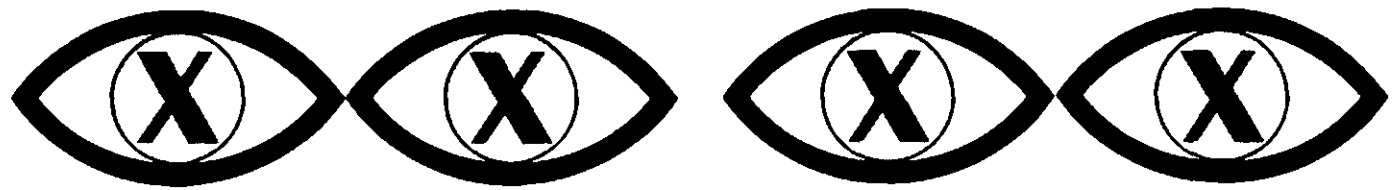
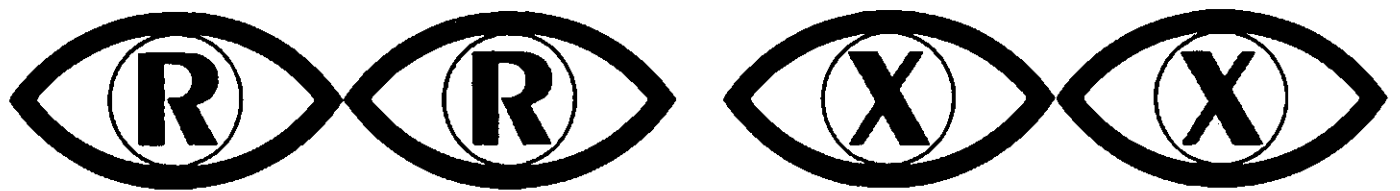
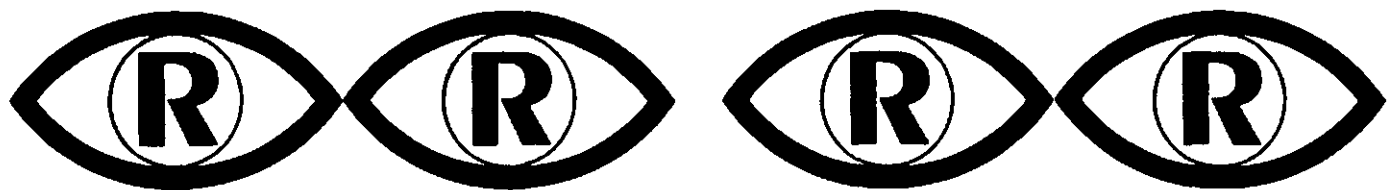
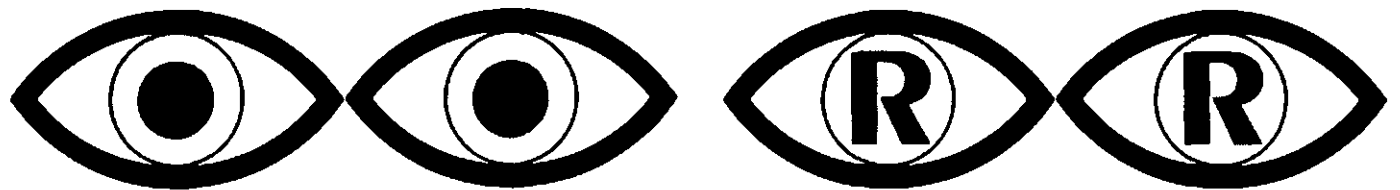
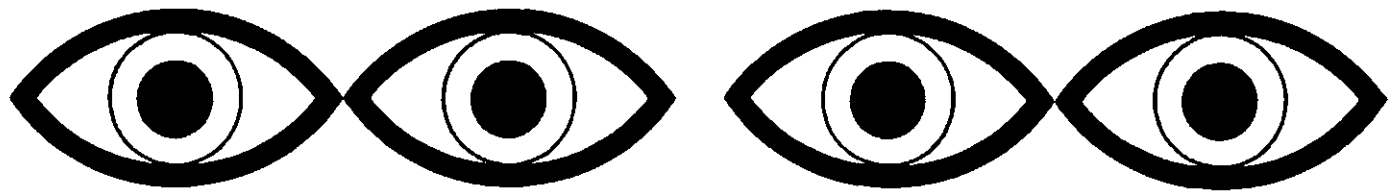
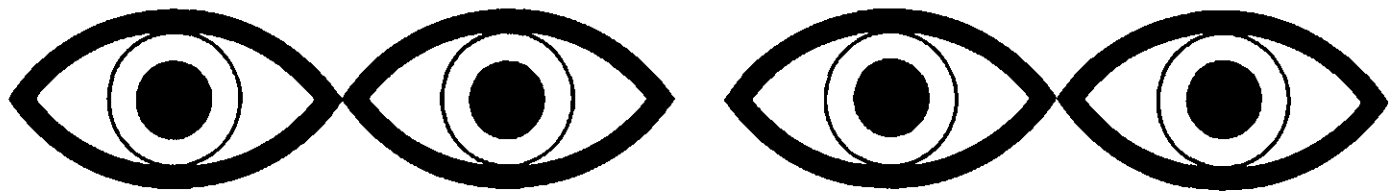


VIDEO VIEWING BEHAVIOUR AND ATTITUDES TOWARDS EXPLICIT MATERIAL: A PRELIMINARY INVESTIGATION

A joint project by the Australian Institute of Criminology (Tammy Pope and Paul Wilson)
and the Attorney-General's Department (Terry Brooks, David Fox and Stephen Nugent)



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A PRELIMINARY INVESTIGATION

A JOINT PROJECT
BY
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EXECUTIVE SUMMARY

This report discusses the findings of a study on video viewing behaviour and attitudes towards explicit material in video movies. Intended as a preliminary investigation, its findings are limited in the extent to which they can be generalised beyond the sample. However, the study does provide some valuable data and it does raise a number of issues which have direct policy relevance.

A questionnaire was sent to a sample of video hirers in Canberra and the surrounding district. One hundred and seventy five people returned completed questionnaires allowing comparisons to be made between different groups of video viewers.

Questions relating to general video viewing behaviour elicited the following responses:

- (i) Most respondents said they watched either a few video movies each week (31.4 per cent) or a few each month (47.4 per cent).
- (ii) The most popular time for watching video movies was between 8.00 pm and midnight. The early evening between 3.00 pm and 8.00 pm was the second most popular time.
- (iii) The most influential factor affecting choice of video was, not unexpectedly, that the video was the type liked by the hirer.
- (iv) Comedy movies were the most popular type amongst respondents. Action movies were the next most popular.

Behaviour and attitudes in relation to sexually explicit and violent material in video movies was one of the primary areas of interest in the present study. Findings in relation to this indicate the following:

- (i) Nineteen per cent of respondents fell within the category of regular X-rated movie viewers (defined as those who said they watched this classification at least once a month). A much larger number fell within the category of regular R viewers (59.4 per cent).
- (ii) A large proportion (87.9 per cent) of the regular X viewers were males. A smaller proportion of the regular R viewers were males (68.9 per cent).
- (iii) Regular X viewers did not differ markedly from video viewers in general in terms of a series of characteristics including age, marital status, church attendance, education and work situation.

- (iv) Viewing X-rated movies was predominantly done alone or with one other person.
- (v) The two most popular reasons given for watching X-rated videos were that 'I find the sex scenes stimulating' and that 'my partner and I find they stimulate us'. Seventy three per cent of those who responded to the first of these reasons either strongly agreed or tended to agree. The equivalent figure for the second reason was 70.0 per cent.
- (vi) Respondents who had bought or rented an X-rated video in the last year expressed a strong liking for sexual movies and people who said they liked sexual movies tended to be less satisfied with various aspects of their life and more liberal in their attitudes toward the availability of videos containing sexually explicit and violent material.
- (vii) Those who had not bought or rented an X-rated movie in the last year were more likely to believe in a link between crime and X-rated viewing and the people who were strongest in this belief were older and female. Crime included both sexual crimes and crimes of violence even though movies in the X category contain little violence.
- (viii) Only five per cent of respondents thought that X-rated videos should be banned. Over 60.0 per cent said that there should be no public display of such videos, while 30.0 per cent said there should be no restriction for adult audiences.
- (ix) Attitudes to materials containing sexual violence were far more conservative. Over 60.0 per cent of respondents said that such material should be banned.
- (x) A large proportion of respondents agreed with the present restrictions on the availability of X-rated videos. Over 85.0 per cent thought that X-rated videos should be kept in a restricted area of the video store, while just over half agreed with the present age restriction of only those over 18. Thirty five per cent of respondents said that 21 should be the minimum legal age for hiring X-rated videos.
- (xi) Over 42.0 per cent of people who had children under the age of 18 said that their children had (or probably had) seen an R-rated movie. The equivalent figure for X-rated videos was 19.1 per cent.

- (xii) Videos with an X classification were apparently seen as being potentially more harmful to children than R-rated movies. Respondents were more willing to allow their children, of whatever age, to watch R-rated videos, than they were to allow them to watch X-rated movies.
- (xiii) Factors which increased the frequency that respondents would allow their children to view R-rated movies were a liking for violence movies, a liberal attitude to the availability of explicit material in theatres, and disagreement with suggestions that there was a link between crime and R-rated movies.
- (xiv) The most popular reason given for viewing R-rated videos was that the movie was recommended as worth seeing. Males agreed more frequently than females with reasons suggesting that they liked the violence in R-rated movies (eg. I find the violent scenes exciting, I prefer violent scenes to be shown as they really happen).
- (xv) Seventy three per cent of respondents said that R-rated videos should only be able to be hired by those over the age of 18. A further 10.9 per cent said that a more appropriate age limit was 21.

Knowledge of the censorship ratings used for videos was assessed by the questionnaire. Over 60.0 per cent of respondents were able to identify the correct group of censorship ratings from a series of options. However, over a third either picked an incorrect group of ratings or said that they did not know which ratings were used for videos. This finding suggests there is a need for further education on videotape censorship classifications. It is possible that the level of knowledge in the community in general, or in other parts of Australia, is lower than that found in this sample. Other findings relating to the censorship ratings include the following:

- (i) The 40+ age group appeared to be the group in greatest need of education on censorship ratings. A little over half of this group identified the correct list of censorship ratings, as opposed to well over 60 per cent of the two younger groups.
- (ii) Fifty six per cent of respondents said that they always or sometimes checked to see what the censorship rating of a video was before hiring.
- (iii) The censorship rating of a video was not an important factor in choice of video for many people.

A number of other findings are of general interest in relation to video viewing behaviour:

- (i) Respondents living in New South Wales tended to have a higher frequency of video viewing than did Australian Capital Territory residents.
- (ii) People who expressed a strong liking for 'adrenalin' movies (horror, spy and thrillers), tended to watch videos more frequently than others, and tended to have spent fewer years at school.
- (iii) Younger respondents expressed a greater liking for violence movies than did those in the older age groups.
- (iv) People with a preference for 'macho' movies (action, sport and westerns), were more likely to be male than female, more likely to have spent fewer years at school, more likely to believe in a link between crime and X-rated movies, and more likely to be younger than older.

1. INTRODUCTION

The sale and hire of video cassette recorders (VCRs), and the accompanying trade in video movies, has been one of the recent developments in the leisure industry of western society. VCRs for the home market first appeared in Australia around 1980. Since that time there has been a rapid increase in ownership, such that now almost 50.0 per cent of all Australian homes contain a VCR.¹ Along with the appearance and proliferation of these machines, there has been a rapid increase in the number and range of video cassettes being offered for sale or hire at a wide range of outlets all over Australia.

Prior to 1984, there was no legislation in Australia to regulate effectively the selling and hiring of pre-recorded video cassettes. This, together with the fact that video movies are viewed in the privacy of the home, meant that there was little control over who could watch videos and little control over the types of videos they could watch. On 1 February 1984, the ACT Classification of Publications Ordinance 1983 came into force.² Under this legislation video cassettes could be classified into one of five categories, 'G', 'PG', 'M', 'R' or 'X'. Point of sale controls were applied to prevent access by persons under the age of 18 to the more explicit materials in the R and X categories.

Censorship guidelines for the R (Restricted) and X (Extra-restricted) classifications explain why videos with these classifications are not able to be hired by persons under the age of 18. The R classification is applied to 'adult material which is considered likely to be possibly harmful to those under 18 years and possibly offensive to some sections of the adult community'.³ Language may be sexually explicit and/or assaultive. Implied, obscured or simulated depictions of sexual activity are permissible in this classification. Depictions of sexual violence are permissible only to the extent that they are discreet, not gratuitous and not exploitative. Explicit depictions of other violence are permissible, but not detailed and gratuitous depictions of acts of considerable violence or cruelty. The X classification is applied to 'material which includes depictions of sexual acts involving adults, but does not include any depiction suggesting coercion or non-consent of any kind'.³ (Censorship guidelines for all the classifications can be found in Appendix K.)

Despite the restrictions on the availability of R- and X-rated videos, it appears that persons under the age of 18 are gaining access to them. One recent newspaper article quoted a survey which showed that more than 75.0 per cent of primary school children had been sneaking looks at

pornographic and violent videos.⁴ Such surveys have led certain groups in society to call for a tightening of the laws governing the availability of videos.

To date there has not been a great deal of research into the patterns of use and effects of video movies. Given the concerns being expressed, this would appear to be a vital area for social research. This report is from the second stage of a three part project on video viewing habits and attitudes. The first stage of this study was concerned with examination of video hiring patterns from two video outlets over a non-consecutive three month period. The findings of the first stage are detailed in a report entitled 'Video Viewing Patterns: A Preliminary Investigation'. The third stage of the study, which is still ongoing, is a thorough content analysis of every scene of the most preferred movies (as identified in the first stage).

Stage two examines the attitudes and preferences of a selected sample of persons who have hired video movies. The study aims to examine people's attitudes to video material, in particular sexual and violent material, and examines usage patterns and reasons for choosing certain types of videos. The questions being considered in this stage include the following:

- . Who is watching videos?
- . Who is watching R-rated and X-rated videos?
- . When do people watch videos?
- . How often do they watch?
- . What sorts of videos are people watching?
- . What attitudes do people have in relation to the availability of sexually explicit and violent material on videos?
- . What attitudes do people have in relation to the access of young people to video material of a sexually explicit or violent nature?

It is not expected that the present study will provide conclusive answers to all of these questions. Rather, the study is designed as a preliminary investigation to answer some questions and to raise hypotheses to be tested in future research.

The report will now move to a brief description of the method used to gather the data and then focus on the findings of the study, particularly in relation to the questions listed above. The final section of the report will draw the various findings together and look at their implications.

2. METHODOLOGY

2.1 Questionnaire

It was decided to gather the data on video viewing behaviour and attitudes towards explicit materials through the use of a mail questionnaire survey. This data collection technique was chosen because it offers the following advantages. It enables a large amount of information to be collected for a relatively small investment in terms of time and money. It also enables the anonymity of the respondents to be preserved. It was realised that response rates in surveys of this kind are often quite low, but this was balanced against the advantages of the technique in making the final decision.

The questionnaire was developed over a number of weeks, during which time input was sought from a number of people experienced in questionnaire design. A pilot test of the questionnaire was carried out during the development phase. In its final form, the questionnaire requested a range of demographic, socio-economic, video viewing behaviour and attitudinal data from respondents.

There were eight sections to the questionnaire. The first dealt with video usage and choice of viewing material. The second identified the respondents' knowledge and use of censorship ratings on video material. The third measured the openness of respondents to child viewing of R- and X-rated videos. The respondents' attitudes to sexually explicit and violent materials were elicited in the fourth section, while sections five and six asked about the actual viewing habits of the respondents of X- and R-rated material. Section seven was designed to measure general life attitudes whilst section eight dealt with ascribed and socio-economic characteristics. The questionnaire, which was titled 'Survey of Attitudes to Videos', is shown in full at Appendix A.

2.2 Sample

The questionnaire was sent to a stratified sample of the video hirers included in the first stage of this project.⁵ As such, the sample was confined to video users in Canberra and the surrounding district.

It was not intended that the sample be representative of the general Canberra population. Rather, the sample was chosen with the aim of maximising users of certain types of videos, namely those with an X or R classification. This was done so that different groups of video users could be compared. A total of 538 video hirers were sent questionnaires.

2.3 Procedure

Three mailings were sent to individuals included in the sample. The first (See Appendix A) contained the questionnaire booklet and covering letter. The second (see Appendix B) was simply a letter requesting co-operation and the third (see Appendix C), contained a letter plus a replacement questionnaire (identical to the first but with a different coloured cover).

2.4 Response Rate

The overall response rate was 36.0 per cent. In other words, 192 individuals in the sample returned their questionnaire. Of the returned questionnaires, 17 were discarded because a large proportion of the items had not been completed. This left a final response rate of 33.0 per cent. As such, caution has to be exercised in generalising the findings to the population being considered by the survey. The population under consideration consists of video hirers in Canberra and the surrounding district.

Interviews were conducted with non-respondents to determine reasons for not returning the questionnaire. These interviews suggested that those who did not respond, were not necessarily different on most significant characteristics, from those who did. The main reasons given for non-response were the following:

- (a) the length of the questionnaire;
- (b) concerns regarding the confidentiality of the survey;
and
- (c) despite efforts to dispel such notions, the belief that this was a commercial rather than an academic enterprise and not worthy of their attention.

3. FINDINGS

3.1 Introduction

Results in Sections 3.2 to 3.13 are presented as frequencies or cross-tabulations. The cross-tabulations present the data according to various groupings of respondents including the following: gender and age groupings, X-rated video viewers versus non-X viewers, and respondents with children under the age of 18 versus those without children of this age.

Gender and age were chosen as these groupings tend to be the most standard and most easily identifiable criteria by which people are classified. The fact of whether the respondent was a parent or not was chosen as some of the items deal with child viewing of explicit materials. A separate grouping for X-rated movie watchers was selected as it was thought that this group may differ in aspects of their behaviour and attitudes.

The results presented in Section 3.14 are based on multiple regression analyses (ordinary least squares regression), often presented through pictorial causal models (path diagrams). A brief description of this statistical technique is included at the start of Section 3.14.

3.2 Characteristics of Video Viewers

Sixty per cent of respondents were males. The age of respondents ranged from 14 to 70 with a mean of 34 years. Twenty seven per cent were in the 14 to 25 years age group, 42.0 per cent were in the 26 to 39 years age group and 31.0 per cent were 40 years of age or older. Almost 70.0 per cent of these video viewers were married or living in a de facto relationship. Approximately 23.0 per cent had never been married, while the rest were either separated, widowed or divorced.

Over 42.0 per cent of those who responded to the questionnaire were from NSW towns surrounding the ACT. The rest were from Canberra suburbs. Sixteen per cent of respondents were regular church attenders (defined as those who attended at least once a month). Nearly half (45.1 per cent) identified themselves as irregular attenders (between a few times each year and less than once a year). The rest said they never went to church (37.1 per cent).

Respondents' years of education at the secondary level were as follows: 11.4 per cent said they had received some secondary schooling, 32.0 per cent said they completed year 10, while 54.3 per cent said they completed year 12. Over 55.0 per cent of respondents said they had obtained a

further qualification since leaving school. Eighty per cent of the sample were in paid work, the rest were not.

The questionnaire asked individuals to indicate whether they tended more towards the 'left' or the 'right' in political matters. Responses were obtained on a 10 point scale, with one indicating the extreme 'left' and, 10 the extreme 'right'. Of the respondents, 41.1 per cent indicated that their views tended more towards the 'left', while 47.4 per cent tended more towards the 'right'. The majority indicated that their views were not extreme one way or the other, as 59.4 per cent circled a response between four and seven inclusive.

Table 3.1 summarises the above findings on socio-economic characteristics of video viewers. Table D.1 (see Appendix D) shows the mean rankings for a number of descriptive characteristics including age, employment status, occupational status and church attendance. Table D.1 also presents mean rankings for these characteristics according to gender groupings. Full distributions of responses to questions can be found in Appendix F.

3.3 Characteristics of Regular X-rated Viewers

For the purposes of this study, regular viewers of X-rated videos are defined as those who said they watch this type of video at least once a month. Thirty three respondents fell within this category (18.9 per cent of all respondents).

The great majority of the regular X viewers were males (87.9 per cent). The age range of viewers in this group was 19 to 69 with a mean of 35.9 years. Just over a quarter of this group were in the 14 to 25 years age group (27.3 per cent), 39.4 per cent were in the 26 to 39 years age range and 33.3 per cent were 40 years of age or older. Almost 73.0 per cent of regular X viewers were married or living in a de facto relationship. Approximately 12.0 per cent had never been married, while the rest were either widowed or divorced.

Approximately 42.0 per cent of the regular X viewers who responded to the questionnaire were from NSW suburbs surrounding the ACT. The rest were from Canberra suburbs. Approximately 18.0 per cent of these respondents were regular church attenders, 42.4 per cent identified themselves as irregular attenders, while 39.4 per cent said that they never went to church.

Years of education at the secondary level were as follows: 6.1 per cent said they had received some secondary schooling, 30.3 per cent said they completed year 10, while 63.6 per cent said they completed year 12. Over 63.0 per cent of the group had obtained a further qualification since leaving school. Eighty eight per cent of them were in paid work, the rest were not.

TABLE 3.1
DESCRIPTIVE CHARACTERISTICS OF RESPONDENTS -
FREQUENCIES EXPRESSED AS PERCENTAGES

Descriptive Characteristics	All Respondents n = 175	Regular X Viewers ^a n = 33	Regular R Viewers ^b n = 103
Males	60.0	87.9	68.9
Females	39.4	12.1	31.1
Age Range (years)	14 to 70	19 to 69	18 to 69
Mean Age (years)	34.0	35.9	33.2
14 to 25 Years	26.9	27.3	31.1
26 to 39 Years	41.7	39.4	31.1
40+ Years	30.9	33.3	37.9
Married/Defacto	68.6	72.7	65.0
Never Married	23.4	12.1	25.2
Separated/Divorced/Widowed	7.4	15.2	8.7
NSW Residents	42.9	42.4	49.5
ACT Residents	53.7	48.5	47.6
Regular Church Attenders	16.0	18.2	14.6
Irregular Church Attenders	45.1	42.4	44.7
Never Attend Church	37.1	39.4	39.8
Some Secondary Schooling	11.4	6.1	11.7
Completed Year 10	32.0	30.3	33.0
Completed year 12	54.3	63.6	53.4
Further Qualification	55.4	63.6	59.2
No Further Qualification	40.0	30.3	37.9
In Paid Work	80.0	87.9	82.5
Not In Paid Work	19.5	12.1	17.5

N.B. Not all groups of figures add up to 100 per cent due to missing data on returned questionnaires.

^a Regular X viewers are defined as those who watch at least one X-rated video per month.

^b Regular R viewers are defined as those who watch at least one R-rated video per month.

Just over half the regular X-rated viewers indicated that their views on political matters tended more towards the 'right' (51.5 per cent), while 45.5 per cent indicated that

their views tended more towards the 'left'. Over half (54.5 per cent) circled a response between four and seven inclusive on the 10 point scale, indicating that their views were not extreme one way or the other. Twenty four per cent of this group circled the eight which is getting closer to the extreme 'right' end of the continuum.

Table 3.1 summarises the above findings on socio-economic characteristics of regular X-rated video viewers and provides a comparison with the characteristics of the entire sample. On most characteristics, regular X viewers do not differ greatly from the sample as a whole. The most noticeable difference is in the sex ratios for the two groups. The great majority of X viewers are males, while in the overall respondent group, males and females are more evenly distributed. Other differences are much smaller in magnitude. It would seem that regular X viewers, at least those who responded to the questionnaire, have similar socio-economic characteristics to video viewers in general.

3.4 Characteristics of Regular R-rated Viewers

Regular viewers of R-rated videos are defined as those who said they watch this classification at least once a month. One hundred and four respondents fell within this category (59.4 per cent of all respondents).

Table 3.1 shows the distribution of regular R viewers on a number of characteristics including gender, age, marital status and education. It also provides a comparison with the overall sample of respondents and with regular X viewers. As for regular X viewers, regular R viewers are more likely to be male than female (68.9 per cent of the group were males while 31.1 per cent were females). However the effect is not as strong as in the regular X group. The only other characteristic on which regular R viewers appear to differ from the overall sample is their distribution across age groupings. A smaller percentage of regular R viewers were in the 26 to 39 age group (31.1 per cent versus 41.7 per cent of all respondents). Both the 14 to 25 year age group and the 40+ group were better represented in the regular R viewer category than in the overall sample (31.1 per cent versus 26.9 per cent and 37.9 per cent versus 30.9 per cent respectively).

