preference for radio stations - I.....	28
Chart 3.1.6	Claimed access and preference for radio stations - II.....	29
Chart 3.2.1	Thinking about the television programming you viewed/radio programming you listened to in the last seven days, were you aware of any person(s) with a disability present in any of the programming? This includes people being portrayed as having a disability, a person with a disability being in the programme, or disability being mentioned.....	33
Chart 3.2.2	How big was the role of the person with disability in the programme? .....	34
Chart 3.2.3	How relevant was the person's disability to their role in the television programme? .....	36
Chart 3.2.5	How big was the role of the person with the disability in the radio programme? .....	38
Chart 3.2.6	How relevant was the person's disability to their role in the radio programme? .....	39
Chart 3.4.1	Vision disability/entertainment programming (television) .	65
Chart 3.4.2	Hearing disability /entertainment programming (television)_	

	.....	66
Chart 3.4.3	Physical disabilities /entertainment programming (television) .....	67
Chart 3.4.4	Mental health disabilities /entertainment (radio).....	69
Chart 3.4.5	Learning disabilities / current affairs programming (television) .....	72
Chart 3.4.6	Learning disabilities / Current affairs (radio) .....	71
Chart 3.4.7	Physical disabilities/Current affairs programming (television) .....	72
Chart 3.4.8	Vision disabilities/current affairs programming (television) .....	75
Chart 3.4.9	Hearing disabilities/Current affairs programming (television) .....	74
Chart 3.4.10	Mental health disability/current affairs (radio) .....	75
Chart 3.4.11	How acceptable or unacceptable or unacceptable in your opinion are explicit sex scenes on television or explicit conversations about sex on radio? .....	<u>76</u>
Chart 3.4.12	How acceptable or unacceptable or unacceptable in your opinion are explicit sex scenes on television or explicit conversations about sex on radio? .....	<u>78</u>
Chart 3.4.13	Which of the following best describes you? .....	<u>79</u>
Chart 3.4.14	Which of the following best describes you? .....	<u>80</u>
Chart 3.4.15	Hearing disabilities/programming including sexuality (television) .....	<u>82</u>
Chart 3.4.16	Learning disabilities/programming including sexuality (television) .....	<u>83</u>
Chart 3.4.17	Vision disabilities/programming including sexuality (television) .....	<u>84</u>
Chart 3.4.18	Mental health disabilities/programming including sexuality (television) .....	<u>85</u>

Chart 3.4.19	Physical disabilities/programming including sexuality (television) .....	<u>86</u>
Chart 3.4.20	The net likelihood to view by the net acceptability for each scenario. ....	<u>89</u>
Chart 3.5	Thinking about the terms people use to talk about people with disabilities on television/radio, how do you feel about each of the following words/phrases?.....	<u>95</u>

# List of Tables

Table 2.1	Location of interviews .....	16
Table 2.2	Definition of a person with disability .....	17
Table 3.2.1	Thinking back to the last time you noticed a person with a disability present on television programming you viewed/a radio programme you listened to. What type(s) of disability did the person(s) present have? .....	31
Table 3.2.4	Genre of television programme recalled .....	37
Table 3.2.7	Genre of radio programme recalled. ....	40
Table 3.3.1	A suggestion has been made that more people with disabilities should be present in television/radio programming. What impact do you think this would have on your viewership/listenership? .....	42
Table 3.3.2	Reasons for feeling increased presence of people with disabilities in television programming would have no impact on viewing.....	43
Table 3.3.3	Reasons for feeling increased presence of people with disabilities in radio programming would have no impact on listening. ....	44
Table 3.3.4	Reasons for being a little/a lot more likely to view television programming with more people with disabilities present..	45
Table 3.3.5	Reasons for being a little/a lot more likely to listen to radio programming with more people with disabilities present..	47
Table 3.3.6	Now thinking specifically about those with (relevant disability type), how do you think increasing their presence in the television programming that you view would impact on your viewership? .....	48

Table 3.3.7	Now thinking specifically about those with (relevant disability type), how do you think increasing their presence in the radio programming that you listen to would impact on your listenership?.....	51
Table 3.3.8	Thinking about the last time, if ever, you viewed a television programme, listened to a radio programme on which a person with a disability was present, can you tell me what action you took? .....	53
Table 3.3.9	Reasons for continuing to watch a television programme in which a person with a disability was present .....	55
Table 3.3.10	Reasons for continuing to listen to a radio programme in which a person with a disability was present .....	55
Table 3.3.11	Which of the following best describes your opinion of how people with disabilities are generally talked about on television/talked about on radio? .....	56
Table 3.3.12	Which of the following best describes your opinion of how people with disabilities are generally talked about on television/talked about on radio? .....	56
Table 3.3.13	Reasons for feeling people with disabilities are talked about in a positive way on television.....	58
Table 3.3.14	Reasons for feeling people with disabilities are talked about in a positive way on radio.....	59
Table 3.3.15	Reasons for feeling people with disabilities are talked about in a negative way on television .....	60
Table 3.4.1	Scenarios tested for television .....	65
Table 3.4.2	Scenarios tested for radio .....	65

## **Executive Summary**

The aim of this research study is to provide information about attitudes to the representation of people with disabilities in both radio and television broadcasting.

The research was jointly commissioned by the Broadcasting Commission of Ireland and the National Disability Authority as part of a broader project on the representation of people with disabilities in Irish broadcasting.

The Broadcasting Commission of Ireland (BCI) was created by statute and has responsibility for a range of activities including the licensing and regulation of independent radio and television in Ireland and management of the Sound and Vision Broadcast Fund. The National Disability Authority (NDA) was created by statute and has responsibility for advising on disability policy and practice and for conducting and commissioning research on issues relating to disability.

The information is derived from a representative population survey of males and females aged 18 and over living in the Republic of Ireland. Specific analysis has been carried out across a range of variables including gender, age and disability status. The evidence will be used to inform the development of policy and practice in relation to the representation of people with disabilities in Irish broadcasting.

## **Key Findings**

People with any form of disability are more prominently recalled from television (“TV”) programming than from radio programming. It is the case, however, that 1 in 2 members of the overall sample cannot recall any person with a disability on television and nearly 8 in 10 cannot recall such a person on radio. Those who themselves have a disability are more sensitised and more likely to claim such recall from TV or Radio.

Where respondents recalled a person with a disability in a TV programme, they mainly thought the person played a major role; such individuals were thought to have been in more secondary roles on radio. Talk shows accounted for nearly half of radio recall, ahead of news and current affairs. Types of TV programmes were more varied, with news, drama, soaps, current affairs and special interest shows for those with disabilities to the fore.

Most members of the overall sample say that the inclusion of more people with disabilities on TV would have no impact on their likelihood to view – with 1 in 4 feeling that it would make them more likely to view. Attitudes are very similar in relation to including more people with disabilities on radio. Those favourable to more inclusion believe that this might help them learn more about disabilities, hear a different point of view and be generally more supportive of the rights of those with disabilities.

The results show a minority (7% for TV and 5% for radio) would be less likely to view or listen in such circumstances. They attributed their resistance to the emotional sadness felt about the person with a disability and/or a general feeling of discomfort. Respondents were also slightly less likely to view or listen to persons with a speech disability than other disabilities.

Just 1 in 10 respondents think that people with disabilities are generally talked about in a negative way on TV or radio. More than half of the population think that TV coverage is generally positive but this falls to 4 in 10 for radio.

15 separate hypothetical programme content scenarios were presented in which people with a disability were involved in television or radio programmes. (These scenarios are described in detail in section 3.4 of this report). It is evident that some of these scenarios are notably less acceptable to the public, in particular the depiction of people with a physical, mental health or learning disability in a scene of a sexual nature. The depiction of people with physical, mental health or learning disability in a scene of a sexual nature is 'totally' acceptable to less than 30% of the population. However, to put this in context, it should be noted that only 6% of those aged 18 or more regard explicit sex scenes on television or explicit conversations about sex on radio as 'totally acceptable' in any event.

The involvement of someone with a visual or hearing disability in programming of a sexual nature is more acceptable but may still be 'off-putting' – as could someone with a mental health disability in current affairs programming. However, the inclusion of a person with a disability in entertainment or current affairs programming was most acceptable to the overall sample.

People with disabilities interviewed do not always find the scenarios more acceptable than those interviewed who do not have a disability. In particular, the sexual involvement of a person with a disability in TV and radio programming appeared to be more unacceptable to them. For example: in response to a scenario describing someone with a physical disability in sexual programming, people with disabilities were less likely than the overall sample to rate such a scenario as 'totally' or 'fairly acceptable', (34%, as compared to 44% of the overall sample).

However, people with a disability were generally more conservative about explicit sex on TV and radio than the overall sample. 26% of people with disabilities reported that sexually explicit material is 'totally or fairly acceptable' compared to 30% of the general population.

Overall, the research suggests that the great majority of the Irish public are prepared to view and listen to television and radio programming in which people with disabilities take part, but the level of acceptance will depend both on context and the type of disability featured.

# 1. Introduction

This research was jointly commissioned by the Broadcasting Commission of Ireland and the National Disability Authority as part of a broader project on the representation of people with disabilities in Irish broadcasting.

The Broadcasting Commission of Ireland (BCI) was created by statute and has responsibility for a range of activities including the licensing and regulation of independent radio and television in Ireland and management of the Sound and Vision Broadcast Fund. The National Disability Authority (NDA) was created by statute and has responsibility for advising on disability policy and practice and for conducting and commissioning research on issues relating to disability.

The aim of this research study is to provide evidence about attitudes to the representation of people with disabilities in both radio and television broadcasting. Specifically, the research assessed the:

- awareness and attitudes of the viewer/listener to representations of people with disabilities in radio and television broadcasting;
- attitudes to language used in radio and television broadcasting to describe or to refer to people with disabilities;
- the impact of representations of people with disabilities in radio and television broadcasting on viewing /listening, and;
- regular broadcasting viewing and listening habits, including measures of quantity/time and type of programming.

The findings are derived from a representative population survey of males and females aged 18 and over living in the Republic of Ireland. Specific analysis has been carried out across a range of variables including gender, age and disability status.

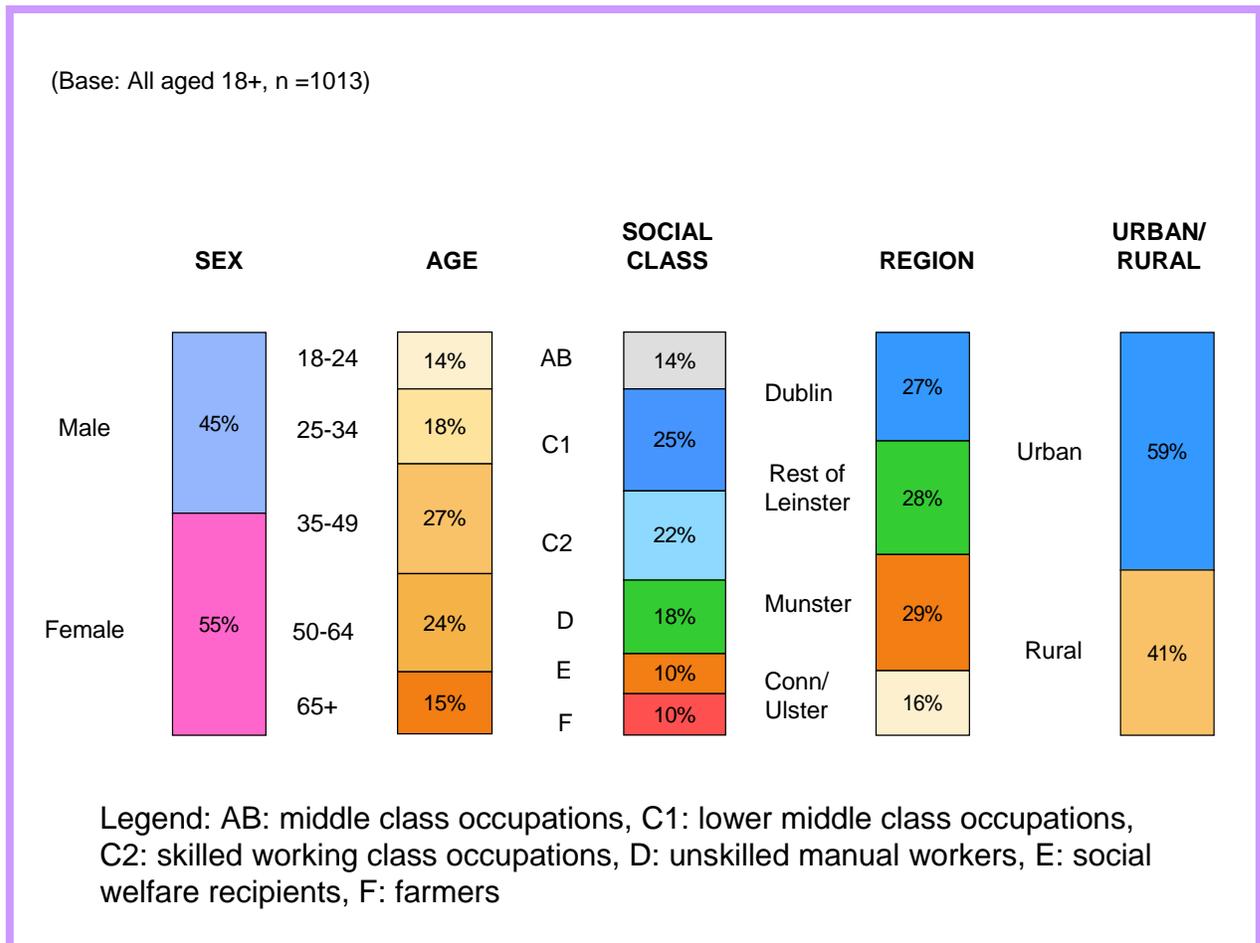
The findings will be used to inform the development of policy and best practice in relation to the representation of people with disabilities in Irish broadcasting.

## 2.0 Methodology

### 2.1 Data Collection

The research was undertaken through face-to-face, in-home interviews with a representative sample of the public aged 18+. The sample interviewed is representative of the Republic of Ireland population in terms of sex, age, social class and region. The sample breakdown on demographic variables is shown below.

Chart 2.1 Sample breakdown on demographic variables



A total of 1,013 interviews were undertaken face-to-face in respondents' own homes between 22<sup>nd</sup> August and 8<sup>th</sup> October 2007.

As is representative of the population aged 18+ in the Republic of Ireland, 55% of the sample was female and 45% male. The age profile of those interviewed is also reflective of the age profile of the population aged 18+. 14% of the total sample interviewed were aged 18-24 years, 18% were aged 25-34 years, 27% 35-49 years, 24% 50-64 years and 15% were aged 65+.

The social class profile of those interviewed is as follows: 14% of those interviewed were from middle class occupations ('AB'), 25% were from lower middle class backgrounds ('C1'), 22% from skilled working class backgrounds ('C2'), 28% of those interviewed were either unskilled manual workers ('D'), or in receipt of social welfare ('E'), and 10% were farmers ('F').

Interviews were undertaken at 63 separate locations throughout the Republic of Ireland. 27% of interviews were undertaken in Dublin, 28% in rest of Leinster, 29% in Munster and 16% in Connaught /Ulster. 59% of all interviews were undertaken with urban dwellers and 41% with rural dwellers. These locations are detailed in Table 2.1 below.

Table 2.1 Location of interviews

Dublin	Rest of Leinster	Munster	Connaught/ Ulster
BALDOYLE	ARDEE RURAL	BANDON	BALLINASLOE
BALLYGALL	BALLYMAHON RURAL	CARRICK-ON-SUIR	CARRICKMACROSS RURAL
BLACKROCK/MONKSTOWN	CARLOW RURAL	CASHEL RURAL	GALWAY URBAN
BOTANIC	CARLOW URBAN	CORK RURAL	GALWAY RURAL
CABINTEELY	DROGHEDA	CORK URBAN – FERRANFERRIS	GLENTIES RURAL
CASTLEKNOCK	EDENDERRY	CORK – THE GLEN	LETTERKENNY TOWN
CLONDALKIN	ENNISCORTHY	CORK MIDDLETON	MAYO CLAREMORRIS
CRUMLIN	JULIANSTOWN	CORK KANTURK	SLIGO RURAL Knockaree, Kilmacowen
DRUMCONDRA SOUTH	KILDARE COUNTY	ENNIS	TUAM RURAL
DUN LAOGHAIRE	LONGFORD COUNTY	KANTURK RURAL	
FINGLAS	NAAS	KERRY COUNTY	
GRANGE	TRIM RURAL	KILLARNEY	
LUSK	TULLAMORE RURAL	LISMORE RURAL	
RAHENY	WEXFORD COUNTY	LISTOWEL RURAL	
RATHCOOLE		MEELICK RURAL	
RATHFARNHAM		MIDDLETON RURAL	
RATHMINES WEST		LIMERICK TOWN	
RUSH		WATERFORD RURAL	
STILLORGAN		WATERFORD URBAN	
TALLAGHT SUBURBS			
TALLAGHT VILLAGE			

## Sample of People with A Disability

11% of the sample reported that they have a disability. People with disabilities were defined using the 2006 Census definition of disability. The question wording was 'Do you have any of the following long lasting conditions?' Table 2.2 shows the response categories for this question.

Table 2.2 Definition of a person with Disability

<b>Blindness, deafness or a severe vision or hearing impairment</b>
<b>A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching , lifting or carrying</b>
<b>A learning or intellectual disability</b>
<b>A psychological or emotional condition</b>
<b>Other, including any chronic illness</b>

The profile of those reporting with a disability is shown in Chart 2.2

56% of those reporting a disability were female and 44% were male. Those reporting a disability are disproportionately represented amongst older age groups. 39% of those reporting a disability were aged 65+ as compared with 15% of the general population. People with disabilities were also disproportionately represented in the E social class group i.e. those long term in receipt of social welfare (23% as compared to 10% for total sample). Those reporting a disability were also disproportionately represented in the Leinster region outside Dublin, 44% of those reporting a disability were resident in the Leinster region outside Dublin, as compared to 28% of the general population.



## 2.2 Other Methodological Issues

The following notes should explain how to read and interpret the text, tables and charts presented in this report.

**Base:** Each tabular or graphical output contains a base from which the percentages are calculated. This is the number of people who responded to a particular question.

**Margin of Error:** The margin of error for a random sample of 1013 respondents is +/-4% approximately. This means that we can be 95% confident that we are within 4% of the actual result. (Quota sampling was employed for this study and interviews were undertaken at a stratified random sample of sampling points. The sampling employed in this research provides a reasonable approximation of random sampling).

**Rounding Error:** Some rounding errors may occur in the data tables and charts. This means that, for single response questions, not all figures will add up to precisely 100%, due to rounding.

**Social Class:** The occupation of the chief income earner for the household was used to categorise the social class of respondents. The social class definitions used are as follows: 'A/B' (Middle Class), 'C1' (Lower Middle Class), 'C2' (Skilled Working Class), 'D' (Unskilled working class), 'E' (Social welfare recipients), 'F' (Farmers). Farmers are further divided into two groups 'F50+' denotes farmers who own fifty or more acres. 'F50-' denotes farmers who own less than fifty acres.

In a rough division of upper from lower social class groups farmers with fifty acres or more are included in the higher grouping with middle class and lower middle class to give a 'white-collar' view. Farmers with less than fifty acres are included with skilled working class, unskilled working class, and long-term social welfare recipients, giving a 'blue-collar' view.

**Reporting of Results:** Unless otherwise stated, only statistically significant differences between groups are described in the report. This is also the case when comparing the results between those with disabilities and the general sample, that is, only statistically significant results will be noted between the results of those with a disability and those of the general sample. Where differences are not discussed, it can be assumed that they are not statistically significant.

Where questions are asked of a particular section of the total sample or interpretation requires a focus on a particular sub-group, findings are only reported which represent the views of a minimum of 100 respondents. In respect of all questions, answers representing the views of 2% or less of the sample will be added together and presented as 'other' answers.

## **3.0 Research Findings**

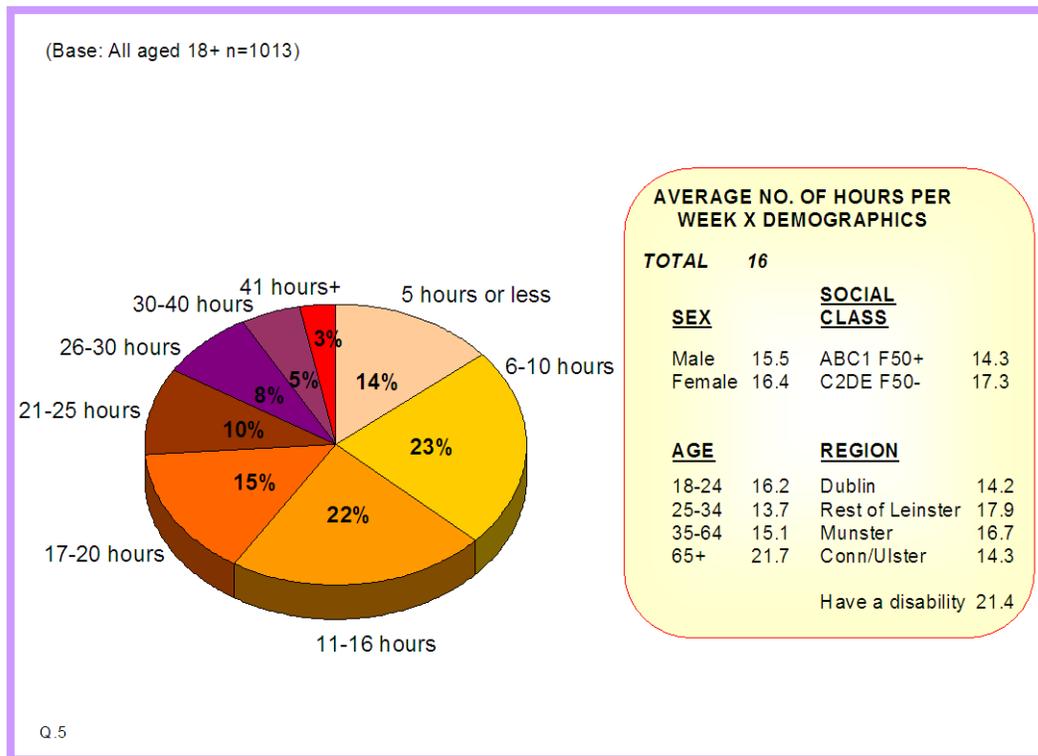
Results are presented under the following five headings: 1) regular broadcasting viewing and listening habits; 2) awareness and experience of representations of people with disabilities on television and radio; 3) attitudes towards and impact of representation of people with disabilities on radio and television viewing and listening; 4) responses to programme scenarios, and; 5) perceived acceptability of language for people with disabilities.

### **3.1 Regular Broadcasting Viewing and Listening Habits**

Respondents were asked to estimate the numbers of hours per week they spend watching television. There is wide divergence in the number of hours those aged 18+ claim to watch TV in the Republic of Ireland. 14% of those interviewed claim to watch 5 hours or less per week, 23% claim to watch 6-10 hours per week, 22% claim to watch 11-16 hours per week, 15% claim to watch 17-20 hours per week, 10% claim to watch 21-24 hours per week, 8% claim to watch 25-30 hours per week and 8% claimed to watch 31 hours or more per week. The average number of claimed TV viewing hours is 16 per week or about 2 hours 12 minutes per day.

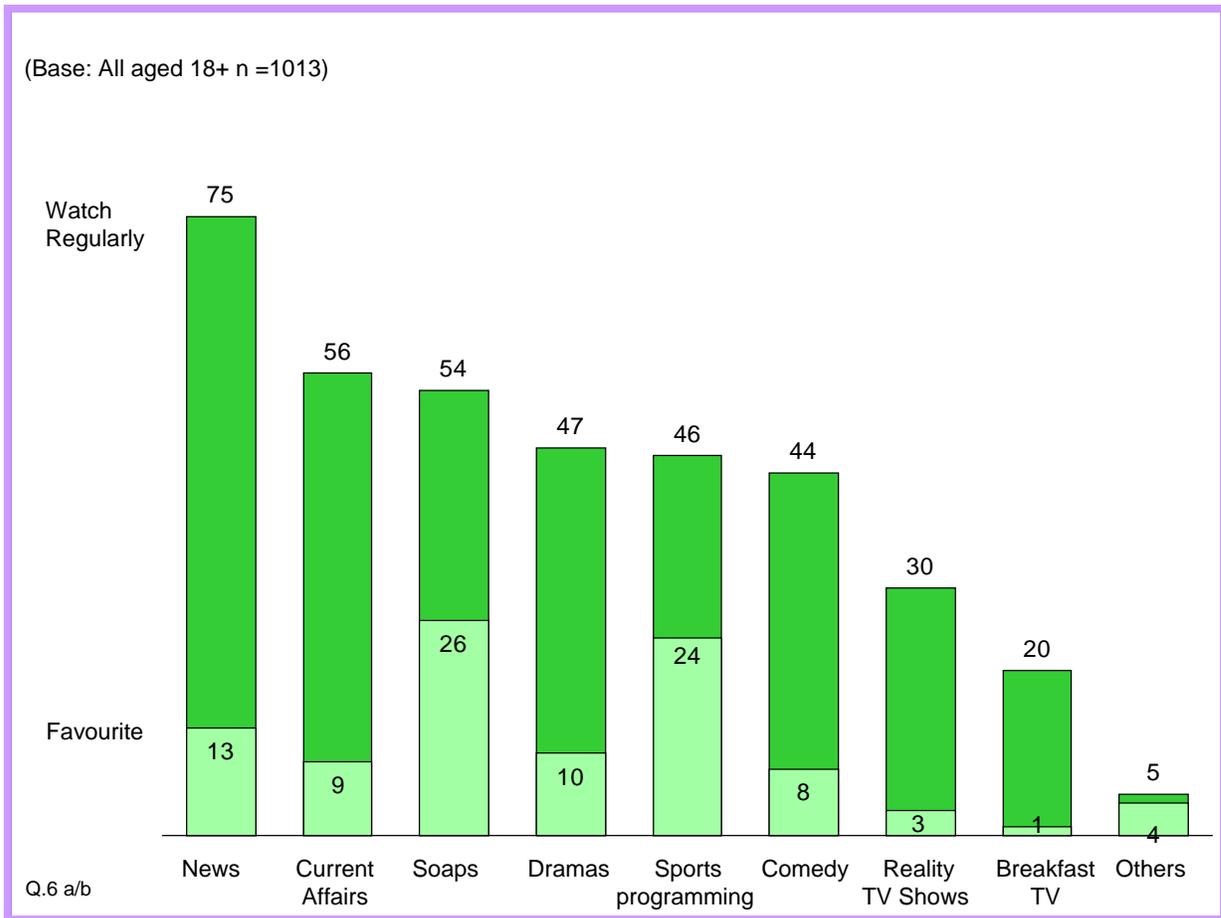
Older people (aged 65+) and those with a disability are heavier viewers, claiming to watch 21.7 and 21.4 hours per week (or a little more than 3 hours a day) respectively. Those aged 25-34 years claim to watch statistically significantly less television than the overall sample (13.7 hours per week compared with 16 hours per week for the general population). Those from 'blue-collar' households are also more likely to be heavier viewers than those from 'white-collar' households. The average number of hours viewed by 'blue-collar' households was 17.3 and the average number of hours viewed per week by 'white-collar' households was 14.3.

**Chart 3.1.1 Hours spent watching television per week.**



Respondents were also asked “what types of programmes do you watch regularly on television?” and “if you had to choose, what one type of television show is your favourite?”

Chart 3.1.2 Television programming watched regularly and preferred



Soaps and sports programming are the most popular programme genres watched on television (26% named a Soap as their favourite programme and 24% named a Sports programme).

Nevertheless, News programming is far more likely watched than these or any other programme genre: 75% claim to watch News regularly. Current Affairs and Soaps are next most likely viewed; with a little more than half of the 18+ population claiming to watch each of these programme genres regularly. Dramas, Sports and Comedy are also popular: almost half of the population claim to watch each of these programme genres.

A relatively limited proportion claim to watch reality television shows or Breakfast television (30% and 20% respectively). Younger people (those aged under-35) are most likely to watch reality television regularly whereas regular viewing of Breakfast television is disproportionately stronger amongst those aged 50-64.

Respondents were asked to identify the television channels available to them to watch at home, their favourite channel overall and their favourite Irish television channel.

Chart 3.1.3 Claimed access and preference for television channels - I

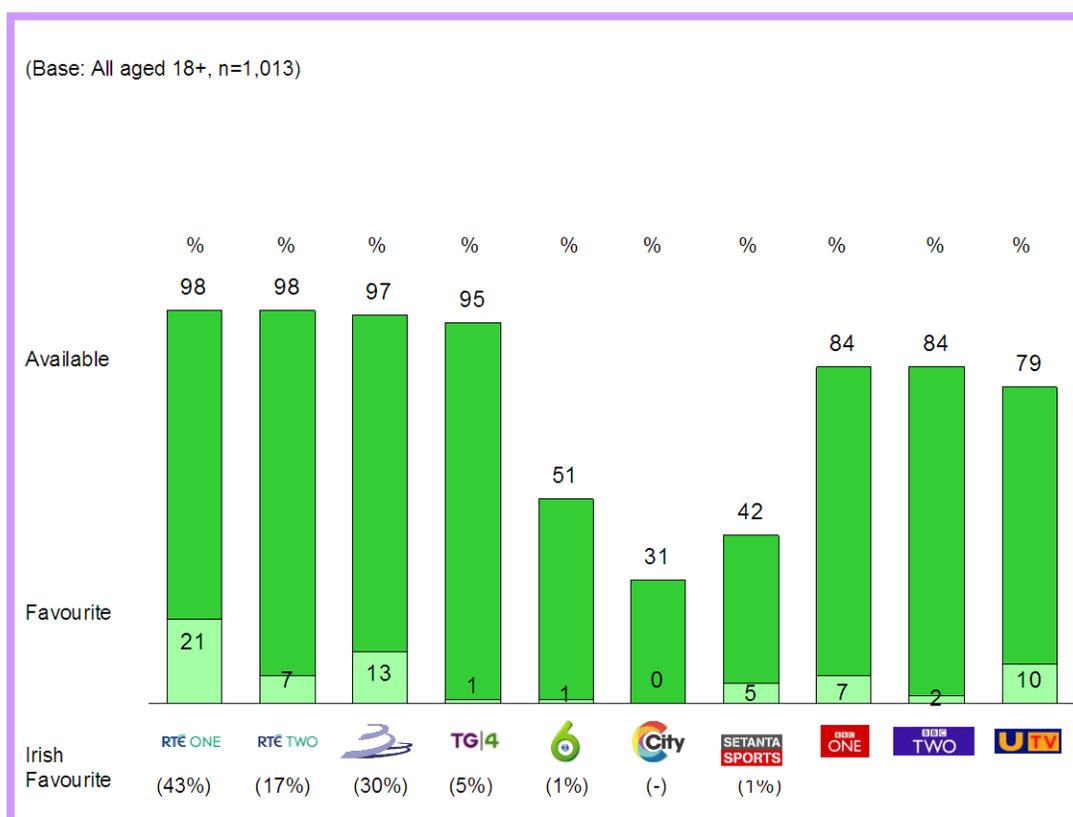
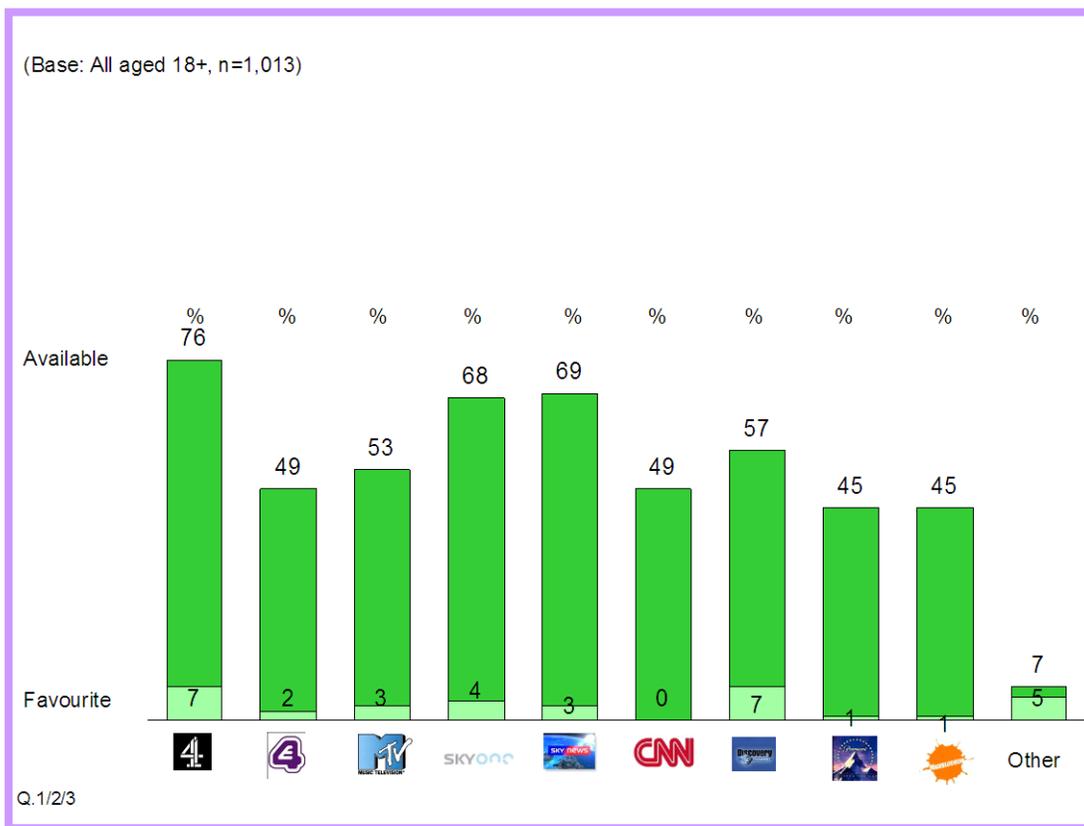


Chart 3.1.4 Claimed access and preference for television channels - II



People over 18 living in Ireland have access to a relatively large number of television channels: the average number of channels among the representative sample accessed is 13.

Taking a national view, claimed TV access for national stations (RTÉ ONE, RTÉ TWO, TV3 and TG4) is almost total. 98% claim to have access to RTÉ ONE and RTÉ TWO and 97% and 95% respectively claim to have access to TV3 and TG4. There is also high exposure to free-to-air TV programming from the UK (BBC ONE, BBC TWO, UTV and Channel 4). Between 76% and 84% have access to each of these channels.

The strong role non-Irish channels play in Irish TV viewing is illustrated by the finding that non-Irish channels, despite more limited claimed access, only rank behind RTÉ ONE and TV3 in terms of identified favourite channels.

As noted, Irish TV channels RTÉ ONE and TV3 are most likely to be identified as favourites (21% and 13% respectively ). The next most likely favourite is UTV at 10%, despite having more limited claimed access than RTÉ TWO, which is the next most identified Irish Favourite at 7% BBC One, Channel 4, Discovery and RTE TWO all tie for fourth Place at 7%.

The numbers claiming to have access to other channels measured are as follows: Sky News (69%), Sky One (68%), Discovery (57%), MTV(53%), Channel 6 (51%). Claimed access is less than 50% for each of E4, CNN, Paramount, Nickelodeon, Setanta Sports and City. The proportion of adults aged 18+ claiming to have access to each of these channels is as follows: CNN (49%), E4 (49%), Nickelodeon (45%), Paramount Comedy (45%), Setanta Sports( 42%),City Channel (31%),

Respondents were also asked to identify the radio channels available to them to listen to at home and to identify their favourite radio channel.

Chart 3.1.5 Claimed access and preference for radio stations - I

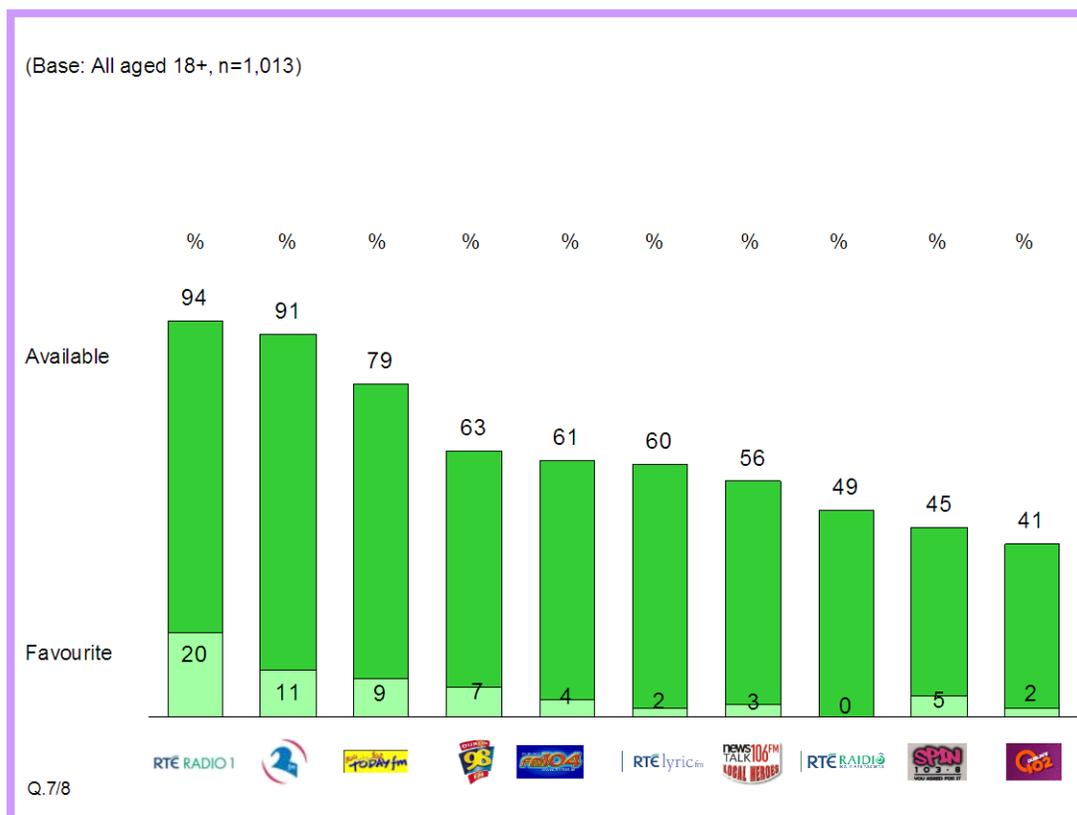
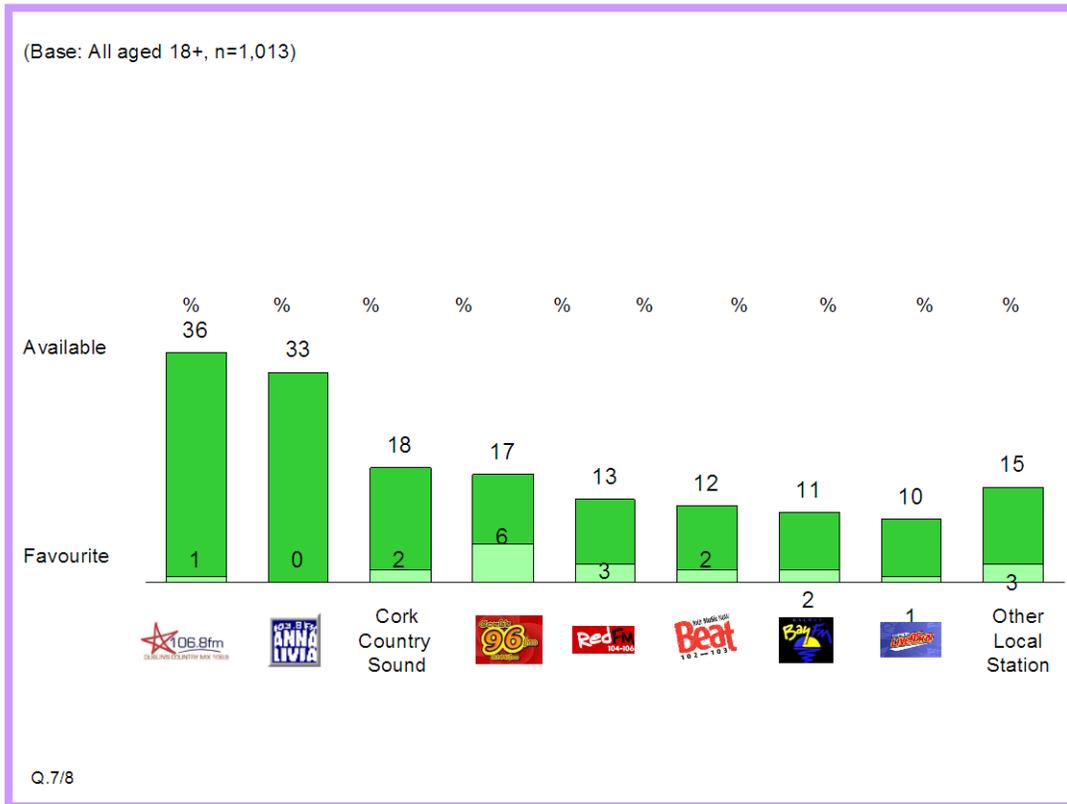


Chart 3.1.6 Claimed access and preference for radio stations - II



Respondents claim access to 8 radio stations, on average.

Looking first at national radio stations: one in twenty claim not to have access to RTÉ Radio 1, and 9% claim not to have access to 2FM. Other national stations, Today FM, RTE Lyric FM, Newstalk106 and RTÉ Raidio na Gaeltachta have quite low claimed access levels (79%, 60%, 56% and 49% respectively).

The sample was not designed to reflect the transmission areas of local radio stations. It is therefore not possible to accurately explore claimed access for stations within transmission catchment areas. However, looking across the Republic, claimed access is strongest for the local Dublin stations 98 FM and FM104. More than 50% of respondents claim to have access to each of these stations.

Claimed access for other stations measured is as follows: SPIN 103.8 (45%), Q102 (41%), Dublin's Country 106.8 (36%), Anna Livia (33%), Cork Country Sound (18%), 96FM (17%), Cork's Red FM(13%) Beat 102-103(12%) Galway May FM(11%) Limerick's Live (10%)

In the case of national radio stations, preference tends to have a strong positive correlation with perceived access. RTÉ Radio 1 is most likely identified as the favourite station (20%); 2FM is the next most likely identified favourite (11%) , followed by Today FM (9%) . 98FM is the fourth most preferred station and the most preferred local station (7% claim it as their favourite) next most preferred stations are Cork's 96FM (6%) and SPIN 103.8 (5%)

## **In Summary**

On average respondents claim to watch 2 hours and 12 minutes of TV a day with most regularly watching news (75%) and current affairs (56%). Soaps and sports are the favoured programming genres. Respondents have access to on average 13 television channels. Non-Irish channels play a strong role in Irish television viewing and rank behind RTÉ One and TV3 only on favourite channel.

People living in the Republic claim to receive 8 radio stations on average. In terms of radio access and preference, RTÉ Radio 1 (94%), 2FM (91%) and Today FM (79%) are the stations that most claim to receive and are also most likely identified as favourites. 20% claim RTÉ Radio 1 is their favourite station, 11% claim 2FM is their favourite and 9% claim Today FM is their favourite station.

### 3.2 Awareness and Experience of Representations of People with Disabilities on Television and Radio

Respondents were asked to think back to the last time they noticed a person with a disability on television and the last time that they noticed a person with a disability on radio. Some 48% of respondents reported that they had no recollection of ever noticing a person with a disability being present on television and 83% reported that they never noticed anyone with a disability on radio. It may be hypothesised, although not proven with this piece of research, that the relatively low level of notice of people with disabilities on radio as compared with television may be a function of the fact that sensory and physical disabilities may not be apparent on radio due to the nature of the medium.

Table 3.2.1 Thinking back to the last time you noticed a person with a disability present on television programming you viewed/a radio programme you listened to. What type(s) of disability did the person(s) present have?

	Television	Radio
<b>Visual</b>	<b>4%</b>	<b>3%</b>
<b>Hearing</b>	<b>7%</b>	<b>1%</b>
<b>Physical</b>	<b>25%</b>	<b>4%</b>
<b>Mental Health</b>	<b>8%</b>	<b>3%</b>
<b>Learning</b>	<b>5%</b>	<b>2%</b>
<b>Other</b>	<b>6%</b>	<b>4%</b>
<b>Nver noticed person with disability</b>	<b>48%</b>	<b>83%</b>
<b>Total n = 1,013</b>	<b>100%</b>	<b>100%</b>

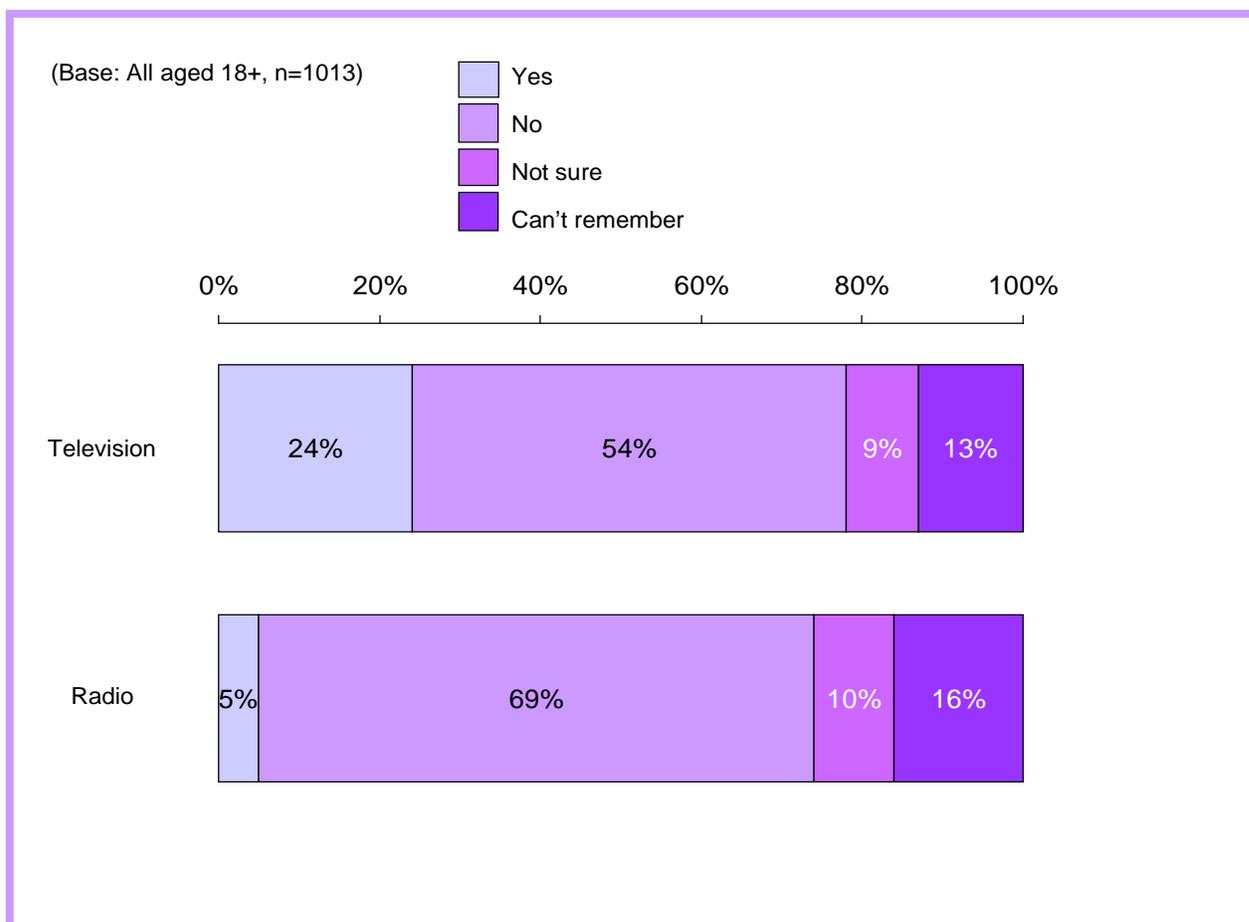
The results show that men (54%), those from 'blue-collar' social class groups (52%) and those from rural areas (58%) were most likely not to have noticed someone with a disability on television.

Respondents with disabilities were more likely than others to have noticed people with disabilities on television (64% of those with a disability compared to 52% of the total sample). Those with a disability were also more likely than others to recall someone with a disability on radio (26% of those with a disability, compared to 17% in the total sample).

The most frequent disability recalled on television was physical disability (25%). Other disability types were less recalled on television, although mental health and hearing disabilities were recalled slightly more often than others (8% and 7% respectively). There was no specific disability recalled more than others on radio.

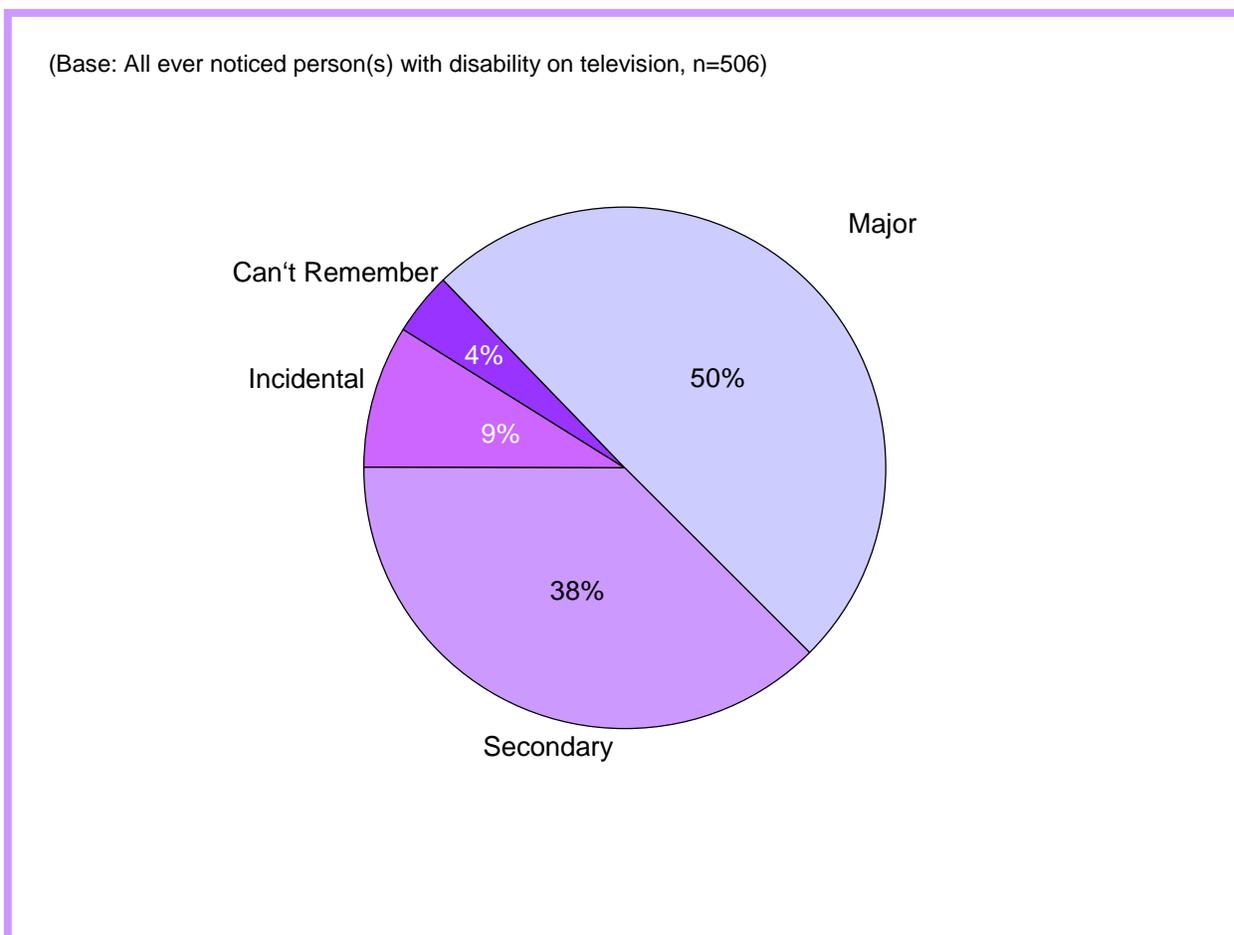
Respondents were also asked if they were aware of any person(s) with a disability present in television or radio programming in the last seven days. About one quarter (24%) claimed to be aware of a person(s) with a disability present on television in the last seven days, as compared with one in twenty for radio. As noted earlier, it may be hypothesised that the incidence of noticing someone with a disability in the past seven days on television is greater than radio due to the fact that physical and sensory disabilities may not be discerned on radio as easily as on television.

Chart 3.2.1 Thinking about the television programming you viewed/radio programming you listened to in the last seven days, were you aware of any person(s) with a disability present in any of the programming? This includes people being portrayed as having a disability, a person with a disability being in the programme, or disability being mentioned.



Those with a disability were most likely to report seeing someone with a disability on television in the previous seven days (37% of those with a disability compared to 24% of the total sample). The great majority (71%) of those who reported seeing someone with a disability on television, in the previous seven days, reported seeing just one programme in which a person with a disability was present.