One characteristic not covered in Table 3.1 is political views. Over half the regular R-rated viewers indicated that their views on political matters tended more towards the 'right' (53.4 per cent). This compares with 47.4 per cent of all respondents and 51.5 per cent of regular X viewers. The percentage of regular R viewers who indicated that their political views tended more towards the 'left' was 35.9 per cent (compared to 41.1 per cent and 45.5 per cent for the

other two groupings). Due to missing data, it is difficult to compare these figures directly. What is important to compare is the difference between the numbers tending towards the 'left' and the numbers tending towards the 'right'. Comparing the groups on this value shows the following: 6.3 per cent difference for the overall sample, 6.0 per cent difference for regular X viewers and 17.5 per cent for regular R viewers. It appears that the political views of regular R viewers may tend more towards the 'right' than do the political views of video users in general. However, as with the other groupings, the majority of regular R viewers were not extreme in their views. Over 60.0 per cent circled a response between four and seven inclusive on the 10 point scale.

3.5 Ownership and Usage of Video Recorders

The most common response to the question which asked about length of ownership of video recorders was three to four years (40.0 per cent). Twenty seven per cent of respondents said they had had a video recorder for one to two years, 18.2 per cent for less than a year and 14.3 per cent for five or more years.

The majority of respondents (62.9 per cent) said that having a video recorder had made no difference to the amount of time spent in front of the television. Over 28.0 per cent said it had increased the amount of time they spent in front of the television. The remainder said it had actually decreased their viewing time.

3.6 Video Movie Viewing Habits

Most of the respondents said they watched either a few video movies each week (31.4 per cent) or a few each month (47.4 per cent). Of the remainder, 14.3 per cent said they watched about one video movie a month.

The most popular time for watching video movies was between 8.00 pm and midnight. This was true for both weekdays (64.0 per cent of people nominated this as the time they normally watch hired video movies) and weekends (70.9 per cent). The early evening between 3.00 pm and 8.00 pm was the second most popular time period, again for both weekdays and weekends (13.1 per cent and 16.0 per cent respectively).

The great majority of those who responded said they watched the last movie they hired only once (77.1 per cent). Approximately 17.0 per cent watched it twice, 4.6 per cent three times, and 1.7 per cent watched the last movie they hired four times or more.

Nearly half said they watched the last movie they hired with one other person (44.0 per cent). Twenty eight per cent said they watched it with between three and five other people. Only one person viewed their last hire movie with more than five people.

Almost the same number of people said that they usually hired videos from one outlet only (39.4 per cent), as said they hired videos from two outlets on a regular basis (40.0 per cent). Approximately 19 per cent regularly hired from three or four outlets.

Very few people appear to buy pre-recorded video movies. Three people said they often did, 22.3 per cent said they seldom did, while most said they never did (74.9 per cent).

3.7 Choice of Video Movies

There are a number of likely reasons why people choose particular video movies. Table 3.2 displays the reasons given by respondents for their choice of videos. The data is presented as mean rankings, with a higher score indicating that the reason is more frequently important in the choice of a video. The Table also presents the findings according to gender and age group.

The most influential factor affecting choice of video is that the video is the type liked by the respondent. This is followed by the reason that the video has been recommended by others. This pattern of preferences is mirrored across the gender and age groupings. The least influential factor was the video's censorship rating, followed by the video having a good cover. The effect of a good video cover increases somewhat if the hirer is in the 14 to 25 age group. Other than this, its effect is relatively constant across groupings.

Of interest is the seemingly sharp rise in effect of the video's censorship rating for respondents in the 40+ age group. The mean ranking is the same across gender groupings, drops from 1.2 to 1.0 for ages under 40 and rises sharply to 1.7 for the 40+ age group. In short, respondents under 40 years of age appear less concerned about a video's censorship rating than those 40 years of age or older.

When asked who usually chooses the video that they watch, just over half the respondents said that they themselves did (50.3 per cent). The next most popular response was: most often we decide as a family (or decide as a group), with 31.4 per cent of responses. Partners and children were said to choose the video in 9.7 per cent and 5.7 per cent of cases respectively.

TABLE 3.2
REASONS FOR CHOICE OF VIDEO - MEAN RANKINGS*

	Gender			Age		
	Total	Male	Female	14-25	26-39	40+
The video has a familiar name	1.8	1.7	1.8	1.7	1.9	1.6
The video has been recommended by others	2.0	2.0	2.1	2.1	2.0	1.9
The video has won an award	1.5	1.4	1.6	1.5	1.3	1.8
The video has been advertised as good	1.8	1.7	1.9	1.8	1.8	1.8
The video has been displayed at the store	1.5	1.6	1.5	1.6	1.4	1.6
The video has a good cover	1.2	1.2	1.3	1.5	1.1	1.1
The video is the type I like	2.5	2.5	2.5	2.6	2.4	2.5
The video's censorship rating is acceptable	1.2	1.2	1.2	1.0	1.0	1.7

* The exact question was 'There are a number of reasons why people choose particular video movies. Please tell us how often the following are important in your choice of video'. The choice was a range from 1 to 4; (1) Always, (2) Sometimes, (3) Rarely, (4) Never. The scale has been rescored from 0 to 3 with zero indicating 'never' and 3 indicating 'always'.

3.8 Type of Video Preferred

As discussed, the most influential factor affecting choice of video was its type. Table 3.3 gives the mean ranking of preferences for various types of movies. The most popular were comedy movies. Three quarters of the sample (75.4 per cent) said they often liked to watch comedies, while 20.0 per cent said they sometimes liked to watch. For all groups except the 40+ age group, action movies were next most popular. For the 40+ age group, the second most popular type was thrillers, followed by action and spy movies. The least popular movie type for all groups was religious movies. Other types which proved relatively unpopular were educational, sport and violence videos. However, while violence movies were generally unpopular with the overall group, the 14 to 25 age group appear to like watching them more frequently than the two older groups.

There appears to be some gender differences in type of video liked. Females expressed a greater liking for romance movies, while males appear to have a greater liking for sexual movies and westerns.

3.9 Knowledge of Video Censorship Ratings

Almost 62.0 per cent of respondents were able to identify the correct group of censorship ratings from a series of options. A little over 20.0 per cent picked the censorship ratings group in which the M rating had been replaced with an AO rating. The remainder either picked other incorrect options (5.7 per cent), or said that they did not know which ratings were used for videos (11.4 per cent). These results provide a measure of the level of knowledge amongst video users in regard to censorship ratings.

Respondents were asked if they knew what the censorship ratings meant. This was not a direct test of knowledge, but rather required individuals to simply say either 'yes', 'no', or 'some of them'. The great majority of respondents said they did know what they meant (83.4 per cent). Nearly 11.0 per cent said they knew what some of them meant, while 4.6 per cent said that they did not know what the censorship ratings on video tapes meant. Table 3.4 shows a gender and age break-up of the figures for those who identified the correct group of censorship ratings and for those who said they knew what the ratings meant.

The group with the least knowledge of the video censorship ratings appears to be the 40+ group of respondents. Only 53.7 per cent of this group picked the correct group of censorship ratings, compared with 66.0 per cent and 64.4 per cent for the younger groups. This is interesting considering the earlier finding that respondents in the 40+ age group were more frequently concerned about censorship rating when choosing a video.

TABLE 3.3
 TYPES OF VIDEOS WATCHED - MEAN RANKINGS*

	Gender			Age		
	Total	Male	Female	14-25	26-39	40+
Action	2.4	2.5	2.3	2.6	2.4	2.2
Comedy	2.7	2.7	2.8	2.9	2.8	2.5
Documentary	1.2	1.3	1.1	0.8	1.3	1.4
Educational	1.1	1.1	1.1	0.9	1.1	1.2
Historical	1.3	1.3	1.2	1.1	1.3	1.3
Horror	1.4	1.4	1.4	1.9	1.1	1.4
Musical	1.6	1.6	1.6	1.6	1.5	1.8
Nature	1.2	1.1	1.2	1.0	1.3	1.1
Religious	0.4	0.4	0.3	0.3	0.4	0.5
Romance	1.7	1.4	2.2	1.9	1.6	1.8
Sexual	1.5	1.7	1.1	1.6	1.4	1.4
Sport	1.1	1.2	0.9	1.2	1.1	0.9
Spy	2.0	2.1	2.0	2.0	2.0	2.2
Thriller	2.1	2.2	2.0	2.1	2.0	2.3
Violence	1.1	1.1	1.0	1.5	1.0	0.7
Western	1.6	1.8	1.3	1.5	1.7	1.5

* The exact question was 'What types of video do you like to watch? (Please circle one number for each type of video)'. The choice was a range from 1 to 4; (1) often like to watch, (2) sometimes like to watch, (3) rarely like to watch and (4) never watch. The scale has been rescored from 0 to 3, with zero indicating 'never watch' and 3 indicating 'often like to watch'.

More males than females said that they knew what the censorship ratings on videotapes meant. Over 90.0 per cent of males said they did, while only 73.9 per cent of females said they knew.

Before hiring a video, 56.0 per cent of people said that they always or sometimes checked to see what the censorship rating was. The rest said they rarely or never checked before hiring. Even if they did not check, most people said that they would often notice what the rating was. Only 13.7 per cent said that they would rarely or never notice. It appears that most video hirers are aware of the censorship ratings on videos. Even so, less than two thirds were able to identify the correct group of censorship ratings from a series of options.

TABLE 3.4
PERCEIVED AND ACTUAL KNOWLEDGE OF VIDEO CENSORSHIP
RATINGS - PERCENTAGES

	Gender		Age			
	Total	Male	Female	14-25	26-39	40+
Actual knowledge ^a	61.7	61.0	62.3	66.0	64.4	53.7
Perceived knowledge ^b	83.4	90.5	73.9	85.1	83.6	83.3

^a Actual knowledge was measured from a question which requested the respondent to choose the correct video censorship ratings from a choice of four combinations. The percentage given above is the percentage of respondents who chose the correct response.

^b Perceived knowledge was measured by the proportion of respondents who stated they did know what the censorship ratings meant.

3.10 R-rated Video Movie Viewing Habits

A large percentage of respondents said that they did watch R-rated movies (88.0 per cent). Well over half of these (59.1 per cent) said that they watched between one and a few each month. Only 8.4 per cent watched a few each week, while 21.4 per cent watched R-rated movies about once every six months. The rest said they watched less frequently.

When asked about the last R-rated movie they hired, the great majority said they watched it only once (85.1 per cent). Nearly 14.0 per cent watched it twice. Over half of the respondents watched the movie with one other person (53.9 per cent). Thirteen per cent watched it by themselves, while the rest watched it with two or more other people (two other people - 16.2 per cent, three to five other people - 15.6 per cent, and six other people - 1.3 per cent).

Table 3.5 gives mean rankings for frequency of viewing and for number of people who watched the last R-rated video

TABLE 3.5

R- AND X-RATED VIEWING HABITS - MEAN RANKINGS

	Total		Gender				Age						State			
	R	X	Male		Female		14-25		26-39		40+		NSW		ACT	
			R	X	R	X	R	X	R	X	R	X	R	X		
Frequency of viewing ^a	4.0	3.4	4.2	3.6	3.6	2.9	4.2	3.5	3.8	3.4	4.2	3.3	4.2	3.8	3.8	3.1
No. of people who watched ^b	2.38	2.09	2.30	1.97	2.51	2.45	2.86	2.41	2.16	2.13	2.26	1.78	2.23	2.17	2.49	2.02

^a The exact question was 'How often do you watch R/X movies?' The choice ranged from 1 to 7 with 1 indicating 'I watch one or more daily' and 7 'I watch less than one a year'. The code has been rescored so that the higher the score, the higher the frequency of watching: (1) <1 per year, (2) one per year, (3) two per year, (4) once a month, (5) few per month, (6) few per week, (7) daily.

^b The exact question was 'How many people watched it (the R or X movie) with you?'. The choice of answers was (1) None, (2) one other person, (3) two other people, (4) between three and five other people, (5) six or more people.

hired, according to gender, age and State of residence groupings. A high mean ranking indicates a higher frequency of R-rated movie viewing. It appears that males tend to watch R-rated movies more frequently than females. It also appears that respondents in the 14 to 25 year age group tend to watch R-rated movies with more people than those in the older age groups.

Table 3.6 gives mean rankings for reasons given by respondents for watching R-rated and X-rated videos. A higher score indicates a greater number of people agreeing with a particular reason. The most popular reason for viewing R-rated videos was that the movie was recommended as worth seeing. The next most popular reason was a preference for uncut movies.

There appears to be gender and age differences for reasons dealing with violence in R-rated movies (I prefer violent scenes to be shown as they really happen, I find the violent scenes exciting, I find the combination of sex and violence excites me, I like movies that are really scary). Males appeared to agree more strongly with all these reasons than did females. The younger age group (14 to 25 years) appeared to agree more strongly with these reasons than did the older groups.

3.11 X-rated Video Movie Viewing Habits

Forty three per cent of people said that they had bought or rented an X-rated video movie in the last year. Nearly half said they sometimes read magazines like Playboy (49.1 per cent), while only 21.1 per cent said they sometimes read magazines like Hustler. These findings are summarised in Table D.2 (see Appendix D).

Just over 43.0 per cent of those who said they had hired an X-rated video fell into the regular X viewer category (defined previously as those who watched this type of video at least once a month). The rest watched X-rated videos less frequently (one every six months - 39.5 per cent, one every year - 7.9 per cent, and less than one a year - 19.5 per cent).

When asked about the last X-rated movie they hired, a large percentage said they watched it only once (69.6 per cent). Just over 24.0 per cent watched it twice. Only five people watched it more frequently than that. Over 60.0 per cent of those who watched X-rated videos, watched the last one they hired with one other person. Nineteen per cent watched it by themselves, while the rest watched it with two or more other people (two other people - 7.6 per cent, three to five other people - 10.1 per cent).

TABLE 3.6

REASONS FOR CHOICE OF WATCHING R- OR X-RATED VIDEOS - MEAN RANKINGS

	Gender												Age			
	Total		Male				Female				14-25		26-39		40+	
	R	X	R	X	R	X	R	X	R	X	R	X	R	X		
To decide which are worth buying	0.52	0.64	0.57	0.72	0.44	0.40	0.60	0.82	0.36	0.32	0.69	0.83				
Movie recommended as worth seeing	1.77		1.71	1.26	1.86	1.30	2.02	1.46	1.74	1.20	1.53	1.18				
Partner and I find they stimulate us	1.01	1.80	1.09	1.89	0.88	1.55	0.86	1.77	1.10	1.90	1.00	1.68				
I find the sex scenes stimulating	1.14	1.99	1.36	2.20	0.79	1.40	0.83	1.82	1.20	1.97	1.37	2.17				
I enjoy being different from other people	0.45	0.60	0.47	0.67	0.42	0.40	0.57	0.64	0.39	0.55	0.42	0.61				
I find the strong language exciting	0.52	0.47	0.65	0.56	0.32	0.20	0.74	0.64	0.45	0.47	0.42	0.30				
Generally have better stories	1.19	0.37	1.29	0.38	1.02	0.35	1.41	0.50	1.10	0.23	1.11	0.42				
Acts as substitute for sex partner at the moment	0.35	0.53	0.46	0.67	0.19	0.15	0.42	0.73	0.26	0.37	0.45	0.57				
I prefer uncut movies	1.46	1.67	1.68	1.98	1.10	0.74	1.54	1.77	1.29	1.50	1.66	1.79				
I prefer violent scenes to be shown as they really happen	0.75	-	0.90	-	0.51	-	1.11	-	0.64	-	0.56	-				
I find the violent scenes exciting	0.60	-	0.73	-	0.39	-	0.76	-	0.54	-	0.53	-				
I find the combination of sex and violence excites me	0.56	-	0.66	-	0.39	-	0.67	-	0.52	-	0.50	-				
I like movies that are really scary	1.13	-	1.24	-	0.95	-	1.64	-	0.80	-	1.16	-				
Violence measure for R-rated watching	5.07	-	5.91	-	3.74	-	6.26	-	4.52	-	4.73	-				
Sexual measure for R-rated watching	2.14	-	2.44	-	1.67	-	1.69	-	2.29	-	2.36	-				

In Table 3.5 are mean rankings for frequency of viewing and for number of people who watched the last X-rated video hired, according to gender, age and State of residence groupings. As for R-rated videos, it appears that males watch X-rated videos more frequently than females. This is not surprising considering our earlier finding that about 88.0 per cent of regular X viewers are males.

It also appears that New South Wales residents watch X-rated videos more frequently than do people from the Australian Capital Territory. Finally, there appears to be a decrease in the number of people watching X-rated videos together as the age of the hirer increases.

Table 3.6 gives mean rankings for reasons given by respondents for watching X-rated videos. The most popular reason given for watching X-rated videos was that the viewer found the sex scenes stimulating. Approximately 73.0 per cent of people who made a response to this possible reason said that they tended to agree or strongly agreed. Other popular reasons given were that the viewer and the viewer's partner found the sex scenes stimulating, and that the viewer preferred to watch uncut movies.

There appear to be gender differences in reasons given for viewing X-rated movies. While the most popular reason given by males for watching X-rated videos was that they found the sex scenes stimulating, for females this was not as popular as the reason that 'my partner and I find they stimulate us'. This suggests that females see X-rated viewing as more of a shared experience than do males. This idea is supported by Table 3.5 which indicates that females watch X-rated movies with others more often than do males. Further support is lent by the difference in mean rankings of females and males for the reason of the movie acting as a substitute for a sex partner at the moment. Whereas males had a mean of 0.67 for this choice, the mean for females was only 0.15.

3.12 Attitudes to Explicit Material

The questionnaire asked what action should be taken on activities dealing with various forms of explicit material for adult audiences. Three options were presented: 'Ban them', 'No public display' and 'No restriction'. Table 3.7 shows the percentage of responses to each of these options for each activity.

It can be seen from the Table that for any form of explicit material containing sexual violence, over 60.0 per cent of respondents said that it should be banned. Of the remainder, nearly 30.0 per cent said that there should be no public display of this material. Attitudes to other forms

TABLE 3.7

ATTITUDES TOWARDS EXPLICIT MATERIAL - ROW PERCENTAGES

What action do you believe should be taken on the activities listed below?	Ban Them	No Public Display	No Restriction
1. Magazines that show nudity	2.9	42.9	52.6
2. Magazines that show adults having sexual relations	14.3	64.0	20.0
3. Magazines that show sexual violence	61.7	29.7	6.3
4. Theatres showing X-rated movies	7.4	57.7	30.9
5. Theatres showing movies that depict sexual violence	60.6	28.6	8.0
6. Sale or rental of X-rated cassettes for home viewing	5.1	62.9	30.3
7. Sale or rental of videos featuring sexual violence	62.9	27.4	7.4

of explicit material were more liberal. Responses to the following materials were distributed across the three options in similar patterns: magazines that show adults having sexual relations, theatres showing X-rated movies, and the sale or rental of X-rated cassettes for home viewing. For each of these, approximately 60.0 per cent of respondents said that there should be no public display. Between 20.0 and 30.0 per cent said that there should be no restriction, while the rest said they should be banned. Magazines that show nudity received the most liberal response with over half the respondents saying there should be no restriction.

It appears that responses to different forms of explicit material were based primarily on the nature of the content. The content of the material listed in Table 3.7 appears to fall into three groups: materials containing sexual violence, materials showing adults having sexual relations,

and materials showing nudity. Responses to the availability of such material were most conservative for the first of these groups and least conservative for the last. A similar pattern of responses was found in a Newsweek telephone poll in the United States.⁶ Overall the responses to the Newsweek poll were more conservative than those to the present questionnaire. This probably has a lot to do with differences in the populations being sampled. The Newsweek poll sampled the national adult population. The population being sampled by the present questionnaire is the video hiring population of Canberra and the surrounding district, many of whom have watched X-rated videos. Results of the Newsweek poll are detailed in Appendix G.

Table 3.8 displays the mean rankings for responses to each type of explicit material, according to gender and age groupings. It also shows a break-up of the figures according to whether respondents had children and whether they had seen X-rated videos or not. The higher the score the more liberal the response. The Table shows that for all materials, except theatres showing movies that depict sexual violence, males appeared more liberal in their responses than females. People who had seen X-rated movies tended to be more liberal than those who had not.

Respondents were asked to indicate the extent of their agreement with a number of statements concerning the effects of R-rated and X-rated videos on society. Table 3.9 shows the percentage of respondents who either strongly agreed or tended to agree with each statement.

The statements with which there was strongest agreement were: X-rated and R-rated videos should be kept in a restricted area of the video store; R-rated videos provide entertainment. A number of statements had about half the respondents in agreement. These were: X-rated videos provide entertainment; R-rated and X-rated videos provide a safe outlet for people with sexual problems; X-rated videos lead some people to commit sexual crimes; X-rated videos lead some people to commit crimes of violence; X-rated videos lead some people to lose respect for women. The rest of the statements had 40.0 per cent or less in agreement.

3.13 Attitudes to Children Viewing Explicit Material

Respondents were asked at what age would they, if a parent, allow their children to view R-rated and X-rated movies. They had choices of never, rarely, often and always, for three separate age groups (5 to 12 years, 13 to 15 years and 16 to 17 years). Mean rankings for responses are shown in Table D.3 (see Appendix D). It can be seen that the mean ranking for frequency of viewing was greater for R-rated videos than for X-rated videos. Respondents were apparently

TABLE 3.8

ATTITUDES TOWARDS EXPLICIT MATERIAL - MEAN RANKINGS*

Type of Explicit Material	Total	Gender		Age			Children		Have seen X-rated	
		Male	Female	14-25	26-39	40+	Yes	No	Yes	No
Magazines:										
that show nudity	2.51	2.60	2.37	2.47	2.53	2.51	2.47	2.56	2.73	2.35
that show adults having sexual relations	2.06	2.13	1.97	2.13	2.14	1.91	2.04	2.09	2.25	1.90
that show sexual violence	1.43	1.45	1.41	1.53	1.44	1.35	1.42	1.46	1.56	1.34
Theatres:										
showing X-rated movies	2.24	2.26	2.22	2.18	2.30	2.22	2.23	2.27	2.37	2.16
showing movies that depict sexual violence	1.46	1.46	1.46	1.56	1.45	1.37	1.40	1.54	1.59	1.37
Videos:										
sale or rental of X-rated cassettes for home viewing	2.26	2.30	2.21	2.29	2.26	2.25	2.27	2.24	2.45	2.11
sale or rental of videos featuring sexual violence	1.43	1.45	1.41	1.49	1.44	1.39	1.45	1.41	1.59	1.32

* The exact question was 'What action do you believe should be taken on the activities listed below? Should they be totally banned, allowed as long as there is no public display, or not restricted at all for adult audiences?'; (1) Ban them, (2) No public display, (3) No restriction.

TABLE 3.9
BELIEFS ABOUT EFFECTS ON SOCIETY OF VIDEOS CONTAINING
EXPLICIT MATERIAL

Statement	Percentage of Respondents who 'Strongly Agreed' or 'Tended to Agree'	
	R-rated Video	X-rated Video
1. They lead to a breakdown of public morals	25.7	38.3
2. They lead some people to commit sexual crimes	34.8	50.3
3. They lead some people to commit crimes of violence	40.0	50.3
4. They reduce the chance that people will commit sexual crimes	30.3	30.3
5. They reduce the chance that people will commit crimes of violence	20.6	19.4
6. They provide a safe outlet for people with sexual problems	51.5	49.2
7. They lead some people to lose respect for women	34.9	47.4
8. They should be kept in a restricted area of video store	57.2	85.7
9. They provide entertainment	70.9	52.0

more willing to allow their children to watch R-rated videos, than they were to allow them to watch X-rated movies.

Males appear more liberal than females towards their children viewing either X-rated or R-rated material. Generally as the age of the respondent increased, the liberality towards the age of child viewing (if parent) decreased. People without children tended to be more liberal in their thoughts of allowing a child of their own to watch either classification, as were people who had seen X-rated movies.

Respondents with children under the age of 18 were asked if they thought any of their children had ever watched an R- or X-rated video movie. Approximately 43.0 per cent said that their children had (or probably had) seen an R-rated video movie. The equivalent figure for X-rated videos was 19.1 per cent. The rest of these respondents said that their children had not seen (or were unlikely to have seen) an R- or X-rated video (57.4 per cent and 81.9 per cent respectively).

The single most popular reason given by parents whose children had seen an X- or R-rated video, was that they did not know their children were watching the video (32.5 per cent). Other reasons received only a few responses each.

Respondents were asked to indicate the age at which people should be able to hire R- and X-rated videos. Table D.4 displays the responses given. It can be seen that the great majority of respondents agreed with the present restriction on R-rated videos. Approximately 73.0 per cent said that these videos should only be able to be hired by those over the age of 18. Another 11.0 per cent said the minimum legal age should be 21.

A much larger percentage (34.9 per cent) said that 21 was the appropriate age for people to be able to hire X-rated movies. Just over half the respondents (52.0 per cent) agreed with the existing restriction of only those over the age of 18.

Table D.5 shows the mean rankings for legal age of R- and X-rated viewing according to gender and age groupings. It also shows a break-up of the figures according to whether respondents had children, whether they lived in New South Wales or the Australian Capital Territory, and whether they had seen an X-rated video. The higher the score, the more liberal (ie. younger) the age nominated.