**Chart 3.2.2 How big was the role of the person with disability in the programme?**

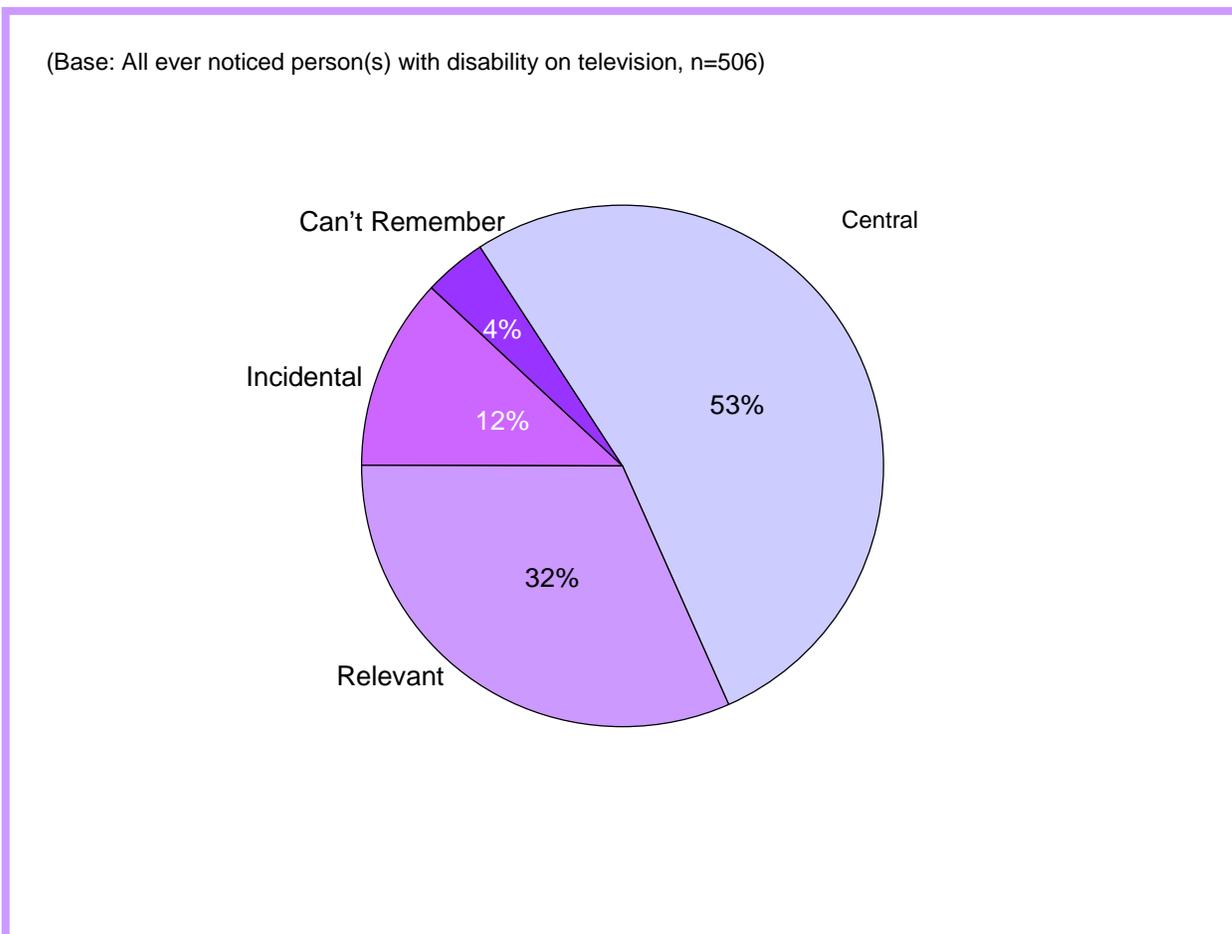


Respondents who reported ever noticing a person with a disability on television were asked about the size and nature of the role the person with a disability played. With respect to role size, respondents were asked to rate whether the role of the person with a disability was major, ('they were the primary person in the programme'), secondary, ('they were important to but not the primary person in the programme') or incidental, ('their presence was unimportant to the show as a whole').

Results indicate that, when people with disabilities are noticed on television, the roles remembered are most likely to be 'major' or 'secondary'. 50% recalled a person with a disability on television in a 'major' role and 38% in a 'secondary' role. A minority, (just 9%) reported that the person recalled was in an incidental role, while 4% claimed they 'couldn't remember.'

With respect to the nature of the role, respondents were asked to rate whether the role of the person with a disability was central, relevant or incidental to the television programme in which they were viewed. Central was defined as "they would not have been suitable for the programme unless they were disabled". Relevant was defined as, "being disabled was relevant to the programme but not necessary". Incidental was defined as "being disabled was not at all relevant for the programme".

**Chart 3.2.3 How relevant was the person'(s) disability to their role in the television programme?**



The findings indicate that programming with disabled people present is more likely to be 'about disability', rather than disability being incidental to the general theme or plot. From Chart 3.2.3, more than half (53%) reported that disability was central to the role of the disabled person played, 32% claimed that disability was relevant to the role, 12% claimed that disability was incidental to the role and 4% claimed that they could not remember.

### Table 3.2.4 Genre of television programme recalled

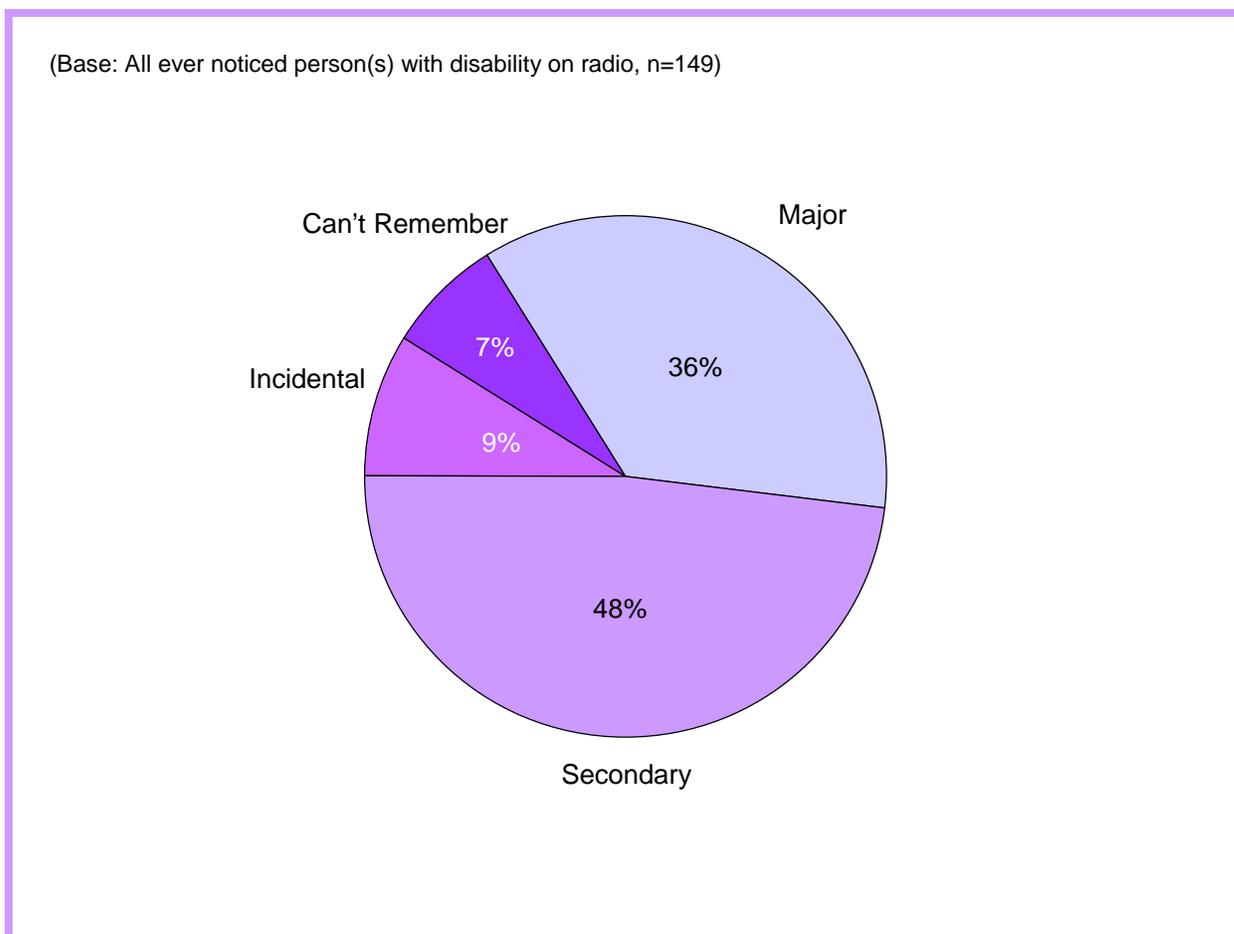
Respondents were asked 'what was the name of the programme' in which they last remembered a disabled person being present and interviewers post coded the specific programmes into the genres shown below.

Base: All ever noticed person(s) with disability on television, n=506	
News	17%
Drama	14%
Soap	13%
Special show highlighting disabilities	10%
Current affairs	9%
Special show for people with disabilities	6%
Breakfast show	5%
Realty TV show	5%
Comedy	4%
Sports	4%
Other	11%
<b>Total n = 506</b>	<b>100%</b>

Recall of people with disabilities by respondents was reported for a wide range of television programming. Table 3.2.4 above details this and shows that recall of people with disabilities by respondents was most likely reported for News, Drama and Soaps.

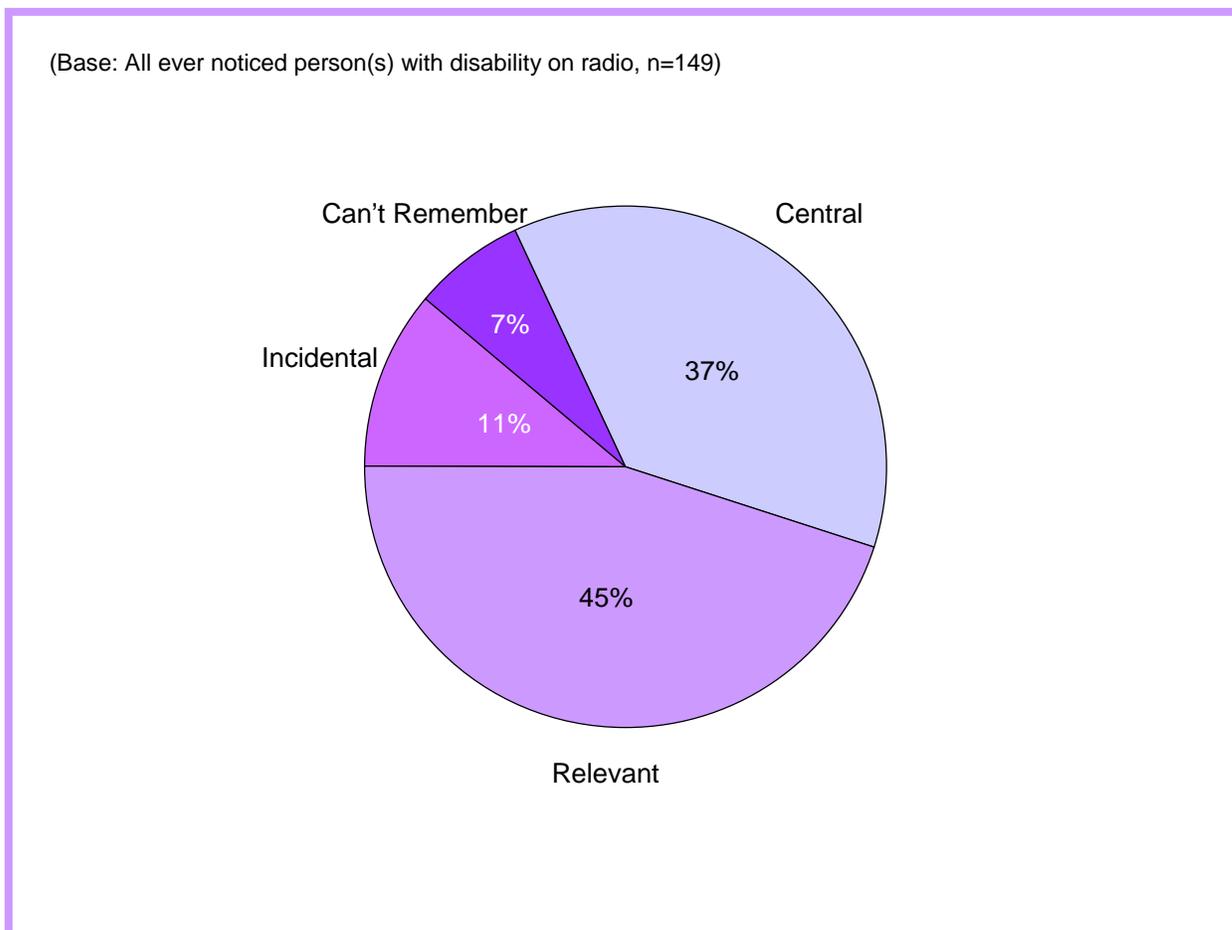
Respondents who reported ever noticing a person with a disability on radio were also asked about the size and nature of the role the person with a disability played.

Chart 3.2.5 How big was the role of the person with the disability in the radio programme?



With respect to role size, respondents were more likely to recall someone with a disability in a 'secondary' role on a radio programme, as compared with a television programme (48% reported noticing someone with a 'secondary' role on a radio programme, compared with 38% on a television programme). Similarly, fewer respondents reported noticing someone with a disability in a 'major' role on radio as compared with television (36% compared with 50%). The number of respondents who noticed someone with an incidental role on radio is identical to television (9% respectively). 7% claimed that they could not remember the size of the role on radio as compared to 3% on television.

Chart 3.2.6 How relevant was the person(s) disability to their role in the radio programme?



As with television programming, the great majority (82%) claimed the person(s) with a disability recalled on radio, either played a central role (they would not have been suitable for the programme unless they were disabled) or a relevant role (being disabled was relevant to the programme but not necessary). 11% claimed that disability was incidental to their role on radio as compared to 12% on television. 7% could not remember the relevance of disability to the role on radio as compared to 4% for television.

Table 3.2.7 Genre of radio programme recalled.

<b>Base: All ever noticed person(s) with disability on radio, n=149</b>	
<b>Talk show</b>	<b>49%</b>
<b>Current affairs</b>	<b>11%</b>
<b>News</b>	<b>11%</b>
<b>Late night talk</b>	<b>3%</b>
<b>Music</b>	<b>3%</b>
<b>Sports</b>	<b>3%</b>
<b>Drama</b>	<b>1%</b>
<b>Breakfast</b>	<b>1%</b>
<b>Primetime</b>	<b>1%</b>
<b>Other</b>	<b>11%</b>
<b>Can't Remember</b>	<b>6%</b>
<b>Total n = 149</b>	<b>100%</b>

From Table 3.2.7 the genre of radio programme on which persons with disabilities were most likely to be recalled were Talk Shows, Current Affairs and News.

### **In Summary**

Almost half of adults aged 18+ living in the Republic report they have never noticed a person with a disability on television. 83% claim to have never noticed a person with a disability on radio. Respondents with disabilities are most likely to notice other people with disabilities on television or radio. As noted earlier, it may be hypothesised that the incidence of noticing someone with a disability in the past seven days on television is greater than radio due to the fact that physical and sensory disabilities may not be discerned on radio as easily as on television.

When people with disabilities are recalled, more are thought to have played major or secondary roles and a small proportion felt their disability was incidental to their role.

### 3.3 Attitudes towards and Impact of Representations of People with Disabilities in Radio and Television Broadcasting on Viewing/Listening

Respondents were told that “a suggestion has been made that more people with disabilities should be present in television and radio programming.” They were then asked, “what impact do you think that increased inclusion of people with disabilities will have on your viewership/listenership of programmes in which they are present?”

Table 3.3.1 A suggestion has been made that more people with disabilities should be present in television/radio programming. What impact do you think this would have on your viewership/listenership?

<b>Base: All aged 18+, n=1013</b>		
	<b>Television</b>	<b>Radio</b>
<b>I would be a lot more likely to view/listen</b>	<b>9%</b>	<b>8%</b>
<b>I would be a little more likely to view/listen</b>	<b>16%</b>	<b>14%</b>
<b>It would have no impact on my likelihood to view/listen</b>	<b>56%</b>	<b>61%</b>
<b>I would be a little less likely to view/listen</b>	<b>5%</b>	<b>3%</b>
<b>I would be a lot less likely to view/listen</b>	<b>2%</b>	<b>2%</b>
<b>It depends</b>	<b>12%</b>	<b>13%</b>
<b>Total n = 1,013</b>	<b>100%</b>	<b>100%</b>

More than half (56%) of respondents report that the inclusion of more people with disabilities in television programming would have no impact on their likelihood to view. 9% claim that they would be a lot more likely to view television programming which includes more people with disabilities and 16% claim that they would be a little more likely to view. In total therefore, 4 out of

5 (81%) claim to be neutral or positive towards the inclusion of more people with disabilities on television.

A minority (7%) claim that including more people with disabilities on television would make them a little or a lot less likely to view; the figure is 5% for radio. In addition, a significant minority (about one in seven) refused to answer definitively one way or the other for either medium, claiming 'it depends'.

Attitudes are very similar with regard to including more people with disabilities in radio programming. 61% claimed that the inclusion of more people with disabilities in radio programming would have no impact, 8% claimed they would be a lot more likely to listen and 14% claimed they would be a little more likely to listen.

People with disabilities were more likely to report that they would be more likely to view programming including more people with disabilities on television. 32% of those with a disability reported they would be a lot or a little more likely to view television programming which included more people with disabilities, compared with 25% of the general population.

The most frequently offered rationale for claiming that the inclusion of people with disabilities would have no impact on likelihood to view/listen to radio or television was that viewers/listeners do not discriminate between people with and without disabilities. One in twenty also referred to the fact that one cannot tell on radio whether the person is disabled anyway.

Table 3.3.2 Reasons for feeling increased presence of people with disabilities in television programming would have no impact on viewing.

<b>Base: All reported increased presence of people with disabilities would have no impact on viewing, n=570</b>	
<b>I would still watch/ Would not make any difference</b>	<b>29%</b>
<b>I don't differentiate between people</b>	<b>9%</b>
<b>People with disabilities have as much right to be on TV</b>	<b>8%</b>
<b>If it interested me, I'd watch it</b>	<b>7%</b>
<b>Depends on the programme content</b>	<b>5%</b>
<b>People with disabilities don't bother me</b>	<b>4%</b>
<b>If it was a good storyline, makes no difference</b>	<b>2%</b>
<b>Other</b>	<b>25%</b>
<b>Don't know/Not stated</b>	<b>11%</b>
<b>Total n=570</b>	<b>100%</b>

Table 3.3.3 Reasons for feeling increased presence of people with disabilities in radio programming would have no impact on listening.

<b>Base: All reported increase presence of people with disabilities would have no impact on listening, n=621</b>	
<b>I would have no problem/Wouldn't mind</b>	<b>35%</b>
<b>Why not?/ Makes no difference to me</b>	<b>12%</b>
<b>Depends on the subject being discussed/ I would listen if good regardless</b>	<b>10%</b>
<b>Does not matter/ If they can do the job its fine</b>	<b>9%</b>
<b>Don't listen to radio much</b>	<b>4%</b>
<b>Very hard to tell on radio</b>	<b>4%</b>
<b>Wouldn't really care either way/ interested</b>	<b>3%</b>
<b>Depends on the disability</b>	<b>2%</b>
<b>Other</b>	<b>9%</b>
<b>Don't know/Not stated</b>	<b>12%</b>
<b>Total n=621</b>	<b>100%</b>

Reasons offered for being more likely to view or listen to programming that includes more people with disabilities were common to both media:

- To learn more about disabilities;
- To hear a different point of view;
- To support the right of persons with disabilities to be on television/radio, like other groups.

Indicative quotes from those interviewed were:

“It would open your eyes to what they go through”

“Because we don’t realise enough the problems of people with disabilities”

“Their views are just as good as anyone else”

Less than 100 respondents for each media reported that they would be a little or a lot less likely to listen/watch television/radio with increased numbers of people with disabilities included. Consequently, the full breakdown of results is not presented. However, those who claimed that they would be less likely to view/listen were most likely to cite the emotional sadness they feel for the person with the disability and also the feeling of discomfort in watching/listening.

Table 3.3.4 Reasons for being a little/a lot more likely to view television programming with more people with disabilities present.

<b>Base: All reported they would be a lot / a little more likely to view, n=250</b>	
<b>It would teach me about disabilities</b>	<b>20%</b>
<b>I have a relative/know people with disabilities</b>	<b>9%</b>
<b>People with disabilities have as much right to be on TV as anyone else</b>	<b>9%</b>
<b>We need to understand more about people with disabilities</b>	<b>8%</b>
<b>It's nice to see people with disabilities being successful/talented/not letting it overcome their lives</b>	<b>8%</b>
<b>It would not make any difference</b>	<b>7%</b>
<b>If it interested me, I would watch it</b>	<b>7%</b>
<b>Why shouldn't people with disabilities be given a chance on TV?</b>	<b>4%</b>
<b>I don't differentiate between people</b>	<b>3%</b>
<b>Shows people with disabilities can do things like everyone else</b>	<b>3%</b>
<b>If it was a good storyline</b>	<b>2%</b>
<b>Other</b>	<b>15%</b>
<b>Don't know/Not stated</b>	<b>5%</b>
<b>Total n=250</b>	<b>100%</b>

Table 3.3.5 Reasons for being a little/a lot more likely to listen to radio programming with more people with disabilities present.

<b>Base: All reported they would be a lot / a little more likely to view, n=214</b>	
<b>Would be interesting/Could learn more about disabilities</b>	<b>50%</b>
<b>I would like to see disabled people get the opportunity</b>	<b>10%</b>
<b>I would like to hear more people with disabilities on radio</b>	<b>8%</b>
<b>I would have no problem/ I have nothing against people with disabilities</b>	<b>7%</b>
<b>Why not/disabled people have as much right to be on radio as everyone else</b>	<b>7%</b>
<b>I like to hear their point of view/ just as relevant</b>	<b>7%</b>
<b>Would still listen/does not matter</b>	<b>3%</b>
<b>I support this/people should be listened to on merit nor disability</b>	<b>6%</b>
<b>Other</b>	<b>2%</b>
<b>Total n=214</b>	<b>100%</b>

After the question querying likely responses to the inclusion of more people with disabilities in general, on television and radio programming, respondents' reactions to the inclusion of people with specific disabilities (physical, speech, mental health, vision, hearing and learning) were assessed.

Table 3.3.6 Now thinking specifically about those with (relevant disability type) how do you think increasing their presence in the television programming that you view would impact on your viewership?

	Physical Disabilities	Speech Disabilities	Mental Health Disabilities	Vision Disabilities	Hearing Disabilities	Learning Disabilities
I would be a lot more likely to view/listen	8%	8%	8%	8%	8%	8%
I would be a little more likely to view/listen	14%	12%	15%	14%	13%	15%
It would have no impact on my likelihood to view/listen	60%	55%	54%	63%	62%	60%
I would be a little less likely to view/listen	7%	11%	6%	5%	6%	6%
I would be a lot less likely to view/listen	3%	3%	5%	2%	2%	2%
It depends	8%	11%	13%	8%	9%	9%
Total n= 1,013	100%	100%	100%	100%	100%	100%

Table 3.3.6 shows that the majority of respondents, across all types of disabilities, anticipate that the inclusion of people with a disability will have no impact on their viewing of television programming. In response to the potential inclusion of more people with vision disabilities in television programming, the majority, 63% reported that it would have no impact on their viewing. Looking at the results of those who claimed it would have an impact, the balance was positive. 8% reported they would be 'much more likely to view', 14%, 'a little more likely to view' as compared with 5%, 'a little less likely to view, and 2%, 'a lot less likely to view'. 8% reported that 'it depends'. The anticipated impact for vision disabilities is very similar to that for physical, hearing and learning disabilities.

Respondents were more likely to foresee a negative impact on personal viewing of television programmes which included people with speech disabilities than those that included people with physical, vision, mental health, hearing or learning disabilities. Respondents were significantly less likely to claim that the inclusion of more people with speech disabilities would have no impact on viewing television programmes (55%) and more likely to claim that they would be a little or a lot less likely to view such programming (14%). The majority (75%), however, thought the presence of a person with a speech difficulty would either have no impact or make them more likely to view.

Respondents were also more likely to anticipate that the inclusion of more people with mental health disabilities would have an impact on television viewing than is the case with physical, vision, hearing or learning disabilities. However, the results do not indicate that the anticipated impact is likely to be more positive or negative than for other disabilities.

Respondents with a disability were more likely than the total sample to report that they would be 'a little' or 'a lot' more likely to view television programming which included more people with learning and mental health disabilities.

- 23% of the overall sample reported they would be 'a lot' or 'a little' more likely to view television with people with mental health disabilities present as compared with 33% of those with a disability.
- 23% of the overall sample reported they would be a lot' or 'a little' more likely to view television with people with learning disabilities present as compared with 30% of those with a disability.

Table 3.3.7 Now thinking specifically about those with (relevant disability type) how do you think increasing their presence in the radio programming that you listen to would impact on your listenership?

<b>Base: All Adults 18+ n=1013</b>						
	<b>Physical Disabilities</b>	<b>Speech Disabilities</b>	<b>Mental Health Disabilities</b>	<b>Vision Disabilities</b>	<b>Hearing Disabilities</b>	<b>Learning Disabilities</b>
<b>I would be a lot more likely to view/listen</b>	9%	7%	8%	7%	8%	8%
<b>I would be a little more likely to view/listen</b>	12%	11%	11%	10%	13%	14%
<b>It would have no impact on my likelihood to view/listen</b>	65%	52%	56%	69%	63%	62%
<b>I would be a little less likely to view/listen</b>	2%	11%	5%	2%	4%	4%
<b>I would be a lot less likely to view/listen</b>	1%	4%	4%	2%	2%	2%
<b>It depends</b>	11%	15%	16%	10%	10%	10%
<b>Total n = 1,013</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Table 3.3.7 shows that respondents are also more likely to anticipate a negative impact on personal listening to radio programming which includes, more people with speech disabilities than physical, vision, mental health, hearing or learning disabilities. Respondents are less likely to claim that the inclusion of people with speech disabilities on radio programming has no impact on listening (55%) and more prone to reporting that they will be a little or a lot less likely to listen (15%). However, the majority (70%) report that hearing people with a speech difficulty on radio would either have no impact or would increase their likelihood to listen to radio.

Respondents are also less likely to report that the inclusion of more people with mental health disabilities on radio would have no impact on listening (56%) to such programming on radio but more likely to claim 'it depends' (16%).

Responses to the potential inclusion of people with vision disabilities however shows a different trend,. As compared to other disabilities, significantly more people claim that inclusion of people with vision disabilities on radio programming would have no impact on likelihood to listen (69%).

People with a disability were more likely than the general sample to report that they would be 'a little' or 'a lot' more likely to listen to radio programming which included people with vision disabilities.

When one compares the results for radio and television, one can see that the anticipated impact on viewing or listening resulting from the potential inclusion of more people with speech, mental health, hearing and learning disabilities in programming is similar for both media.

Nevertheless, the inclusion of more people with physical or vision disabilities on radio programming would have less impact on listening to radio, than the inclusion of more people with physical or vision disabilities on television would have on viewing television.

Respondents are more likely to report that the inclusion of people with physical disabilities on the relevant media would have no impact on listening to radio (65%), compared to viewing of television (60%).

An examination of the responses shows that respondents are also more likely to report that the inclusion of people with vision disabilities would have no impact on listening to radio (69%), compared to viewing of television (63%).

In addition, significantly more people claim that they would be 'a lot' or 'a little' less likely to view television programming including more people with physical disabilities (10%) as opposed to radio programming (3%).

We know from table 3.2.1 that 48% of all respondents reported they had no recollection of ever noticing a person with a disability being present on television and 83% reported that they never noticed anyone with a disability on radio. Looking at the reaction of those who did notice a person with a disability in the relevant media, the greater majority (88% for television and 82% for radio) claimed they continued watching and felt fine. A minority (less than 2% respectively) claimed to either switch channels, switch off or look away/stop listening to the respective media. 4% of those who ever noticed a person with a disability on television claimed to continue watching but felt uncomfortable. Table 3.3.8 below details these findings.

Table 3.3.8 Thinking about the last time, if ever, you viewed a television programme, listened to a radio programme on which a person with a disability was present, can you tell me what action you took?

<b>Base: All ever saw/listened to person with disability on television/radio, n=526 and 131 respectively.</b>		
	<b>Television</b>	<b>Radio</b>
<b>Continued watching-felt fine</b>	<b>88%</b>	<b>82%</b>
<b>Continued watching-felt uncomfortable</b>	<b>4%</b>	<b>1%</b>
<b>Kept television on but looked away/kept radio on but did not listen</b>	<b>1%</b>	<b>1%</b>
<b>Switched channels</b>	<b>2%</b>	<b>1%</b>
<b>Switched off</b>	<b>1%</b>	<b>1%</b>
<b>Don't know/Not stated</b>	<b>4%</b>	<b>12%</b>
<b>Total n = 526 and 131 respectively</b>	<b>100%</b>	<b>100%</b>

Reasons given by respondents for continued watching/listening, when the respondent reported feeling fine, tended to centre on:

- Perceived lack of difference between people with disabilities and those without;
- Interest in hearing a different point of view from a person with disability;
- Support for including more people with disabilities on TV and Radio programming.