It appears that males might be more liberal than females and that the appropriate legal age nominated by respondents, increases with increasing age. Those with children tended to be slightly more liberal in the age nominated than those without. State of residence made little difference to the responses given. Respondents who had seen X-rated movies tended to nominate younger ages for the appropriate legal age for R- and X-rated video viewing, than those who had not seen this type of movie.

3.14 Models of Video Usage and Attitudes

The previous sections considered the frequencies of various responses. While this revealed some interesting findings, it did not allow us to consider the relationship between

different factors relating to video usage (eg. relationship between type of video preferred and frequency of viewing R- and X-rated videos).

This section of the findings involves an analysis of the relationships between the different factors. This is done through the use of multiple regression analyses (ordinary least squares regression). This statistical technique enables consideration of the relationship between a number of factors at the one time, as well as the development of pictorial causal models of factors affecting the following dependent variables:

- . general video viewing,
- . R-rated viewing,
- . X-rated viewing,
- . legal age for viewing R-rated videos,
- . legal age for viewing X-rated videos,
- . age of parental permission (R-rated), and
- . age of parental permission (X-rated).

These models are known as path diagrams and are depicted in Figures E.1 to E.6 in Appendix E. In each diagram, the dependent variable is shown at the very right. Factors which were found to have a significant effect on the dependent variable are shown to the left. The strength of the influence of a particular factor is indicated by the value on the arrow connecting the two variables. The larger the value, the stronger the influence. A negative sign on the value means that as one variable increases, the other will decrease. Tables E.1 to E.4 show the strength of influence of all factors considered in formulating the models.

The purpose of these pictorial causal models is to try to gain some understanding of the factors which lead people to carry out certain behaviour (eg. X-rated movie viewing) or to hold certain attitudes or beliefs (eg. beliefs about children viewing explicit material). The models are based on an underlying theoretical construct of the relationship between all the variables measured by the questionnaire. Further explanation of this statistical technique and of the construction of the path diagrams is given in Appendix H. The following sections discuss each of the models in turn.

3.14.1 Towards a Model of General Video Viewing

Figure E.1 displays the path diagram for frequency of general video viewing. The statistically significant factors which have a direct effect on frequency of viewing are State of residence and 'adrenalin' movies. Residents of New South Wales tend to have a higher frequency of video watching than do Australian Capital Territory residents (the

State of residence was coded 0 for NSW and 1 for ACT). (See Table I.1 for a description of the scoring of all variables used in the regression analyses.)

People who prefer 'adrenalin' movies tend to watch videos more frequently. 'Adrenalin' movies are those of the following types: horror, spy and thrillers. Details of the construction of this variable are given in Appendix I. One possible explanation for this relationship is that 'adrenalin' movies have an addictive effect on their audience. The physical sensations related to this type of movie possibly reinforce more frequent viewing.

Two factors are significantly related to the State of residence variable, but not directly related to the frequency of general video viewing. The first of these indicates that residents of the Australian Capital Territory are more likely to have children than are residents of New South Wales. Education is the other factor, indicating that residents of the Australian Capital Territory tend to have spent more years at school than residents of New South Wales. Education was also significantly related to preference for 'adrenalin' movies but this time the relationship was inversed. Respondents who preferred 'adrenalin' movies tended to have spent less years at school than other respondents.

From these findings it is possible to start building up two separate pictures of the frequent video viewer. The first is of a less well-educated person who really enjoys thrilling movies. The second is of the less well-educated resident of New South Wales who does not have children living in the home. Table E.1 shows that the model on which these findings are based has an R-square of 0.26. This means that 26.0 per cent of the variance of frequency of video viewing was accounted for by the model.

3.14.2 Towards a Model of R-rated Viewing

Figure E.2 shows the path model for R-rated viewing.⁷ 'Adrenalin' movies are a significant predictor of R-rated viewing. Those who expressed a preference for this type of movie (horror, spy, thriller) were more likely to have seen an R-rated movie. This link seems consistent as these movie types are often R-rated.

The other two factors which had a significant direct effect on R-rated viewing were explicit material in videos and preference for violence movies. The first of these is a composite variable based on attitudes to the availability of videos containing sexual and sexually violent material. Appendix I contains details of its construction. The path diagram in Figure E.2 shows that the more liberal a person's

attitude to the availability of explicit material on video, the more likely they were to have seen an R-rated movie. It also shows that those who expressed a preference for violence movies were less likely to have seen an R-rated movie. This latter finding is perhaps the opposite of what might be expected. A possible reason for this result is that a lot of M-rated movies are thought of as violent (eg. Rambo, First Blood, Commando, The Terminator). As such, it would not be necessary to have seen an R-rated movie to express a preference for violence movies.

The two other factors shown in the path diagram are age and education. Age was negatively associated with violence movies, indicating that younger respondents expressed a greater preference for this type of movie. This confirms the earlier observation in Section 3.8 that respondents in the 14 to 25 year age group said they liked watching violence movies more frequently than the two older groups. Education was inversely related to both 'adrenalin' and violence movies. Those who expressed a strong interest in these sorts of movies tended to have spent fewer years at school.

It seems that people with a preference for 'adrenalin' movies (many of whom have spent fewer years at school) and people with more liberal attitudes to the availability of videos containing explicit material, are more likely to have seen an R-rated movie. It is also apparent that those people with a preference for violence movies (who tend to be younger and less well-educated) are less likely to have seen an R-rated movie.

It must be pointed out that a high percentage of respondents (88.0 per cent) had viewed R-rated movies which makes the dependent variable skewed. However, there were different factors in the R-rated model as opposed to the general viewing model, indicating that the difference was sufficient to predict differing factors of influence. Thirty one per cent of the variance associated with the R-rated viewing variable was accounted for in the R-rated viewing model.

3.14.3 Towards a Model of X-rated Viewing

As shown in Figure E.3, there are two significant factors directly influencing X-rated video viewing. The first of these is a preference for sexual movies. Not surprisingly, those who expressed such a preference, were more likely to have seen an X-rated movie.

A belief in a connection between crime and viewing X-rated movies is the other significant factor. This is a composite variable based on the responses to a number of items from the questionnaire. Details of its construction are given in

Appendix I. It seems that the more a person believes that X-rated videos and crime are linked, the less likely they are to have seen an X-rated movie. It is not possible to determine whether it is the belief in the link between X-rated viewing and crime which prevents X-rated viewing, or whether it is the viewing of X-rated movies which dispels such beliefs. The problem of determining causality is not an easy one to solve.

Other factors appearing in the model are age, gender, life satisfaction and videos. Females are more likely to believe in a link between crime and X-rated video viewing, as are older respondents. Life satisfaction is a multiple item variable as is attitude towards videos containing explicit material (see Appendix I for details of construction). The model at Figure E.3 indicates that respondents who said they were less satisfied with various aspects of their life expressed a stronger preference for sexual movies, than those who indicated greater life satisfaction. It also indicates that people who had a fairly liberal attitude to the availability of videos containing explicit material, expressed a preference for sexual movies.

It is possible to develop tentative pictures of the X-rated movie viewer and of the non-X viewer. The X-rated movie viewer has a preference for sexual movies and tends to be less satisfied with life than those who do not watch X-rated movies. People who like sexual movies are more liberal in their attitudes toward the availability of videos containing explicit material. Those who have not seen an X-rated movie are more likely to believe in a link between crime and X-rated viewing and the people who are strongest in this belief are older and female.

Nearly half (48.0 per cent) of the variance of this dependent variable (have seen X-rated movies) was accounted for by the model.

3.14.4 Towards a Model of Appropriate Legal Age for R- and X-rated Viewing

Figure E.4 shows the path model for appropriate legal age for R-rated viewing. Two factors are shown to have a significant direct influence on the age considered appropriate for viewing R-rated movies. These are age of respondent and preference for 'macho' movies. As age increases, the liberality of age for R-rated viewing decreases. In other words, the older the respondent, the higher the age given as appropriate for R-rated legal viewing.

'Macho' movies is a composite variable consisting of the following types of videos: action, sport, westerns. A

preference for these types of movies indicates a less liberal attitude to the appropriate legal age for R-rated viewing. There are a number of other factors which are significantly associated with preference for 'macho' movies. These indicate that people with a preference for 'macho' movies are more likely to be male than female, more likely to be less well-educated than better-educated, more likely to believe in a link between crime and X-rated movies, and more likely to be younger than older.

Figure E.5 shows the path model for appropriate legal age for X-rated viewing. Only one factor was found to have a significant direct effect on the dependent variable. This was a belief in the link between crime and X-rated movies. Those respondents who indicated strong agreement with this belief tended to nominate older ages as appropriate for X-rated viewing. As seen in previous models, those who believed in the link between crime and X-rated viewing were more likely to be female and older.

The amount of variance accounted for by these two models was 29.0 per cent for appropriate legal age for R-rated viewing and 34.0 per cent for appropriate legal age for X-rated viewing.

3.14.5 Towards a Model of Age of Parental Consent for R- and X-rated Viewing

This final section looks at factors which influence the age at which respondents would allow their children to watch R- and X-rated videos. These variables were constructed from the responses to a number of items (see Appendix I for a description). Responses to these items were obtained from all respondents. Those respondents without children were asked to answer in a hypothetical sense.

Three factors are reported as having a direct significant influence on liberality towards children viewing R-rated movies. Figure E.6 depicts these factors. The more a person believed that crime and R-rated viewing were linked, the less liberal they were with regard to allowing their children (actual or hypothetical) to view R-rated movies. The other factors indicate that people with a preference for violence movies and those with a more liberal attitude to the availability of explicit material in theatres, tended to be more liberal with regard to allowing their children to view R-rated movies.

A picture develops of people who like violent movies (many of whom are in the younger age groups or have spent fewer years at school) allowing their children to watch R-rated movies more frequently. The same applies for people with more liberal attitudes to the availability of explicit

material in theatres. At the other end of the spectrum are people who believe in a link between crime and R-rated movies (more likely to be females and older) who would allow their children to watch R-rated movies infrequently, if at all.

With regard to X-rated movie viewing, only one factor is reported to have a significant influence - 'explicit material in theatres'. The more liberal a person's attitude was towards the showing of X-rated material in theatres, the more liberal they were towards allowing their children to watch X-rated videos. This is the same factor that appeared in the R-rated model. It is interesting to note that explicit material in magazines or videos did not rate as significant factors. As there was only one significant predictor in this model, and as this predictor did not have any preceding factors such as ascribed characteristics or socio-economic variables influencing it, no path model is given.

The amount of variance accounted for in the models was 29.0 per cent for age at which children would be allowed to watch R-rated movies and 31.0 per cent for age at which children would be allowed to watch X-rated movies.

4. CONCLUSIONS

A lot of the debate on videos at present, relates to the availability of R- and X-rated movies. The debate has arisen because of the sexual and violent nature of these videos and because of the fact that many young people (under the age of 18) are gaining access to this material. The questionnaire used in the present research contained a number of items relating to the usage and attitudes towards R- and X-rated videos. In the following sections, findings specifically related to these types of videos will be drawn together.

4.1 X-rated Videos

4.1.1 Who Watches Them

It was found that regular X-rated movie viewers were similar to video viewers in general, in terms of a range of socio-economic characteristics. The one characteristic on which there was a large difference was gender. The great majority of regular X viewers were males.

There were two factors which had a significant influence on whether a respondent had bought or rented an X-rated video in the last year. The first of these was a belief in the link between crime and X-rated videos. The other was a preference for sexual movies. It is possible to develop a picture of the X-rated video viewer along the following lines: An individual who enjoys watching sexual movies and who disagrees that there is a link between crime and X-rated movies (more likely younger and male). People who like watching sexual movies tend to be less satisfied with various aspects of their life including their friendships, job, spare time activities and the sense of meaning and purpose in their life. They also tend to be more liberal in their attitudes toward the availability of videos containing explicit material.

Apart from these factors, there was little to distinguish people who had seen an X-rated movie in the last year from those who had not. Based on all of the above, it appears that people who watch X-rated videos, at least those that responded to the questionnaire, are not the 'deviants' that some people might think.

4.1.2 Viewing Behaviour

Nearly 70 per cent of people who had seen an X-rated movie in the last year said they watched the last one they hired only once (compared with 77.1 per cent of the overall group who said they watched the last video movie they hired only once). Just over 24.0 per cent watched their last X-rated

movie twice (compared with 17.0 per cent), and 6.3 per cent watched it more frequently than that (compared to 6.3 per cent).

One aspect of viewing behaviour on which the two groups appeared to differ was size of the audience. Over 63.0 per cent of X viewers watched their last X-rated movie with one other person (compared to 44.0 per cent of the overall group who watched the last video movie hired with one other person). Nineteen per cent watched it by themselves (compared to 12.0 per cent), while the rest watched it with two or more other people (17.7 per cent compared with 44.0 per cent). Viewing X-rated movies is predominantly done alone or with one other person. This is congruent with the finding that two of the most popular reasons given for viewing X-rated movies were: 'I find the sex scenes stimulating' and 'My partner and I find they stimulate us'. Many people apparently watch X-rated movies alone or with their partner, and one of the main reasons they watch this type of movie is because of the stimulation they derive from the sexual nature of the content. Videos in general, appear to be viewed far more frequently by groups of three or more people. This perhaps reflects families and party groups watching videos of other than the X-rated type.

4.1.3 Availability

Attitudes to the availability of X-rated videos for home viewing were fairly liberal among the group sampled. Only 5.0 per cent of the group said that they should be banned. The majority thought that there should be no public display (62.0 per cent), while 30.0 per cent said that there should be no restriction for adult audiences. Attitudes to the availability of videos featuring sexual violence were far more conservative. Sixty three per cent of respondents thought that they should be banned. Only 7.4 per cent said that there should be no restriction on the availability of this sort of video.

A large number of respondents (85.7 per cent) felt that X-rated videos should be kept in a restricted area of the video store, as is the case in the Australian Capital Territory at present. Approximately the same number (86.9 per cent) felt that the present age for hiring X-rated videos was appropriate or not old enough. Just over half agreed with the existing restriction of only those over the age of 18, while 34.9 per cent said that 21 was the appropriate minimum age.

Apparently X-rated videos are seen as needing greater control than R-rated videos. Less than 11.0 per cent of respondents said that 21 was the appropriate age of hire for the latter classification. Also, respondents were

consistently more liberal about allowing their children (actual or hypothetical) to watch R-rated movies, than they were with regard to their children viewing X-rated movies. This perhaps reflects the existing restrictions on the two types of videos. Those that are X-rated are required to be kept in a restricted area of the video store in the Australian Capital Territory. They are also unavailable in all Australian States. It is only in the Australian Capital Territory and the Northern Territory that they are able to be hired from video stores.

4.1.4 Beliefs About Effect on Society

Approximately half the respondents agreed that X-rated videos lead some people to commit sexual crimes as well as crimes of violence. Our models relating to X-rated viewing show that people who hold these beliefs are more likely to be female and more likely to be in one of the older age groups. A person's belief in a link between crime and X-rated videos appears to have a strong influence on other attitudes and behaviour. People holding such a belief are less likely to have seen an X-rated movie, are less likely to indicate a preference for sexual movies, are more likely to indicate a preference for 'macho' movies, and tend to nominate older ages as being appropriate for legal X-rated viewing.

Videos with an X classification generally do not contain any violence. As such, it was interesting to find that half the respondents believed that X-rated videos lead some people to commit crimes of violence. It is possible that this belief is based on an ignorance of what is contained in X-rated movies. Of the 88 people who strongly agreed or tended to agree with the proposition that X-rated videos lead some people to commit crimes of violence, 69.0 per cent had not bought or rented an X-rated video in the last year. However this left 31.0 per cent who were in agreement with the proposition and who had seen an X-rated movie in the last year.

In regard to their effect on society, X-rated videos are apparently viewed more negatively than those with an R classification. Table 3.9 shows that more people were in agreement with the following statements in regard to X-rated videos, than with the same statements in regard to R-rated videos: They lead to a breakdown of public morals, they lead some people to commit sexual crimes, they lead some people to commit crimes of violence, they lead some people to lose respect for women.

4.2 R-rated Videos

4.2.1 Who Watches Them

A much larger percentage of the sample group had seen an R-rated movie than had seen an X-rated video (88.0 per cent and 43.4 per cent respectively). Sixty per cent of the sample came within the category of regular R viewers (those who watched this classification at least once a month).

Regular R viewers were more likely to be male than female. They also differed from the overall sample in their distribution across age groupings. Both the 14 to 25 years age group and the 40+ group were better represented in the regular R viewer category than in the overall sample. It appears that the political views of regular R viewers may differ from those of video users in general, tending more towards the 'right'. Apart from the above, regular R viewers did not differ markedly from video users in general on a range of characteristics including education, church attendance and work situation.

4.2.2 Viewing Behaviour

The great majority of R-rated viewers said that they watched their last hired R-rated video only once (85.1 per cent). Nearly 14.0 per cent said they watched it twice.

In terms of size of audience, R-rated videos fell somewhere in between X-rated videos and videos in general. Approximately 54.0 per cent watched the last R-rated movie they hired with one other person (compared to 63.3 per cent for X-rated videos and 44.0 per cent for videos in general). Thirteen per cent watched it by themselves (compared to 19.0 and 12.0 per cent respectively), while the rest (33.1 per cent) watched it with two or more other people (compared to 17.7 and 44.0 per cent). It appears that size of audience tends to decrease as the censorship rating increases in restrictiveness. Groups of three or more people are more likely to watch movies of the G, PG and M classifications than they are to watch those rated R or X.

The most popular reason given for viewing R-rated videos was that the movie was recommended as worth seeing. The next most popular reason was a preference for uncut movies.

4.2.3 Availability

As previously discussed, R-rated videos appear to be thought of more liberally than X-rated videos. Approximately 73.0 per cent said that R-rated videos should only be able to be hired by those over the age of 18. Only 11.0 per cent said

the minimum legal age should be 21. Many of those who suggested the older legal age were in one of the older age groups. Our model of appropriate legal age for R-rated viewing showed that the older the respondent, the more likely they were to nominate an older age as appropriate for legal R-rated viewing.

Respondents were more willing to allow their children, of whatever age, to watch R-rated videos, than they were to allow them to watch X-rated movies. Factors which had an influence on the liberality of respondents towards allowing their children to view R-rated movies were a liking for violence movies, a liberal attitude to the availability of explicit material in theatres, and disagreement with suggestions that there was a link between crime and R-rated movies. Each of these factors indicated a more liberal approach to the frequency with which children would be allowed to watch R-rated movies.

It seems that more children are gaining access to R-rated material than are gaining access to X-rated videos.

Approximately 43.0 per cent of people who had children under the age of 18 said that their children had (or probably had) seen an R-rated movie. The equivalent figure for X-rated videos was 19.1 per cent.

4.3 X- and R-rated Videos: A Comparison

It appears that X-rated videos are generally perceived as being potentially more harmful than R-rated movies. This is reflected in a number of findings reported in the previous sections, particularly those in relation to beliefs about the effects of X and R videos on society, the appropriate legal age for viewing these types of videos, and the frequency with which children would be allowed to watch X and R videos.

There are a number of possible reasons for these findings. The most obvious possibility is that X-rated videos are, in fact, potentially more harmful. However there are a number of other possibilities. It may reflect an ignorance of what is contained in an X-rated movie, given that less than half the respondents had hired an X-rated movie in the last year. It may also reflect the current laws relating to the availability of X- and R-rated videos. The restrictions on X-rated videos are far greater than on those with an R classification. This is likely to have had an influence on the public's perception of videos with these classifications. A further possibility has to do with the variety of videos available under the R classification. These videos range from sex-based comedies (eg. Porkey's) through to highly violent movies (eg. Class of 1984). Perhaps this range of movie types tends to dilute public opinion about R-

rated videos. It would have been interesting to tap attitudes towards violent R-rated videos, such as Class of 1984 and The Evil Dead, as a separate group.

Based on the findings of the present research, it is difficult to determine which of the above possible reasons is the correct one. It is likely that all or most of them played some part in forming the apparent public perception that X-rated videos are more harmful than those with an R classification.

4.4 Censorship Ratings

It was found that the censorship rating of a video was not an important factor in choice of video for many people. Even so, 56.0 per cent of respondents said that they always or sometimes checked to see what the censorship rating of a video was before hiring. Of the rest, most said that even if they did not check, they would often notice what the rating was.

It appears that a large proportion of video users in Canberra know which censorship ratings are used on video movies. Almost 62.0 per cent of respondents were able to identify the correct group of censorship ratings from a series of options. However, this left over a third who either picked an incorrect group of ratings or who said that they did not know which ratings were used for videos. It appears that there is a need for further education on videotape censorship classification. It also appears that the group which is in greatest need of further education, is the 40+ age group. A little over half of this group identified the correct list of censorship ratings, as opposed to well over 60.0 per cent of the younger age groups.

Just over 83.0 per cent of respondents said they knew what the censorship ratings meant. Another 11.0 per cent said they knew what some of them meant. Whether this is an accurate reflection of actual knowledge is impossible to determine. However, based on the above finding that over a third were unable to identify the correct group of censorship ratings, it appears that respondents may have overstated their understanding of the meaning of the ratings.

4.5 Summary

Video movie viewing has become a significant leisure activity in our society. Over 30.0 per cent of those who responded to the questionnaire said they watched a few movies each week. This works out to between four and five

hours a week watching video movies. This of course does not include other time in front of the television.

Comedy and action movies were the most popular types amongst those surveyed. Sexual and violence videos were a lot less popular, but even so a number of people expressed a liking for them. It is the availability of these types of videos which has been the focus of much debate in recent times. Concerns have been expressed about the effects of these types of videos on society, particularly the effects on children who are gaining access to explicit material on videos.

Video movies with explicit depictions of sexual activity or violence are generally given an X or R classification. The present survey sought attitudes towards X- and R-rated videos. Given that the population being sampled was the video hiring population of Canberra (some of whom are regular X or R viewers), it is possible that the opinions obtained were more liberal than they would have been if Canberra residents in general had made up the population. Even so, the majority of respondents thought that there should be no public display of X-rated videos and that they should be kept in a restricted area of the video store. Other findings in relation to X and R videos indicate the following:

- (i) Regular X viewers do not differ from video viewers in general in terms of a series of socio-economic characteristics including age, marital status, church attendance, education and work situation.
- (ii) The great majority of regular X viewers are males.
- (iii) People who believe in a link between crime and X-rated videos are less likely to have seen this type of video and are more likely to nominate older ages as being appropriate for legal X-rated viewing.
- (iv) Almost 90.0 per cent of respondents felt that the present age restriction for hiring X-rated videos was appropriate or not old enough (35.0 per cent nominated 21 as the appropriate age).
- (v) Videos with the X classification were generally seen as requiring greater control over their availability than were videos with the R classification.

As previously mentioned, the present survey does have some limitations in terms of the population being sampled and the response rate. However, it has provided some valuable data on video viewing habits and on attitudes to explicit material in videos. While the data on attitudes can not be

interpreted as representing the attitudes of the Australian community in general, it does give an indication of the attitudes of a sector of the community that is actually using the product. Future research might look at video viewing patterns and behaviour in cities other than Canberra, as well as attitudes towards explicit material in videos amongst the Australian community in general.

This completes the report on the second stage of the current project. As discussed previously, there is a third stage being undertaken. The third stage involves a content analysis of the most popular videos from each of the classification categories. This will provide information on what goes into the videos that our society is consuming. It will provide an objective measure of the amount of violence and sexually explicit material contained in the videos Australians are watching. A report will be published outlining the major findings of the content analysis.

NOTES

1. A study conducted by Yann Campbell Hoare Wheeler in November 1986 found that 48.1 per cent of all Australian households contain a video player. A Television Bureau of Advertising study conducted by McNair Anderson in the same month found a penetration rate of 47.4 per cent. Both studies were reported in the Business Review Weekly, March 6, 1987, p. 79.
2. This legislation has now been adopted wholly or in part by all states and territories in Australia.
3. Extracted from Censorship Guidelines printed in The Age, Saturday 21 March, 1987.
4. Survey results released by the Australian Family Association and reported in the Sydney Daily Mirror, Friday 20 February, 1987.
5. See the report on the first stage of this project for further information, Video Viewing Patterns: A Preliminary Investigation, Australian Institute of Criminology, Canberra, 1986.
6. The Newsweek Poll on Pornography was reported in Newsweek, March 18, 1985, p. 60.
7. The dependent variable used here, and in some of the other models, is dichotomous and (in this case) skewed. There are well known reservations about using ordinary least squares regression analysis in these circumstances, but research has shown that the usual alternative, log linear analysis, is substantially less robust. See Gillespie, M.W. (1977). 'Log Linear Techniques and the Regression Analysis of Dummy Dependent Variables'. Sociological Methods and Research, No. 6, pp. 103-22.