Reasons given are detailed for radio and television in Tables 3.3.9 and 3.3.10 below

**Table 3.3.9 Reasons for continuing to watch a television programme in which a person with a disability was present**

<b>Base: All reported they continued watching the television programme and felt fine, n=466</b>	
<b>I would have no problem watching, have no issues with people with disabilities</b>	<b>19%</b>
<b>It was a good programme/Positive programme</b>	<b>9%</b>
<b>It would be interesting and informative</b>	<b>11%</b>
<b>Does not make any difference</b>	<b>7%</b>
<b>Disabilities should not affect how we see others</b>	<b>6%</b>
<b>It did not make me feel uncomfortable</b>	<b>4%</b>
<b>Others</b>	<b>14%</b>
<b>Don't know/Not stated</b>	<b>30%</b>
<b>Total n=466</b>	<b>100%</b>

**Table 3.3.10 Reasons for continuing to listen to a radio programme in which a person with a disability was present**

<b>Base: All reported they continued listening to the programme and felt fine, n=138</b>	
<b>It interested me/ I found it informative</b>	<b>41%</b>
<b>This would have no impact on me listening/ I wouldn't mind</b>	<b>28%</b>
<b>I have no problems with people with disabilities presenting radio programmes</b>	<b>5%</b>
<b>Disabled are entitled to be on radio and have their say</b>	<b>4%</b>
<b>Makes no difference to me</b>	<b>4%</b>
<b>Others</b>	<b>10%</b>
<b>Don't know/not stated</b>	<b>8%</b>
<b>Total n=138</b>	<b>100%</b>

Respondents were asked, on a scale from very positive to very negative, in their opinion how people with disabilities were generally talked about on television and radio. Results are shown in Table 3.3.11.

**Table 3.3.11 Which of the following best describes your opinion of how people with disabilities are generally talked about on television/talked about on radio?**

<b>Base: All aged 18+. n=1,013</b>		
<b>People with disabilities are generally talked about.</b>		
	<b>Television</b>	<b>Radio</b>
<b>In a very positive way</b>	<b>25%</b>	<b>18%</b>
<b>In a fairly positive way</b>	<b>30%</b>	<b>24%</b>
<b>Neither positively or negatively</b>	<b>29%</b>	<b>38%</b>
<b>In a fairly negative way</b>	<b>8%</b>	<b>4%</b>
<b>In a very negative way</b>	<b>2%</b>	<b>1%</b>
<b>Don't know/no opinion</b>	<b>6%</b>	<b>15%</b>
<b>Total n = 1,013</b>	<b>100%</b>	<b>100%</b>

From Table 3.3.11, one can see that respondents are much clearer in their views about how people with disabilities are talked about on television than on radio. Just 6% answered 'don't know' when asked how they felt people with disabilities are talked about on television, whereas the figure for radio is increased to 15%.

One quarter feel that people with disabilities are talked about in a very positive way on television; 55% feel that people with disabilities are talked about in a very or fairly positive way on television. Using the same logic, some 10% report that people with disabilities are talked about in a very or fairly negative manner on television. This 10% is made up of the addition of the 2% of respondents who report that people with disabilities are talked about in a very negative manner and the 8% who feel that people with disabilities are talked about in a fairly negative manner. The balance is, therefore, positive.

An examination of the results for radio programmes shows that the balance is also positive. 42% of respondents report that people with disabilities are talked about in a very or fairly positive manner on radio and only 5% report that people with disabilities are talked about in a fairly or very negative manner on radio.

**Table 3.3.12 Which of the following best describes your opinion of how people with disabilities are generally talked about on television/talked about on radio?**

<b>Base: All with a disability n=113</b>		
<b>People with disabilities are generally talked about.</b>		
	<b>Television</b>	<b>Radio</b>
<b>In a very positive way</b>	<b>29%</b>	<b>18%</b>
<b>In a fairly positive way</b>	<b>25%</b>	<b>19%</b>
<b>Neither positively or negatively</b>	<b>19%</b>	<b>31%</b>
<b>In a fairly negative way</b>	<b>17%</b>	<b>12%</b>
<b>In a very negative way</b>	<b>1%</b>	<b>2%</b>
<b>Don't know/no opinion</b>	<b>9%</b>	<b>19%</b>
<b>Total n = 113</b>	<b>100%</b>	<b>100%</b>

People with a disability are more likely than the overall sample to feel that people with disabilities are talked about negatively on television and radio. 18% of those with a disability report that people with a disability are spoken about very or fairly negatively on television, compared with 10% of those in the general population. Some 14% of those with a disability report that people with disabilities are spoken about in a very or fairly negative way on radio, compared with 5% of the total sample. However, the balance is still positive for both media even amongst people with disabilities.

- 54% of those with a disability feel that people with disabilities are generally talked about in a very or fairly positive on television as

compared to 18% who feel they are talked about in a very or fairly negative way.

- The comparable figures for radio are; 37% of those with a disability feel that people with disabilities are generally talked about in a very or fairly positive on radio as compared to 14% who feel they are talked about in a very or fairly negative way.

The reasons for feeling that people with disabilities are talked about in a positive light on television and radio relate to, positive personal experiences of exposure, perceived more positive attitudes to disability than previously and perceived respectful attitudes. Those who feel the coverage is negative, however, point to lack of exposure on television and, when included, a negative or patronising slant is detected.

Table 3.3.13 Reasons for feeling people with disabilities are talked about in a positive way on television

<b>Base: All reported people with disabilities are shown in a fairly or very positive way on television, n=558</b>	
<b>Always shown in a positive light/positive stories</b>	<b>21%</b>
<b>They are no different from anyone else/they are respected</b>	<b>18%</b>
<b>They are not talked about enough</b>	<b>7%</b>
<b>Never heard anything negative</b>	<b>5%</b>
<b>It's important to make people aware/highlight problems</b>	<b>4%</b>
<b>People are sympathetic towards them/they are shown in a sympathetic way</b>	<b>4%</b>
<b>Shows how they cope/Problems they overcome</b>	<b>2%</b>
<b>Presenters often have experience with this/presenters are educated on the matter</b>	<b>3%</b>
<b>They are not discriminated against</b>	<b>2%</b>
<b>Other</b>	<b>31%</b>
<b>Don't know</b>	<b>3%</b>
<b>Total n=558</b>	<b>100%</b>

Table 3.3.14 Reasons for feeling people with disabilities are talked about in a positive way on radio

<b>Base: All reported those with disabilities are shown in a fairly or very positive way, n=424</b>	
<b>Not talked bad about/ I hear positive things in relation to disabled people</b>	<b>17%</b>
<b>Never hear them criticised / criticism is unacceptable</b>	<b>13%</b>
<b>They are no different to anyone else/treated as such</b>	<b>9%</b>
<b>Talked about and treated fairly/ not disrespected</b>	<b>9%</b>
<b>Their success is highlighted/praised for courage</b>	<b>8%</b>
<b>People are more conscious now/ attitudes to disabilities have changed</b>	<b>7%</b>
<b>Usually on radio to raise awareness</b>	<b>7%</b>
<b>Talk centres on methods of how to improve their life</b>	<b>4%</b>
<b>They are shown support/understanding</b>	<b>4%</b>
<b>Other</b>	<b>14%</b>
<b>Don't know/ not stated</b>	<b>8%</b>
<b>Total n=424</b>	<b>100%</b>

Table 3.3.15 Reasons for feeling people with disabilities are talked about in a negative way on television

<b>Base: All reported that disabled people are talked about in a fairly or very negative way, n=100</b>	
<b>They are not given a chance on TV</b>	<b>27%</b>
<b>They are not shown in a positive way/sometimes are patronised</b>	<b>11%</b>
<b>Shown not like other people/shown to be less than others</b>	<b>8%</b>
<b>It can depend on the programme</b>	<b>3%</b>
<b>It is upsetting/depressing</b>	<b>1%</b>
<b>Other</b>	<b>47%</b>
<b>Don't know</b>	<b>3%</b>
<b>Total n=100</b>	<b>100%</b>

#### In Summary

Most adults aged 18+ feel that an increased presence of people with disabilities would have no impact on their viewing television (56%) /listening to radio (61%). Almost a quarter for either media feel it would make them more likely to view. People with disabilities are most likely to report anticipated increased viewing.

Looking at specific disabilities, respondents are more likely to foresee a negative impact on personal viewing of television or listening to radio from increased presence of people with speech disabilities as compared with other disabilities explored. Nevertheless, the net impact on likely viewing/listening even for speech disabilities is neutral or positive. Physical disabilities have more negative impact on viewing television than listening to radio.

Those favourable to the inclusion of people with disabilities believe such programming will help them learn about disabilities, whereas the minority (7% television, 5% radio) who report they would be less likely to view cite emotional sadness for the person with the disability as the key barrier.

On balance people feel that those with disabilities are talked about in a more positive than negative way on both media. 55% feel that people with disabilities are talked about in a 'very or fairly positive' way on television as compared to 10% who claim people with disabilities are talked about in a 'very or fairly negative' way on television and the figures for radio are 42% 'very/fairly positive', 5% 'very/fairly negative'.

### 3.4 Response to Programme Scenarios

One of the objectives of the study was to assess the acceptability and likelihood to view/listen to programming with people with disabilities present, across a number of programme genres.

To facilitate respondents' visualisation of what the programming might be like, 15 different hypothetical programme scenarios were generated and presented to respondents. Each scenario was developed to represent a specific disability in a specific genre of programme. 3 scenarios were developed for radio and 12 scenarios for television (physical and sensory disabilities were not tested on radio because they would be less likely to be apparent to the listener). Scenarios were developed to be plausible and probable for Irish broadcasting. They each refer to a familiar and popular programming genre on the relevant media.

The three styles of programming chosen were: entertainment, current affairs and programming including sexuality. The disabilities featured were: vision, hearing, physical, learning and mental health. Table 3.4.1 shows the disabilities that were tested for each programming genre on television and Table 3.4.2 shows the programming genres and disabilities tested for radio. The wording of each individual scenario is shown later in this section of the report, along with detailed reactions to the scenarios presented.

Table 3.4.1 Scenarios tested for television

<b>Entertainment</b>	<b>Current Affairs</b>	<b>Programming including sexuality</b>
<b>Vision</b>	<b>Vision</b>	<b>Vision</b>
<b>Hearing</b>	<b>Hearing</b>	<b>Hearing</b>
<b>Physical</b>	<b>Physical</b>	<b>Physical</b>
	<b>Learning</b>	<b>Learning</b>
		<b>Mental health</b>

Table 3.4.2 Scenarios tested for radio

<b>Entertainment</b>	<b>Current Affairs</b>	<b>Programming including sexuality</b>
<b>Mental health</b>	<b>Learning</b>	
	<b>Mental health</b>	

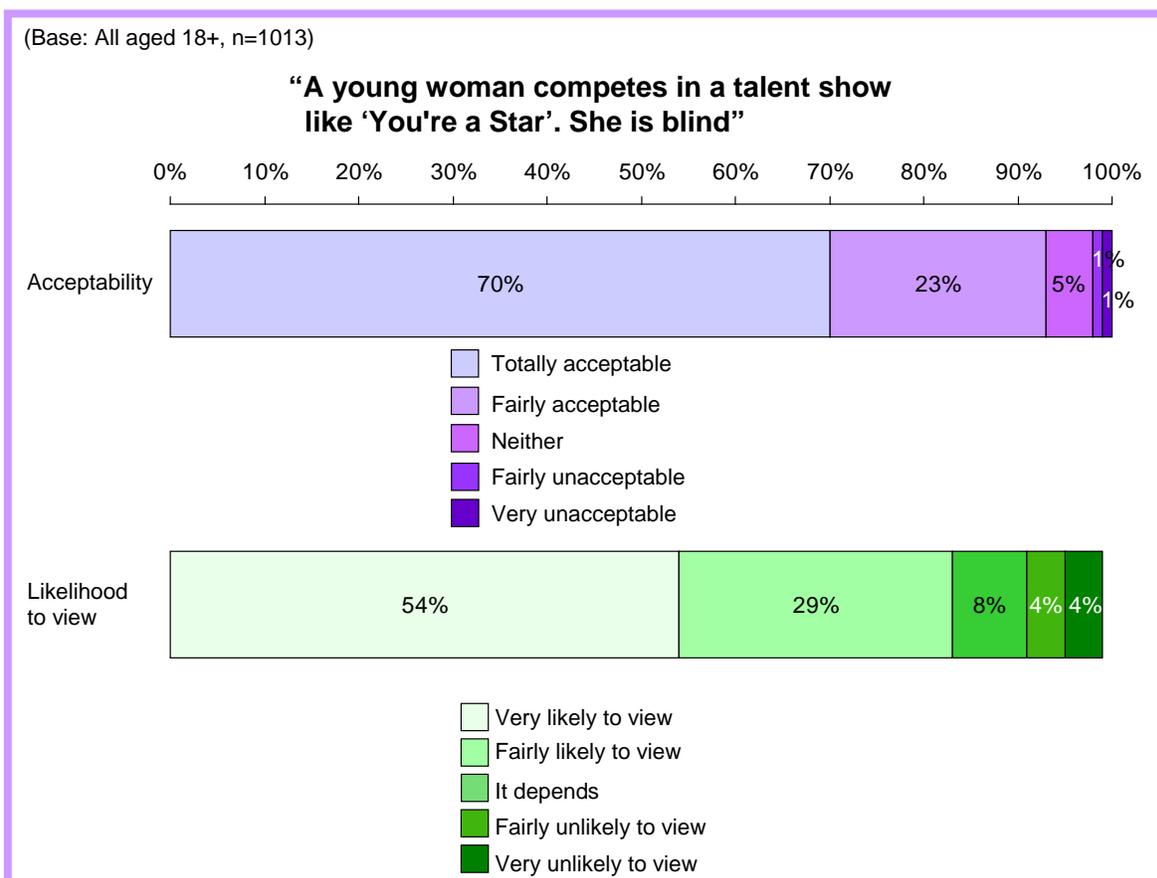
For each scenario, respondents were asked to indicate the perceived acceptability of the scenarios involving people with specific disabilities and, also, their likelihood of viewing. The incidence of viewing the particular shows referenced in the scenarios was not explored in the study, due to time constraints. It is not possible, therefore, to assess the impact of including people with disabilities on the likelihood to view/listen amongst the current specific audience of each programme. Nevertheless, all of the scenarios were chosen to reflect familiar and popular programming choices, allowing us to look at responses in terms of likelihood to view across the total sample.

Reaction to individual scenarios is presented in the following order: (i) entertainment, (ii) current affairs and (iii) programming involving sexuality.

**(i) Entertainment programming**

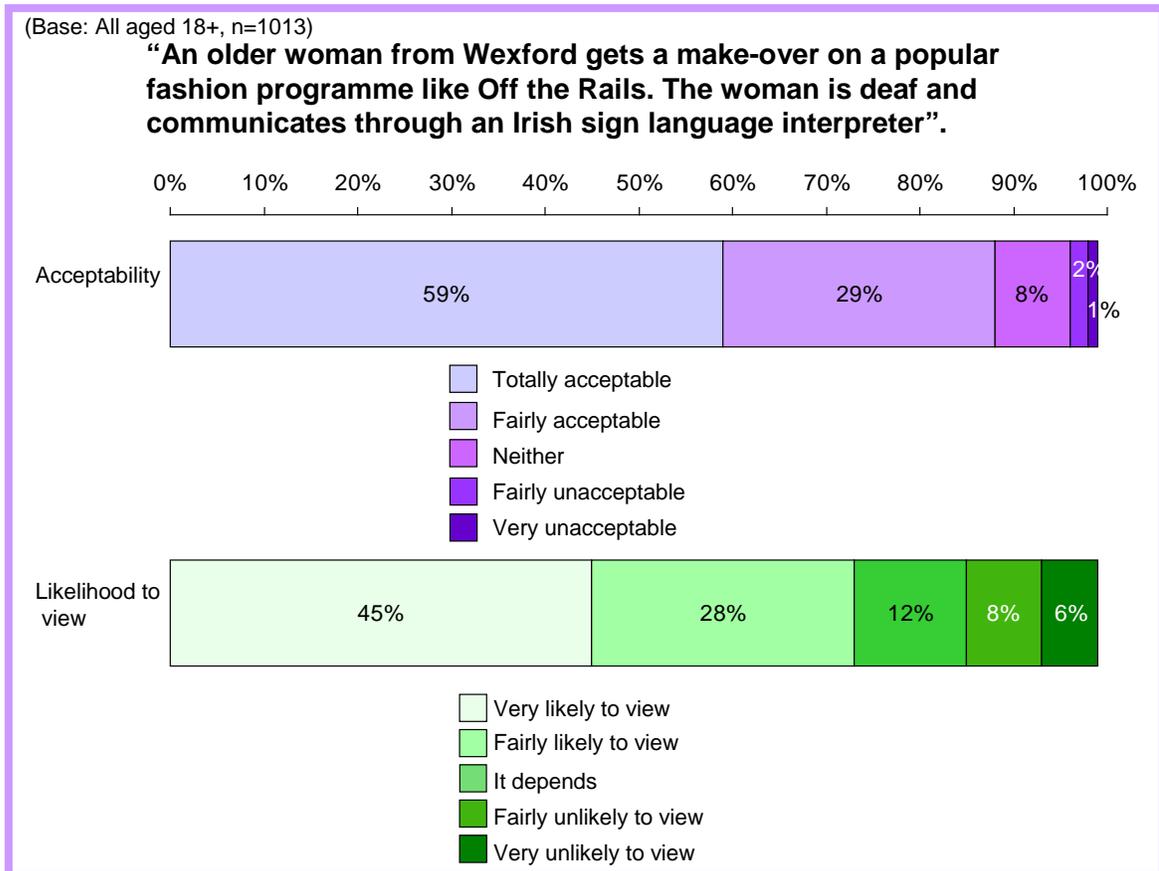
The research results indicate that the balance of opinion is strongly towards acceptability and positive likelihood to view for inclusion of people with vision, hearing, physical and mental health disabilities in the four entertainment scenarios assessed. Three of the scenarios tested were for television and one for radio. Approximately half of respondents reported each scenario was 'totally acceptable' and more than 80% reported that each scenario was 'totally' or 'fairly acceptable'. Less than 10% rated any of the individual scenarios as 'very' or 'fairly unacceptable'. A comparison of reactions over all four disabilities in entertainment programming shows that vision disabilities are most acceptable, followed by hearing, physical and mental health disabilities which are rated very similarly. The result for each scenario under this heading are now outlined.

Chart 3.4.1 Vision disability/entertainment programming (television)



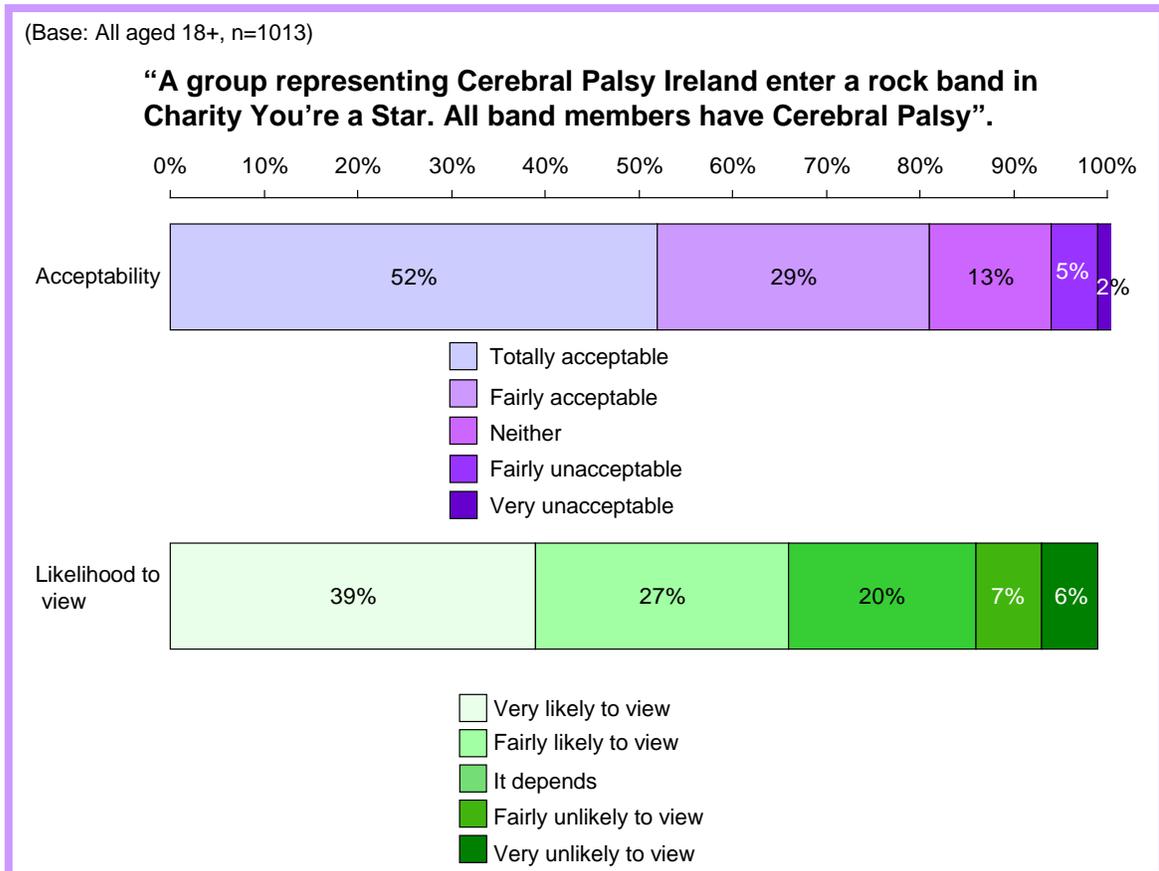
In terms of this scenario, 70% claim that the scenario involving a young blind woman competing in ‘You’re a Star’ is ‘totally acceptable’ and 95% claim it is ‘fairly’ or ‘totally acceptable’. The likelihood to view this programme is also quite high, with 83% claiming that they would be ‘fairly’ or ‘very likely’ to view. Females (74%) ‘white-collar’ social class groups (74%) and those with a disability (78%) are the most likely to report that this scenario is ‘totally acceptable’. Females are also most likely to claim they would be ‘very or fairly likely’ to view (87%, compared to 83% of the total sample).

Chart 3.4.2 Hearing disability /entertainment programming (television)



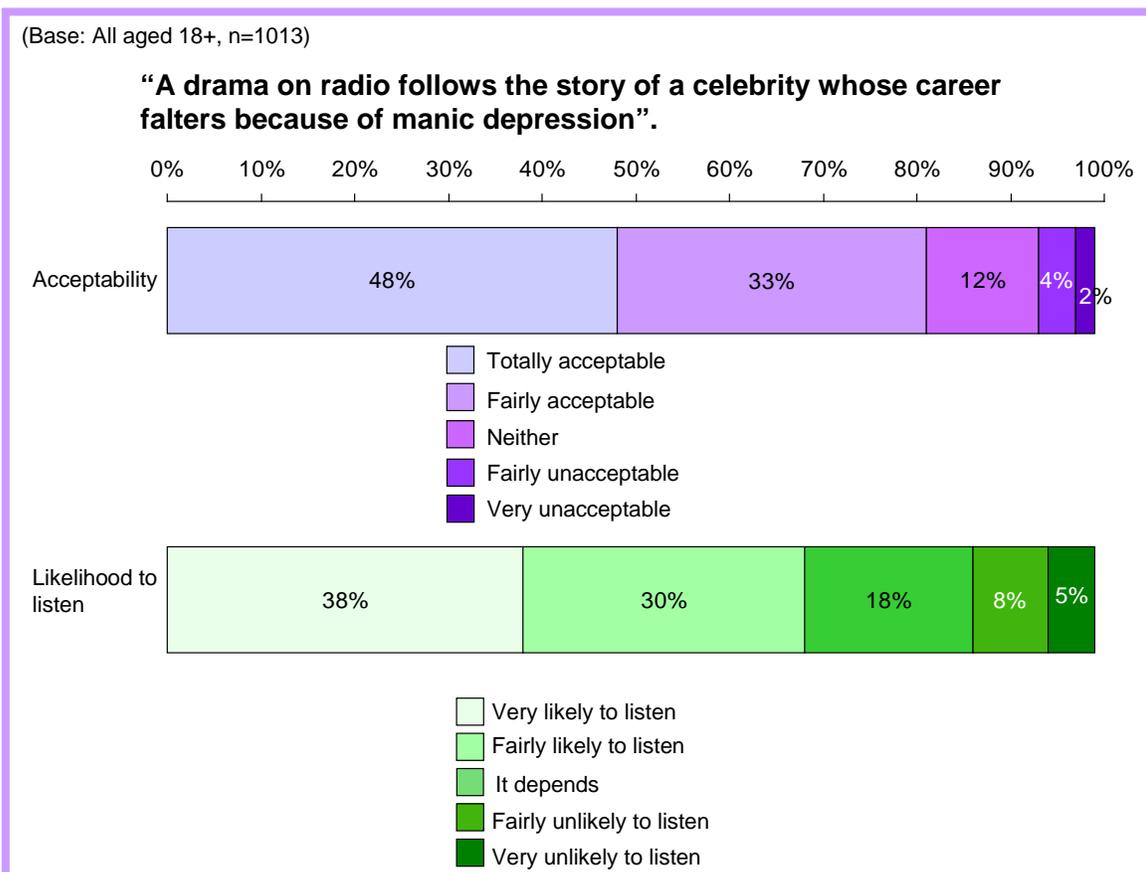
59% of respondents report that the scenario involving an older deaf woman participating in a make-over on television is ‘totally acceptable’ and 29% report this scenario as ‘fairly acceptable’. Female respondents are significantly more likely to report they would be ‘very or fairly likely’ to view this programme than others (84%, as opposed to 73% of the general population). People with disabilities are significantly less likely to claim they will view this programme (66% as compared to 73% of the general population).

Chart 3.4.3 Physical disabilities /entertainment programming (television)



In total, 81% of respondents report that the scenario which includes people with physical disabilities in an entertainment programme setting is ‘very’ or ‘fairly acceptable’. 7% report that it is ‘very’ or ‘fairly unacceptable’ and 13% report it is ‘neither acceptable nor unacceptable’. More than two thirds claim they will be ‘very’ or ‘fairly likely’ to view. Those with a disability are more likely than others to claim they are ‘very’ or ‘fairly unlikely’ to view the programme (26%, compared with 13% of the general sample).