APPENDICES

- A Covering Letter and Questionnaire Booklet
- B Second Mailing - Reminder
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- K Guidelines for Classification of Videotapes

**VIDEO RESEARCH
GROUP**

(062) 719 719

APPENDIX A

COVERING LETTER AND
QUESTIONNAIRE BOOKLET

Dear Sir/Madam

You are invited to participate in a confidential survey of video users aimed at discovering how many people hire videos, how often they hire videos and what they think of the range of videos available.

The survey is totally confidential and anonymous.
YOU WILL NOT BE ASKED TO IDENTIFY YOURSELF AT ANY STAGE
and you should not put your name or address on the survey form.

In return for your help, the Video Research Group has arranged for you to have a FREE VIDEO TAPE HIRE following the return of each completed survey form. Simply return your completed survey by 21st September 1986 to the collection boxes at the Network Video outlets at:

4 Weedon Close
BELCONNEN

or

Crawford Street
QUEANBEYAN

Please retain this letter as proof that you have received a survey form. On presentation of this letter to the shop staff you will receive a free video hire.

Thanking you in advance for your co-operation.



David Fox
Paul Wilson
Terence Brooks

QUESTIONNAIRE BOOKLET

CONFIDENTIAL PLEASE DO NOT WRITE YOUR NAME IN THIS BOOKLET

.....
SURVEY OF ATTITUDES TO VIDEOS
.....

When you complete this form and return it to Network Video with the accompanying letter, you will receive one free video hire. Offer closes 21 September 1986.

WHY THE SURVEY IS BEING CONDUCTED: This survey is being conducted by the Video Research Group with the co-operation of Network Video. It is designed to find out how people feel about video movies, in particular, those video movies in some of the more controversial categories. At present there is little information available on this subject and it is important that the information be gathered so that more informed decisions can be made on the availability of videos.

WHO SHOULD FILL OUT THE QUESTIONNAIRE: The questionnaire has been sent to a random sample of video hirers drawn from the records held by Network Video. This is because we are interested in the opinions of all people who hire video movies, regardless of how often they watch videos and regardless of the type of videos they watch. The person whose name appeared on the envelope should fill out the questionnaire.

HOW TO ANSWER THE QUESTIONS: Unless otherwise stated, circle the number which is closest to your view. For example, if you were asked whether your use of videos is increasing or decreasing, you might answer as follows:

- Increasing
 - Staying the same
 - Decreasing
- 1
②
3

If you are asked for a specific fact, just write the number or word. For example, when were you born ?

Year 19 41

SECTION 1 : VIDEO USAGE

1. How long have you (or your family) had a video recorder?

(Please circle one number only)

- 5 months or less 1
- 6-11 months 2
- 1-2 years 3
- 3-4 years 4
- 5 or more years 5

2. Has having a video recorder increased or decreased the amount of time you spend in front of the television?

It has increased the amount of time I spend in front of the television	1
It has made no difference to the amount of time I spend in front of the television	2
It has decreased the amount of time I spend in front of the television	3

3. How often do you watch hired video movies?

I watch 1 or more daily	1
I watch a few each week	2
I watch a few each month	3
I watch about one a month	4
I watch about one every 6 months	5
I watch about one every year	6
I watch less than one a year	7

4. Compared with this time last year, is your use of video movies increasing or decreasing?

Increasing	1
Staying the same	2
Decreasing	3

5. At what time of the day do you normally watch hired video movies?

(Please circle one number in each column)

	Weekday	Weekend
In the morning between 7am and 12 noon	1	1
In the afternoon between 12 noon and 3pm	2	2
In the early evening between 3pm and 8pm	3	3
In the late evening between 8pm and 12 midnight	4	4
In the early morning between 12 midnight and 7am	5	5

6. Thinking of the last video movie you hired, how many times did you watch it?

Once	1
Twice	2
Three times	3
Four times or more	4

7. How many people watched it with you? (If you watched it more than once, how many people watched it with you the first time you watched it?)

None	1
1 other person	2
2 other people	3
Between 3 and 5 other people	4
6 or more other people	5

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8. Do you regularly hire videos from more than one video outlet?

I usually hire videos from one outlet only	1
I regularly hire videos from 2 outlets	2
I regularly hire videos from 3 or 4 outlets	3
I regularly hire videos from 5 or more outlets	4

9. Do you buy pre-recorded video movies as well as hiring them?

Never	1
Seldom	2
Often	3

If seldom or often, what are the titles of the last three you have bought:

10. There are a number of reasons why people choose particular videos movies. Please tell us how often the following are important in your choice of video.

(Please circle one number for each possible reason)

	Always	Sometimes	Rarely	Never
The video has a familiar name	1	2	3	4
The video has been recommended by others	1	2	3	4
The video has won an award	1	2	3	4
The video has been advertised as good	1	2	3	4
The video has been displayed at the store	1	2	3	4
The video has a good cover	1	2	3	4
The video is the type I like	1	2	3	4
The video's censorship rating is acceptable	1	2	3	4

11. What types of video do you like to watch?

(Please circle one number for each type of video)

	Often like to watch	Sometimes like to watch	Rarely like to watch	Never watch
Action	1	2	3	4
Comedy	1	2	3	4
Documentary	1	2	3	4
Educational	1	2	3	4
Historical	1	2	3	4
Horror	1	2	3	4
Musical	1	2	3	4
Nature	1	2	3	4
Religious	1	2	3	4
Romance	1	2	3	4
Sexual	1	2	3	4
Sport	1	2	3	4
Spy	1	2	3	4
Thrillers	1	2	3	4
Violence	1	2	3	4
Western	1	2	3	4

12. On average, who is it that usually chooses the video that you watch?

I do	1
My partner does	2
My child/children do	3
My parent/parents do	4
Other members of my family do	5
My friends do	6
Most often we decide as a family (or decide as a group)	7
Other (please specify) _____	

SECTION 2 : CENSORSHIP RATINGS

13. Do you check to see what the censorship rating on a video is before you hire it?

Always	1
Sometimes	2
Rarely	3
Never	4

14. If you never or rarely check the censorship rating on a video, do you notice what the rating is?

Always	1
Sometimes	2
Rarely	3
Never	4

15. Which of the following groups of censorship ratings are the ones used for videotapes?

AO, G, GE, M, and XXX	1
G, M, PG, R, and UR	2
G, PG, M, R, and X	3
X, R, AO, PG, and G	4
I don't know which ratings are used for videos	5

16. Do you know what the censorship ratings on the videotapes mean?

Yes	1
Some of them	2
No	3

The next 2 sections of the questionnaire ask about your attitudes towards videos carrying the R and X ratings. If you are uncertain of the meanings of these censorship ratings, please read the following:

R rated videos are those which can only be hired by people over 18 years of age because of the nature of their content.

X rated videos can only be hired by people over 18 years of age and also must be kept in a restricted area of the video outlet.

SECTION 3 : USE OF VIDEOS BY CHILDREN AND ADOLESCENTS

17. There has been a good deal of discussion about the influence of videos on children. If you were a parent with children aged between 5 and 12, how often would you allow them to watch R and X rated movies?

	Always	Sometimes	Rarely	Never
R rated movies	1	2	3	4
X rated movies	1	2	3	4

18. If you were a parent with adolescents aged between 13 and 15, how often would you allow them to watch R and X rated movies?

	Always	Sometimes	Rarely	Never
R rated movies	1	2	3	4
X rated movies	1	2	3	4

19. If you were a parent with adolescents aged between 16 and 17, how often would you allow them to watch R and X rated movies?

	Always	Sometimes	Rarely	Never
R rated movies	1	2	3	4
X rated movies	1	2	3	4

IF YOU ARE NOT A PARENT OR GUARDIAN OF CHILDREN UNDER THE AGE OF 18, GO TO QUESTION 22.

20. Do you think that any of your children under the age of 18 have ever watched an R or X rated video movie without your permission?

	Yes	Probably	Unlikely	No
R rated movies	1	2	3	4
X rated movies	1	2	3	4

IF YOU ANSWERED 'NO' OR 'UNLIKELY', GO TO QUESTION 22.

21. Which of the following is the main reason why they were able to see the R or X rated video movie?

	Main Reason
I didn't know that they were watching the video .	1
I let them watch so we could then discuss it together	2
I do not control what my children watch	3
I don't regard it as any of my business what they watch	4
I don't think that these videos have a bad effect on them	5
Other (please specify) _____	

SECTION 4 : ATTITUDES TOWARDS EXPLICIT MATERIALS

22. What action do you believe should be taken on the activities listed below?

Should they be totally banned, allowed as long as there is no public display, or not restricted at all for adult audiences?

	Ban Them	No Public Display	No Restriction
a) Magazines that show nudity	1	2	3
b) Magazines that show adults having sexual relations	1	2	3
c) Magazines that show sexual violence	1	2	3
d) Theatres showing X rated movies	1	2	3
e) Theatres showing movies that depict sexual violence	1	2	3
f) Sale or rental of X rated cassettes for home viewing	1	2	3
g) Sale or rental of videos featuring sexual violence	1	2	3

23. The Video Research Group is particularly interested in people's attitudes to R and X rated movies. Please read each of the following statements and indicate how much you agree or disagree with each.

	Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
a) They lead to a breakdown of public morals				
R rated movies	1	2	3	4
X rated movies	1	2	3	4
b) They lead some people to commit sexual crimes				
R rated movies	1	2	3	4
X rated movies	1	2	3	4
c) They lead some people to commit crimes of violence				
R rated movies	1	2	3	4
X rated movies	1	2	3	4
d) They reduce the chance that people will commit sexual crimes				
R rated movies	1	2	3	4
X rated movies	1	2	3	4
e) They reduce the chance that people will commit crimes of violence				
R rated movies	1	2	3	4
X rated movies	1	2	3	4
f) They provide a safe outlet for people with sexual problems				
R rated movies	1	2	3	4
X rated movies	1	2	3	4
g) They lead some people to lose respect for women				
R rated movies	1	2	3	4
X rated movies	1	2	3	4
h) They should be kept in a restricted area of the video store				
R rated movies	1	2	3	4
X rated movies	1	2	3	4
i) They provide entertainment				
R rated movies	1	2	3	4
X rated movies	1	2	3	4

24. I believe R and X rated movies should be able to be hired by:

	R rated	X rated
No one	1	1
Anyone who wants to	2	2
Only those over the age of 12	3	3
Only those over the age of 18	4	4
Only those over the age of 21	5	5
Only those over (please write the age)	_____	_____

SECTION 5 : VIEWING HABITS - X RATED MOVIES

25. Which of the following apply to you?

	Yes	No
Sometimes read magazines like Playboy	1	2
Sometimes read magazines like Hustler	.1	2
Bought or rented an X rated video movie in the last year	1	2

IF YOU ANSWERED 'NO' TO THE LAST ACTIVITY, GO TO QUESTION 30.

26. How often do you watch X rated movies?

I watch 1 or more daily	1
I watch a few each week	2
I watch a few each month	3
I watch about one a month	4
I watch about one every 6 months	5
I watch about one every year	6
I watch less than one a year	7

27. Thinking of the last X rated video you hired, how many times did you watch it?

Once	1
Twice	2
Three times	3
Four times or more	4

28. How many people watched it with you? (If you watched it more than once, how many people watched it with you the first time you watched it?)

None	1
1 other person	2
2 other people	3
Between 3 and 5 other people	4
6 or more other people	5

29. The Video Research Group is interested in the reasons people watch X rated movies. Please indicate how much you agree or disagree with the following possible reasons as to why you watch X rated movies.

	Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
I watch X rated movies:				
a) so I can decide which movies are worth buying later	1	2	3	4
b) because particular movies have been recommended to me as being worth seeing	1	2	3	4
c) because my partner and I find they stimulate us	1	2	3	4
d) because I find the sex scenes stimulating	1	2	3	4
e) because I enjoy being different from other people	1	2	3	4
f) because I find the strong language exciting	1	2	3	4
g) because they generally have better stories than other videos	1	2	3	4
h) because they act as a substitute for a sex partner at the moment	1	2	3	4
i) because I prefer to watch uncut movies"	1	2	3	4
j) because (please specify any other reasons) _____				

SECTION 6 : VIEWING HABITS - R RATED MOVIES

30. Do you ever watch R rated movies?

Yes	1
No	2

IF YOU ANSWERED 'NO', GO TO QUESTION 35.

31. How often do you watch R rated movies?

I watch 1 or more daily	1
I watch a few each week	2
I watch a few each month	3
I watch about one a month	4
I watch about one every 6 months	5
I watch about one every year	6
I watch less than one a year	7

32. Thinking of the last R rated video you hired, how many times did you watch it?

Once	1
Twice	2
Three times	3
Four times or more	4

33. How many people watched it with you? (If you watched it more than once, how many people watched it with you the first time you watched it?)

None	1
1 other person	2
2 other people	3
Between 3 and 5 other people	4
6 or more other people	5

34. The Video Research Group is interested in the reasons people watch R rated movies. Please indicate how much you agree or disagree with the following possible reasons as to why you watch R rated movies.

	Strongly Tend to Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
I watch R rated movies:				
a) so I can decide which movies are worth buying later	1	2	3	4
b) because particular movies have been recommended to me as being worth seeing	1	2	3	4
c) because my partner and I find they stimulate us	1	2	3	4
d) because I find the sex scenes stimulating	1	2	3	4
e) because I enjoy being different from other people	1	2	3	4
f) because I prefer violent scenes to be shown as they really happen	1	2	3	4

	Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
I watch R rated movies:				
g) because I find the violent scenes exciting	1	2	3	4
h) because I find the strong language exciting	1	2	3	4
i) because they generally have better stories than other videos	1	2	3	4
j) because I find the combination of sex and violence excites me	1	2	3	4
k) because I like movies that are really scarey	1	2	3	4
l) because they act as a substitute for a sex partner at the moment	1	2	3	4
n) because I prefer to watch uncut movies"	1	2	3	4
n) because (please specify any other reasons)				

35. Write the names of two videos which contained a scene you would rather forget, or a scene which offended you:

IF YOU HAVE NOT SEEN A VIDEO WITH SUCH A SCENE, GO TO THE NEXT QUESTION

Name of video:	The scene you would rather forget or the scene which offended you:
----------------	--

1	_____	_____
	_____	_____
1	_____	_____
	_____	_____

SECTION 7 : LIFE ATTITUDES

36. The Video Research Group is interested in the attitudes of video users to their own lives and to life in general. This question asks you to indicate how you feel about various aspects of your life.

	Very Unhappy	Mostly Dissatisfied	Mixed Feelings	Mostly Satisfied	Delighted
How do you feel about:					
	v	v	v	v	v
a) Your friends and friendships	1	2	3	4	5
b) Your marriage	1	2	3	4	5
c) The sense of purpose and meaning in your life	1	2	3	4	5
d) Your job	1	2	3	4	5
e) Your spare time activities (What you do in your non-working time)	1	2	3	4	5
f) Your life as a whole	1	2	3	4	5

37. In political matters, people talk of "the left" and "the right". Generally speaking, where would you place your views on the scale?

Left	Right
1 2 3 4 5 6 7 8 9 10	

SECTION 8 : PERSONAL BACKGROUND

38. To finish off the questionnaire, we would like you to answer a few questions about your own background. Firstly what is your sex?

Male	1
Female	2

39. When were you born?

(Just the year will do) 19____

40. What is your present marital status?

Never married	1
Married	2
Defacto/living together	3
Separated	4
Widowed	5
Divorced	6

41. Please write down the number of persons of the following ages living in your house:

4 years of age or less	_____
Between 5 and 12 years of age	_____
Between 13 and 14 years of age	_____
Between 15 and 17 years of age	_____
Between 18 and 20 years of age	_____

42. In which suburb do you live?

(Please write in space provided) _____

43. What is your religious denomination now?

Catholic	1
Church of England	2
Methodist	3
Orthodox	4
Presbyterian	5
Uniting Church	6
No religion	7
Other (please specify) _____	

44. Approximately how often do you go to church?

A number of times a week	1
Once a week	2
A few times each month	3
Once a month	4
A few times each year	5
Once a year	6
Less than once a year	7
Never	8

45. What is your present work situation?

In full-time paid work	1
In part-time paid work	2
In casual paid work	3
A full-time student	4
Unemployed and seeking work	5
Retired or an age pensioner	6
Performing home duties	7
Other (please specify) _____	

46. Please indicate your main occupation (or your last main occupation).

Have never had any paid work	01
Professional (eg. a teacher or a nurse)	02
Administrative or executive (eg. a manager)	03
Clerical (eg. a bookkeeper or a cashier)	04
Sales (eg. a salesperson or a shop assistant)	05
Farmer, fisher, forester	06
Miner, quarry worker	07
Transport and communication (eg. a driver or a postman)	08
Tradesperson, labourer (eg. a painter, tailor or bricklayer)	09
Armed forces	10
Service industry (eg. a cook)	11
Other (please specify) _____	

47. If you are married or living in a defacto relationship, please indicate your partner's main occupation (or last main occupation).

Have never had any paid work	01
Professional (eg. a teacher or a nurse)	02
Administrative or executive (eg. a manager)	03
Clerical (eg. a bookkeeper or a cashier)	04
Sales (eg. a salesperson or a shop assistant)	05
Farmer, fisher, forester	06
Miner, quarry worker	07
Transport and communication (eg. a driver or a postman)	08
Tradesperson, labourer (eg. a painter, tailor or bricklayer)	09
Armed forces	10
Service industry (eg. a cook)	11
Other (please specify) _____	

48. What is the highest grade or year of school you have completed?

No formal schooling	1
Some primary schooling	2
Completed primary	3
Some secondary schooling	4
Completed Year 10	5
Completed Year 12	6
Other (please specify) _____	

49. Have you obtained a trade qualification, a degree or diploma, or any other qualification since leaving school? What is your highest qualification?

- | | |
|------------------------------|---|
| No qualification | 1 |
| Higher degree | 2 |
| Degree | 3 |
| Diploma | 4 |
| Professional training | 5 |
| Trade certificate | 6 |
| Other (please specify) _____ | |
-

If you have any comments about particular questions or about the questionnaire in general, please make them in the space below:

For your interest the results will be analysed and made available from Network Video early in December 1986.

WE HOPE YOU ENJOY THE VIDEO
THANK YOU FOR YOUR ASSISTANCE

APPENDIX B

SECOND MAILING - REMINDER

VIDEO RESEARCH
GROUP

(062) 719 719

Dear Sir / Madam,

You may recall that you received a letter from us in the past two weeks offering a free video hire for the return of a survey of video attitudes.

The booklet was sent to a sample of 538 video hirers in Canberra and Queanbeyan asking about attitudes to particular videos. Unfortunately we have received back only 60 at this stage and this will be too few from which to draw any reasonable conclusions about the attitudes of people in Canberra and Queanbeyan.

Because the survey booklets have no names on them, we have no way of telling if you have already returned the survey and received a free video. If so, please disregard this letter.

It is intended that the results will form part of a research submission to the Senate Select Committee on Video Use in the ACT. If you have any objections to the survey and only wish to send your comments, please write them in the booklet and return the blank booklet to Network Video. You will still receive a free video hire.

We are serious and professional researchers. Please, if you have not already filled out the survey form, do so and return it to Network Video by 21 September, at either:

Weston Creek

Queanbeyan, or

Belconnen

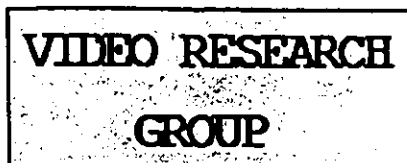
Thank you in advance for your help.



DAVID FOX
TERENCE BROOKS
PAUL WILSON

APPENDIX C

FOLLOW-UP LETTER



(062) 719 719

Ring us with
any Queries

**IT'S YOUR COMMUNITY : HAVE YOUR SAY
HAVE AN INPUT INTO GOVERNMENT LEGISLATION**

We are not Market Researchers. We are not members of any particular Religious Organisation. Nor are we fanatics. We are a qualified Research Group. We need your advice on Videos, and we only have 103 replies out of 538 sent out.


**THIS IS YOUR CHANCE
TO HAVE A SAY**

If you have not completed a previous questionnaire please
FILL IN ONE NOW.

WE DO NOT WANT YOUR NAME - JUST YOUR OPINION

If you have not already done so fill in the questionnaire, place it in the prepaid envelope. Use the old blue questionnaire if you still have it, or the enclosed yellow one if you have mislaid the old one, and post it now.

Politicians sometimes refer to apathetic Australians. Show them that you have opinions on video availability and usage. We can assure you that they will hear your opinion through this survey.


Terence Brooks
Paul Wilson
David Fox

APPENDIX D
SUPPLEMENTARY TABLES

TABLE D.1
DESCRIPTIVE CHARACTERISTICS OF SAMPLE POPULATION -
MEAN RANKINGS

Descriptive Characteristics	Total	Gender	
		Male	Female
Age (years)	34.03	36.08	31.42
Employment status*	0.78	0.84	0.68
Occupational status*	3.15	3.10	3.24
Education (years)	11.90	12.18	11.46
Church attendance*	1.82	1.75	1.93
Political spectrum	5.26	5.40	5.01

* For details of composition and construction, see Appendix I (Formulation of Multiple Item Scales). For scoring of variables, see Table I.1.

TABLE D.2
USAGE OF SEX MAGAZINES AND X-RATED VIDEOS -
ROW PERCENTAGES

Which of the following apply to you?	Yes %	No %
1. Sometimes read magazines like Playboy	49.1	44.6
2. Sometimes read magazines like Hustler	21.1	69.7
3. Bought or rented an X-rated video movie in the last year	43.4	54.3

TABLE D.3
AGE WOULD ALLOW R- AND X-RATED VIEWING (IF PARENT) -
MEAN RANKINGS*

	R	X
Total	3.11	0.95
Gender		
Male	3.22	1.09
Female	2.95	0.73
Age		
14-25	3.71	1.18
26-39	3.03	1.00
40+	2.72	0.69
Children		
Yes	2.85	0.70
No	3.49	1.29
Have seen X-rated		
Yes	3.35	1.30
No	2.93	0.63

* The exact question was 'If you were a parent with children aged between (5 and 12) (13 and 15) (16 and 17), how often would you allow them to watch R- and X-rated movies'. The answers of all respondents were recoded so that: (0) never, (1) rarely, (2) sometimes, (3) always. The scores for R and X respectively were then summed to construct a single ascending scale of liberality towards age that the respondent would allow R and X viewing. The resulting scale thus ranges from 0 to 9.

TABLE D.4
APPROPRIATE LEGAL AGE FOR R AND X VIEWING -
COLUMN PERCENTAGES

I believe R- and X-rated movies should be able to be hired by	R %	X %
Anyone who wants to	4.6	2.9
Only those over the age of 12	6.3	0.6
Only those over the age of 18	73.1	52.0
Only those over the age of 21	10.9	34.9
Only those over (please write the age)	2.9	0.6
No one	1.1	5.1

TABLE D.5
 APPROPRIATE LEGAL AGE FOR R AND X VIEWING -
 MEAN RANKINGS*

	Appropriate Legal Age	
	R	X
Total	2.02	1.59
Gender		
Male	2.09	1.70
Female	1.93	1.43
Age		
14-25	2.18	1.71
26-39	2.01	1.65
40+	1.91	1.40
Children		
Yes	2.10	1.67
No	1.97	1.54
State		
NSW	1.97	1.59
ACT	2.07	1.59
Have seen X-rated		
Yes	2.14	1.85
No	1.96	1.38

* The exact question was 'I believe R- and X-rated movies should be able to be hired by'. The choice ranged from no one to anyone. The scores were recoded so that: (0) no one, (1) only those over the age of 21, (2) only those over the age of 18, (3) only those over the age of 12, (4) anyone.

APPENDIX E

RESULTS OF MULTIPLE REGRESSION ANALYSES -

PATH DIAGRAMS

Figures E.1 to E.6

Tables E.1 to E.4

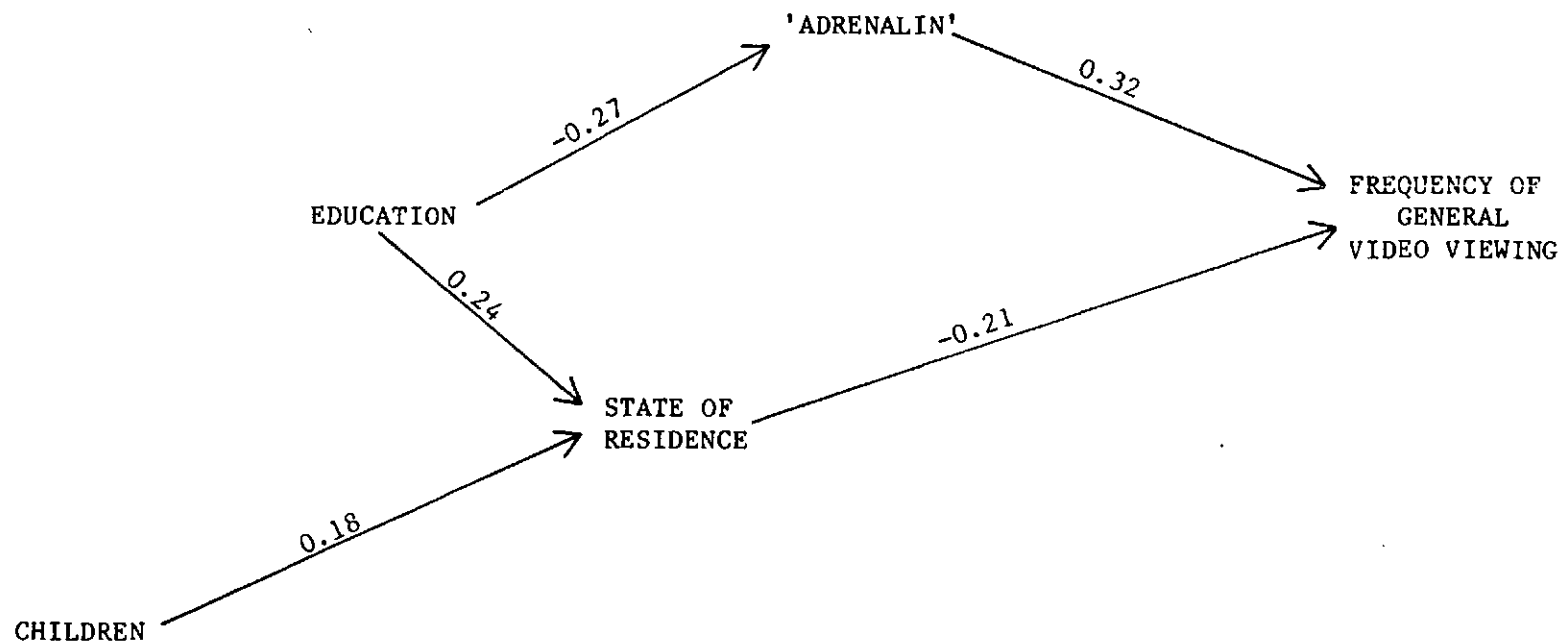


FIGURE E.1

Routes of entry to frequency of general video watching. Path model showing standardised partial regression coefficients (betas) predicting the probability of frequency of general video watching. The model controlled for socio-economic and attitudinal characteristics of the respondents. (See Table E.1 for details.)

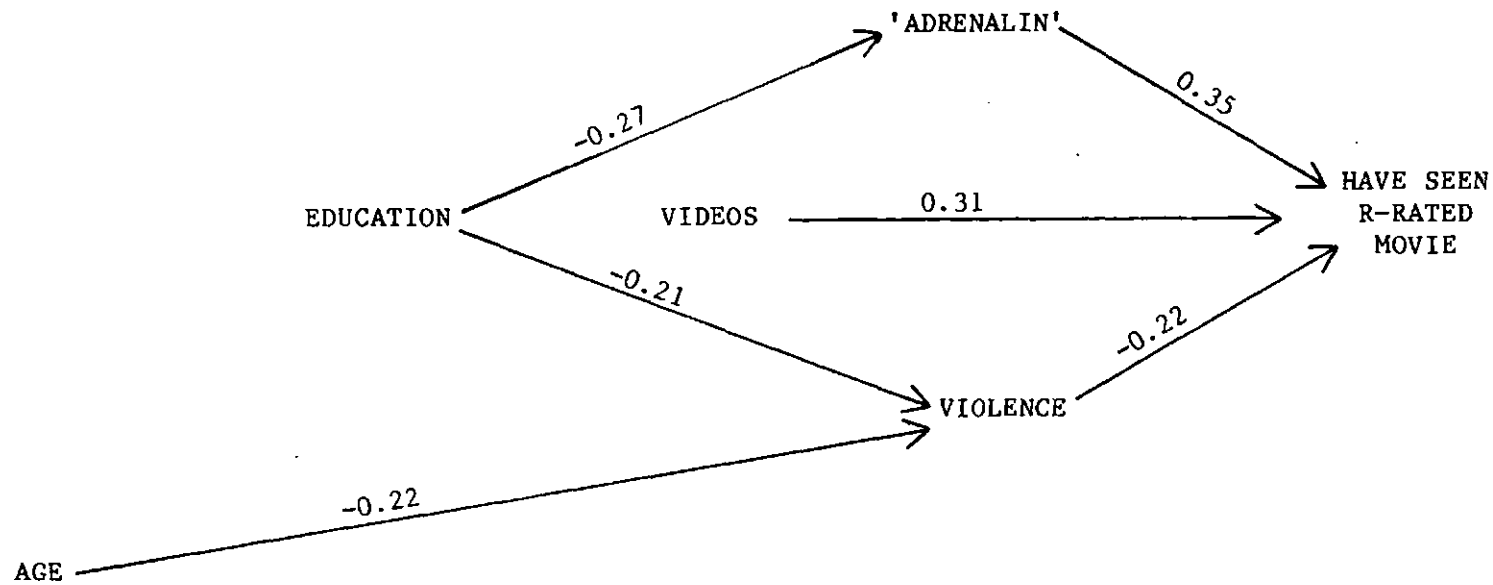


FIGURE E.2

Routes of entry to viewing R-rated movies. Path model showing standardised partial regression coefficients (betas) predicting the probability of viewing R-rated movies. The model controlled for socio-economic characteristics. (See Table E.2 for details.)

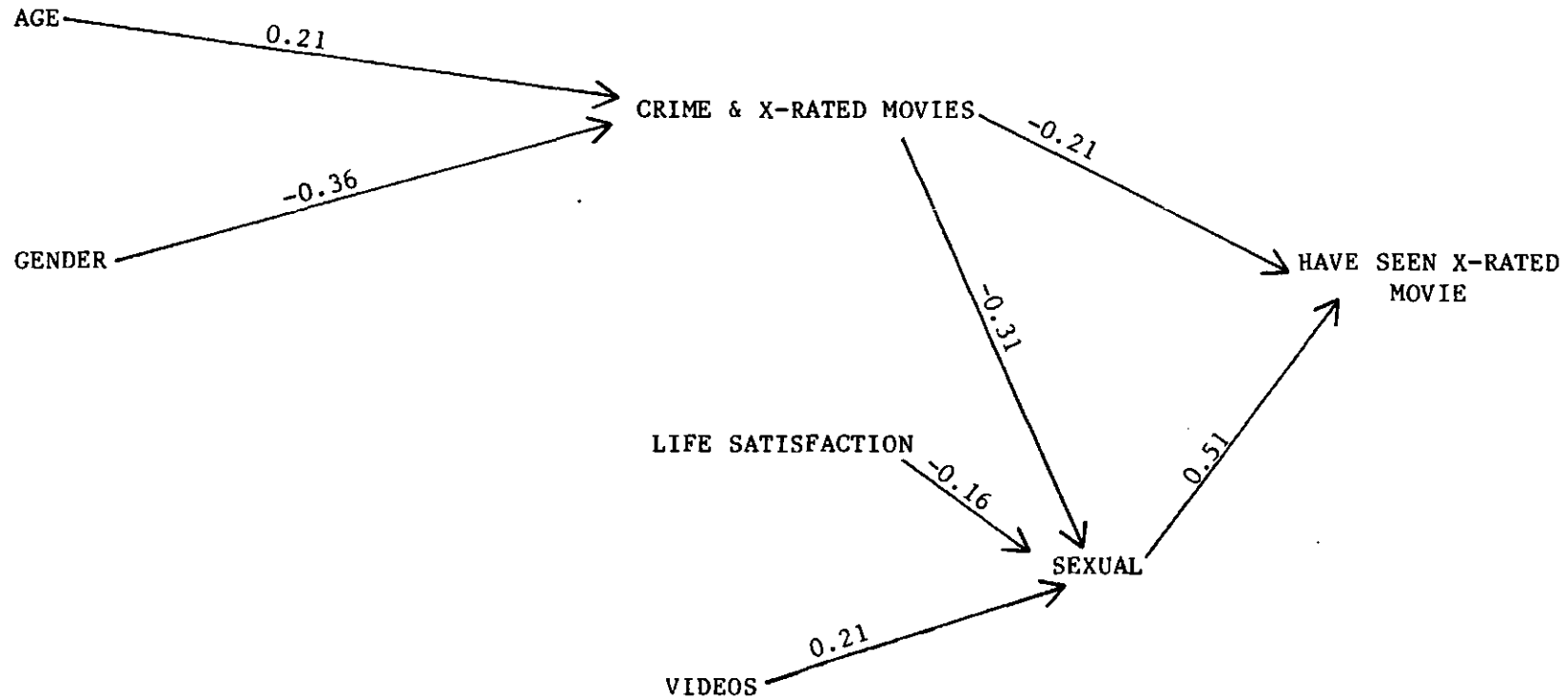


FIGURE E.3

Routes of entry to viewing of X-rated movies. Path model showing standardised partial regression coefficients (betas) predicting factors influencing X-rated viewing. The model controlled for socio-economic characteristics. (See Table E.2 for details.)

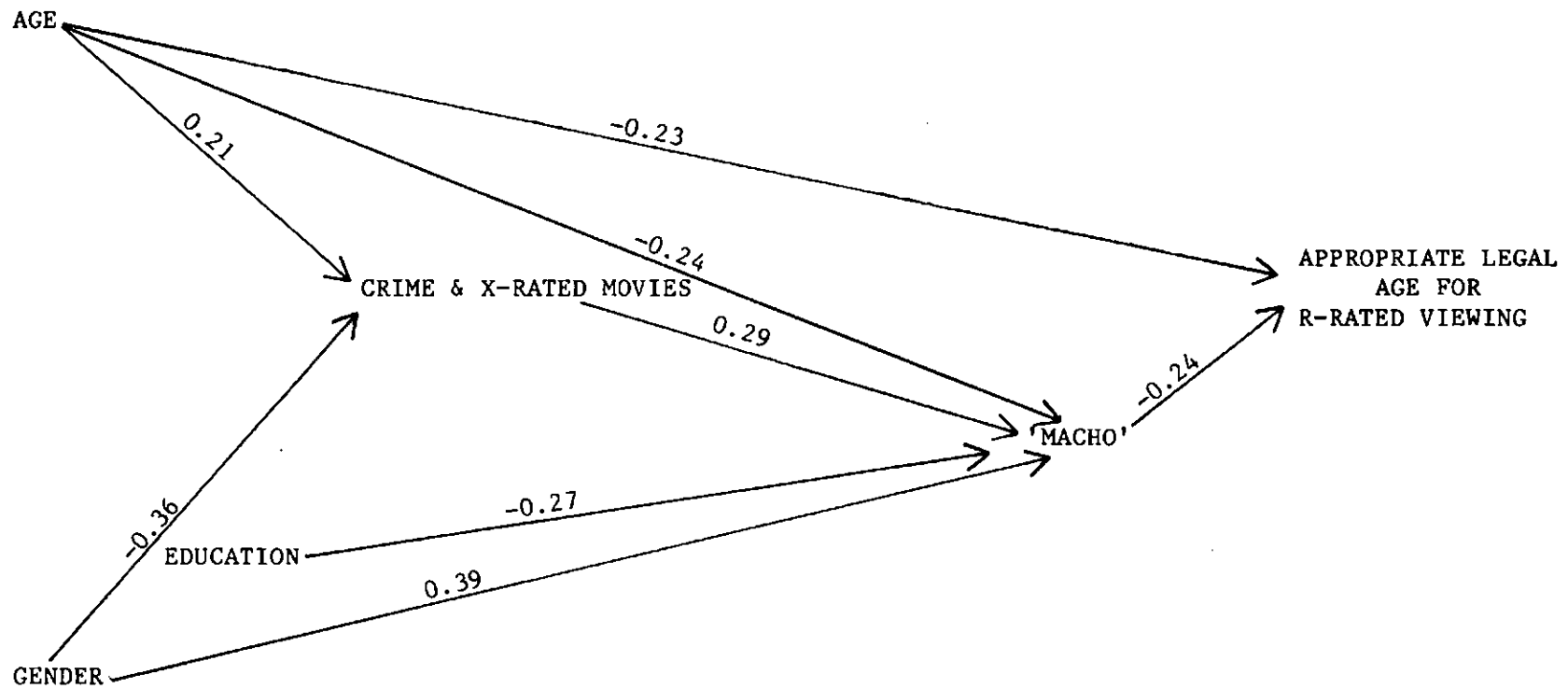


FIGURE E.4

Path model showing standardised partial regression coefficients (betas) predicting factors influencing the considered appropriate legal age for R-rated viewing. The model controlled for socio-economic characteristics. (See Table E.3 for details.)

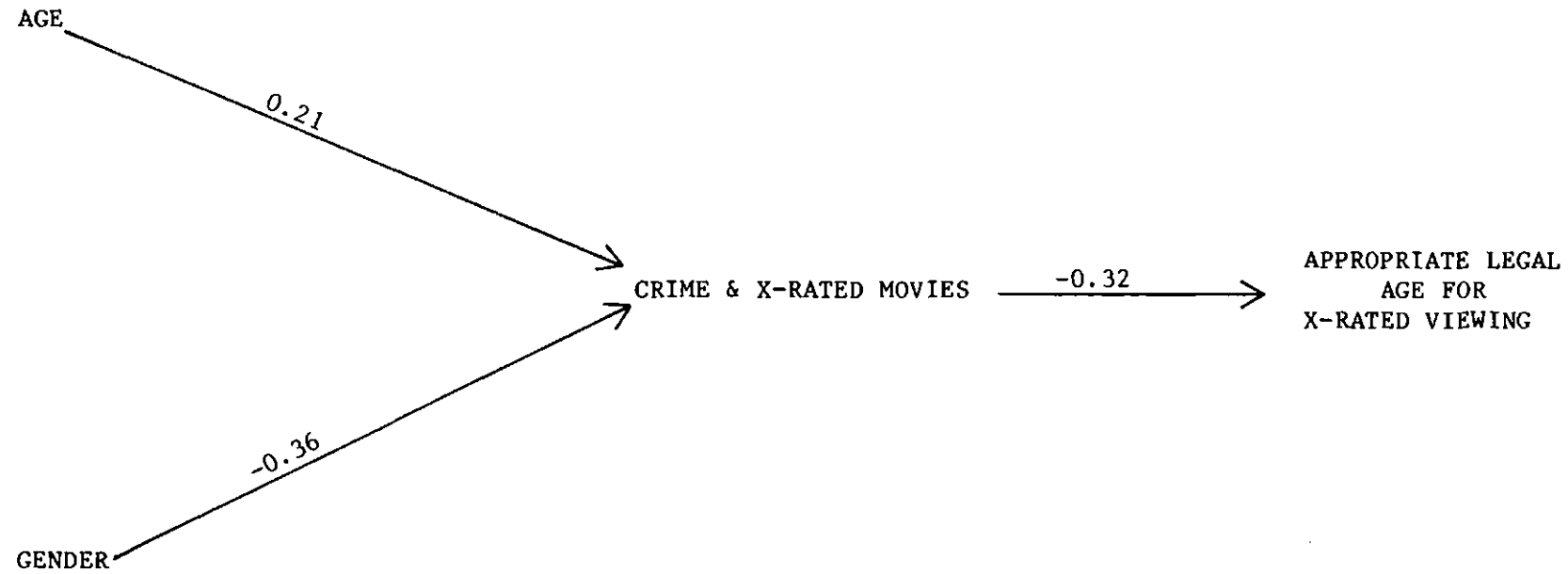


FIGURE E.5

Path model showing standardised partial regression coefficients (betas) predicting factors influencing the considered appropriate legal age for X-rated viewing. The model controlled for socio-economic characteristics and movie preferences. (See Table E.3 for details.)

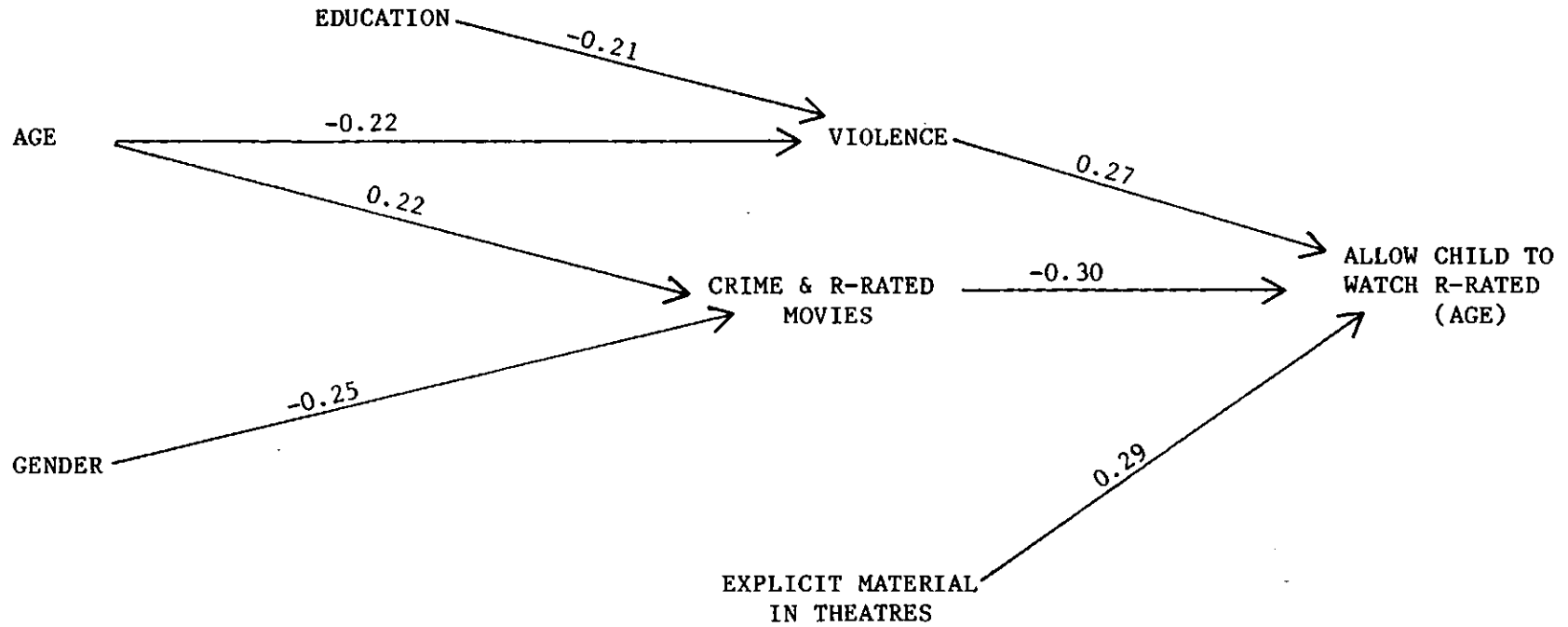


FIGURE E.6

Path model showing standardised partial regression coefficients (betas) predicting factors influencing the age you would allow (if parent) child to view R-rated movies. (See Table E.4 for details.)

TABLE E.1

FACTORS PREDICTING FREQUENCY OF GENERAL VIDEO WATCHING^a

Variables	b	beta
<u>Ascribed Characteristics</u>		
Age (years)	0.01	0.19
Attached	-0.11	-0.06
Gender	-0.35	-0.19
Children	0.04	0.02
<u>Socio-economic</u>		
Education (years)	0.04	0.10
State of residence	-0.37	-0.21*
Employment status	0.26	0.12
White collar	0.01	0.01
<u>Attitudinal</u>		
Life satisfaction	-0.02	-0.09
Crime and R-rated movies	0.17	0.21
Crime and X-rated movies	-0.20	-0.24
Explicit material in magazines	-0.09	-0.13
Explicit material in theatres	0.11	0.12
Explicit material on videos	0.00	0.00
Political spectrum	-0.03	-0.09
Church attendance	0.02	0.04
<u>Actual Viewing Habits</u>		
Violence measure for R-rated	0.01	0.04
Sexual measure for R-rated	0.02	0.03
Sexual movies	-0.04	-0.04
Violence movies	0.02	0.02
Romance	-0.06	-0.08
'Macho' movies	-0.06	0.21
'Adrenalin' movies	0.14	0.32**
Constant	3.76	
R-squared	0.26	

^a Ordinary least square regression analysis showing partial regression coefficients (bs) and standardised partial regression coefficients (betas) predicting frequency of general video watching.

* Statistically significant at $p < 0.05$

** $p < 0.01$

TABLE E.2
FACTORS AFFECTING R- AND X-RATED MOVIE VIEWING^a

Variables	R-rated		X-rated	
	b	beta	b	beta
<u>Ascribed Characteristics</u>				
Age (years)	-0.00	-0.07	0.00	0.07
Attached	-0.06	-0.08	0.05	0.05
Gender	-0.05	-0.08	-0.07	-0.07
Children	0.02	0.04	-0.02	-0.02
<u>Socio-economic</u>				
Education (years)	0.00	0.03	-0.02	-0.09
State of residence	-0.01	-0.02	0.10	0.10
Employment status	0.01	0.01	0.11	0.09
White collar	0.03	0.03	-0.09	-0.06
<u>Attitudinal</u>				
Life satisfaction	-0.01	-0.02	0.01	0.07
Crime & R-rated movies	-0.05	-0.16	-	-
Crime & X-rated movies	-	-	-0.09	-0.21*
Explicit material in magazines	0.01	0.04	0.03	0.08
Explicit material in theatres	-0.07	-0.21	-0.02	-0.03
Explicit material in videos	0.11	0.31*	0.02	0.03
Political spectrum	0.01	0.06	0.01	0.04
Church attendance	-0.02	-0.10	0.02	0.08
<u>Actual Viewing Habits</u>				
Sexual movies	0.04	0.14	0.24	0.51**
Violence movies	-0.07	-0.22*	-0.01	-0.01
Romance movies	-0.04	-0.11	-0.05	-0.09
'Macho' movies	0.12	0.10	-0.01	-0.02
'Adrenalin' movies	0.05	0.35**	0.03	0.14
Constant	0.65		-0.07	
R-squared	0.31		0.48	

^a Ordinary least squares regression analysis showing partial regression coefficients (bs) and standardised regression coefficients (betas) predicting R- and X-rated movie viewing.

* Statistically significant at $p < 0.05$

** $p < 0.01$

TABLE E.3
FACTORS AFFECTING APPROPRIATE LEGAL AGE FOR
R- AND X-RATED MOVIES^a

Variables	R-rated		X-rated	
	b	beta	b	beta
<u>Ascribed Characteristics</u>				
Age (years)	-0.01	-0.23*	-0.01	-0.13
Attached	-0.13	-0.09	-0.19	-0.12
Gender	0.31	-0.23	0.12	0.08
Children	0.04	0.03	-0.01	-0.01
<u>Socio-economic</u>				
Education (years)	-0.00	-0.01	0.01	0.02
State of residence	0.09	0.07	-0.06	0.04
Employment status	0.21	0.13	0.06	0.04
White collar	0.18	0.10	-0.04	-0.02
<u>Attitudinal</u>				
Life satisfaction	-0.02	-0.09	-0.02	-0.08
Crime & R-rated movies	-0.12	-0.19	0.02	0.03
Crime & X-rated movies	0.02	0.04	-0.21	-0.32*
Explicit material in magazines	0.08	0.16	0.04	0.08
Explicit material in theatres	0.08	0.12	0.08	0.10
Explicit material in videos	0.09	0.13	0.09	0.12
Political spectrum	0.00	0.01	-0.00	-0.01
Church attendance	0.00	0.01	-0.06	-0.16
<u>Actual Viewing Habits</u>				
Violence measure R-rated	-0.02	-0.11	-0.01	-0.07
Sexual measure R-rated	0.04	0.11	0.04	0.08
Sexual movies	-0.12	-0.20	-0.12	-0.18
Violence movies	-0.01	-0.02	0.01	0.02
Romance movies	0.09	0.13	0.03	0.04
'Macho' movies	-0.08	-0.24*	-0.02	-0.06
'Adrenalin' movies	0.05	0.18	0.04	0.12
Have seen X-rated	-	-	0.19	0.13
Constant	1.97		1.94	
R-squared	0.29		0.34	

^a Ordinary least regression analysis showing partial regression coefficients (bs) and standardised regression coefficients (betas) predicting appropriate legal age for R- and X-rated movie viewing.