Chart 3.4.4 Mental health disabilities /entertainment (radio)



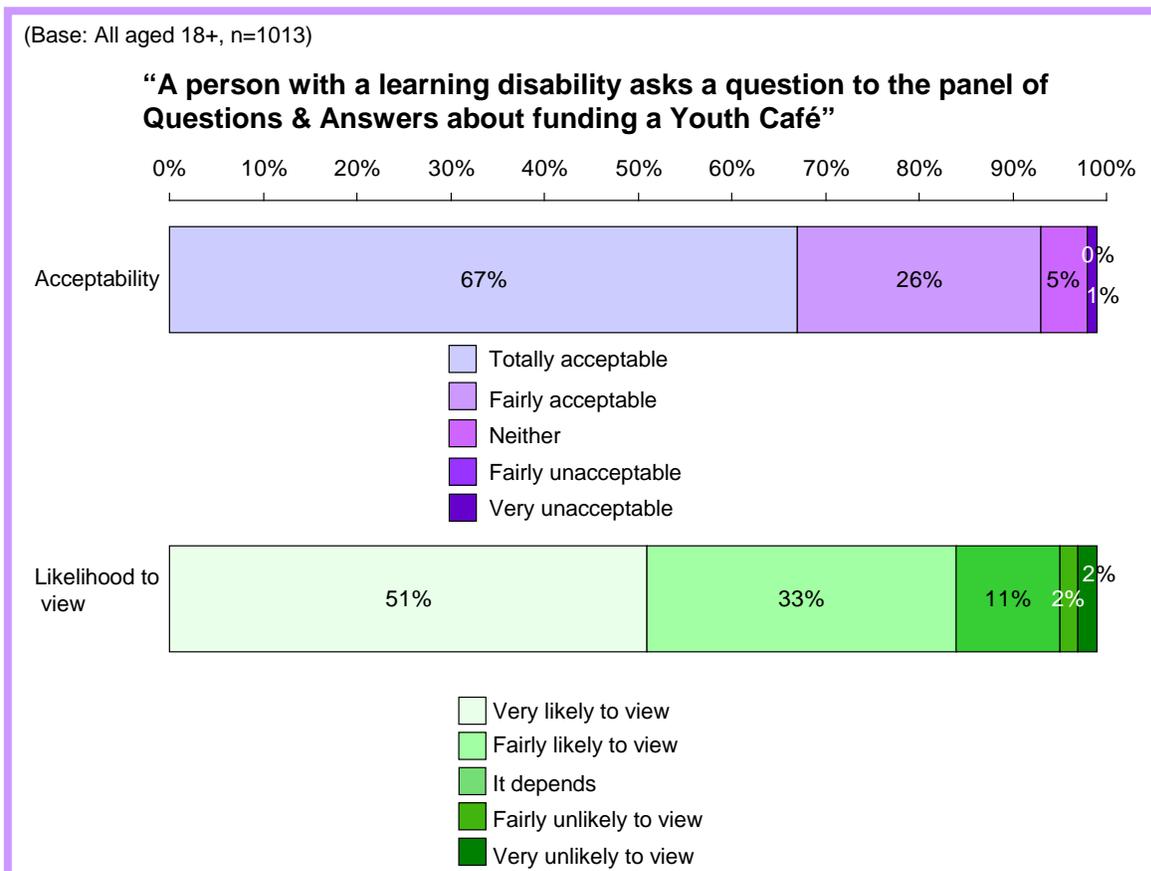
The inclusion of persons with mental health disabilities in an entertainment programme setting on radio receives a very similar response to the inclusion of those with physical or hearing disabilities in an entertainment setting on television. More than four in ten claim the scenario is ‘totally’ or ‘fairly acceptable’ and more than two thirds report they would be ‘very’ or ‘fairly likely’ to listen. Less than one in ten claim the scenario is ‘totally’ or ‘fairly unacceptable’. Those with a disability are the least likely to listen (21% of those with a disability claim they are ‘very’ or ‘fairly unlikely’ to listen as compared with 13% of the general sample).

**(ii) Current affairs programming**

Reaction to the acceptability of inclusion of people with vision, hearing, physical, mental health and learning disabilities is strongly positive in current affairs programming. Less than 10% rate any of the scenarios tested as 'very' or 'fairly unacceptable' and, with the exception of mental health and hearing disabilities, more than 60% rate each of the scenarios as 'totally acceptable'.

The ranking of the acceptability of the disabilities in such programming shows that the inclusion of people with learning disabilities in current affairs television programming is significantly more acceptable than other disabilities tested. Second place is shared by learning disabilities on radio and physical disabilities and vision disabilities on television, all of which are rated very similarly. Inclusion of people with mental health disabilities on television is significantly less acceptable than inclusion of people with hearing disabilities. With the exception of the radio scenario involving the inclusion of people with mental health disabilities on current affairs programming (to which 36% reported they would be 'very likely' to listen), more than 40% of the population claim they would be 'very likely' to view each of the scenarios.

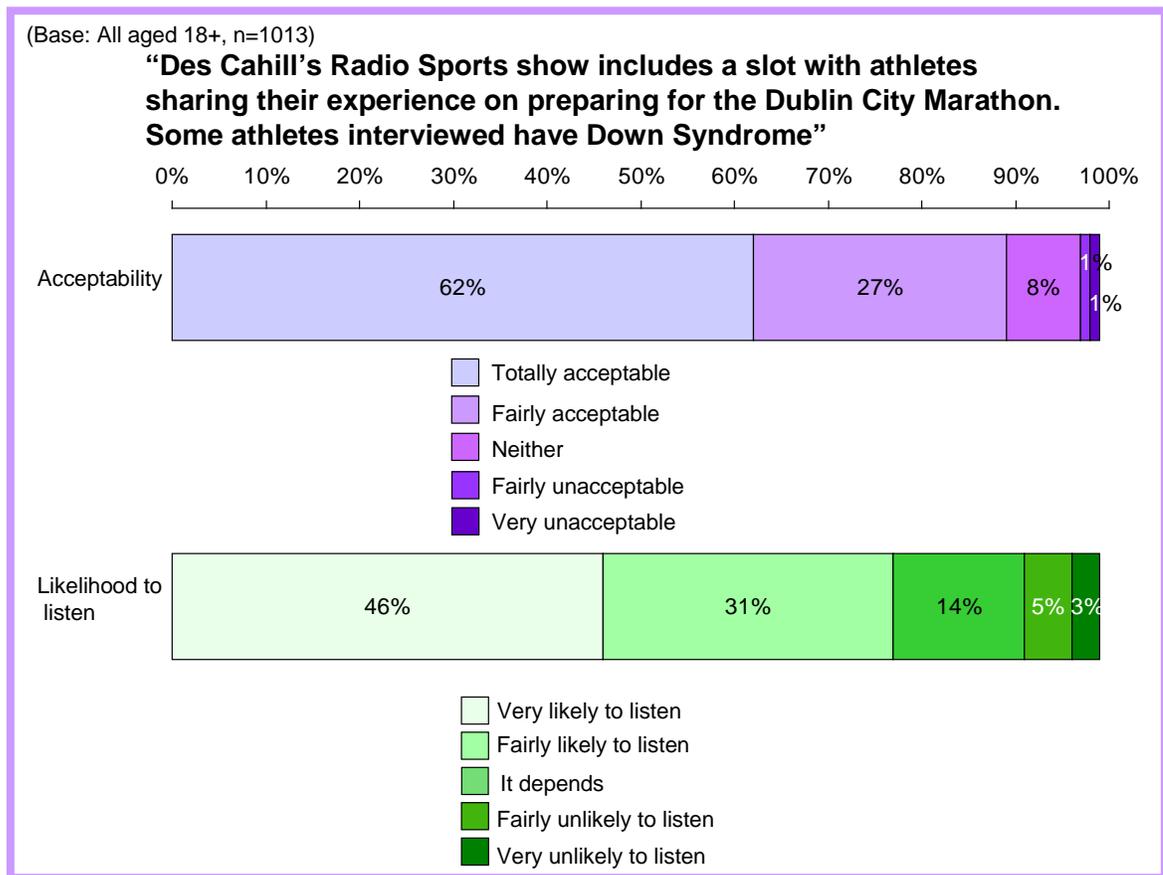
Chart 3.4.5 Learning disabilities / Current affairs programming (television)



93% of the population feel that it is either ‘totally’ or ‘fairly acceptable’ that a person with a learning disability asks a question to the panel on a current affairs programme. Females and those from the ‘white-collar’ social class groups are more likely to find this ‘totally acceptable’ (71%, as opposed to 67% of the total population).

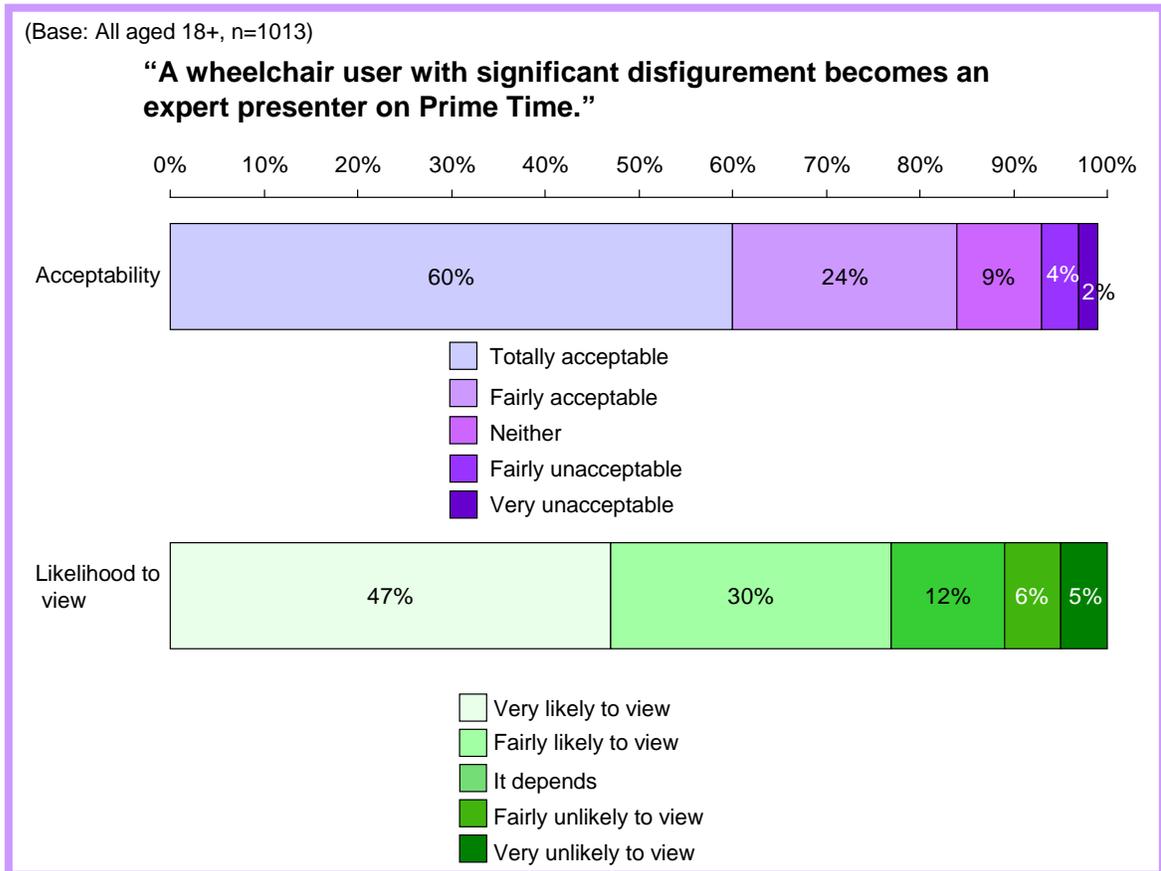
84% of all adults 18+ report that they would be ‘fairly’ or ‘very likely’ to view. 18-34 year olds are the least likely to view, with 8% stating they would be ‘fairly’ or ‘very unlikely’ to view, as against 4% of the population as a whole.

Chart 3.4.6 Learning disabilities / Current affairs (radio)



A large proportion of the population (89%) feel that athletes with Down Syndrome sharing their experiences about the Dublin City Marathon on Des Cahill’s radio show is acceptable. There are no significant differences in acceptability ratings between different demographic groups. In total, 77% would be ‘very’ or ‘fairly likely’ to listen, with females (50%) more likely to state that they would be ‘very likely’ to listen, compared to 46% of the population as a whole.

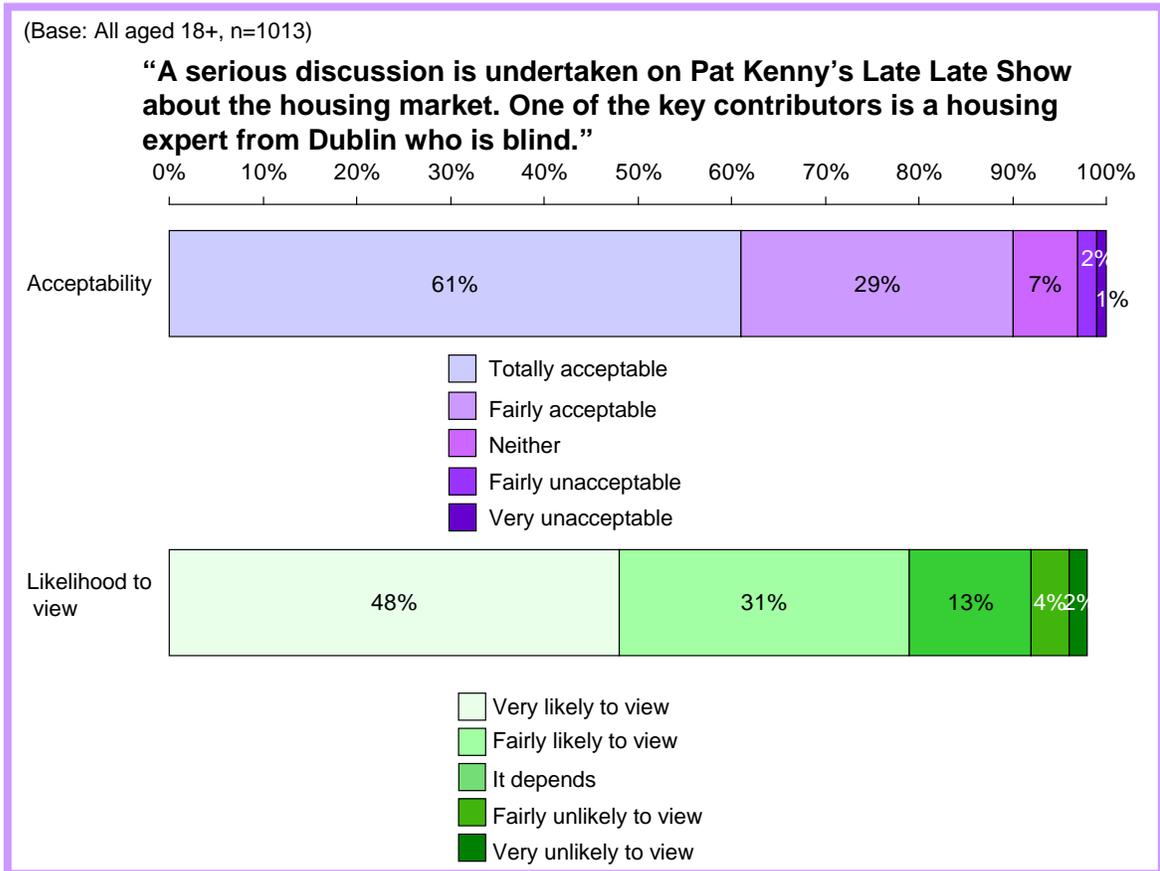
Chart 3.4.7 Physical disabilities/Current affairs programming (television)



Three in every five (60%) respondents feel that a wheelchair user with a significant disfigurement becoming an expert presenter on Prime Time is ‘totally acceptable’, with 84% feeling this is ‘fairly’ or ‘totally acceptable’. Those with a disability themselves are more inclined (70%) to see this as ‘totally acceptable’ than the population as a whole.

47% of people report that they would be ‘very likely’ to view such a programme, slightly less than those who have a disability (52%).

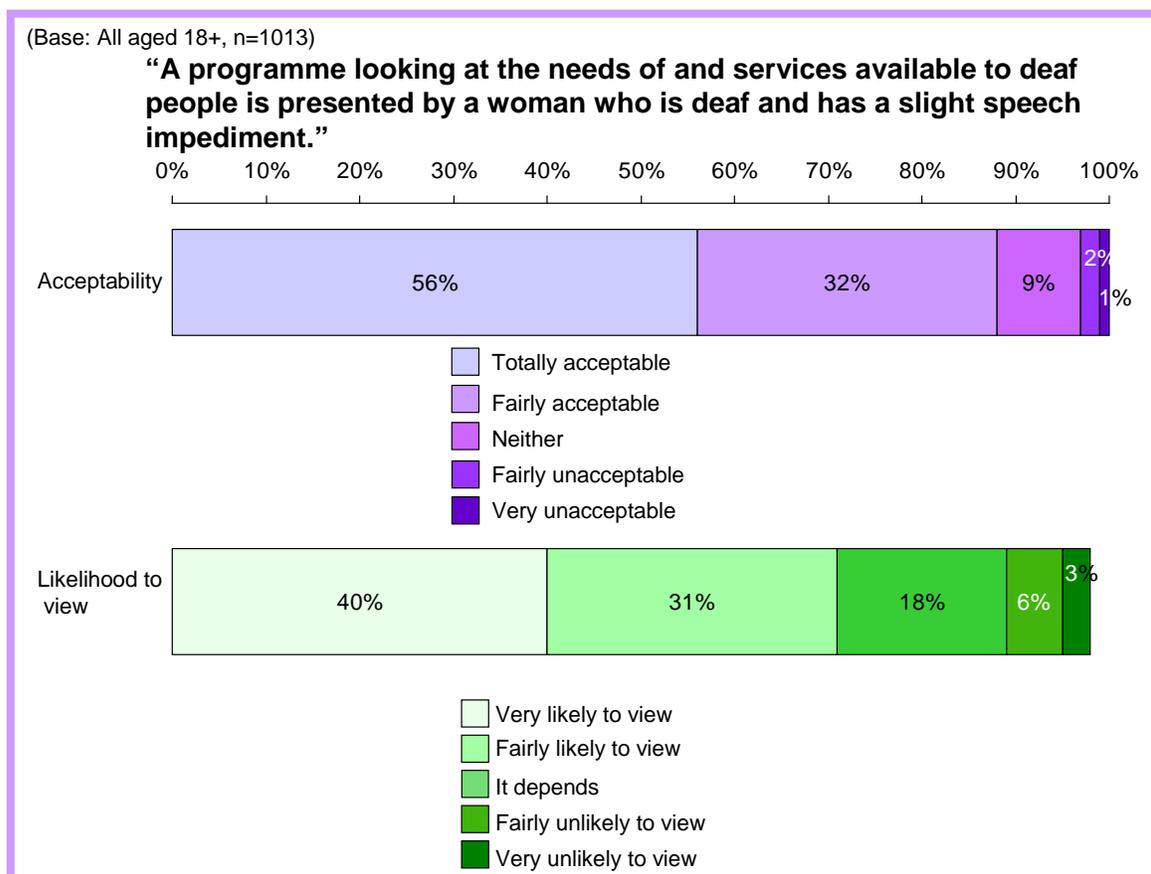
Chart 3.4.8 Vision disabilities/Current affairs programming (television)



A very large proportion (90%) of the total population feel that a blind person being a key contributor to a serious discussion on the housing market on the Late Late Show, is either ‘very’ or ‘fairly acceptable’. 79% of the population aged 18+ claim they would be ‘very’ or ‘fairly’ likely to view.

18-34 year olds (73%) and those with a disability themselves (75%) would be less likely to view than the total population (79%). Again, much like the other current affairs scenarios, more of those aged 18-34 (10%) state they would be ‘fairly’ or ‘totally unlikely’ to view, as against 6% of the general population.

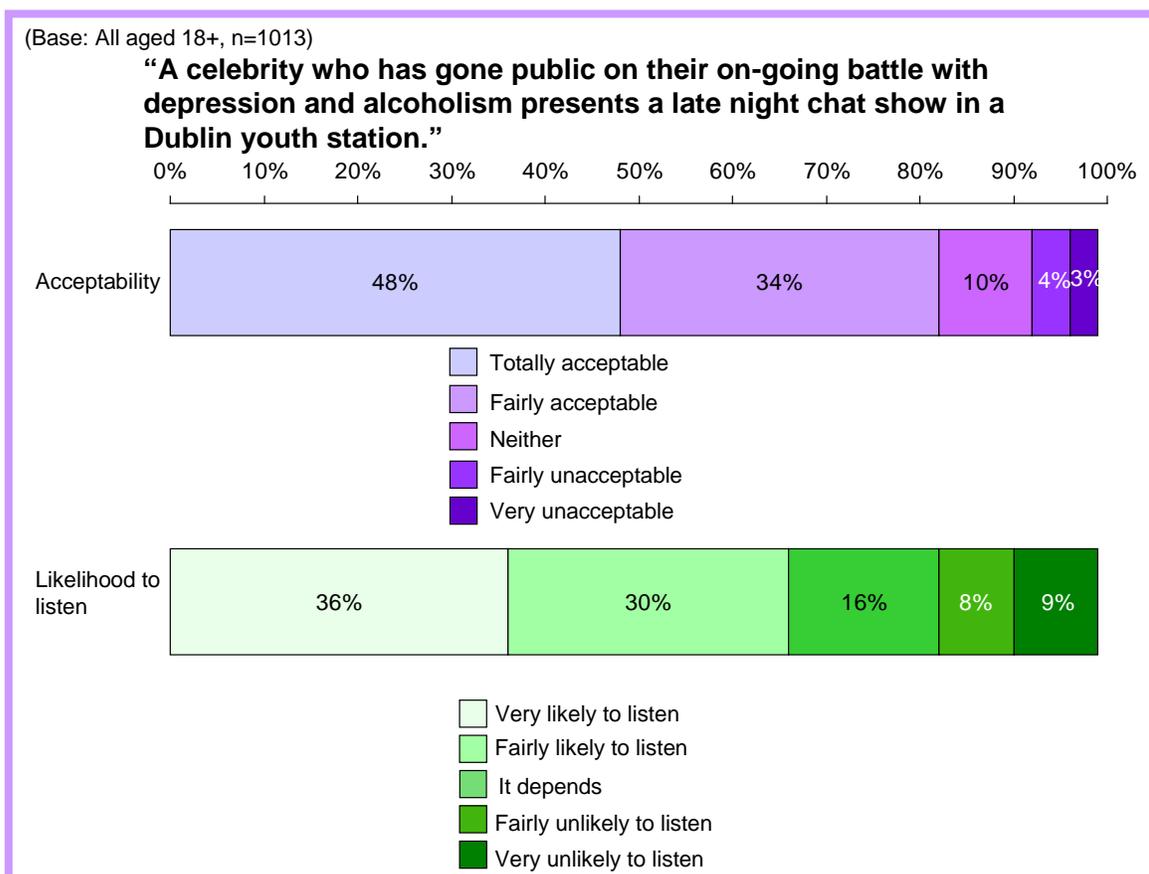
Chart 3.4.9 Hearing disabilities/Current affairs programming (television)



The scenario dealing with a programme looking at the needs of, and services available to, deaf people that is presented by a woman who is deaf and has a slight speech impediment is viewed by 88% of the population as either ‘fairly’ or ‘totally acceptable’. Fewer people with disabilities find this scenario acceptable (83%). Almost 1 in 10 people feel this is ‘neither acceptable nor unacceptable’.

Overall, 71% report that they would be ‘very’ or ‘fairly likely’ to view. Those with disabilities are less likely to view (65%).

Chart 3.4.10 Mental health disability/Current affairs (radio)



82% of the Irish population report that a celebrity who has gone public on their on-going battle with depression and alcoholism and presents a late night chat show on a Dublin Youth Station is either ‘totally’ or ‘fairly acceptable’. Those aged 18-34 (54%) are more likely to find this ‘totally acceptable’, versus 48% of the population as a whole.

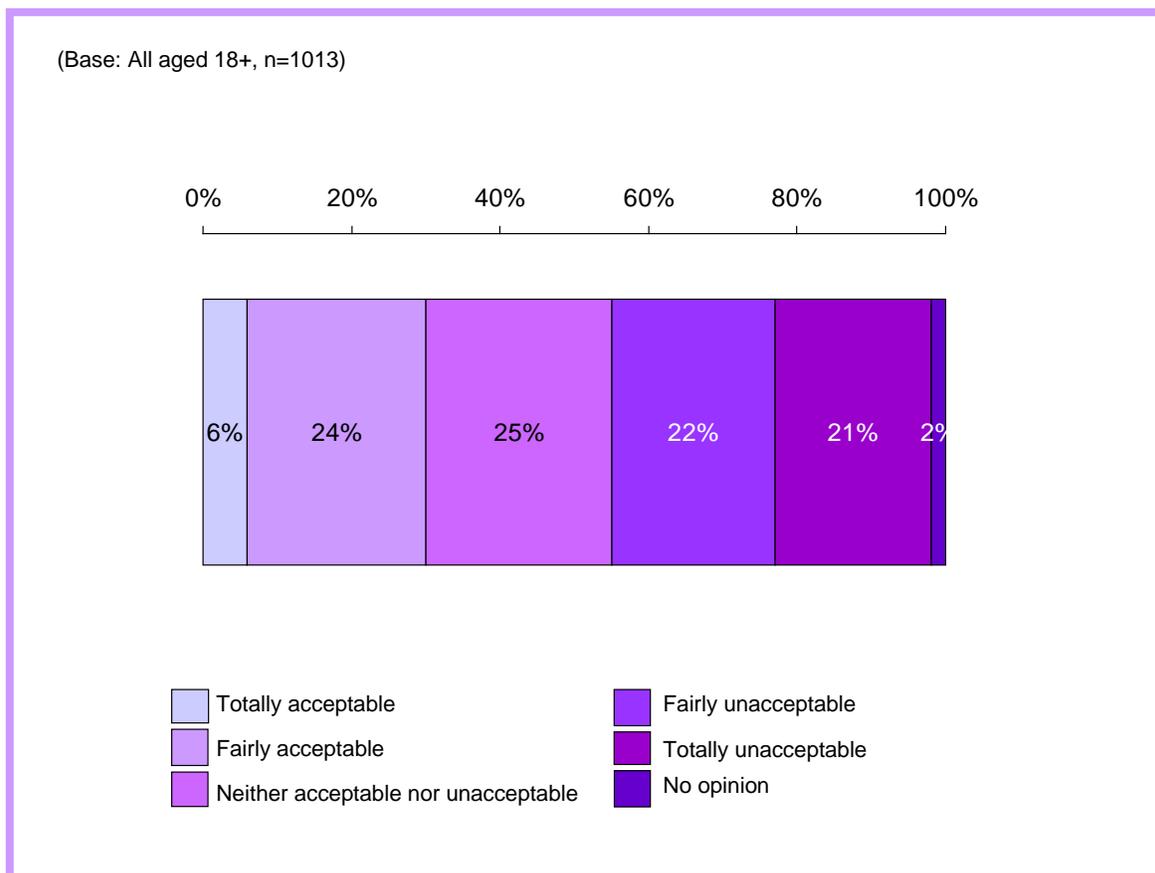
Likelihood to listen and acceptability, is lower for this than the other scenarios tested in a current affairs genre. 66% of all adults 18+ claim they are ‘very’ or ‘fairly likely’ to listen. People with a disability are significantly less likely to listen (57%).

### (iii) Programming Involving Sexuality

5 scenarios were assessed exploring the acceptability and likelihood to view programming including people with disabilities in sexual scenarios. The disabilities assessed were vision, hearing, physical, mental health and learning. All were assessed in the context of television programming.

To put the results in context, it is useful firstly to examine responses to two questions. The first question was, “how acceptable or unacceptable in your opinion are explicit sex scenes on television or explicit conversations about sex on radio?” The rationale for including this question was to explore respondents’ attitudes to sexual content in general. In this way, we can separate out reaction to sexual content in general and sexual content including those with disabilities.