* Statistically significant at $p < 0.05$

TABLE E.4

**FACTORS PREDICTING THE AGE YOU WOULD ALLOW
YOUR CHILD (IF PARENT) TO VIEW R- AND X-RATED MOVIES^a**

VARIABLES	R-rated		X-rated	
	b	beta	b	beta
<u>Ascribed Characteristics</u>				
Age (years)	-0.01	-0.06	-0.00	-0.00
Attached	-0.10	-0.02	0.29	0.08
Gender	-0.08	-0.02	0.01	0.00
Children	-0.29	-0.07	-0.15	-0.15
<u>Socio-economic</u>				
Education (years)	-0.09	-0.09	0.10	0.13
State of residence	0.33	0.08	-0.35	-0.10
Employment status	0.34	0.07	0.25	-0.06
White collar	0.11	0.02	-0.26	-0.06
<u>Attitudinal</u>				
Life satisfaction	-0.01	-0.02	0.02	0.04
Crime & R-rated movies	-0.61	-0.30**	-	-
Crime & X-rated movies	-	-	-0.18	-0.12
Explicit material in magazines	-0.20	-0.12	0.04	0.03
Explicit material in theatres	0.64	0.29*	0.45	0.27*
Explicit material in videos	0.08	0.04	0.18	0.10
Political spectrum	0.03	0.03	-0.01	-0.02
Church attendance	-0.07	-0.07	-0.08	-0.10
<u>Actual Viewing Habits</u>				
Violence measure R-rated	0.04	0.06	-	-
Sexual measure R-rated	-0.02	-0.02	-	-
Sexual movies	-0.11	-0.05	-0.09	-0.06
Violence movies	0.56	0.26*	0.30	0.18
Romance movies	-0.02	-0.01	-0.14	-0.08
'Macho' movies	-0.06	-0.06	-0.07	-0.09
'Adrenalin' movies	-0.09	-0.08	0.02	0.03
Have seen X-rated	-	-	0.16	0.05
Constant	4.35		-1.21	
R-squared	0.29		0.31	

^a Ordinary least squares regression analysis showing partial regression coefficients (b) and standardised partial regression coefficients (betas) predicting partial regression by age for R- and X-rated movie viewing.

* Statistically significant at $p < 0.05$

** $p < 0.01$

APPENDIX F

DISTRIBUTION OF RESPONSES TO ALL QUESTIONS

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VONE1	How long have you (or your family) had a video recorder?	1. 5 months or less	9.1	16
		2. 6-11 months	9.1	16
		3. 1-2 years	26.9	47
		4. 3-4 years	40.0	70
		5. 5 or more years	14.3	25
		0. missing	0.6	1
VONE2	Has having a video recorder increased or decreased the amount of time you spend in front of the television?	1. It has increased the amount of time I spend in front of the television	28.6	50
		2. It has made no difference to the amount of time I spend in front of the television	62.9	110
		3. It has decreased the amount of time I spend in front of the television	8.6	15
		0. missing	-	0
VONE3	How often do you watch hired video movies?	1. I watch 1 or more daily	1.1	2
		2. I watch a few each week	31.4	55
		3. I watch a few each month	47.4	83
		4. I watch about one a month	14.3	25
		5. I watch about one every 6 months	5.1	9
		6. I watch about one every year	-	0
		7. I watch less than one a year	0.6	1
		0. missing	-	0
VONE4	Compared with this time last year, is your use of video movies increasing or decreasing?	1. Increasing	27.4	48
		2. Staying the same	49.7	87
		3. Decreasing	21.1	37
		0. missing	1.7	3
VONE5	At what time of the day do you normally watch hired video movies? Weekday	1. In the morning between 7am & 12 noon	1.1	2
		2. In the afternoon between 12 noon & 3pm	2.3	4
		3. In the early evening between 3pm and 8pm	13.1	23
		4. In the late evening between 8pm & 12 midnight	64.0	112
		5. In the early morning between 12 midnight & 7am	1.1	2
		0. missing	18.3	32

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VONE6	Weekend	1. In the morning between 7am & 12 noon	1.1	2
		2. In the afternoon between 12 noon & 3pm	4.6	8
		3. In the early evening between 3pm & 8pm	16.0	28
		4. In the late evening between 8pm & 12 midnight	70.9	124
		5. In the early morning between 12 midnight & 7am	5.1	9
		0. missing	2.3	4
VONE7	Thinking of the last video movie your hired, how many times did you watch it?	1. Once	77.1	135
		2. Twice	16.6	29
		3. Three times	4.6	8
		4. Four times or more	1.7	3
		0. missing	-	0
VONE8	How many people watched it with you? (If you watched it more than once, how many people watched it with you the first time you watched it?)	1. None	12.0	21
		2. 1 other person	49.0	77
		3. 2 other people	15.4	27
		4. Between 3 and 5 other people	28.0	49
		5. 6 or more other people	0.6	1
		0. missing	-	0
VONE9	Do you regularly hire videos from more than one video outlet?	1. I usually hire videos from one outlet only	39.4	69
		2. I regularly hire videos from 2 outlets	40.0	70
		3. I regularly hire videos from 3 or 4 outlets	18.9	33
		4. I regularly hire videos from 5 or more outlets	1.1	2
		0. missing	0.6	1
VONE10	Do you buy pre-recorded video movies as well as hiring them?	1. Never	74.9	131
		2. Seldom	22.3	39
		3. Often	1.7	3
		0. missing	1.1	2

There are a number of reasons why people choose particular video movies. Please tell us how often the following are important in your choice of video.

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VONE11	The video has a familiar name	1. Always	6.9	12
		2. Sometimes	63.4	111
		3. Rarely	8.6	15
		4. Never	10.3	18
		0. missing	10.9	19
VONE12	The video has been recommended by others	1. Always	14.3	25
		2. Sometimes	69.1	121
		3. Rarely	8.0	14
		4. Never	2.9	5
		0. missing	5.7	10
VONE13	The video has won an award	1. Always	6.3	11
		2. Sometimes	42.9	75
		3. Rarely	30.3	53
		4. Never	10.9	19
		0. missing	9.7	17
VONE14	The video has been advertised as good	1. Always	11.4	20
		2. Sometimes	51.4	90
		3. Rarely	25.1	44
		4. Never	3.4	6
		0. missing	8.6	15
VONE15	The video has been displayed at the store	1. Always	12.0	21
		2. Sometimes	37.1	65
		3. Rarely	26.9	47
		4. Never	13.1	23
		0. missing	10.9	19
VONE16	The video has a good cover	1. Always	5.1	9
		2. Sometimes	31.4	55
		3. Rarely	32.0	56
		4. Never	20.0	35
		0. missing	11.4	20
VONE17	The video is the type I like	1. Always	52.0	91
		2. Sometimes	37.1	65
		3. Rarely	2.3	4
		4. Never	2.3	4
		0. missing	6.3	11
VONE18	The video's censor- ship rating is acceptable	1. Always	14.3	25
		2. Sometimes	28.0	49
		3. Rarely	13.7	24
		4. Never	36.0	63
		0. missing	8.0	14

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
	What types of video do you like to watch?			
VONE19	Action	1. Often like to watch 2. Sometimes like to watch 3. Rarely like to watch 4. Never watch 0. missing	49.7 34.3 6.3 2.3 7.4	87 60 11 4 13
VONE20	Comedy	1. Often like to watch 2. Sometimes like to watch 3. Rarely like to watch 4. Never watch 0. missing	75.4 20.0 2.3 0.6 1.7	132 35 4 1 3
VONE21	Documentary	1. Often like to watch 2. Sometimes like to watch 3. Rarely like to watch 4. Never watch 0. missing	7.4 29.1 28.6 26.3 8.6	13 51 50 46 15
VONE22	Educational	1. Often like to watch 2. Sometimes like to watch 3. Rarely like to watch 4. Never watch 0. missing	5.1 23.4 34.3 26.3 10.9	9 41 60 46 19
VONE23	Historical	1. Often like to watch 2. Sometimes like to watch 3. Rarely like to watch 4. Never watch 0. missing	5.1 31.4 35.4 18.3 9.7	9 55 62 32 17
VONE24	Horror	1. Often like to watch 2. Sometimes like to watch 3. Rarely like to watch 4. Never watch 0. missing	20.0 25.7 20.0 26.3 8.0	35 45 35 46 14
VONE25	Musical	1. Often like to watch 2. Sometimes like to watch 3. Rarely like to watch 4. Never watch 0. missing	20.0 28.0 33.1 10.9 8.0	35 49 58 19 14
VONE26	Nature	1. Often like to watch 2. Sometimes like to watch 3. Rarely like to watch 4. Never watch 0. missing	6.9 25.1 31.4 25.1 11.4	12 44 55 44 20

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VONE27	Religious	1. Often like to watch	-	0
		2. Sometimes like to watch	7.4	13
		3. Rarely like to watch	19.4	34
		4. Never watch	61.7	108
		0. missing	11.4	20
VONE28	Romance	1. Often like to watch	19.4	34
		2. Sometimes like to watch	40.0	70
		3. Rarely like to watch	21.7	38
		4. Never watch	11.4	20
		0. missing	7.4	13
VONE29	Sexual	1. Often like to watch	16.0	28
		2. Sometimes like to watch	34.3	60
		3. Rarely like to watch	18.3	32
		4. Never watch	24.0	42
		0. missing	7.4	13
VONE30	Sport	1. Often like to watch	12.0	21
		2. Sometimes like to watch	17.7	31
		3. Rarely like to watch	25.7	45
		4. Never watch	33.7	59
		0. missing	10.9	19
VONE31	Spy	1. Often like to watch	26.9	47
		2. Sometimes like to watch	46.3	81
		3. Rarely like to watch	13.7	24
		4. Never watch	4.6	8
		0. missing	8.6	15
VONE32	Thrillers	1. Often like to watch	36.0	63
		2. Sometimes like to watch	36.6	64
		3. Rarely like to watch	13.7	24
		4. Never watch	4.6	8
		0. missing	9.1	16
VONE33	Violence	1. Often like to watch	8.6	15
		2. Sometimes like to watch	21.1	37
		3. Rarely like to watch	27.4	48
		4. Never watch	32.0	56
		0. missing	10.9	19
VONE34	Western	1. Often like to watch	22.9	40
		2. Sometimes like to watch	28.0	49
		3. Rarely like to watch	25.7	45
		4. Never watch	17.7	31
		0. missing	5.7	10

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VONE35	On average, who is it that usually chooses the video that you watch?	1. I do	50.3	88
		2. My partner does	9.7	17
		3. My child/children do	5.7	10
		4. My parent/parents do	-	0
		5. Other members of my family do	1.7	3
		6. My friends do	0.6	1
		7. Most often we decide as a family (or decide as a group)	31.4	55
		8. Other (please specify)	0.6	1
		0. missing	-	0
VTWO1	Do you check to see what the censorship rating on a video is before you hire it?	1. Always	29.1	51
		2. Sometimes	26.9	47
		3. Rarely	22.3	39
		4. Never	21.7	38
		0. missing	-	0
VTWO2	If you never or rarely check the censorship rating on a video, do you notice what the rating is?	1. Always	24.6	43
		2. Sometimes	34.9	61
		3. Rarely	9.7	17
		4. Never	4.0	7
		0. missing	26.9	47
VTWO3	Which of the following groups of censorship ratings are the ones used for videotapes?	1. AO, G, GE, M and XXX	3.4	6
		2. G, M, PG, R and UR	2.3	4
		3. G, PG, M, R and X	61.7	108
		4. X, R, AO, PG and G	20.6	36
		5. I don't know which ratings are used for videos	11.4	20
		0. missing	0.6	1
VTWO4	Do you know what the censorship ratings on the videotapes mean?	1. Yes	83.4	146
		2. Some of them	10.9	19
		3. No	4.6	8
		0. missing	1.1	2
		There has been a good deal of discussion about the influences of videos on children. If you were a parent with children aged between 5 and 12, how often would you allow them to watch R and X rated movies?		
VTWR1	R rated movies	1. Always	2.3	4
		2. Sometimes	9.1	16
		3. Rarely	18.9	33
		4. Never	67.4	118
		0. missing	2.3	4

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VIHR2	X rated movies	1. Always	-	0
		2. Sometimes	2.9	5
		3. Rarely	4.0	7
		4. Never	88.0	154
		0. missing	5.1	9
	If you were a parent with adolescents aged between 13 and 15, how often would you allow them to watch R and X rated movies?			
VIHR3	R rated movies	1. Always	2.3	4
		2. Sometimes	30.3	53
		3. Rarely	36.6	64
		4. Never	27.4	48
		0. missing	3.4	6
VIHR4	X rated movies	1. Always	1.1	2
		2. Sometimes	5.7	10
		3. Rarely	7.4	13
		4. Never	80.0	140
		0. missing	5.7	10
	If you were a parent with adolescents aged between 16 and 17, how often would you allow them to watch R and X rated movies?			
VIHR5	R rated movies	1. Always	14.9	26
		2. Sometimes	38.3	67
		3. Rarely	32.6	57
		4. Never	12.0	21
		0. missing	2.3	4
VIHR6	X rated movies	1. Always	4.6	8
		2. Sometimes	11.4	20
		3. Rarely	21.7	38
		4. Never	57.7	101
		0. missing	4.6	8
	Do you think that any of your children under the age of 18 have ever watched an R or X rated video movie without your permission?			
VIHR7	R rated movies	1. Yes	12.0	21
		2. Probably	10.9	19
		3. Unlikely	5.7	10
		4. No	25.1	44
		0. missing	46.3	81

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VTHR8	X rated movies	1. Yes	4.6	8
		2. Probably	5.7	10
		3. Unlikely	8.0	14
		4. No	36.0	63
		0. missing	45.7	80
VTHR9	Which of the following is the main reason why they were able to see the R or X rated video movie?	1. I didn't know that they were watching the video	7.4	13
		2. I let them watch so we could then discuss it together	2.3	4
		3. I do not control what my children watch	1.7	3
		4. I don't regard it as any of my business what they watch	2.3	4
		5. I don't think that these videos have a bad effect on them	2.3	4
		6. Other (please specify)	6.9	12
		0. missing	77.1	135
	What action do you believe should be taken on the activities listed below? Should they be totally banned, allowed as long as there is no public display, or not restricted at all for adult audiences?			
VFOU1	Magazines that show nudity	1. Ban them	2.9	5
		2. No public display	42.9	75
		3. No restriction	52.6	92
		0. missing	1.7	3
VFOU2	Magazines that show adults having sexual relations	1. Ban them	14.3	25
		2. No public display	64.0	112
		3. No restriction	20.0	35
		0. missing	1.7	3
VFOU3	Magazines that show sexual violence	1. Ban them	61.7	108
		2. No public display	29.7	52
		3. No restriction	6.3	11
		0. missing	2.3	4
VFOU4	Theatres showing X rated movies	1. Ban them	7.4	13
		2. No public display	57.7	101
		3. No restriction	30.9	54
		0. missing	4.0	7
VFOU5	Theatres showing movies that depict sexual violence	1. Ban them	60.6	106
		2. No public display	28.6	50
		3. No restriction	8.0	14
		0. missing	2.9	5

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VFOU6	Sale or rental of X rated cassettes for home viewing	1. Ban them	5.1	9
		2. No public display	62.9	110
		3. No restriction	30.3	53
		0. missing	1.7	3
VFOU7	Sale or rental of videos featuring sexual violence	1. Ban them	62.9	110
		2. No public display	27.4	48
		3. No restriction	7.4	13
		0. missing	2.3	4
<p>The Video Research Group is particularly interested in people's attitudes to R and X rated movies. Please read each of the following statements and indicate how much you agree or disagree with each.</p>				
VFOU8	They lead to a breakdown of public morals - R rated movies	1. Strongly agree	4.6	8
		2. Tend to agree	21.1	37
		3. Tend to disagree	45.1	79
		4. Strongly disagree	27.4	48
		0. missing	1.7	3
VFOU9	They lead to a breakdown of public morals - X rated movies	1. Strongly agree	11.4	20
		2. Tend to agree	26.9	47
		3. Tend to disagree	39.4	69
		4. Strongly disagree	19.4	34
		0. missing	2.9	5
VFOU10	They lead some people to commit sexual crimes - R rated movies	1. Strongly agree	9.7	17
		2. Tend to agree	25.1	44
		3. Tend to disagree	42.3	74
		4. Strongly disagree	18.9	33
		0. missing	4.0	7
VFOU11	They lead some people to commit sexual crimes - X rated movies	1. Strongly agree	15.4	27
		2. Tend to agree	34.9	61
		3. Tend to disagree	32.6	57
		4. Strongly disagree	12.0	21
		0. missing	5.1	9
VFOU12	They lead some people to commit crimes of violence - R rated movies	1. Strongly agree	8.0	14
		2. Tend to agree	32.0	56
		3. Tend to disagree	42.9	75
		4. Strongly disagree	12.6	22
		0. missing	4.6	8
VFOU13	They lead some people to commit crimes of violence - X rated movies	1. Strongly agree	11.4	20
		2. Tend to agree	38.9	68
		3. Tend to disagree	37.1	65
		4. Strongly disagree	7.4	13
		0. missing	5.1	9

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VFOU14	They reduce the chance that people will commit sexual crimes - R rated movies	1. Strongly agree	4.0	7
		2. Tend to agree	26.3	46
		3. Tend to disagree	50.9	89
		4. Strongly disagree	15.4	27
		0. missing	3.4	6
VFOU15	They reduce the chance that people will commit sexual crimes - X rated movies	1. Strongly agree	3.4	6
		2. Tend to agree	26.9	47
		3. Tend to disagree	46.9	82
		4. Strongly disagree	18.3	32
		0. missing	4.6	8
VFOU16	They reduce the chance that people will commit crimes of violence - R rated movies	1. Strongly agree	2.3	4
		2. Tend to agree	18.3	32
		3. Tend to disagree	56.6	99
		4. Strongly disagree	18.3	32
		0. missing	4.6	8
VFOU17	They reduce the chance that people will commit crimes of violence - X rated movies	1. Strongly agree	1.1	2
		2. Tend to agree	18.3	32
		3. Tend to disagree	54.9	96
		4. Strongly disagree	19.4	34
		0. missing	6.3	11
VFOU18	They provide a safe outlet for people with sexual problems - R rated movies	1. Strongly agree	6.9	12
		2. Tend to agree	44.6	78
		3. Tend to disagree	29.1	51
		4. Strongly disagree	14.3	25
		0. missing	5.1	9
VFOU19	They provide a safe outlet for people with sexual problems - X rated movies	1. Strongly agree	10.3	18
		2. Tend to agree	38.9	68
		3. Tend to disagree	28.6	50
		4. Strongly disagree	16.0	28
		0. missing	6.3	11
VFOU20	They lead some people to lose respect for women - R rated movies	1. Strongly agree	6.3	11
		2. Tend to agree	28.6	50
		3. Tend to disagree	44.6	78
		4. Strongly disagree	17.7	31
		0. missing	2.9	5
VFOU21	They lead some people to lose respect for women - X rated movies	1. Strongly agree	11.4	20
		2. Tend to agree	36.0	63
		3. Tend to disagree	36.0	63
		4. Strongly disagree	12.6	22
		0. missing	4.0	7
VFOU22	They should be kept in a restricted area of the video store - R rated movies	1. Strongly agree	30.3	53
		2. Tend to agree	26.9	47
		3. Tend to disagree	25.7	45
		4. Strongly disagree	15.4	27
		0. missing	1.7	3

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY		
VFOU23	They should be kept in a restricted area of the video store - X rated movies	1. Strongly agree	59.4	104		
		2. Tend to agree	26.3	46		
		3. Tend to disagree	5.1	9		
		4. Strongly disagree	6.3	11		
		0. missing	2.9	5		
VFOU24	They provide entertainment - R rated movies	1. Strongly agree	24.0	42		
		2. Tend to agree	46.9	82		
		3. Tend to disagree	17.1	30		
		4. Strongly disagree	9.7	17		
		0. missing	2.3	4		
VFOU25	They provide entertainment - X rated movies	1. Strongly agree	18.3	32		
		2. Tend to agree	33.7	59		
		3. Tend to disagree	28.6	50		
		4. Strongly disagree	16.0	28		
		0. missing	3.4	6		
VFOU26	I believe R and X rated movies should be able to be hired by: R rated	1. No one	1.1	2		
		2. Anyone who wants to	4.6	8		
		3. Only those over the age of 12	6.3	11		
		4. Only those over the age of 18	73.1	128		
		5. Only those over the age of 21	10.9	19		
		6. Only those over (please write the age)	2.9	5		
		0. missing	1.1	2		
		VFOU27	X rated	1. No one	5.1	9
				2. Anyone who wants to	2.9	5
				3. Only those over the age of 12	0.6	1
4. Only those over the age of 18	52.0			91		
5. Only those over the age of 21	34.9			61		
6. Only those over (please write the age)	0.6			1		
0. missing	4.0			7		
VFIV1	Which of the following apply to you? Sometimes read magazines like Playboy	1. Yes	49.1	86		
		2. No	44.6	78		
		0. missing	6.3	11		

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VFIV2	Sometimes read magazines like Hustler	1. Yes	21.1	37
		2. No	69.7	122
		0. missing	9.1	16
VFIV3	Bought or rented an X rated video movie in the last year	1. Yes	43.4	76
		2. No	54.3	95
		0. missing	2.3	4
VFIV4	How often do you watch X rated movies?	1. I watch 1 or more daily	-	0
		2. I watch a few each week	3.4	6
		3. I watch a few each month	4.6	8
		4. I watch about one a month	10.9	19
		5. I watch about one every 6 months	17.1	30
		6. I watch about one every year	3.4	6
		7. I watch less than one a year	4.6	8
VFIV5	Thinking of the last X rated video you hired how many times did watch it?	0. missing	56.0	98
		1. Once	31.4	55
		2. Twice	10.9	19
		3. Three times	1.7	3
		4. Four times or more	1.1	2
VFIV6	How many people watched it with you? (If you watched it more than once, how many people watched it with you the first time you watched it?)	0. missing	54.9	96
		1. None	8.6	15
		2. 1 other person	28.6	50
		3. 2 other people	3.4	6
		4. Between 3 & 5 other people	4.6	8
		5. 6 or more other people	-	0
The Video Research Group is interested in the reasons people watch X rated movies. Please indicate how much you agree or disagree with the following possible reasons as to why you watch X rated movies.				
I watch X rated movies:				
VFIV7	So I can decide which movies are worth buying later	0. missing	57.7	101
		1. Strongly agree	1.7	3
		2. Tend to agree	4.6	8
		3. Tend to disagree	12.6	22
		4. Strongly disagree	23.4	41
VFIV8	Because particular movies have been recommended to me as being worth seeing	0. missing	57.7	101
		1. Strongly agree	2.3	4
		2. Tend to agree	18.9	33
		3. Tend to disagree	9.1	16
		4. Strongly disagree	12.0	21

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VFIV9	Because my partner and I find they stimulate us	1. Strongly agree	9.7	17
		2. Tend to agree	19.4	34
		3. Tend to disagree	6.9	12
		4. Strongly disagree	5.7	10
		0. missing	58.3	102
VFIV10	Because I find the sex scenes stimulating	1. Strongly agree	14.9	26
		2. Tend to agree	16.0	28
		3. Tend to disagree	7.4	13
		4. Strongly disagree	4.0	7
		0. missing	57.7	101
VFIV11	Because I enjoy being different from other people	1. Strongly agree	1.7	3
		2. Tend to agree	2.9	5
		3. Tend to disagree	14.3	25
		4. Strongly disagree	23.4	41
		0. missing	57.7	101
VFIV12	Because I find the strong language exciting	1. Strongly agree	0.6	1
		2. Tend to agree	3.4	6
		3. Tend to disagree	11.4	20
		4. Strongly disagree	27.4	48
		0. missing	57.1	100
VFIV13	Because they generally have better stories than other videos	1. Strongly agree	1.1	2
		2. Tend to agree	2.9	5
		3. Tend to disagree	6.9	12
		4. Strongly disagree	32.6	57
		0. missing	56.6	99
VFIV14	Because they act as substitute for a sex partner at the moment	1. Strongly agree	2.3	4
		2. Tend to agree	2.9	5
		3. Tend to disagree	10.3	18
		4. Strongly disagree	27.4	48
		0. missing	57.1	100
VFIV15	Because I prefer to watch uncut movies	1. Strongly agree	12.0	21
		2. Tend to agree	14.3	25
		3. Tend to disagree	8.0	14
		4. Strongly disagree	9.1	16
		0. missing	56.6	99
VSIX1	Do you ever watch R rated movies?	1. Yes	88.0	154
		2. No	12.0	21
		0. missing	-	0

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VSIX2	How often do you watch R rated movies?	1. I watch 1 or more daily	-	0
		2. I watch a few each week	7.4	13
		3. I watch a few each month	24.0	42
		4. I watch about one a month	28.0	49
		5. I watch about one every 6 months	18.9	33
		6. I watch about one every year	5.1	9
		7. I watch less than one a year	3.4	6
		0. missing	13.1	23
VSIX3	Thinking of the last R rated video you hired, how many times did you watch it?	1. Once	74.9	131
		2. Twice	12.0	21
		3. Three times	-	0
		4. Four times or more	0.6	1
		0. missing	12.6	22
VSIX4	How many people watched it with you? (If you watched it more than once, how many people watched it with you the first time you watched it?)	1. None	11.4	20
		2. 1 other person	47.4	83
		3. 2 other people	14.3	25
		4. Between 3 and 5 other people	13.7	24
		5. 6 or more other people	1.1	2
		0. missing	12.0	21
<p>The Video Research Group is interested in the reasons people watch R rated movies. Please indicate how much you agree or disagree with the following possible reasons as to why you watch R rated movies.</p> <p>I watch R rated movies:</p>				
VSIX5	So I can decide which movies are worth buying later	1. Strongly agree	2.9	5
		2. Tend to agree	5.7	10
		3. Tend to disagree	23.4	41
		4. Strongly disagree	52.0	91
		0. missing	16.0	28
VSIX6	Because particular movies have been recommended to me as worth seeing	1. Strongly agree	12.0	21
		2. Tend to agree	50.3	88
		3. Tend to disagree	13.7	24
		4. Strongly disagree	9.1	16
		0. missing	14.9	26
VSIX7	Because my partner and I find they stimulate us	1. Strongly agree	4.6	8
		2. Tend to agree	17.7	31
		3. Tend to disagree	34.9	61
		4. Strongly disagree	26.3	46
		0. missing	16.6	29