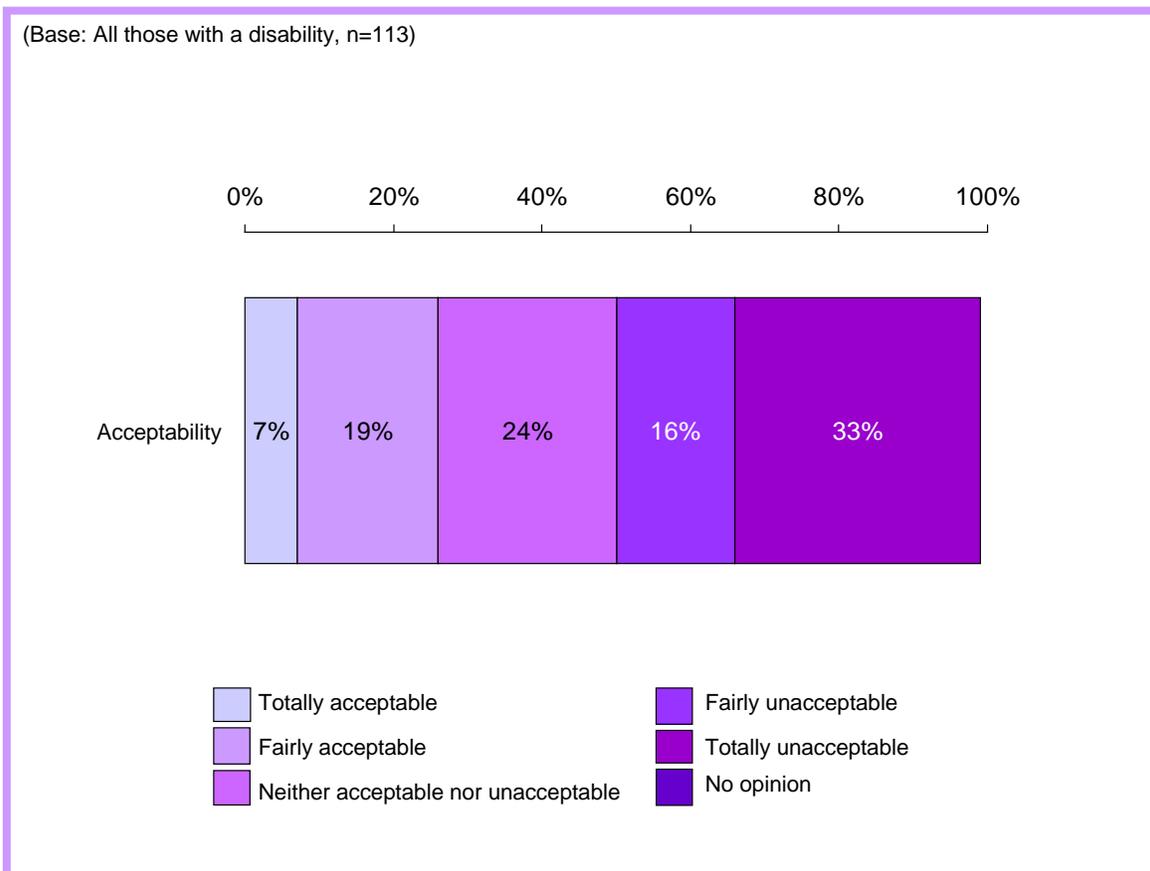
**Chart 3.4.11 How acceptable or unacceptable in your opinion are explicit sex scenes on television or explicit conversations about sex on radio?**



From Chart 3.4.11 we can see that respondents are more likely to say that explicit sex scenes on television or explicit conversations about sex on radio are 'totally unacceptable' than 'totally acceptable' (21%, compared to 6%). Combining those who report such material is 'totally' or 'fairly acceptable' shows that 30% feel that such material is broadly acceptable, whereas 43% report that such content is 'fairly' or 'totally unacceptable'.

Levels of acceptability vary depending on gender and age. Males and those aged 35 years or under are more likely to report that explicit sex on television or explicit conversations about sex on radio are totally or fairly acceptable (35% of males and 47% of those aged 18-34 rate explicit sex on television and explicit conversations about sex on radio as totally or fairly acceptable, compared to 30% of the population). Chart 3.4.12 shows the responses of people with a disability to this question. 7% of people with disabilities feel that explicit sexual content on television or radio is 'totally acceptable', 19% report such content as 'fairly acceptable', 24% as 'neither acceptable nor unacceptable', 16% as 'fairly unacceptable' and 33% as 'very unacceptable'.

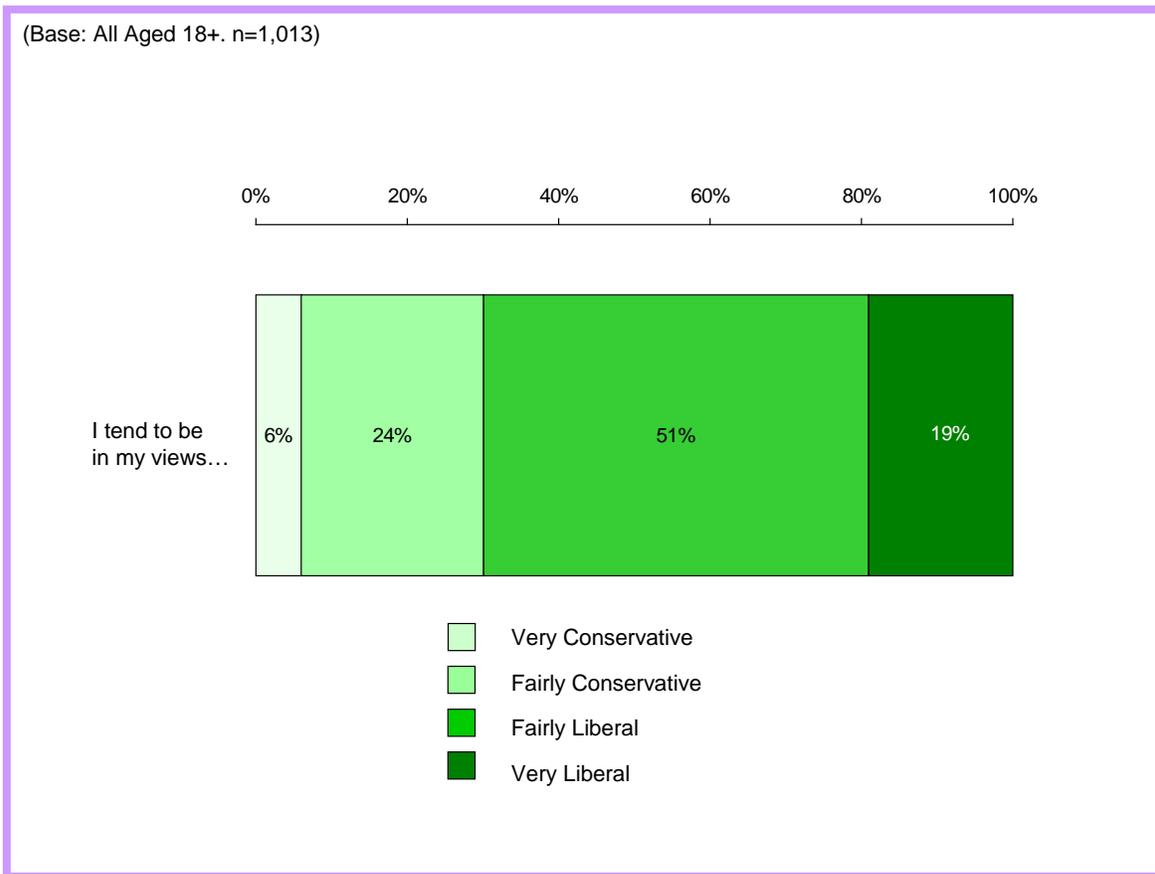
Chart 3.4.12 How acceptable or unacceptable in your opinion are explicit sex scenes on television or explicit conversations about sex on radio?



People with a disability are significantly less likely than the general sample to feel that sexually explicit material is acceptable (26%, compared to 30% for the general population). This may reflect the fact that 39% of those with a disability were aged over 65 as compared to 15% of the general sample.

The second question, 'Which of the following best describes you?' was included in the study to test the hypothesis that respondents who categorise their attitude to life as liberal would be more likely to report that explicit sex on television and explicit conversations about sex on radio would be acceptable than those who categorise their attitude to life as conservative.

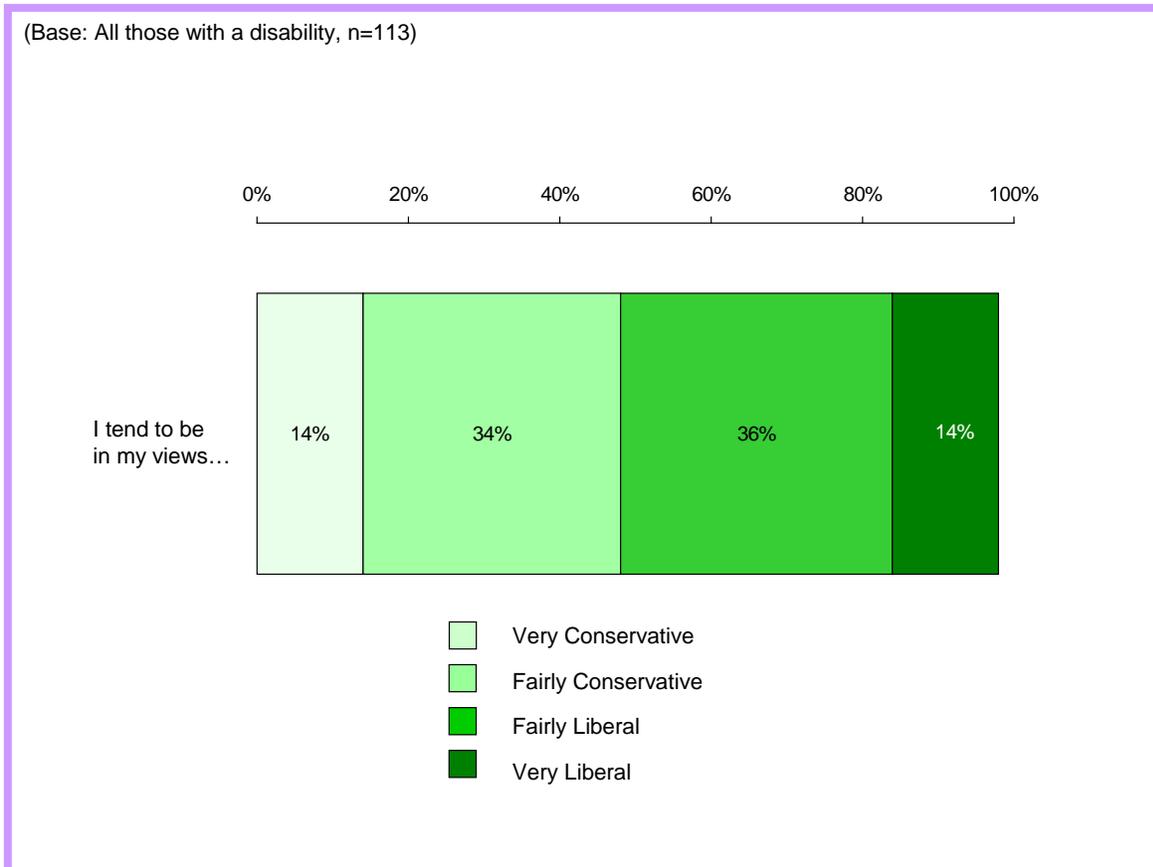
Chart 3.4.13 Which of the following best describes you?



From Chart 3.4.13 one can see that 70% of respondents categorise themselves as 'fairly' or 'very liberal', with the balance very or fairly conservative. Those aged under 35 are more likely to categorise themselves as liberal (85%, compared with 70% in the general population).

Chart 3.4.14 shows the results for people with disabilities. People with disabilities are more likely to categorise themselves as 'conservative' (48%, compared with 30% of the general population). This may reflect the fact that the profile of those with a disability interviewed is significantly older than the profile of the overall sample (39% of those with a disability are aged over 65 years as compared to 15% of the general sample).

**Chart 3.4.14 Which of the following best describes you?**



The hypothesis is proven in so far as self-categorised liberals are more likely to report that explicit sex on television, or conversations about explicit sex on radio, is 'very' or 'fairly acceptable' (38%, as opposed to 31% of the general population). Self-categorised conservatives are more likely than the overall sample to find such content 'very' or 'fairly unacceptable' (65%, compared to 43% of the general population).

Turning then to the specific scenarios under this heading, a comparison of reaction across all five disabilities examined shows that inclusion of people with hearing or vision disabilities in sexual scenarios is more acceptable than others. Significantly less acceptable is the inclusion of people with learning disabilities, followed by people with mental health disabilities, and then by people with physical disabilities.

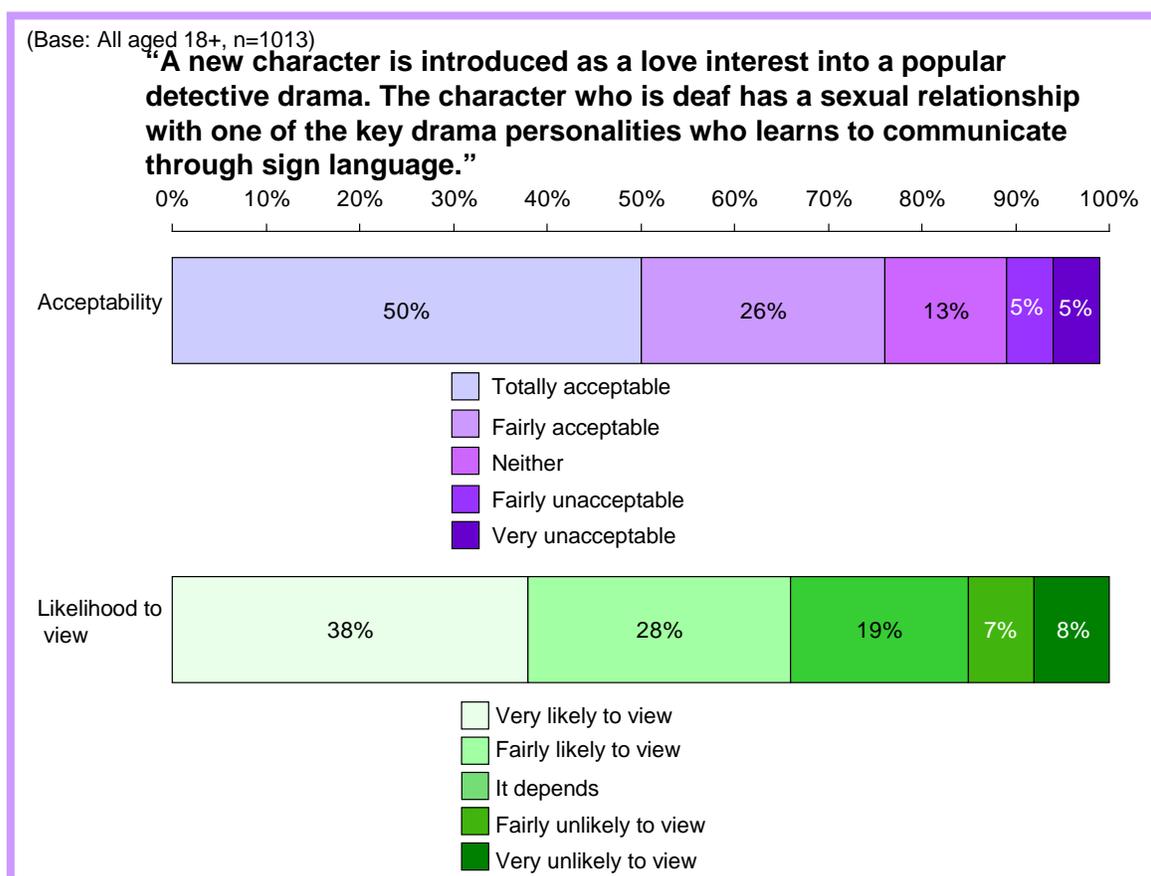
A comparison with reactions to the inclusion of people with disabilities in entertainment and current affairs scenarios shows that the inclusion of people with disabilities in sexual programming is rated as the least acceptable of all programming types.

Contrary to the scenarios presented in the entertainment and current affairs programme settings, respondents were more likely to rate the scenarios tested here as 'totally' or 'fairly unacceptable'. More than 20% rated the inclusion of people with mental health, learning or physical disabilities in sexual programming as 'fairly' or 'totally unacceptable', compared with less than 10% across all disabilities in the entertainment and current affair programme scenarios.

However, taking into account negative attitudes to sexual content reported by respondents in general (20% reported that explicit sex on television and conversations about sex on radio are 'totally unacceptable' while 43% claimed that such programming is 'totally' or 'fairly unacceptable'), the reactions to the specific scenarios are more positive than might be anticipated.

A detailed examination of the results also shows that people with disabilities tend to have more negative reactions to the sexual scenarios presented. However, it should be noted that disabled people tend to have more conservative views towards sexuality in general than the population aged 18+ and this may account for the higher level of negative views reported (See chart 3.4.13 & 3.4.14.)

Chart 3.4.15 Hearing disabilities/programming including sexuality (television)

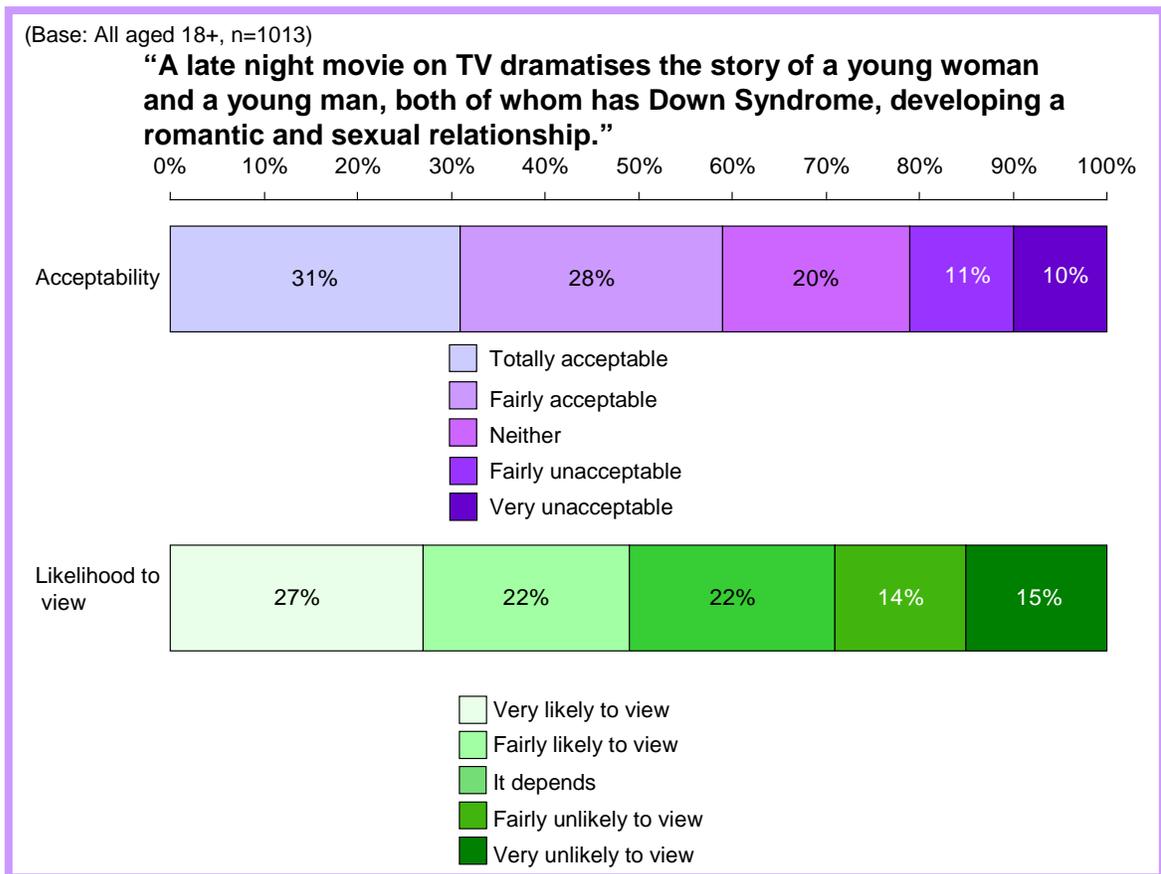


The depiction of a new character introduced as a love interest into a popular detective drama who is deaf, as having a sexual relationship with one of the key drama personalities who learns to communicate through sign language, is ‘fairly’ or ‘very acceptable’ to 76% of the total population - more than any of the other sexual scenarios.

Significantly more of those aged 18-34 (84%) find this to be acceptable and, similarly, would be 'very' or 'fairly likely' to view (at 74%).

Those with a disability are less likely to endorse this scenario's acceptability (69%). Likewise, 23% would be fairly or totally unlikely to view, compared to 14% of the population.

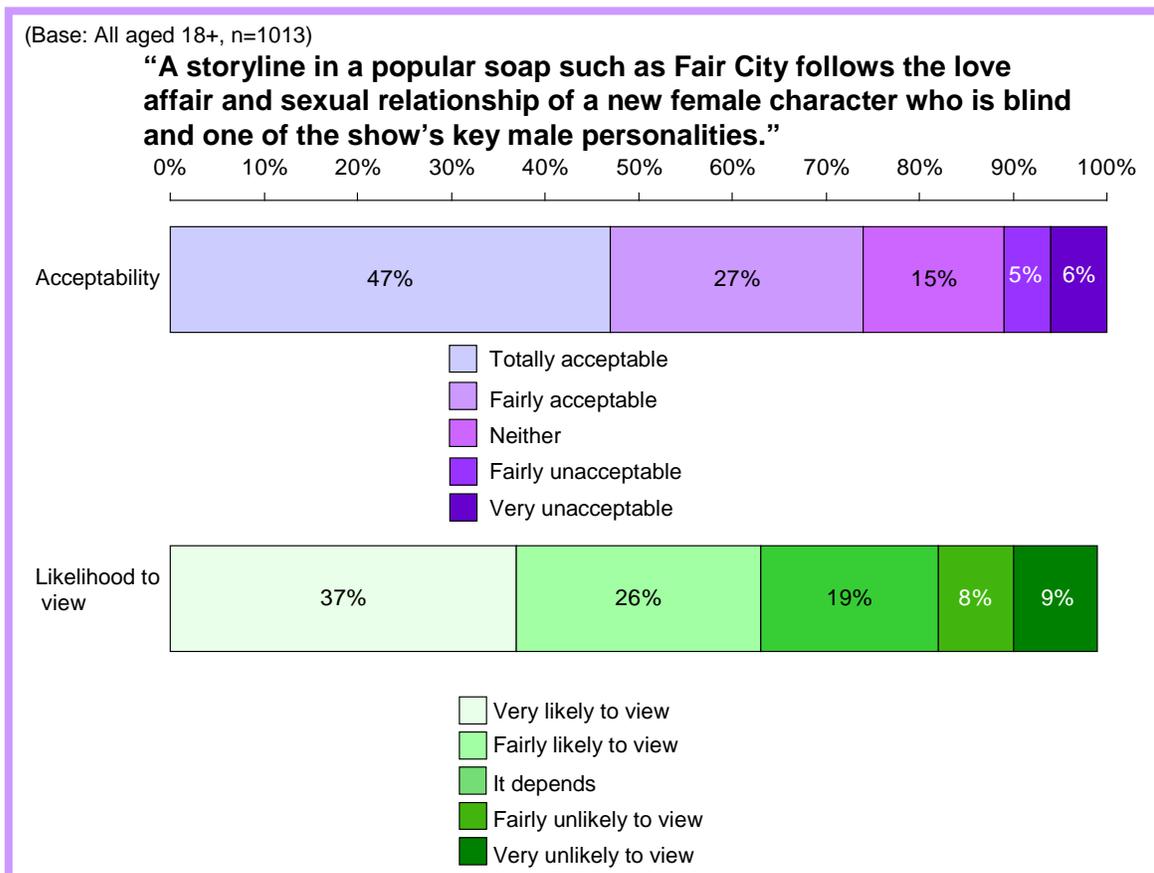
Chart 3.4.16 Learning disabilities/programming including sexuality (television)



The sexual scenario of a late night television movie which dramatises the story of a young woman and a young man, both of whom have Down Syndrome, developing a romantic and sexual relationship is found to be 'totally' or 'fairly acceptable' by 59% of the total population. 18-34 year olds find this overall more acceptable (67%).

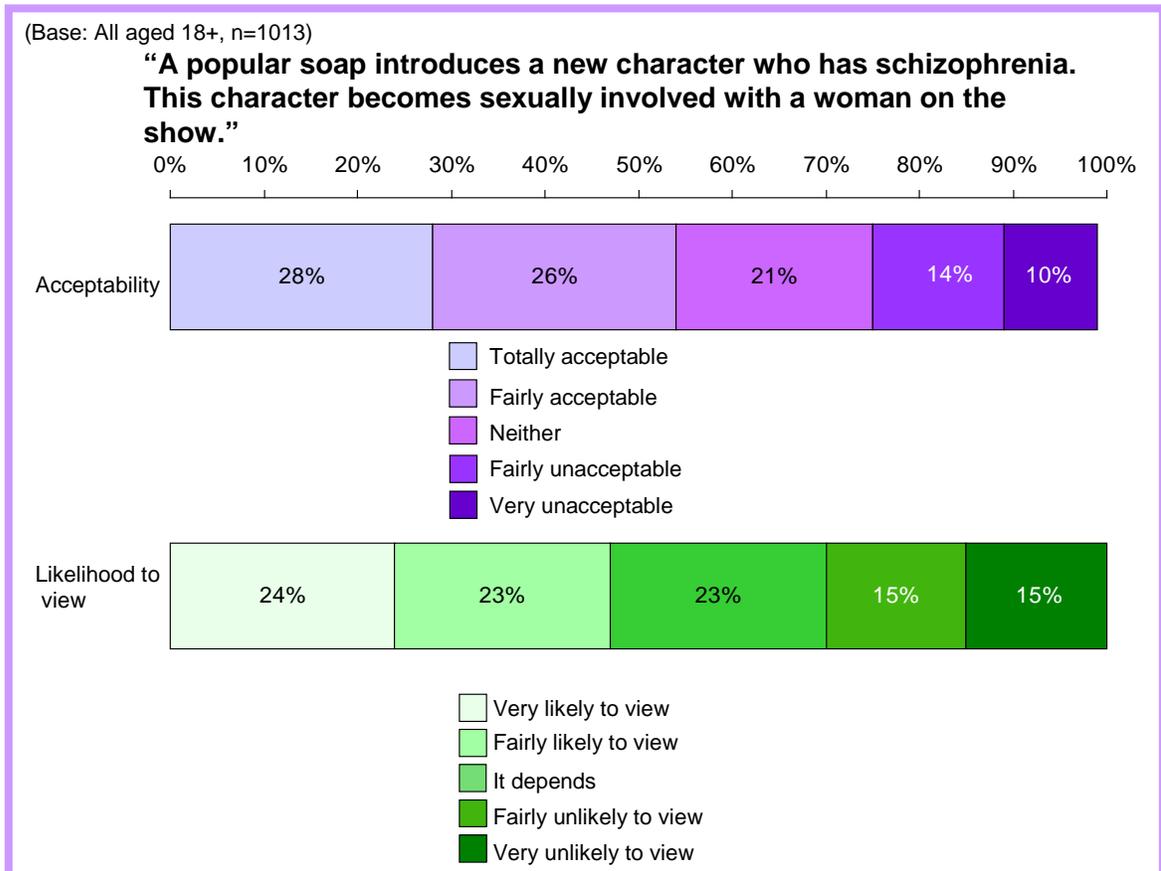
One in five feel that it is neither acceptable nor unacceptable. Those with disabilities are least likely to find this scenario acceptable (54% as compared to 59% of the general population) and least likely to anticipate viewing (44% as compared to 49% of the general population). Those aged 18-34 are most likely to view ( 55%).

Chart 3.4.17 Vision disabilities/programming including sexuality (television)



Three quarters (74%) of people feel that a storyline in a popular soap such as Fair City, which follows the love affair and sexual relationship of a new female character who is blind and one of the show’s key male personalities is either ‘fairly’ or ‘totally acceptable’. Those with a disability are least likely to find this acceptable (67%) and are significantly less likely to view (54% as compared to 63% of the general population).

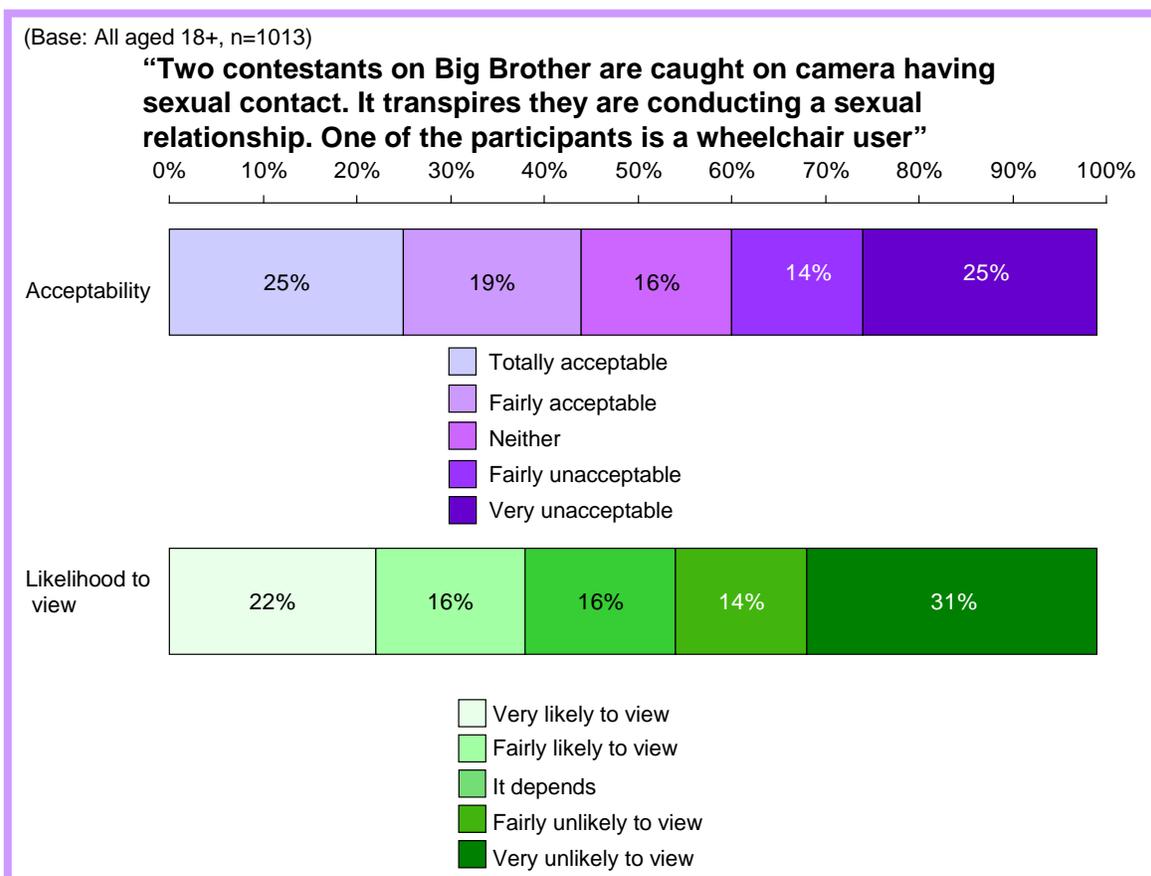
Chart 3.4.18 Mental health disabilities/programming including sexuality  
(television)



54% of respondents feel that if a popular soap introduced a new character who has schizophrenia and this character becomes sexually involved with a woman on the show, this would be ‘totally’ or ‘fairly acceptable’. Those aged 18-34 are most likely to feel this is acceptable. (64% as compared to 54% of the general population). Some 55% of this age group also state that they would be either very or fairly likely to view, compared to 47% of the general population.

Those with disabilities are least likely to report such programming as acceptable (42% as compared to 54% of the general population). People with disabilities are also least likely to view (37% as compared to 47% of the general population).

Chart 3.4.19 Physical disabilities/programming including sexuality (television)



The scenario whereby two contestants on Big Brother, one of whom is in a wheelchair, are caught on camera having sexual contact, is perceived as the least acceptable of all the scenarios (whether entertainment, current affairs or sexual).

Only 44% of people endorse this as being 'fairly' or 'totally acceptable', with less people (38%) stating that they would be either 'fairly' or 'very likely' to watch. 31% of those aged over 35 years feel that this scenario to be 'fairly' or 'very unacceptable', significantly more than the 25% of the overall sample who feel the same. People with disabilities are also less likely than the overall sample to feel that such programming is 'totally' or fairly acceptable'. (34% as compared to 44% of the general population).

Those aged over 35 years (52%) and those with disabilities (59%) are least likely to view, compared to 45% of the general population.

### **In Summary**

As outlined earlier, for each scenario respondents were asked to indicate its perceived **acceptability** and their **likelihood to view**. Chart 3.4.20 below plots the net acceptability of each of the scenarios by the net likelihood to view. The chart also plots the net acceptability of sexual content on television or radio in general.

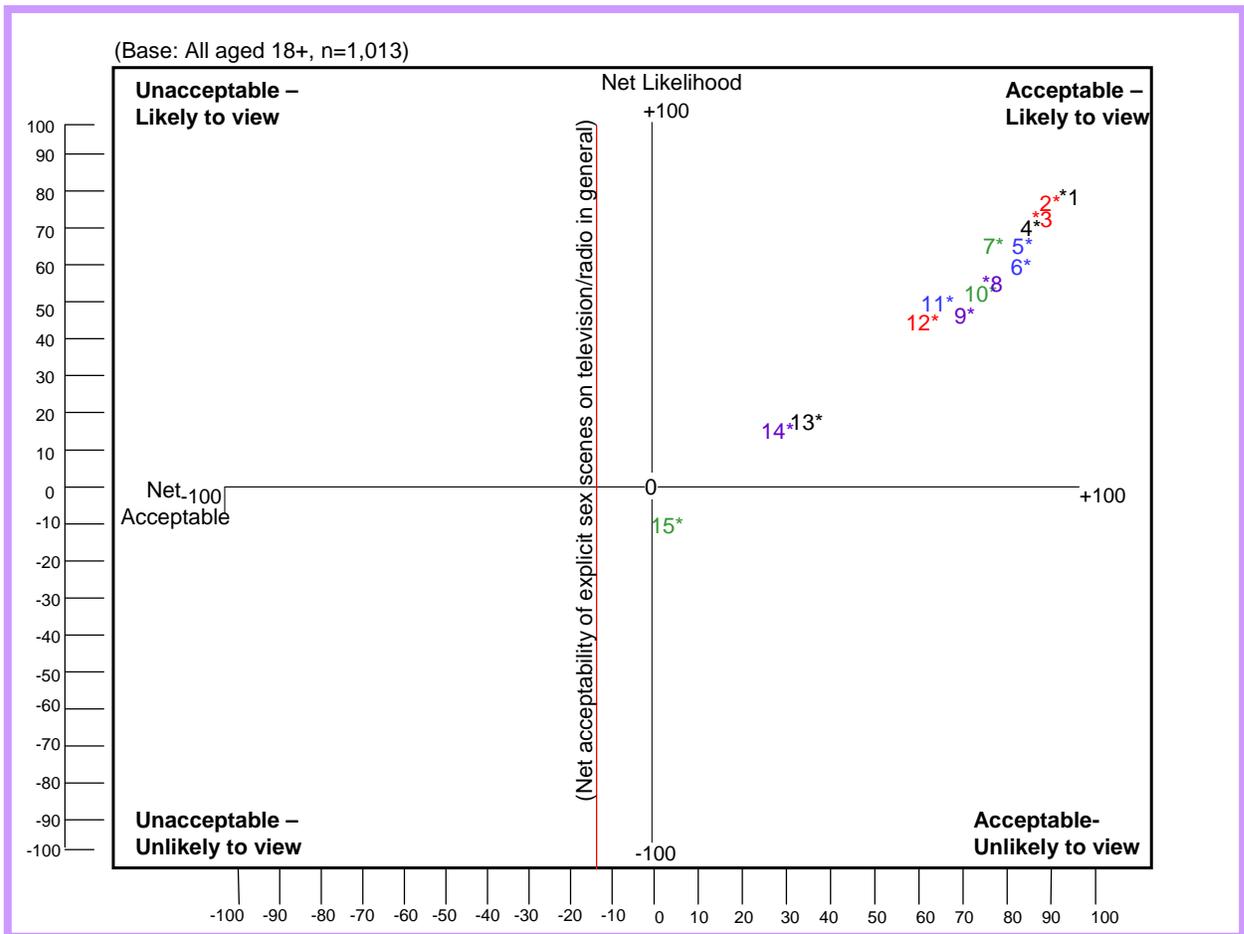
The **Net Acceptability** is calculated by subtracting the percentage of the total sample who reported that a particular scenario is 'totally' or 'fairly **acceptable**' from the percentage of those who claimed they feel it is 'totally' or 'fairly **unacceptable**'. For example, looking at the Vision Disability Entertainment Programming scenario involves the addition of 'totally' and 'fairly acceptable' is 93% and the addition of 'totally' and 'fairly unacceptable' is 2%, giving a net acceptability score of plus 91%.

The **Net Likelihood to view** is calculated by subtracting the percentage of the total sample who reported they would be 'very' or 'fairly likely' to view the relevant programme from the percentage of those who claimed they would be 'very' or 'fairly unlikely' to view. The potential responses here can range from minus 100% (all of those who rated the content felt they would be unlikely to view and no one claimed they would be likely to view) to plus 100% ( all of those who rated the content felt they were likely to view and no one claimed they would be unlikely to view.) For example, for the Vision Disability Entertainment Programming scenario, the addition of 'very' and 'fairly likely' to view is 83% and the addition of 'fairly' and 'very unlikely' to view is 8%, giving a net likelihood to view score of plus 75%.

It should be noted that in the case of the question regarding sexual content in general that was asked in order to contextualise sexual scenarios, only Net Acceptability is calculated as part of this research. As with all scenarios, this is done by subtracting the percentage of the total sample who reported they feel sexual content is 'totally' or 'fairly acceptable' (30%), from the percentage of those who claimed they feel it is 'totally' or 'fairly unacceptable' (43%) giving a net acceptability score of minus 13%. Due to the difficulty in presenting a scenario that would result in accurate responses regarding likelihood to view sexual content in general, no scenario was presented. As a result, Net Likelihood to view has not been calculated.

There are four quadrants in chart 3.4.20 below. These are created by the intersection of the axes Net Likelihood to view (vertical axis) and Net Acceptability (horizontal axis). The Net Acceptability axis runs left to right with minus 100% on the far left and plus 100% on the far right. The Net Likelihood to view axis runs bottom to top with minus 100% on far bottom and plus 100% on far top.

**Chart 3.4.20 The net likelihood to view by the net acceptability for each scenario**



1. Learning disabilities / current affairs programming (television) (Net Acceptability 92, Net likelihood to view 80)

2. Vision disability/entertainment programming (television) (Net Acceptability 91, Net likelihood to view 75)

3. Vision disabilities/current affairs programming (television) (Net Acceptability 87, Net likelihood to view 73)

4. Learning disabilities / current affairs programming (radio) (Net Acceptability 87, Net likelihood to view 69)

5. Hearing disabilities/current affairs programming (television) (Net Acceptability 85, Net likelihood to view 65)

6. Hearing disabilities /entertainment programming (television)(Net Acceptability 85, Net likelihood to view 59)

7. Physical disabilities/current affairs programming (television) (Net Acceptability 78, Net likelihood to view 66)
8. Mental health disabilities /entertainment programming (radio) (Net Acceptability 75, Net likelihood to view 55)
9. Mental health disability/current affairs programming (radio) (Net Acceptability 75, Net likelihood to view 49)
10. Physical disabilities /entertainment programming (television) (Net Acceptability 74, Net likelihood to view 53)
11. Hearing disabilities/programming including sexuality (television) (Net Acceptability 66, Net likelihood to view 51)
12. Vision disabilities/programming including sexuality (television) (Net Acceptability 63, Net likelihood to view 46)
13. Learning disabilities/programming including sexuality (television) (Net Acceptability 38, Net likelihood to view 20)
14. Mental health disabilities/programming including sexuality (television) (Net Acceptability 30, Net likelihood to view 17)
15. Physical disabilities/programming including sexuality (television) (Net Acceptability 5, Net likelihood to view -7)

The net score for programme scenario content included in the top right hand quadrant is positive in terms of likelihood to view and perceived acceptability. For each of the scenarios included here, more respondents reported they would be 'very' or 'fairly' likely to view/listen than reported they would be 'not very,' 'not at all' likely to view/listen and more reported they feel such content is 'totally' or 'fairly' acceptable than reported it is 'fairly' or 'totally' unacceptable. We have labelled this quadrant 'acceptable –likely to view'

The net score for programme scenario content included in the top left hand quadrant is positive in terms of likelihood to view and negative in terms of perceived acceptability. For each of the scenarios included here, more respondents reported they would be 'very' or 'fairly' likely to view/listen than reported they would be 'not very,' 'not at all' likely to view/listen but more reported they feel such content is 'totally' or 'fairly' unacceptable than reported it is 'fairly' or 'totally' acceptable. We have labelled this quadrant 'unacceptable – likely to view'.

The net score for programme scenario content included in the bottom left hand quadrant is negative in terms of likelihood to view and negative in terms of perceived acceptability. For each of the scenarios included here, more respondents reported they would be 'not very,' 'not at all' likely to view/listen than reported they would be 'very' or 'fairly' likely to view/listen and more reported they feel such content is 'totally' or 'fairly' unacceptable than reported it is 'fairly' or 'totally' acceptable. We have labelled this quadrant 'unacceptable – unlikely to view'.

The net score for programme scenario content included in the bottom right hand quadrant is negative in terms of likelihood to view but positive in terms of perceived acceptability. For each of the scenarios included here, more respondents reported they would be 'not very,' 'not at all' likely to view/listen than reported they would be 'very' or 'fairly' likely to view/listen but more reported they feel such content is 'fairly' or 'totally' acceptable than reported it is 'fairly' or 'totally' unacceptable. We have labelled this quadrant 'acceptable – unlikely to view'.

As noted earlier, the net acceptability of sexual content in general is minus 13%. This means that 13% more respondents rated sexual content in general as 'totally' or 'fairly' unacceptable than reported it is 'fairly' or 'totally' acceptable. None of the scenarios assessed were rated, as unacceptable as sexual content in general. With the exception of the scenario outlining inclusion of persons with physical disabilities in programming including sexuality, the net acceptability and net likelihood to view ratings were all positive. This means that in respect of fourteen of the fifteen scenarios tested, more respondents reported for each that they would be 'very' or 'fairly' likely to view/listen than reported they would be 'not very,' 'not at all' likely to view/listen and more reported they feel such content is 'totally' or 'fairly' acceptable than reported it is 'fairly' or 'totally' unacceptable. Fourteen of the scenarios are plotted therefore in the 'acceptable –likely to view' quadrant. The Physical Sexual Scenario is plotted in the 'acceptable-unlikely to view' quadrant.

An examination of the distance between scenario plots on chart 3.4.20 allows us to discern the relative 'acceptability' and 'likelihood to view' each of the scenarios. The plot co-ordinates are detailed underneath the chart to allow clear assimilation of the relative reactions to each scenario. As can be seen from the 'net acceptability' and 'net likelihood' to view scores and plots, the most acceptable scenario that is also most likely to be viewed would involve including people with learning disabilities on current affairs programming (net acceptability 92, net likely to view 80). The second most acceptable and most likely viewed scenario would involve inclusion of people with visual disabilities on entertainment programming (net acceptability 91, net likely to view 75). Third and fourth places are occupied by scenarios involving current affairs programming. The net acceptability and net likelihood to view scores are as follows: Visual disabilities on television (net acceptability 87, net likely to view 73). Learning disabilities on radio (net acceptability 87, net likely to view 69).

Next most acceptable and likely to be viewed scenarios both involve people with hearing disabilities but the scenario involving current affairs programming is more likely to be viewed than that involving entertainment programming (Hearing disabilities on current affairs programming, net acceptability 85, net likely to view 65, Hearing disabilities on entertainment programming, net acceptability 85, net likely to view 59). Current affairs programming involving physical disabilities is ranked seventh on net acceptability (net acceptability 78, Net likely to view 66), although this is slightly more likely to be viewed than the perceived more acceptable scenarios involving hearing disabilities in current affairs programming.

Radio programming scenarios involving people with mental health disabilities are next most acceptable and likely to be viewed. The scenario involving an entertainment setting is more likely to be viewed than the current affairs programme but both have identical net acceptability scores. The net acceptability and net likelihood to view scores are as follows: Mental health disabilities on entertainment programming (net acceptability 75, net likely to view 55), Mental Health disabilities on current affairs programming (net acceptability 75, net likely to view 49).

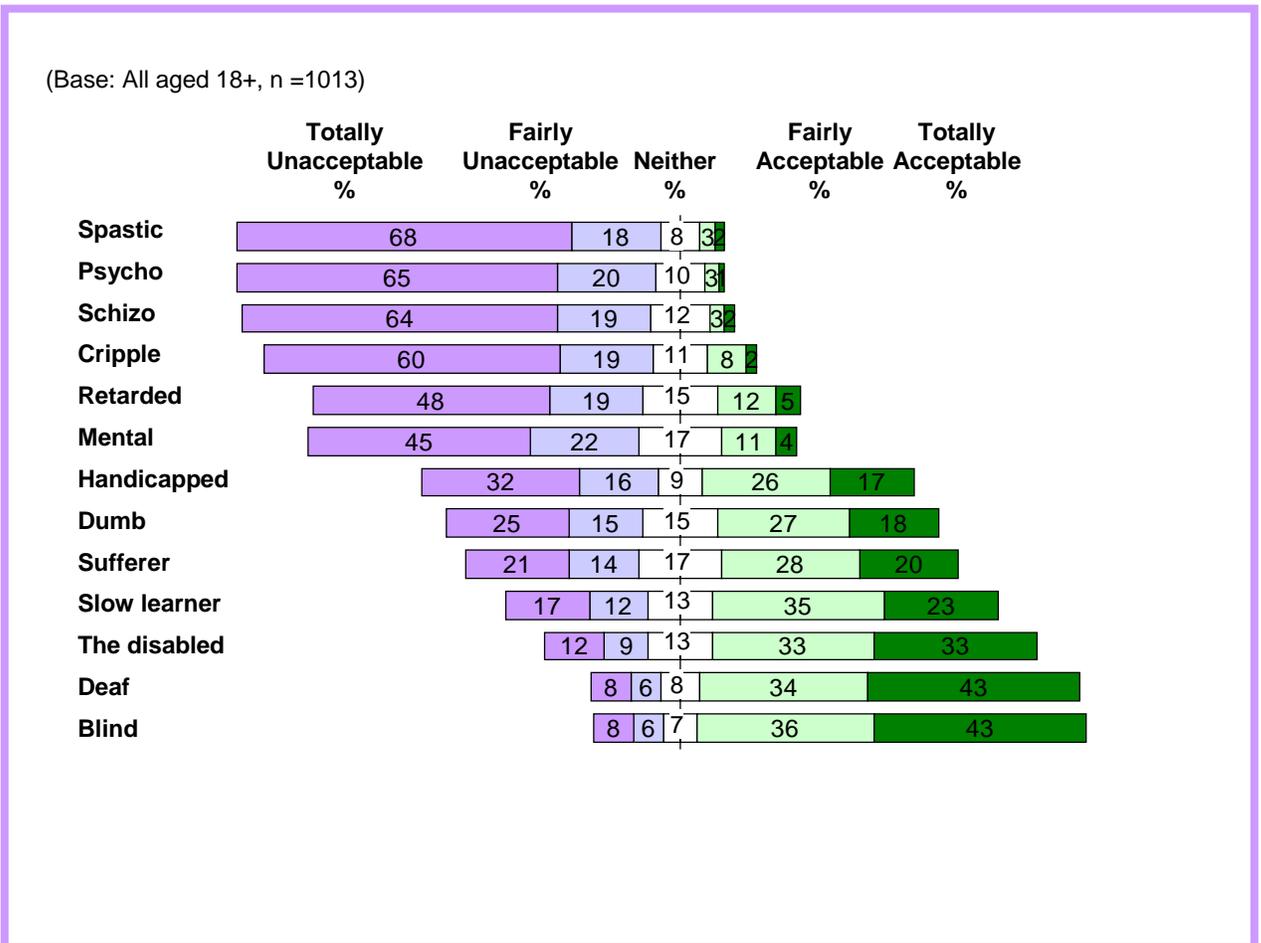
All of the scenarios involving disabled people in programming with sexual programme content scenarios are ranked least acceptable and least likely to be viewed. Scenarios involving people with hearing and visual disabilities in sexual programming however attract net acceptability and likelihood to view ratings closest to current affairs and entertainment scenarios. Specifically: Hearing disabilities in programming including sexuality (net acceptability 66, net likely to view 51); Visual disabilities in programming including sexuality (net acceptability 63, net likely to view 46).

However, the net acceptability and likelihood to view scores for the scenarios involving people with learning, mental health and physical disabilities in sexual scenarios are significantly less positive than the other scenarios rated. Scores are as follows: Learning disabilities in programming including sexuality (net acceptability 38, net likely to view 20); Mental health disabilities in programming including sexuality (net acceptability 30, net likely to view 17); Physical disabilities in programming including sexuality (net acceptability 5, net likely to view -7).

### 3.5 Perceived Acceptability of terms for people with Disabilities

Respondents were asked “thinking about the terms that people use to talk about people with disabilities on television/radio, how do you feel about each of the following words/phrases?” Respondents were asked to rate each word/phrase on a five-point scale from ‘totally acceptable’ to ‘totally unacceptable’.

**Chart 3.5 Thinking about the terms people use to talk about people with disabilities on television/radio, how do you feel about each of the following words/phrases?**



It is evident that opinions about the top six words, 'spastic', 'psycho', 'schizo', 'cripple', 'retarded' and 'mental' in chart 3.5 above are firmly negative. More than 45% rated each of these words as 'totally unacceptable'. More than 67% rate each of these terms as 'totally' or 'fairly unacceptable'.

The words tested are ranked in ascending order of acceptability. Most unacceptable is the word 'spastic' with 65% of the respondents reporting this term as 'totally unacceptable', 18% 'fairly unacceptable', 8% 'neither acceptable nor unacceptable', 3% 'fairly acceptable' and 2% 'totally acceptable'.

Most acceptable is 'blind' 8% rated this term as 'totally unacceptable', 6% 'fairly unacceptable', 7%, 'neither acceptable not unacceptable', 36% 'fairly acceptable' and 43% 'totally acceptable'.

With the exception of 'spastic' and 'psycho' each word is significantly more acceptable than the word before. 'Psycho' and 'spastic' are rated very similarly in terms of perceived unacceptability.

'Handicapped' divides opinions, much like 'dumb' and 'sufferer'. Similar numbers rate these words as 'totally or fairly acceptable' and 'totally or fairly unacceptable'. The public feel that, on balance, 'slow learner', 'the disabled' 'deaf' and 'blind' are the most acceptable. More than 58% rate each of these words as 'fairly' or 'totally acceptable'.

The opinions of people with disabilities differ significantly from the overall sample with regard to four words listed here. People with disabilities are significantly more likely to find the terms 'dumb' and 'slow learner' 'totally' or 'fairly unacceptable' than the general population. 'Dumb' is rated as 'totally' or 'fairly unacceptable' by 50% of people with disabilities as compared to 40% of the general population. 'Slow learner' is rated as 'totally' or 'fairly

unacceptable' by 38% of those with disabilities as compared with 29% of the general population.

On the other hand, people with disabilities are less likely to rate words, 'spastic' and 'mental' as 'totally' or 'fairly unacceptable' than the overall sample. 'Spastic' is rated as 'totally' or 'fairly unacceptable' by 79% of people with disabilities as compared with 86% of the general population. 'Mental' is rated as 'totally' or 'fairly unacceptable' by 66% of those with disabilities as compared with 77% of the general population.

### **In Summary**

In a ranking of words used to talk about people with disabilities , 'spastic', 'psycho' and 'schizo' are least acceptable. On balance, the public feel that 'blind' 'deaf', 'the disabled' and 'slow learner' are most acceptable.

## APPENDIX 1

LANSDOWNE MARKET RESEARCH –TV AND RADIO SURVEY 2007

Q' aire

No

ALL AGED 18+

41107062

(1-4)

(5)(6)(7)(8)

CLASSIFICATION

FULL NAME (Block Capitals)	MR/MRS/MS .....	CARD ONE Col 79(0),80(1)
FULL ADDRESS (Block Capitals)	.....	(COLS 9,10 BLANK)
	.....	<input style="width: 80px; height: 20px;" type="text"/>

	11	* AGE		17-18	
*PHONE IN HOUSEHOLD		(17) (18)			
NO .....	1	(STATE EXACT ..... & CODE)		19	
YES (Code & SPECIFY - Tel. No) .....	2	18 .....		3	
		19-24 .....		4	
		25-29 .....		5	
*SEX	12	30-34 .....		6	
Male .....	1	35-39 .....		7	
Female .....	2	40-44 .....		8	
*MARITAL STATUS	13	45-49 .....		9	
Married .....	1	50-54 .....		20	
Living as married .....	2	55-59 .....		1	
Single .....	3	60-64 .....		2	
Widowed/Divorced/Separated .....	4	65+ .....		3	
*WHETHER RESPONDENT WORKING	14			4	
•Houseworker (full time) .....	1	*FINISHED EDUCATION		21	
•At school .....	2	At primary level .....		1	
•Full time student (third level) .....	3	At secondary level- Junior Cert .....		2	
•Temporarily unemployed .....	4	At secondary level-Leaving Cert .....		3	
(actively seeking work)		At third level .....		4	
•Permanently unemployed .....	5	Still at school/college .....		5	
•Retired .....	6	*NO OF PEOPLE IN			
•Full time (30 hours or more) .....	7	HOUSEHOLD (inc Respondent)			
•Part time (8hrs - 29hrs per week) .....	8	1 2 3 4 5 6 7+			
•Self Employed .....	9			22	
*RESPONDENT IS	15	*DEPENDENT CHILDREN		23	
Chief Income Earner .....	1	Regardless of age			
Not chief Income Earner .....	2	RESPONDENT HAS..			
*OCCUPATION OF CHIEF INCOME		Any dependent children .....		1	
EARNER		No dependent children .....		2	
Record full job details		*HOUSEHOLD COMPOSITION		24	
.....		X AGE			
.....		Code each age group including			
If Manager/Self employed state No. of		respondent - all adults and all children			
employees. SPECIFY qualifications /training		Aged under 12 months .....		1	
.....		Aged 1 - 2 years .....		2	
.....		Aged 3 - 5 years .....		3	
IF FARMER STATE NO OF ACRES		Aged 6 - 10 years .....		4	
.....		Aged 11 - 14 years .....		5	
SOCIAL CLASS	16	Aged 15 - 17 years .....		6	
AB .....	1	Males aged 18 - 34 .....		7	
C1 .....	2	Females aged 18 - 34 .....		8	
C2 .....	3	Males aged 35-55 .....		9	
D .....	4	Females aged 35-55 .....		0	
E .....	5	Males aged 56+ .....		25	
F50+ .....	6	Females aged 56+ .....		1	
F50 .....	7			2	

ASSIGNMENT NO.