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VSIX8	Because I find the sex scenes stimulating	1. Strongly agree	8.0	14
		2. Tend to agree	22.9	40
		3. Tend to disagree	27.4	48
		4. Strongly disagree	26.9	47
		0. missing	14.9	26
VSIX9	Because I enjoy being different from other people	1. Strongly agree	1.7	3
		2. Tend to agree	4.0	7
		3. Tend to disagree	25.1	44
		4. Strongly disagree	54.3	95
		0. missing	14.9	26
VSIX10	Because I prefer violent scenes to be shown as they really happen	1. Strongly agree	6.3	11
		2. Tend to agree	14.3	25
		3. Tend to disagree	17.1	30
		4. Strongly disagree	48.0	84
		0. missing	14.3	25
VSIX11	Because I find the violent scenes exciting	1. Strongly agree	0.6	1
		2. Tend to agree	12.6	22
		3. Tend to disagree	24.0	42
		4. Strongly disagree	48.0	84
		0. missing	14.9	26
VSIX12	Because I find the strong language exciting	1. Strongly agree	0.6	1
		2. Tend to agree	5.7	10
		3. Tend to disagree	31.4	55
		4. Strongly disagree	47.4	83
		0. missing	14.9	26
VSIX13	Because they generally have better stories than other videos	1. Strongly agree	1.7	3
		2. Tend to agree	33.7	59
		3. Tend to disagree	28.6	50
		4. Strongly disagree	21.1	37
		0. missing	14.9	26
VSIX14	Because I find the combination of sex and violence excites me	1. Strongly agree	0.6	1
		2. Tend to agree	10.9	19
		3. Tend to disagree	24.0	42
		4. Strongly disagree	49.7	87
		0. missing	14.9	26
VSIX15	Because I like movies that are really scary	1. Strongly agree	9.1	16
		2. Tend to agree	25.1	44
		3. Tend to disagree	18.3	32
		4. Strongly disagree	32.6	57
		0. missing	14.9	26

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VSIX16	Because they act as a substitute for a sex partner at the moment	1. Strongly agree	2.3	4
		2. Tend to agree	4.0	7
		3. Tend to disagree	15.4	27
		4. Strongly disagree	64.0	112
		0. missing	14.3	25
VSIX17	Because I prefer to watch uncut movies	1. Strongly agree	17.1	30
		2. Tend to agree	29.1	51
		3. Tend to disagree	14.3	25
		4. Strongly disagree	24.6	43
		0. missing	14.9	26
VSIX18	Write the names of two videos which contained a scene you would rather forget, or a scene which offended you	1. Scene noted that offended	13.7	24
		2. No scene stated	76.0	133
		0. missing	10.3	18
<p>The Video Research Group is interested in the attitudes of video users to their own lives and to life in general. This question asks you to indicate how you feel about various aspects of your life.</p> <p>How do you feel about:</p>				
VSEV1	Your friends and friendships	1. Very unhappy	3.4	6
		2. Mostly dissatisfied	1.1	2
		3. Mixed feelings	9.7	17
		4. Mostly satisfied	60.0	105
		5. Delighted	24.6	43
		0. missing	1.1	2
VSEV2	Your marriage	1. Very unhappy	4.0	7
		2. Mostly dissatisfied	1.1	2
		3. Mixed feelings	4.0	7
		4. Mostly satisfied	29.1	51
		5. Delighted	38.9	68
		0. missing	22.9	40
VSEV3	The sense of purpose and meaning in your life	1. Very unhappy	2.3	4
		2. Mostly dissatisfied	2.3	4
		3. Mixed feelings	20.6	36
		4. Mostly satisfied	52.6	92
		5. Delighted	22.3	39
		0. missing	-	0

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
VSEV4	Your job	1. Very unhappy	2.9	5
		2. Mostly dissatisfied	6.3	11
		3. Mixed feelings	22.3	39
		4. Mostly satisfied	46.3	81
		5. Delighted	17.1	30
		0. missing	5.1	9
VSEV5	Your spare time activities (what you do in your non- working time)	1. Very unhappy	1.7	3
		2. Mostly dissatisfied	2.9	5
		3. Mixed feelings	16.0	28
		4. Mostly satisfied	54.9	96
		5. Delighted	21.7	38
		0. missing	2.9	5
VSEV6	Your life as a whole	1. Very unhappy	3.4	6
		2. Mostly dissatisfied	2.3	4
		3. Mixed feelings	7.4	13
		4. Mostly satisfied	61.7	108
		5. Delighted	24.6	43
		0. missing	0.6	1
VSEV7	In political matters, people talk of "the left" and "the right". Generally speaking, where would you place your views on the scale?	1. Extreme left	-	0
		2.	1.1	2
		3.	6.9	12
		4.	9.7	17
		5.	23.4	41
		6.	13.7	24
		7.	12.6	22
		8.	13.7	24
		9. Extreme right	7.4	13
		10. Recoded back to 9	-	0
0. missing	11.4	20		
VEIG1	To finish off the questionnaire, we would like you to answer a few questions about your own back- ground. Firstly what is your sex?	1. Male	60.0	105
		2. Female	39.4	69
		0. missing	0.6	1
VEIG2	When were you born? (Year only)	1. 1916	0.6	1
		2. 1917	0.6	1
		3. 1918	1.1	2
		4. 1920	0.6	1
		5. 1921	1.1	2
		6. 1931	0.6	1
		7. 1932	0.6	1
		8. 1933	1.1	2
		9. 1934	0.6	1

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
		10. 1935	0.6	1
		11. 1936	0.6	1
		12. 1937	2.3	4
		13. 1939	2.3	4
		14. 1940	1.7	3
		15. 1941	0.6	1
		16. 1942	1.1	2
		17. 1943	1.7	3
		18. 1944	4.0	7
		19. 1945	4.0	7
		20. 1946	5.2	9
		21. 1947	2.9	5
		22. 1948	2.9	5
		23. 1949	6.9	12
		24. 1950	2.3	4
		25. 1951	3.4	6
		26. 1952	3.4	6
		27. 1953	1.7	3
		28. 1954	2.9	5
		29. 1955	1.1	2
		30. 1956	1.7	3
		31. 1957	4.0	7
		32. 1958	2.9	5
		33. 1959	3.4	6
		34. 1960	2.3	4
		35. 1961	1.1	2
		36. 1962	2.3	4
		37. 1963	2.3	4
		38. 1964	6.3	11
		39. 1965	5.7	10
		40. 1966	3.4	6
		41. 1967	1.1	2
		42. 1968	2.9	5
		43. 1969	0.6	1
		44. 1970	0.6	1
		45. 1972	0.6	1
		0. missing	0.6	1
VEIG3	What is your present marital status?	1. Never married	23.4	41
		2. Married	58.9	103
		3. Defacto/living together	9.7	17
		4. Separated	1.1	2
		5. Widowed	2.3	4
		6. Divorced	4.0	7
		0 missing	0.6	1

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
	Please write down the number of persons of the following ages living in your house:			
VEIG4	4 years of age or less	1.	10.3	18
		2.	9.1	16
		3.	1.1	2
		0. missing	79.4	139
VEIG5	Between 5 & 12 years of age	1.	13.1	23
		2.	12.6	22
		3.	4.0	7
		0. missing	70.3	123
VEIG6	Between 13 & 14 years of age	1.	9.1	16
		0. missing	90.9	159
VEIG7	Between 15 & 17 years of age	1.	18.3	32
		2.	3.4	6
		3.	0.6	1
		0. missing	77.7	136
VEIG8	Between 18 & 20 years of age	1.	16.0	28
		2.	3.4	6
		3.	1.1	2
		4.	1.7	3
		5.	0.6	1
		0. missing	77.1	135
VEIG9	In which suburb do live?	1. NSW Suburbs surrounding ACT	42.9	75
		2. Weston	12.6	22
		3. Acton	0.6	1
		4. Chapman	1.1	2
		5. Chifley	0.6	1
		6. Curtin	0.6	1
		7. Duffy	6.9	12
		8. Fisher	1.7	3
		9. Gowrie	0.6	1
		10. Holder	12.0	21
		11. Holt	0.6	1
		12. Kambah	1.7	3
		13. Lyons	1.7	3
		14. Rivett	6.9	12
		15. Stirling	2.3	4
		16. Wamboin	1.1	2
		17. Waramanga	2.3	4
		18. Wagga	0.6	1
		0. missing	3.4	6

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY		
VEIG10	What is your religious denomination now?	1. Catholic	24.6	43		
		2. Church of England	30.3	53		
		3. Methodist	2.3	4		
		4. Orthodox	1.7	3		
		5. Presbyterian	4.6	8		
		6. Uniting Church	7.4	13		
		7. No religion	22.3	39		
		9. Apostolic	0.6	1		
		11. Baptist	0.6	1		
		13. Jewish	1.7	3		
		14. Lutheran	1.1	2		
		15. Salvation Army	0.6	1		
		16. Surrealist	0.6	1		
		0. missing	1.7	3		
		VEIG11	Approximately how often do you go to church?	1. A number of times a week	1.7	3
				2. Once a week	10.3	18
3. A few times each month	2.3			4		
4. Once a month	1.7			3		
5. A few times each year	17.1			30		
6. Once a year	7.4			13		
7. Less than once a year	20.6			36		
8. Never	37.1			65		
0. missing	1.7	3				
VEIG12	What is your present work situation?	1. In full-time paid work	69.1	121		
		2. In part-time paid work	8.0	14		
		3. In casual paid work	2.9	5		
		4. A full-time student	2.9	5		
		5. Unemployed and seeking work	1.1	2		
		6. Retired or an age pensioner	4.6	8		
		7. Performing home duties	10.9	19		
0. missing	0.6	1				
VEIG13	Please indicate your main occupation (or your last main occupation).	1. Have never had any paid work	1.1	2		
		2. Professional (eg a teacher or a nurse)	18.9	33		
		3. Administrative or executive (eg a manager)	18.3	32		
		4. Clerical (eg a bookkeeper or a cashier)	25.1	44		
		5. Sales (eg a salesperson or a shop assistant)	8.6	15		
		6. Farmer, fisher, forester	-	0		
		7. Miner, quarry worker	-	0		
		8. Transport and communication (eg a driver or a postman)	3.4	6		
		9. Tradesperson, labourer (eg a painter, tailor or bricklayer)	5.1	9		

VARIABLE NAME	QUESTION	VALUE LABELS	RELATIVE FREQ (PCT)	ABSOLUTE FREQUENCY
		10. Armed forces	12.6	22
		11. Service industry (eg a cook)	4.0	7
		12. Other (please specify)	1.1	2
		0. missing	1.7	3
VEIG14	If you are married or living in a defacto relationship, please indicate your partner's main occupation (or last main occupation).	1. Have never had any paid work	1.7	3
		2. Professional (eg a teacher or a nurse)	13.7	24
		3. Administrative or executive (eg a manager)	14.3	25
		4. Clerical (eg a bookkeeper or a cashier)	12.0	21
		5. Sales (eg a salesperson or a shop assistant)	6.9	12
		6. Farmer, fisher, forester	1.7	3
		7. Miner, quarry worker	-	0
		8. Transport and communication (eg a driver or a postman)	1.7	3
		9. Tradesperson, labourer (eg a painter, tailor or bricklayer)	6.9	12
		10. Armed forces	5.7	10
		11. Service industry (eg a cook)	2.3	4
		12. Other (please specify)	3.4	6
		0. missing	29.7	52
VEIG15	What is the highest grade or year of school you have completed?	1. No formal schooling	-	0
		2. Some primary schooling	-	0
		3. Completed primary	-	0
		4. Some secondary schooling	11.4	20
		5. Completed Year 10	32.0	56
		6. Completed Year 12	54.3	95
		7. Other (please specify)	1.1	2
		0 missing	1.1	2
VEIG16	Have you obtained a trade qualification, a degree or diploma or any other qualification since leaving school? What is your highest qualification?	1. No qualification	40.0	70
		2. Higher degree	5.1	9
		3. Degree	12.0	21
		4. Diploma	9.7	17
		5. Professional training	16.6	29
		6. Trade certificate	9.7	17
		7. Other (please specify)	2.3	4
		0. missing	4.6	8

APPENDIX G

RESULTS OF USA NEWSWEEK POLL
ON PORNOGRAPHY

On 6 and 7 March 1985, the Gallup Organisation interviewed a national sample of 1,020 adults in the USA by telephone. The results of this survey were reported in the March 18 issue of Newsweek. Some of these results are reproduced in the tables presented below. Similar information to that shown in these tables was collected in the present Australian study. The comparable Australian results are displayed in Tables 3.7, 3.9 and D.2 respectively.

TABLE G.1

ATTITUDES TOWARDS EXPLICIT MATERIALS - NEWSWEEK POLL

Do you think laws should totally ban any of the following activities in your community, allow them as long as there is no public display, or impose no restrictions at all for adult audiences?

Activity	Ban %	No Public Display %	No Restriction %
Magazines that show nudity	21	52	26
Magazines that show adults having sexual relations	47	40	12
Magazines that show sexual violence	73	20	6
Theatres showing X-rated movies	40	37	20
Theatres showing movies that depict sexual violence	68	21	9
Sale or rental of X-rated video cassettes for home viewing	32	39	27
Sale or rental of video cassettes featuring sexual violence	63	23	13

TABLE G.2

**BELIEFS ABOUT EFFECTS ON SOCIETY OF
EXPLICIT MATERIAL - NEWSWEEK POLL**

Thinking of explicit sexual magazines, movies and books, tell me if you believe the following are true or not.

	True %	Not True %	Don't Know %
They provide information about sex	52	43	5
They lead some people to commit rape or sexual violence	73	22	5
They provide a safe outlet for people with sexual problems	34	55	11
They lead some people to lose respect for women	76	20	4
They can help improve the sex lives of some couples	47	46	7
They provide entertainment	61	35	4
They lead to a breakdown of public morals	67	29	4

TABLE G.3

**USAGE OF SEX MAGAZINES AND X-RATED
MOVIES - NEWSWEEK POLL**

Which of the following apply to you?

	Percentage
Sometimes buy or read magazines like Playboy	37
Sometimes buy or read magazines like Hustler	13
Went to an X-rated movie in the last year	7
Bought or rented an X-rated movie or cassette in the last year	9

APPENDIX H**MULTIPLE REGRESSION ANALYSIS****INTRODUCTION**

The results of the present study are generally presented in one of two forms. Firstly, results are presented as simple frequencies or cross-tabulations (see Sections 3.2 to 3.13). Secondly, the results are presented as pictorial causal models or path diagrams (see Section 3.14 and Appendix E). Multiple regression analysis is the statistical technique used in formulating these path diagrams. This technique enables a more sophisticated analysis of the factors (or variables) affecting video viewing habits and attitudes. It enables consideration of the effect of a number of factors at the one time. It also enables consideration of the effect of one variable, with the effect of all the other variables controlled for.

For example, if one were interested in the effect of gender on the likelihood of viewing R-rated movies, one could perform a simple cross-tabulation. From this, we might be able to say that gender does indeed have some effect upon such a likelihood, with males appearing to watch R-rated movies more frequently than females. However, it might be the case that gender is related to several other variables which are directly related to R-rated viewing (eg. type of video preferred, attitudes to the availability of R-rated videos, etc.). If this is the case, it is quite possible that in the cross-tabulation performed, gender was only acting as a proxy for the other variables. By controlling for the effects of these other variables, it is possible to ascertain an accurate estimate of the effect of gender on R-rated viewing. The possibility of distorting influences from other variables is removed and so the effect of any one factor becomes more certain.

PATH DIAGRAMS

The ordinary least squares regression analyses conducted enable the development of pictorial causal models (path diagrams), which show the factors affecting a number of dependent variables relating to video viewing behaviour and attitudes. These variables are:

- general video viewing,
- R-rated viewing,
- X-rated viewing,
- legal age for viewing R-rated videos,
- legal age for viewing X-rated videos,
- age children would be allowed by parents to watch R-rated videos, and
- age children would be allowed by parents to watch X-rated videos.

The effect of 22 factors on these dependent variables was considered in the multiple regression analyses. Details of the composition and construction of these factors are given in Appendix I. The factors are grouped into five sets: ascribed characteristics, socio-economic status, education, attitudes, and movie preferences. There is an assumption that there is some causality between these sets of factors. Figure H.1 displays the five sets of factors and their relationship to one another and to the dependent variables. The factors included in each set are noted at the bottom of the figure. The path diagrams displayed in Appendix E and discussed in Section 3.14 are based on the theoretical model shown in Figure H.1.

The model assumes that ascribed characteristics are causally prior to all other variables. Education has been placed in a category of its own as it was considered not to be an ascribed characteristic (as research has shown age and gender, for instance, have a causal relationship with education) and yet it is also known that education affects socio-economic status and is therefore placed before that category. Attitudes of a person are generally a consequence of both their ascribed characteristics, education and socio-economic status. Finally, movie preferences were taken to be a consequence of the previous four categories. This was a relatively arbitrary decision as it was difficult to determine whether attitudes affected movie preferences or movie preferences/viewing affected attitudes. As so little previous research (in fact none known to the authors) has been undertaken, there was no theoretical or practical guide for such a decision. From the data collected, it is impossible to say, for example, whether viewing sexual movies affects attitudes to X-rated movies (and their relationship to crime), or whether attitudes to X-rated movies and the belief in a connection with crime affects whether a person views such material. A solution to this problem would have been to incorporate feedback loops into the models. It is a recognised limitation of the models that feedback loops were not included. However, time and money limitations prevented this approach.

Even with this limitation, the path diagrams remain an effective means of presenting the results of the multiple regression analyses. They provide a lot of information about causal processes in an instantaneously recognised and easily comprehended way.

REGRESSION COEFFICIENTS

The tables in Appendix E show the results of the ordinary least squares regression analyses conducted. The values shown against each of the factors included in the analyses are known as regression coefficients. Two different coefficients are given. Each provides a different type of information.

The first coefficient displayed - the partial regression coefficient (b) - estimates the impact of each factor (or

independent variable) on the dependent variable. This coefficient tells us that for each unit increase in the independent variable, the score of the dependent variable will alter by the number of units specified by the partial regression coefficient. For example, Table E.1 shows a partial regression coefficient of 0.26 for employment status predicting frequency of general video watching. This indicates that being employed (which is coded as 1, while not in full or part-time paid work is coded 0) results in a 0.26 increase in the 1 to 7 general video watching scale, all other variables being controlled for.

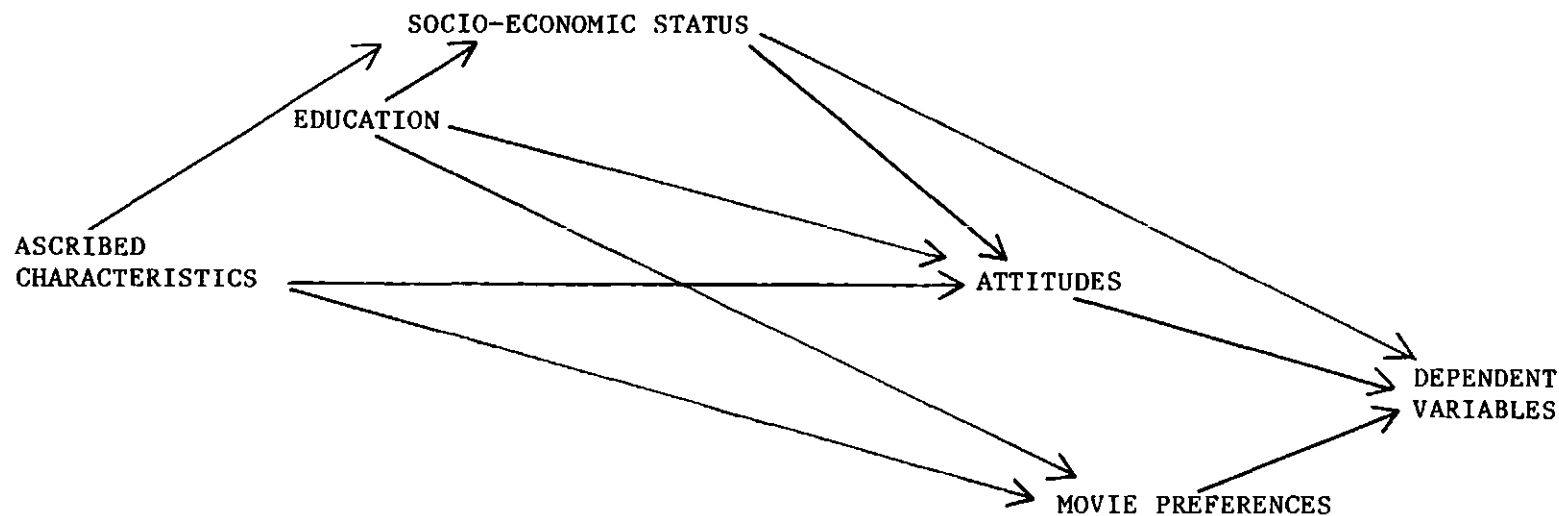
The partial regression coefficients are useful but limiting as we cannot use them to compare several independent factors to see which has the greatest effect upon the dependent variable. This is because each independent variable's partial regression correlation is calculated on a different scale. In order to see which independent variable has the most effect on the dependent variable, the tables have incorporated a calculation of the standardised partial regression coefficients (called beta weights). Since these coefficients are standardised we are now able to compare independent variables to ascertain which has the greatest effect.

To summarise, the partial regression coefficient (b) estimates the impact of a factor on the dependent variable. When standardised (beta), it is possible to compare the coefficients of different factors in order to ascertain which has the greatest impact.

A minus sign preceding a beta simply signifies a negative correlation between that independent variable and the dependent variable. In the case of the beta of -0.21 for State of residence in the general video viewing model (see Table E.1), this means that as the State of residence was coded as 0 for NSW and 1 for ACT, residents of NSW tended to have a higher frequency of video watching than ACT residents.

The tables in Appendix E offer two other pieces of important information. The asterisks (to the right of the beta figures) indicate that this variable is of statistical significance. A statistically significant result is one in which the probability of that result occurring by chance is very low. One asterisk denotes that the probability of the result occurring by chance is five times in every 100, while two asterisks denote that the probability is once in every 100 times.

The second piece of important information is the R-square figure. This figure indicates the amount of variance of the dependent variable explained by the factors included in the model. Table E.1 shows that the variables affecting frequency of general video watching produce an R-square of 0.26, indicating that the independent variables account for some 26 per cent of the variance of the general video watching variable. In other words, 73 per cent of the variance is not accounted for by the factors included in the model.



<u>Ascribed Characteristics</u>	<u>Socio-economic Status</u>	<u>Attitudes</u>	<u>Movie Preferences</u>	<u>Dependent Variables</u>
Age	White collar worker	Life satisfaction	Sexual	General video watching
Attached	Employment status	Crime & R-rated	Romance	R-rated watching
Gender	State of residence	Crime & X-rated	'Adrenalin'	X-rated watching
Children		Magazines	'Macho'	Legal age - R-rated
		Theatres	Violence	Legal age - X-rated
		Videos	Violence measure (R-rated)	Age of parental permission (R-rated)
		Political Spectrum	Sexual measure (R-rated)	Age of parental permission (X-rated)
		Church Attendance		

FIGURE H.1

The causality of factors affecting actual video viewing or attitudes (dependent variables).

APPENDIX I

DESCRIPTION OF VARIABLES INCLUDED IN THE
MULTIPLE REGRESSION ANALYSES

DATA

The data was collected through a mail questionnaire survey, 'Survey of Attitudes to Videos', conducted during the period August to November 1986. The final response rate was 33.0 per cent - 175 persons returned usable questionnaires.

MEASUREMENT OF VARIABLES

The analysis performed has used two methods, simple frequencies or cross tabulations and multiple regression analyses (ordinary least squares regression) with subsequent path models when relevant. For both methods, various variables were either regrouped and summed and/or rescored in order to standardise or condense several variables into one scale. Five sets of variables were identified:

1. ascribed characteristics
2. socio-economic
3. attitudinal
4. actual viewing habits
5. child viewing attitudes

The variables used in the regression models together with their scoring and means, are shown in Table I.1.