26	27	28	29	30

INTERVIEWER NO:

31	32	33	34

I hereby certify that the above interview has been carried out strictly according to your instructions  
\*SIGNATURE OF INTERVIEWER

\_\_\_\_\_

**INTERVIEWER READ:**

*Lansdowne Market Research have been commissioned to undertake a nationwide survey of attitudes to what is shown on TV and Radio.*

*Would you like to be involved? There are no right or wrong answers – it is your opinions and views that we are interested in. We assure you that your responses are completely confidential and will not be examined on an individual basis.*

**TV and RADIO use**

**SHOWCARD '1'**

Q.1 Which of the following TV stations do you currently have available to watch at home?  
MULTICODE

**SHOWCARD '1' AGAIN**

Q.2 Which station is your favourite TV station?  
SINGLE CODE ONLY

**SHOWCARD '1' AGAIN**

Q.3 And now thinking just of the Irish TV stations (RTE 1, RTE2, TV3, TG4, Channel 6, City Channel and Setanta Sports), which of these is your favourite?  
SINGLE CODE ONLY

	Q.1 Available	Q.2 Favourite Favourite	Q.3 Irish	(135- 139)
	(135)	(137)	(139)	
RTE1 .....	1	1	1	
RTE2 .....	2	2	2	
TV3 .....	3	3	3	
TG4 .....	4	4	4	
Channel 6 .....	5	5	5	
City Channel .....	6	6	6	
Setanta Sports .....	7	7	7	
BBC1 .....	8	8	■	
BBC2 .....	9	9	■	
UTV .....	0	0	■	
Channel 4 .....	X	X	■	
E4 .....	V	V	■	
	(136)	(138)		
MTV .....	1	1	■	
SKY One .....	2	2	■	
Sky News .....	3	3	■	
CNN .....	4	4	■	
Discovery .....	5	5	■	
Paramount Comedy .....	6	6	■	
Nickelodeon .....	7	7	■	
Other (SPECIFY _____				
_____ &CODE) .....	8	8	■	

**SHOWCARD "2"**

Q.4 Which of the following best describes your TV access at home?  
**SINGLE CODE.**

TV through an aerial/mast.....	1	(140)
Cable TV.....	2	
Digital TV.....	3	
Satellite TV.....	4	
MMD .....	5	

**ASK ALL**

Q.5 About how many hours per week do you spend watching television in total?  
**SINGLE CODE**

Never watch TV at all .....	1	(141)
Up to 5 hours a week.....	2	
6-10 hours a week .....	3	
11-16 hours a week .....	4	
17-20 hours a week .....	5	
21-25 hours a week .....	6	
26-30 hours a week .....	7	
30-40 hours a week .....	8	
41-50 hours a week .....	9	
51-60 hours a week .....	0	
61-70 hours a week .....	X	
71+ hours a week.....	V	

**SHOWCARD " 3"**

Q.6a What types of programmes do you watch regularly on TV.  
**MULTICODE**

	(142)	(143)	(142-143)
	<b>Q.6a</b>	<b>Q.6b</b>	
Breakfast TV .....	1	1	
Comedy.....	2	2	
Current Affairs.....	3	3	
Dramas.....	4	4	
News.....	5	5	
Reality TV shows .....	6	6	
Soaps.....	7	7	
Sports programming .....	8	8	
Other ( <b>Specify &amp;</b> _____ _____ <b>Code</b> ) .....	9	9	

Q6.b If you had to choose what one type of TV show is your favourite?  
**SINGLE CODE**

**ASK ALL**

**SHOWCARD'4'**

Q.7 Now thinking about radio stations, which of the following Radio Stations do you currently have available to listen to at home? Any others? **MULTICODE**

**SHOWCARD '4' AGAIN**

Q.8 And which Radio station is your favourite? **SINGLE CODE.**

	Q.7 Available (144)	Q.8 Favourite (146)	(144- 147)
RTE Radio 1 .....	1	1	
RTE Radio 2FM.....	2	2	
FM 104.....	3	3	
98 FM.....	4	4	
Spin 103.8.....	5	5	
Radio na Gaeltachta .....	6	6	
Dublin City Anna Livia FM 103.2 .....	7	7	
Today FM .....	8	8	
Dublin's Country 106.8.....	9	9	
Lyric FM .....	0	0	
Newstalk 106 .....	X	X	
Q102 .....	V	V	
	(145)	(147)	
Cork's County Sound 103FM.....	1	1	
96 FM Cork.....	2	2	
Red fm104-106.....	3	3	
Galway Bay .....	4	4	
Beat 102-103 FM.....	5	5	
Limerick's Live 95 FM .....	6	6	
Other Local Radio Station ( <b>SPECIFY</b> _____ _____ & CODE) .....	7	7	
Other Stations ( <b>SPECIFY</b> _____ _____ & CODE) .....	8	8	

**TELEVISION**

Q.9 Thinking about the Television Programming you viewed in the last seven days. Were you aware of any person(s) with a disability present in any of the programming. This includes people being portrayed as having a disability, a person with a disability being in the programme, or disability being mentioned?

Yes.....	1	(148)
No .....	2	
Not sure.....	3	
Can't remember .....	4	

**ASK ALL ANSWER YES OTHERS GO TO Q.11**

Q.10 How many separate programmes do you remember person(s) with a disability(ies) were present? If you can't remember exactly a guess will do.

One .....	1	(149)
Two .....	2	
Three.....	3	
Four.....	4	
Five .....	5	
More than five .....	6	
Can't remember .....	7	

**ASK ALL**

Q.11 Thinking about the last time you noticed a person with a disability present on TV programming you viewed. What type(s) of disability did the person(s) present have? Any other type?

**PROBE TO PRECODES**

Vision .....	1	(150)
Hearing .....	2	
Physical .....	3	
Mental Health.....	4	
Learning disability.....	5	
Other ( please write in)_____		
_____ .....	6	
Never noticed person with disability on TV .....	7	<b>GO TO Q15</b>

**ASK ALL CODE 1 – 6 AT Q11 OTHERS SKIP TO Q15**

Q.12 What was the name of the programme?  
 \_\_\_\_\_  
**INTERVIEWER: RECORD PROGRAMME NAME VERBATIM AND CODE PROGRAMME INTO GENRE TYPE. IF UNSURE RE: PROGRAMME TYPE PROBE TO PRECODES WITH RESPONDENT**

Comedy.....	1	(151)
Breakfast TV .....	2	
News.....	3	
Current Affairs show .....	4	
Soap .....	5	
Drama.....	6	
Reality TV show .....	7	
Special show <b>highlighting</b> disabilities .....	8	
Special show <b>for people with disabilities</b> .....	9	
Sports programming .....	0	
Other (Specify & _____ _____ Code) .....	X	

**SHOWCARD '5'**

Q.13 How big was the role of the person with disability in the programme?

Major role (they were the primary person in the programme).....	1	(152)
Secondary role (they were important but not the primary person in the programme) .....	2	
Incidental (their presence was unimportant to the show as a whole).....	3	

**SHOWCARD '6'**

Q.14 How relevant was the person(s)' disability to their role in the programme?

Central (they would not have been suitable for the programme unless they were disabled) .....	1	(153)
Relevant (being disabled was relevant to the programme but not necessary for their involvement) .....	2	
Incidental (being disabled was not at all relevant for the programme).....	3	

**ASK ALL SHOWCARD '7'**

Q.15 A suggestion has been made that more people with disabilities should be present in TV programming. What impact do you think that would have on your viewership of the programmes in which they are present?

I would be a lot <b>less</b> likely to view .....	1	(154)
I would be a little <b>less</b> likely to view .....	2	
It would have no impact on my likelihood to view .....	3	
I would be a little <b>more</b> likely to view.....	4	
I would be a lot <b>more</b> likely to view .....	5	
It depends .....	6	

Q.16 Why do you say that?  
**RECORD ANSWER VERBATIM**

V X 0 1 2 3 4 5 6 7 8 9	(155)

**SHOWCARD '7' AGAIN**

Q.17a Now thinking specifically about those with **vision disabilities**, how do you think increasing their presence in TV programmes that you view would impact on your viewership?

I would be a lot <b>less</b> likely to view .....1	(156)
I would be a little <b>less</b> likely to view .....2	
It would have no impact on my likelihood to view .....3	
I would be a little <b>more</b> likely to view.....4	
I would be a lot <b>more</b> likely to view .....5	
It depends .....6	

**SHOWCARD '7' AGAIN**

Q.17b And thinking specifically about those with **hearing disabilities**, how do you think increasing their presence in TV programmes that you view would impact on your viewership?

I would be a lot <b>less</b> likely to view .....1	(157)
I would be a little <b>less</b> likely to view .....2	
It would have no impact on my likelihood to view .....3	
I would be a little <b>more</b> likely to view.....4	
I would be a lot <b>more</b> likely to view .....5	
It depends .....6	

**SHOWCARD '7' AGAIN**

Q.17c And thinking specifically about those with **learning disabilities**, how do you think increasing their presence in TV programmes that you view would impact on your viewership?

I would be a lot <b>less</b> likely to view .....1	(158)
I would be a little <b>less</b> likely to view .....2	
It would have no impact on my likelihood to view .....3	
I would be a little <b>more</b> likely to view.....4	
I would be a lot <b>more</b> likely to view .....5	
It depends .....6	

**SHOWCARD '7' AGAIN**

Q.17d And thinking specifically about those with **physical disabilities** including disfigurement, how do you think increasing their presence in TV programmes that you view would impact on your viewership?

I would be a lot <b>less</b> likely to view .....1	(159)
I would be a little <b>less</b> likely to view .....2	
It would have no impact on my likelihood to view .....3	
I would be a little <b>more</b> likely to view.....4	
I would be a lot <b>more</b> likely to view .....5	
It depends .....6	

**SHOWCARD '7' AGAIN**

Q.17e And thinking specifically about those with a **speech impairment**, how do you think increasing their presence in TV programmes that you view would impact on your viewership?

I would be a lot <b>less</b> likely to view .....	1	(160)
I would be a little <b>less</b> likely to view .....	2	
It would have no impact on my likelihood to view .....	3	
I would be a little <b>more</b> likely to view .....	4	
I would be a lot <b>more</b> likely to view .....	5	
It depends .....	6	

**SHOWCARD '7' AGAIN**

Q.17f And thinking specifically about those with **mental health issues**, how do you think increasing their presence in TV programmes that you view would impact on your viewership?

I would be a lot <b>less</b> likely to view .....	1	(161)
I would be a little <b>less</b> likely to view .....	2	
It would have no impact on my likelihood to view .....	3	
I would be a little <b>more</b> likely to view .....	4	
I would be a lot <b>more</b> likely to view .....	5	
It depends .....	6	

Q.18a Thinking about the last time, if ever, you viewed a TV programme on which a person(s) with a disability was present, can you tell me what action you took?

Never saw TV programme with person with disability .....	1	(162)
Continued watching but felt uncomfortable.....	2	
Continued watching felt fine .....	3	
Switched channels/stations .....	4	
Switched off .....	5	
Kept TV on but looked away .....	6	
Other(please write in).....	7	

Q.18b Why do you say that?

**RECORD ANSWER VERBATIM**

	V X 0 1 2 3 4 5 6 7 8 9 (163)

**SHOWCARD '8'**

Q.19a Which of the following best describes your opinion of how people with disabilities are generally shown on TV?

People with disabilities are generally shown...		(164)
In a very positive way .....	1	
In a fairly positive way .....	2	
Neither positively or negatively .....	3	
In a fairly negative way .....	4	
In a very negative way .....	5	

Q.19b Why do you say that?

**RECORD ANSWER VERBATIM**

	V X 0 1 2 3 4 5 6 7 8 9 (165)

**SHOWCARD '8' AGAIN**

Q.19c Which of the following best describes your opinion of how people with disabilities are generally talked about on TV?

People with disabilities are generally talked about...	(166)
In a very positive way .....	1
In a fairly positive way .....	2
Neither positively or negatively .....	3
In a fairly negative way .....	4
In a very negative way .....	5

Q.19d Why do you say that?

**RECORD ANSWER VERBATIM**

	V X 0 1 2 3 4 5 6 7 8 9 (167)

**CARD ONE END**

**RADIO**

Q.20 Thinking about the Radio Programming you listened to in the last seven days. Were you aware of any person(s) with a disability present in any of the programming. This includes people being portrayed as having a disability, a person with a disability being in the programme, or disability being mentioned?

Yes.....	1	(211)
No .....	2	
Not sure.....	3	
Can't remember .....	4	

**ASK ALL ANSWER YES OTHERS GO TO Q.22**

Q.21 How many separate programmes do you remember person(s) with a disability(ies) were present?

One .....	1	(212)
Two .....	2	
Three.....	3	
Four.....	4	
Five .....	5	
More than five .....	6	
Can't remember .....	7	

**ASK ALL**

Q.22 Thinking about the last time you were aware of a person with a disability was present on a radio programme you listened to. What type(s) of disability did the person(s) present have? Any other type?

Vision .....	1	(213)
Hearing .....	2	
Physical .....	3	
Mental Health.....	4	
Learning disability.....	5	
Other ( please write in)_____		
_____ .....	6	
Never noticed person with disability on radio....	7	

**MULTICODE POSSIBLE**

**ASK ALL CODE 1 – 6 AT Q22 OTHERS SKIP TO Q26**

**SHOWCARD '9'**

Q.23 What was the name of the programme?

\_\_\_\_\_  
**INTERVIEWER: RECORD PROGRAMME NAME VERBATIM AND CODE PROGRAMME INTO GENRE TYPE. IF UNSURE RE: PROGRAMME TYPE PROBE TO PRECODES WITH RESPONDENT**

Breakfast TV .....	1	(214)
Comedy .....	2	
Current Affairs show .....	3	
Drama.....	4	
Drive Time show .....	5	
Late Night Talk show .....	6	
Music show.....	7	
News programme.....	8	
Sports show .....	9	
Talk show.....	0	
Other (Specify & _____ Code) .....	X	

**SHOWCARD '10'**

Q.24 How big was the role of the person with a disability in the programme?

Major (they were the primary person in the programme).....	1	(215)
Secondary (they were important but not the primary person in the programme) .....	2	
Incidental (their presence was unimportant to the show as a whole).....	3	

**ASK ALL**

**SHOWCARD '11'**

Q.25 How relevant was the person(s) disability to their role in the programme?

Central (they would not have been suitable for the programme unless they were disabled) .....	1	(216)
Relevant (being disabled was relevant to the programme but not necessary for their involvement) .....	2	
Incidental (being disabled was not at all relevant for the programme).....	3	

**SHOWCARD '12'**

Q.26 A suggestion has been made that **more people** with disabilities should be present in Radio programming, What impact do you think that would have on your listenership of the programmes in which they are present?

I would be a lot <b>less</b> likely to listen .....	1	(217)
I would be a little <b>less</b> likely to listen .....	2	
It would have no impact on my likelihood to listen.....	3	
I would be a little <b>more</b> likely to listen. ....	4	
I would be a lot <b>more</b> likely to listen .....	5	
It depends .....	6	

Q.27 Why do you say that?

**RECORD ANSWER VERBATIM**

	(218)

**SHOWCARD '12' AGAIN**

Q.28a Now thinking specifically about those with **vision disabilities**, how do you think increasing their presence on Radio programmes that you listen to would impact on your listenership?

I would be a lot <b>less</b> likely to listen .....1	(219)
I would be a little <b>less</b> likely to listen .....2	
It would have no impact on my likelihood to listen.....3	
I would be a little <b>more</b> likely to listen.....4	
I would be a lot <b>more</b> likely to listen .....5	
It depends .....6	

**SHOWCARD '12' AGAIN**

Q.28b And thinking specifically about those with **hearing disabilities**, how do you think increasing their presence on Radio programmes that you listen to would impact on your listenership?

I would be a lot <b>less</b> likely to listen .....1	(220)
I would be a little <b>less</b> likely to listen .....2	
It would have no impact on my likelihood to listen.....3	
I would be a little <b>more</b> likely to listen.....4	
I would be a lot <b>more</b> likely to listen .....5	
It depends .....6	

**SHOWCARD '12' AGAIN**

Q.28c And thinking specifically about those with **learning disabilities**, how do you think increasing their presence on Radio programmes that you listen to would impact on your listenership?

I would be a lot <b>less</b> likely to listen .....1	(221)
I would be a little <b>less</b> likely to listen .....2	
It would have no impact on my likelihood to listen.....3	
I would be a little <b>more</b> likely to listen.....4	
I would be a lot <b>more</b> likely to listen .....5	
It depends .....6	

**SHOWCARD '12' AGAIN**

Q.28d And thinking specifically about those with **physical disabilities** includes disfigurement, how do you think increasing their presence on Radio programmes that you listen to would impact on your listenership?

I would be a lot <b>less</b> likely to listen .....1	(222)
I would be a little <b>less</b> likely to listen .....2	
It would have no impact on my likelihood to listen.....3	
I would be a little <b>more</b> likely to listen.....4	
I would be a lot <b>more</b> likely to listen .....5	
It depends .....6	

**SHOWCARD '12' AGAIN**

Q.28e And thinking specifically about those with a **speech impairment**, how do you think increasing their presence on Radio programmes that you listen to would impact on your listenership?

I would be a lot <b>less</b> likely to listen .....	1	(223)
I would be a little <b>less</b> likely to listen .....	2	
It would have no impact on my likelihood to listen.....	3	
I would be a little <b>more</b> likely to listen.....	4	
I would be a lot <b>more</b> likely to listen .....	5	
It depends .....	6	

**SHOWCARD '12' AGAIN**

Q.28f And thinking specifically about those with **mental health disabilities**, how do you think increasing their presence on Radio programmes that you listen to would impact on your listenership?

I would be a lot <b>less</b> likely to listen .....	1	(224)
I would be a little <b>less</b> likely to listen .....	2	
It would have no impact on my likelihood to listen.....	3	
I would be a little <b>more</b> likely to listen.....	4	
I would be a lot <b>more</b> likely to listen .....	5	
It depends .....	6	

Q.29a Thinking about the last time, if ever, you listened to a Radio programme on which a person(s) with a disability was present, can you tell me what action you took?

Never listened to a Radio programme with person with a disability .....	1	(225)
Continued listening but felt uncomfortable.....	2	
Continued listening and felt fine.....	3	
Switched channels/stations .....	4	
Switched off .....	5	
Kept Radio on but did not listen .....	6	
Other(please write in .....	7	

Q.29b Why do you say that?

**RECORD ANSWER VERBATIM**

V X 0 1 2 3 4 5 6 7 8 9		(226)

**SHOWCARD '13'**

Q.30a Which of the following best describes your opinion of how people with disabilities are generally talked about on Radio?

People with disabilities are generally Talked about...	(227)	
In a very positive way .....		1
In a fairly positive way .....		2
Neither positively or negatively .....		3
In a fairly negative way .....		4
In a very negative way .....	5	

Q.30B Why do you say that?

**RECORD ANSWER VERBATIM**

V X 0 1 2 3 4 5 6 7 8 9		(228)

**SHOWCARD '14'**

Q.31) I am going to read out a number of scenarios that describe how people with disabilities might be present on TV and Radio.

Can you please tell me firstly how acceptable you feel the following scenarios are for the TV and Radio programme described and

Secondly what would your likely reaction be in terms of viewing or listening behaviour.

A						B					
Totally Acceptable	Fairly Acceptable	Neither Acceptable Nor Unacceptable	Fairly Unacceptable	Totally Unacceptable		Very Likely to view/ listen	Fairly likely to view/ listen	It depends	Not very likely to view/ listen	Not at all likely to view/ listen	
A young woman from Sligo competes in a talent show like You're A Star. She is blind					(229)	1 ..... 2 ..... 3 ..... 4 ..... 5					(234)
.....1	.....2	.....3	.....4	.....5		1	.....2	.....3	.....4	.....5	
A wheelchair user with significant physical disfigurement becomes an expert presenter on Prime Time					(230)	1 ..... 2 ..... 3 ..... 4 ..... 5					(235)
.....1	.....2	.....3	.....4	.....5		1	.....2	.....3	.....4	.....5	
A popular soap introduces a new character who has schizophrenia. This character becomes sexually involved with a woman on the show					(231)	1 ..... 2 ..... 3 ..... 4 ..... 5					(236)
.....1	.....2	.....3	.....4	.....5		1	.....2	.....3	.....4	.....5	
An older woman from Wexford gets a make-over on a popular fashion programme like Off the Rails. The woman is deaf and communicates through an Irish Sign Language interpreter					(232)	1 ..... 2 ..... 3 ..... 4 ..... 5					(237)
.....1	.....2	.....3	.....4	.....5		1	.....2	.....3	.....4	.....5	
A Late Night Movie on TV dramatises the story of a young woman and a young man both of whom have down syndrome, developing a romantic and sexual relationship					(233)	1 ..... 2 ..... 3 ..... 4 ..... 5					(238)
.....1	.....2	.....3	.....4	.....5		1	.....2	.....3	.....4	.....5	

		<b>A</b> Totally Acceptable    Fairly Acceptable    Neither Acceptable Nor Unacceptable    Fairly Unacceptable    Totally Unacceptable	
		<b>B</b> Very Likely to view/ listen    Fairly likely to view/ listen    It depends    Not very likely to view/ listen    Not at all likely to view/ listen	
A person with a learning disability asks a question to the panel of Questions and Answers about funding for a Youth Café .....1 ..... 2.....3 ..... 4..... 5	(239)	1 ..... 2.....3 ..... 4 ..... 5	(245)
A new character is introduced as a love interest into a popular detective drama. The character who is deaf has a sexual relationship with one of the key drama personalities who learns to communicate through sign language..... 1 ..... 2.....3 ..... 4..... 5	(240)	1 ..... 2.....3 ..... 4 ..... 5	(246)
A programme looking at the needs of and services available to deaf people is presented by a woman who is deaf and has a slight speech impairment ..... 1 ..... 2.....3 ..... 4..... 5	(241)	1 ..... 2.....3 ..... 4 ..... 5	(247)
A serious discussion is undertaken on Pat Kennys Late Late Show about the housing market. One of the key contributors is a housing expert from Dublin who is blind ..... 1 ..... 2.....3 ..... 4..... 5	(242)	1 ..... 2.....3 ..... 4 ..... 5	(248)
A storyline in a popular soap such as Fair City follows the love affair and sexual relationship of a new female character who is blind and one of the show's key male personalities ..... 1 ..... 2.....3 ..... 4..... 5	(243)	1 ..... 2.....3 ..... 4 ..... 5	(249)
A group representing Cerebral Palsy Ireland enter a rock band in Charity You're A Star. All band members have Cerebral Palsy..... 1 ..... 2.....3 ..... 4..... 5	(244)	1 ..... 2.....3 ..... 4 ..... 5	(250)

<b>A</b>						<b>B</b>					
Totally Acceptable	Fairly Acceptable	Neither Acceptable Nor Unacceptable	Fairly Unacceptable	Totally Unacceptable		Very Likely to view/ listen	Fairly likely to view/ listen	It depends	Not very likely to view/ listen	Not at all likely to view listen	
Two contestants on Big Brother are caught on camera having sexual contact. It transpires they are conducting a sexual relationship. One of the participants is a wheelchair user											
.....1	.....2	.....3	.....4	.....5	(251)	1	.....2	.....3	.....4	.....5	(255)
Des Cahill's Radio Sports Show includes a slot with athletes sharing their experiences on preparing for the Dublin City Marathon. Some athletes interviewed have down syndrome											
.....1	.....2	.....4	.....4	.....5	(252)	1	.....2	.....3	.....4	.....5	(256)
A drama on Radio follows the story of a celebrity whose career falters because of his manic depression											
.....1	.....2	.....3	.....4	.....5	(253)	1	.....2	.....3	.....4	.....5	(257)
A celebrity who has gone public on their on-going battle with depression and alcoholism presents a late night chat show on a Dublin youth station											
.....1	.....2	.....3	.....4	.....5	(254)	1	.....2	.....3	.....4	.....5	(258)

**LANGUAGE**

Q.32) Thinking about the terms people use to talk about people with disabilities on TV/Radio, how do you feel about each of the following words/phrases?

	Total Acceptable	Fairly Acceptable	Neither Acceptable nor Unacceptable	Fairly Unacceptable	Totally Unacceptable	
Spastic.....	1.....	2.....	3.....	4.....	5	(259)
Handicapped.....	1.....	2.....	3.....	4.....	5	(260)
Cripple.....	1.....	2.....	3.....	4.....	5	(261)
Psycho.....	1.....	2.....	3.....	4.....	5	(262)
The disabled.....	1.....	2.....	3.....	4.....	5	(263)
Slow learner.....	1.....	2.....	3.....	4.....	5	(264)
Retarded.....	1.....	2.....	3.....	4.....	5	(265)
Deaf.....	1.....	2.....	3.....	4.....	5	(266)
Blind.....	1.....	2.....	3.....	4.....	5	(267)
Dumb.....	1.....	2.....	3.....	4.....	5	(268)
Sufferer.....	1.....	2.....	3.....	4.....	5	(269)
Mental.....	1.....	2.....	3.....	4.....	5	(270)
Schizo.....	1.....	2.....	3.....	4.....	5	(271)

Q.33 Which of the following best describes you?  
**PLEASE TICK ONE BOX**

I tend to be <b>very conservative</b> in my views .....	1	(272)
I tend to be <b>fairly conservative</b> in my views .....	2	
I tend to be <b>fairly liberal</b> in my views .....	3	
I tend to be <b>very liberal</b> in my views .....	4	

Q.34 How acceptable or unacceptable in your opinion are explicit sex scenes on TV or explicit conversation about sex on Radio?

Totally acceptable.....	1	(273)
Fairly acceptable.....	2	
Neither acceptable nor unacceptable .....	3	
Fairly unacceptable.....	4	
Totally unacceptable.....	5	

Q.35 Do you have any of the following long-lasting conditions?

Blindness, deafness or a severe vision or hearing impairment.....	1	(274)
A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting or carrying.....	2	
A learning or intellectual disability .....	3	
A psychological or emotional condition.....	4	
Other, including any chronic illness .....	5	

Q.36 If 'Yes' , to any of the conditions specified in Question 35, do you have any difficulty in doing any of the following activities?

Learning, remembering or concentrating .....	1	(275)
Dressing, bathing or getting around inside the home.....	2	
Going outside the home alone to shop or visit a doctor's surgery.....	3	
Working at a job or business or attending school or college .....	4	
Participating in other activities, for example leisure or using transport _____	5	

**IF YES, TO ANY ABOVE INTERVIEWER COUNT THIS RESPONDENT AS A PERSON WITH A DISABILITY**

**ASK ALL**

Q.37 Do you know personally anyone with a long term illness or disability which limits their normal day to day activities?

Yes .....	1	(276)
No .....	2	

**ASK ALL KNOW SOMEONE WITH LONG TERM ILLNESS OR DISABILITY WHICH LIMITS THEIR NORMAL DAY TO DAY ACTIVITIES**

Q.38 Who do you know personally with a long term illness or disability which limits their day to day activities. Anyone else?  
**MUTICODE POSSIBLE**

Spouse/partner.....	1	(277)
Member of immediate family .....	2	
Other relative .....	3	
Friend .....	4	
Acquaintance.....	5	
Colleague/Work contact .....	6	
Other (Specify _____ &Code) .....	7	

**END  
CARD  
TWO**

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