Ascribed Characteristic Variables

Among the ascribed characteristics, age was originally collected by the year born, but was subsequently rescored to actual years of age. Whether or not the respondent was in a permanent relationship (attached), had children, and their gender were measured by dummy variables.

Socio-Economic Variables

Within this general category, measures of the respondent's education, occupational status, employment status, church attendance, and state of residence were formulated. An education scale was evaluated according to the number of formal years of schooling combined with the level of education achieved. Several measures of occupational status of the respondent were analysed. Dummy variables for professional, administrative, clerical/sales, armed, blue collar workers were used in preliminary runs but failed to be consistently important and therefore were not used in the models. A scale of occupational status was developed (with '0' indicating not working and '5' professional work) but

also proved to be inconsistent and was dropped from the eventual models although it is used in some tables. A dummy variable for white collar workers was also tried in preliminary runs and although it too did not prove to be significant for the dependent variables in the final models developed, it was statistically significant for some ascribed characteristics and for this reason was included in all multiple regression runs for control purposes. A dummy variable for employment status (ie. full/part time workers) was also tried and although it failed to be consistently important for the final dependent variables, it was significantly linked to ascribed characteristics and so, like the variable for white collar workers, was included in all final multiple regression runs.

Preliminary runs separated out regular church attendance (considered to be a minimum of 'a few times each month'), however, as only 25 respondents of the total sample of 175 fitted this category, the frequency was considered too low for significant analysis and subsequently was discarded. Similarly, a dummy variable was constructed from those who attended church at least once a year. This variable failed to report significance for any other variable and consequently was dropped from the models. Church attendance was eventually scaled according to frequency of attending church and as this variable did prove to be positively linked with a preference for romantic movies, it was included in all final regression analyses. The sample was taken only from NSW and ACT and so a dummy variable was formulated for State of residence.

Actual Viewing Habits Variables

General watching habits, X-rated viewing habits and R-rated viewing habits of the respondents, were measured. General watching habits were formulated on an ascending scale of frequency whilst X- and R-rated viewing habits were simply dummy variables with '0' indicating not watched and '1' have watched. Movie preferences were measured by a multiple item scale in some cases (see below for details of composition and construction) while preference for violent, romantic or sexual movies was measured through the rescaling of a single item.

Attitudinal Variables

Two separate concepts of attitudinal data were measured. Firstly, evaluation of respondents attitudes regarding their feelings of life satisfaction in general, marriage satisfaction (when applicable), crime (sexual and violent) and its relationship to R- and X-rated movies, and explicit materials. The second concept deals with the respondents' attitudes to their children viewing R- and X-rated material and also the appropriate legal age for such viewing. The respondents' information was measured through a complex series of analyses performed to construct the various attitudinal measures mentioned above. Only

some of the variables reported here were of any consistent importance in the regression models. However, the following describe their general identification and construction.

FORMULATION OF MULTIPLE ITEM SCALES

One primary method used relied on factor analysis, a statistical technique which identifies which variables in a data set, when grouped together, form a subset relatively independent of any other subset. This technique allowed for identification and summary of patterns of intercorrelations among variables. Once such subsets were identified it was possible to form one summary variable (from several) in order to develop a single construct or scale for any one subset. In the factor analysis reported here, varimax rotation was utilised in order to maximise the variance explained by the factor loadings for each factor.

Two factor analyses were undertaken with two sets of variables. The factor analysis to determine actual viewing habits will be discussed first followed by that dealing with the attitudinal data.

Type of Movie Preferred

The first multiple item scale was developed from the data concerning the types of movies the respondents preferred. The respondents were asked to rate various movie types and could choose from 'often like to watch', 'sometimes like to watch', 'rarely like to watch' and 'never watch'.¹ Table I.2 shows the final varimax rotation. Three factors were extracted: the first factor had four items with high loadings while the last two had three variables with high loadings.

The first factor has been defined as 'informational' movies. Movie types such as documentaries, educational, historical and nature films are identified in this factor. The second factor has been defined as 'adrenalin' movies as the items identified in this factor (horror, spy, thriller) are such that heart-pumping viewing is typical. The third factor makes a subset of action, sport and westerns and, as these movies tend to be identified under the 'macho' image within our culture, have thus been defined as 'macho' movies. Table I.2 also shows the inter-correlations between the items of each factor.

Three scales were developed. All movie preferences were recoded so that a '0' indicated 'never watch' and '3' represented 'often like to watch'. Scales for 'informational', 'adrenalin' and 'macho' movies were then created by summing the scores obtained on each variable within that subset. Therefore the scale developed for 'informational' movies ranged from 0 to 12 while that for 'adrenalin' and 'macho' movies ranged from 0 to 9. Thus, a high score indicated a preference for that particular movie type.

Reasons for Watching R-rated Movies

The second multiple item scale was developed from respondents' reasons why people watch R-rated movies as ascertained from the data collected². Table I.3 shows the final varimax rotation. Two factors were identified: the first containing six variables with high loadings, and the second, two items with high loadings. The first factor has been defined as a violence measure as it contains items dealing with the violent content of R-rated movies. The second factor has been defined as a sexual measure for watching R-rated movies. Table I.3 also shows the inter-correlations between the items of each factor.

From the above processes two scales were created. Initially, all scores indicating reasons for R-rated movie watching were recoded so that '0' indicated 'strongly disagree' and '3' represented 'strongly agree'. A violence measure scale was then developed by summing the variables that loaded highly on that factor. Similarly, a sexual measure scale was developed. Thus a high score for either the violence measure or the sexual measure indicated strong agreement with the items making up that measure.

Other Scales

Twelve further scales were developed from the data. The first concerns a life satisfaction scale. Respondents were asked to indicate their feelings about various aspects of their lives. All of the aspects, except marriage, were combined to form a continuous scale. Marriage was excluded from the life satisfaction scale as it did not apply to all respondents. The five variables were summed, then 5 points deleted, so that the resulting scale developed had a range of 0 to 20. Thus, the higher the life satisfaction score, the more satisfied the respondent was with life.

The second and third scales concerned the respondents' attitudes to R- and X-rated movies respectively. They were asked to indicate their agreement with a number of statements which suggested that there was a link between R and X movies and the likelihood of commitment of a crime (both violent and sexual). The respondents were asked to indicate 'strongly agree', 'tend to agree', 'tend to disagree', and 'strongly disagree'. As some of the questions made statements that such movies 'reduce the chance ...' as opposed to 'lead some people to commit crime', appropriate questions had to be recoded in order for the items to be added together.³ The scores for each variable were summed and then reduced to a four point scale of roughly equal proportions for R-and X-rated movies separately. The resulting scale for both R and X ranged from 0 to 3 with '0' indicating strong disagreement and '3' strong agreement with the belief in a link between crime and the viewing of R or X movies. The two

multiple item variables formed by this process were labelled 'Crime and R-rated movies' and 'Crime and X-rated movies' accordingly.

The fourth, fifth and sixth scales were developed from the respondents' attitudes towards explicit materials in magazines, theatres and video cassettes. The scales developed were ascending scales of liberality towards magazines, theatres and videos through summation of relevant variables. The higher the score, the more liberal the respondent was towards the availability of such materials. The resulting variables were labelled 'Explicit materials (in magazines) (in theatres) (on video)'.

The seventh scale concerned the church attendance of the respondent. No differentiation between religion was made. It was developed by a simple recoding of the variable so that a '0' indicated never attends and a '7' indicated attendance a number of times per week. Thus, the higher the score of the variable 'Church attendance', the more frequent was attendance at church.

General (as opposed to only X- or R-rated) video watching frequency represents the eighth scale developed. It was scaled so that a low score indicated infrequent or rare frequency of video movie watching and a high score, high frequency.

The ninth and tenth scales developed were a measure of the respondents' liberality to child (under 18 years) viewing of R- and X-rated movies. They were composed of six variables which asked respondents how often, if they were a parent, would they allow their child to view R- or X-rated videos. Three variables referred to R-rated and three to X-rated and differed in the age of the child with cut off points at 12, 15 and 17 years. All variables were recoded so that 'always' was coded as a '3' while 'never' was coded as '0'. The three variables relevant to R-rated were summed as were the three for X-rated and so two scales, each ranging from 0 to 9, were developed. A higher score thus indicated a more liberal response to children viewing such material.

The eleventh and twelfth scales concerned the respondents' belief of what the legal age for R and X viewing should be. Recoding of data was done so that the higher the score, the younger the respondent considered the legal age should be. The resulting variables are Appropriate legal age (R) and Appropriate legal age (X).

For all the scales developed above, if there was any missing data for a variable used to create a scale, that respondent's score was recoded to be a missing value. Therefore, the scales developed and analysed were only used when the respondent provided a full data set for that scale. Missing data was not, in any case, coded to the mean value.

NOTES

1. Survey of Attitudes of Videos, Section One, Q. 11, p. 4.
2. *ibid*, Section six, Q. 34, pp. 10-11.
3. Although questions stating 'lead some people to commit crime' and 'reduce the chance that people will commit crime', could be considered mirror reflections of each other and therefore by including both in a scale would falsely strengthen certain viewpoints, this is not the case. The two were, in the main, considered two separate identities as the correlation coefficients of 0.45, 0.37, 0.25 and 0.26 show.

TABLE I.1
 SCORING AND MEANS OF VARIABLES USED IN
 REGRESSION ANALYSES

Variables	Scoring	Mean
<u>Ascribed characteristics</u>		
Age	Years of Age	34.03
Attached	1 = No, 0 = Yes	0.41
Gender	1 = Male, 0 = Female	0.60
Children	1 = Yes, 0 = No	0.59
<u>Socio-economic</u>		
Education	Years of formal schooling	11.90
State of residence	1 = ACT, 0 = NSW	0.56
Employment status	1 = Full/Pt-time, 0 = not 1	0.78
White collar worker	1 = White, 0 = Blue	0.85
Occupation status	from Low of 0 to High of 5	3.15
<u>Attitudinal</u>		
Life satisfaction*	From Low of 0 to High of 20	14.72
Crime & R-rated movies*)	From Low of 1 to High of 5	1.55
Crime & X-rated movies*)		1.55
Explicit material in magazines*	From Low of 0 to High of 6	3.01
Explicit material in theatres*)		2.71
Explicit material on video*)	From Low of 1 to High of 5	2.68
Marriage satisfaction	From Low of 1 to High of 5	4.27
Political spectrum	From Low of 0 (left) to High of 9 (right)	5.26
Church attendance*	From Low of 0 to High of 7	1.82
<u>Actual Viewing Habits</u>		
General viewing	From Low of 1 to High of 7	5.07
Have seen X	1 = Yes, 0 = No	0.44
Have seen R	1 = Yes, 0 = No	0.88
Violence measure (R)*	From Low of 0 to High of 18	5.07
Sexual measure (R)*	From Low of 0 to High of 6	2.14
Sexual)		1.46
Violence)	From Low of 0 to High of 3	1.07
Romance)		1.73
'Macho'*)	From Low of 0 to High of 9	5.05
'Adrenalin'*)		5.58
'Informational'*	From Low of 0 to High of 12	4.64
<u>Child Viewing Attitudes</u>		
Age for R-rated viewing (if parent))		2.02
Age for X-rated viewing (if parent))	From Low of 0 to High of 4	1.59
Appropriate legal age (R))		3.11
Appropriate legal age (X))	From Low of 0 to High of 9	0.95

* Multiple item scales: See Appendix I (Formulation of Multiple Item Scales) for details of composition and construction.

TABLE I.2
 FACTOR ANALYSIS - TYPE OF VIDEOS LIKED

Types Liked	Correlations				Factor Loadings (Varimax rot.*)		
	1	2	3	4	I	II	III
<u>'Informational' Movies</u>							
1. Documentary					<u>0.83</u>	-0.05	0.03
2. Educational	0.72				<u>0.87</u>	-0.02	0.00
3. Historical	0.49	0.58			<u>0.78</u>	0.01	-0.04
4. Nature	0.47	0.51	0.41		<u>0.71</u>	0.12	0.24
<u>'Adrenalin' Movies</u>							
1. Horror					-0.20	<u>0.62</u>	0.17
2. Spy	0.11				0.25	<u>0.71</u>	0.12
3. Thriller	0.46	0.52			0.03	<u>0.88</u>	0.08
<u>'Macho' Movies</u>							
1. Action					-0.11	0.26	<u>0.72</u>
2. Sport	0.25				0.21	-0.09	<u>0.72</u>
3. Westerns	0.41	0.26			0.04	0.24	<u>0.70</u>

* Varimax rotated factor loadings from a components factor analysis with unities in the main diagonal. The eigenvalues of the first three factors (together with variance explained in brackets) are: 2.8 (28); 2.2 (22); 1.1 (11). No other factor had an eigenvalue greater than one.

TABLE I.3
 FACTOR ANALYSIS - REASONS FOR WATCHING
 R-RATED MOVIES

Reasons	Correlations						Factor Loadings (Varimax rot.*)	
	1	2	3	4	5	6	i	ii
<u>Violence Measure</u>								
1. Prefer violent scenes as they really happen							<u>0.81</u>	0.03
2. Find violent scenes exciting	0.63						<u>0.81</u>	0.10
3. Find strong language exciting	0.60	0.56					<u>0.77</u>	0.20
4. Exciting stories better	0.45	0.39	0.41				<u>0.71</u>	-0.08
5. Find combination of sex and violence exciting	0.45	0.69	0.60	0.49			<u>0.77</u>	0.21
6. Prefer uncut movies	0.42	0.29	0.33	0.38	0.29		<u>0.54</u>	0.17
<u>Sexual Measure</u>								
1. My partner and I find them stimulating							0.10	<u>0.91</u>
2. I find the sex scenes stimulating	0.70						0.12	<u>0.91</u>

* Varimax rotated factor loadings from a components factor analysis with unities in the main diagonal. The eigenvalues of the first two factors (together with variance explained in brackets) are: 3.6 (45); 1.5 (19). No other factor had an eigenvalue greater than one.

APPENDIX J

RELATIONSHIP BETWEEN THE INDEPENDENT VARIABLES
USED IN THE MULTIPLE REGRESSION ANALYSES

The following details the causal relationships between the variables of the five categories used in the regression analyses.¹

The underlying assumption of the regression analyses performed was a general causality of effect of influence for either actual usage patterns or attitudes. The causality between the various categories or subsets has already been presented in Figure H.1. The basic causality of the models is that ascribed characteristics are prior to education which, in turn, is prior to socio-economic characteristics. Attitudes are then assumed to be a result of these two categories and that movie preferences are a result of all variables prior. Taken together, these five categories are considered to be predictors of actual usage patterns of, and attitudes to, video movies (the eventual dependent variables).

The above causal path assumes that the independent variables have either a direct or indirect effect upon the dependent variables. A direct effect is when the independent variable continues to directly effect the dependent variable when controls are introduced. An indirect effect is one where an intervening variable (or variables) is placed between the original independent and dependent variables.

Analyses were conducted in order to identify the direct and indirect effects of the individual variables between the five categories. This was achieved by progressively using the variables in each stage as dependent variables, and using ordinary least squares regression to predict them from the variables in the preceding stages. Also controls were used at each stage (but not reported in the models). The inclusion of these statistical controls was to ensure that account was taken of the complex interaction of other factors. The results therefore presented in the models are not results of other compounding influences.

Table J.1 shows the results of a regression analysis predicting education from ascribed characteristics. No variable was statistically significant although the beta of 0.14 for gender estimates that being male has the strongest effect on predicting education years.

Figure J.1 displays a path model of statistically significant factors affecting socio-economic variables. It can be seen from Figure J.1 that there are four factors predicting white collar workers and that education, with a beta of 0.24, is the strongest predictor. Only one factor predicts employment status - gender.

The positive association indicates it is more likely that males are employed in full or part-time work than females. Predictive factors for State of residence are education and children.

Figure J.2 indicates the statistically significant factors affecting respondents attitudes. Regression analyses were also performed with attitudes to explicit materials in theatres and on videos but no preceding variables indicated a significant effect and so they were not included as dependent variables in this model. However, these two measures of attitudes were later found to be significant and so were included in the final regression analyses.

As can be seen from Figure J.2, age and gender are directly correlated to attitudes towards the relationship between R- and X-rated movies and crime. For both attitudes, the positive association indicates that as age increases so too does the attitude or belief that there is a link between such movies and the likelihood of crime being committed. Gender also has an effect. Males (being the high score for gender), have a negative association with such attitudes. In other words, males are less likely to hold a belief in a link between R and X movies and crime. Age also had a direct association with the political spectrum indicating that an increase in age coincides with a more right-wing political outlook. A negative association is also apparent between attached and church attendance thus indicating that unattached people are more frequent church goers than attached people.

Movie preferences were then used as dependent variables and the preceding categories as independent variables. Figures J.3 to J.7 show the results of these regression analyses.

Results of the regression analyses for the sexual and violent measures of reasons for viewing R-rated movies (Figure J.3) indicate that age has a direct positive association (with a beta of 0.21) with the sexual measure but its effect on the violence measure is indirect, mediated through respondents' political views. Gender is shown only to have a direct effect on the violence measure with a beta of 0.20 thus indicating that males are more likely to view R-rated movies for their violent content than are females.

Education also has a direct and indirect effect on a respondent's violence measure. The direct effect is a negative association (with a beta of -0.18) which indicates that the more years of education a person has, the lower their score is likely to be on the violence measure. The indirect effect is through State of residence and life satisfaction (with positive associations) and then subsequently to the violence measure (a negative correlation). This tells us, as previously noted, that video users living in the ACT tend to be more highly educated and also tend to report a higher life satisfaction than NSW residents. The

higher the life satisfaction score of the person, the less likely they are to prefer R-rated movies for their violent content.

White collar workers showed a negative association with both the sexual and violence measures. As white collar workers were not calculated as significant on the regression analysis for watching R-rated movies (see Table E.2), some other factors must be influencing their choice of R-rated movies. The negative association observed in Figure J.3 indicates that white collar workers do not watch R-rated movies for either group of reasons or conversely, blue collar workers do watch R-rated movies for their sexual or violent content.

Significant factors influencing viewing of sexual movies are presented in Figure J.4. Three variables are noted as having a direct effect - 'Life satisfaction', 'Crime and X-rated movies' and 'Explicit material on videos'.

The variable 'Explicit material on videos' is a multiple item scale² and is an ascending scale of liberality towards such material. The positive association between it and sexual movies thus tells us that people with more liberal views towards access to explicit materials on videos are more likely to prefer sexual movies.

Both the 'Life satisfaction' and 'Crime and X-rated movies' items have a negative association with sexual movies. As the 'Life satisfaction' variable was a multiple item variable with a high score indicating a higher life satisfaction, the model tells us that people with a higher life satisfaction are less likely to prefer sexual movies. The 'Crime and X-rated movies' variable indicates that the more people believe that crime and X-rated movies are linked, the less likely they are to prefer sexual movies. Age and gender are indirectly linked with a preference for sexual movies through the intervening variable of 'Crime and X-rated movies'.³

Factors predicting frequency of liking violent movies and 'adrenalin' movies are displayed in Figure J.5. Education has a direct negative association to both types of movies. Thus, the higher the education level, the less the respondents reported liking violent or 'adrenalin' movies. Age also has a direct negative association with frequency of liking violent movies although it has no link with 'adrenalin' movies. It appears that it is the younger age groups who like the violent movies.

'Macho' movies was a multiple item variable and composed of preferences for the following movie types: action, sport and westerns.⁴ Factors predicting frequency of liking to watch these types of movies are shown in Figure J.6. The strongest indicator of such a preference is gender (the positive association indicating that more males said they liked 'macho' movies than did females). Such a result is probably to be

expected within our culture. Gender is also indirectly linked through 'Crime and X-rated'. Age too has both direct and indirect links to the dependent variable. The direct link with a beta of -0.24 says that as the age of respondents increased, their frequency of preferring 'macho' movies decreased.

Factors affecting frequency of liking to watch 'romance' movies are shown in Figure J.7. As opposed to 'macho' movies which showed a male preference, the beta of -0.37 for gender indicates that females prefer 'romance' movies. An interesting result is the beta of -0.19 between the children variable and the dependent variable. It seems that people with children do not have a preference for 'romance' movies. Similarly, unattached people are indirectly linked through the intervening variable of church attendance and they have a higher preference for romantic movies. The model tells us that unattached people attend church more frequently and it is the frequent church attenders who have a preference for the 'romance' movies.

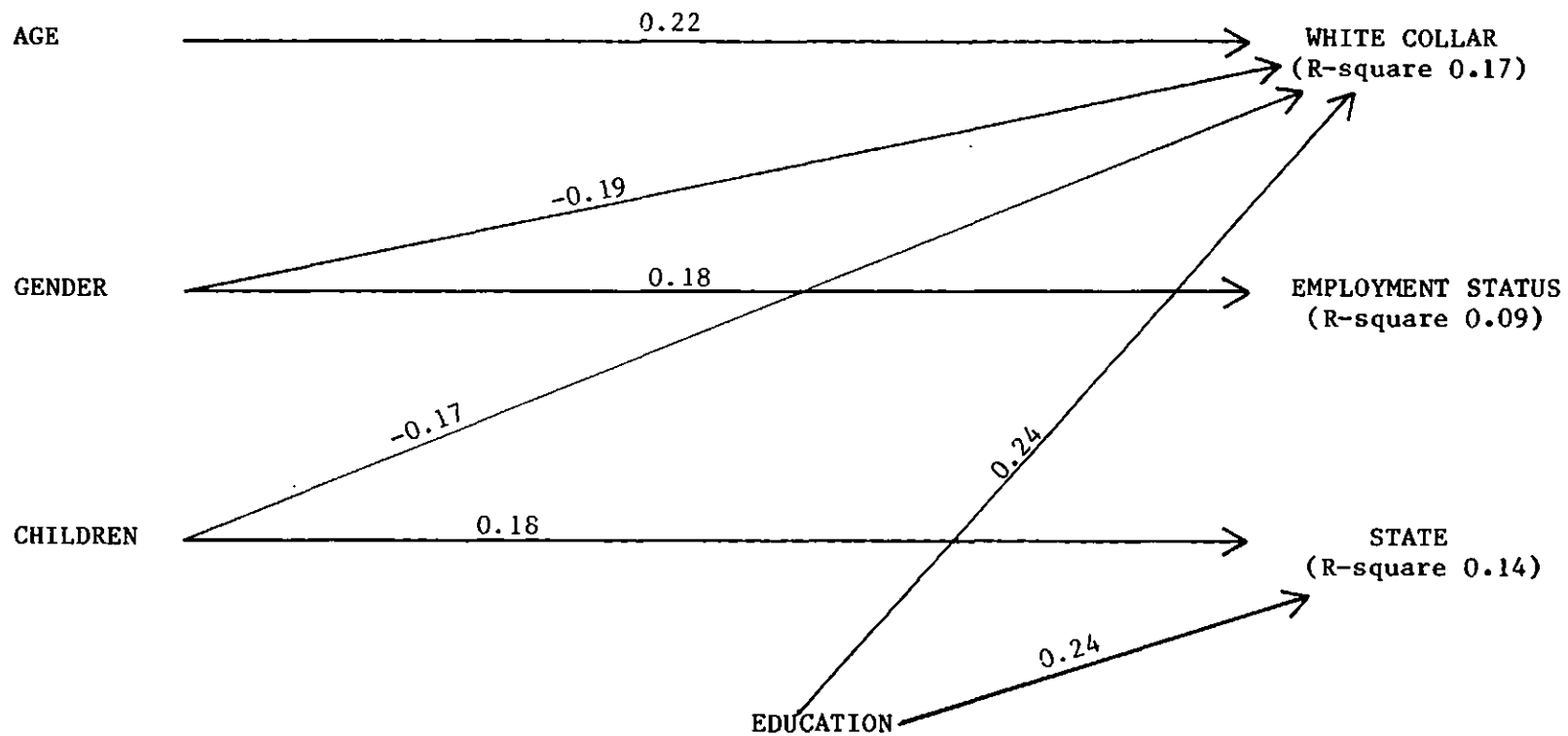
NOTES

1. See Appendix I for a description of the five categories and the composition and construction of the variables contained in each category.
2. See Appendix I for details of composition and construction.
3. See Figure J.2.
4. See Appendix I for a discussion of factor analysis which identified this multiple item variable.

TABLE J.1
FACTORS PREDICTING YEARS OF EDUCATION

Variables	b	beta
<u>Ascribed characteristics</u>		
Age (years)	0.02	0.11
Attached	0.36	0.08
Gender	0.61	0.14
Children	-0.28	-0.06
Constant	10.39	
R-squared	0.05	

Ordinary least squares regression analysis showing partial regression coefficients (bs) and standardised partial regression coefficients (betas) predicting factors affecting years of education.



J-7

FIGURE J.1

Path model showing standardised partial regression coefficients (betas) predicting factors affecting socio-economic variables. Only paths with a statistical significance of $p < 0.01$ are marked. (See Appendix I for details of variable composition and construction.)

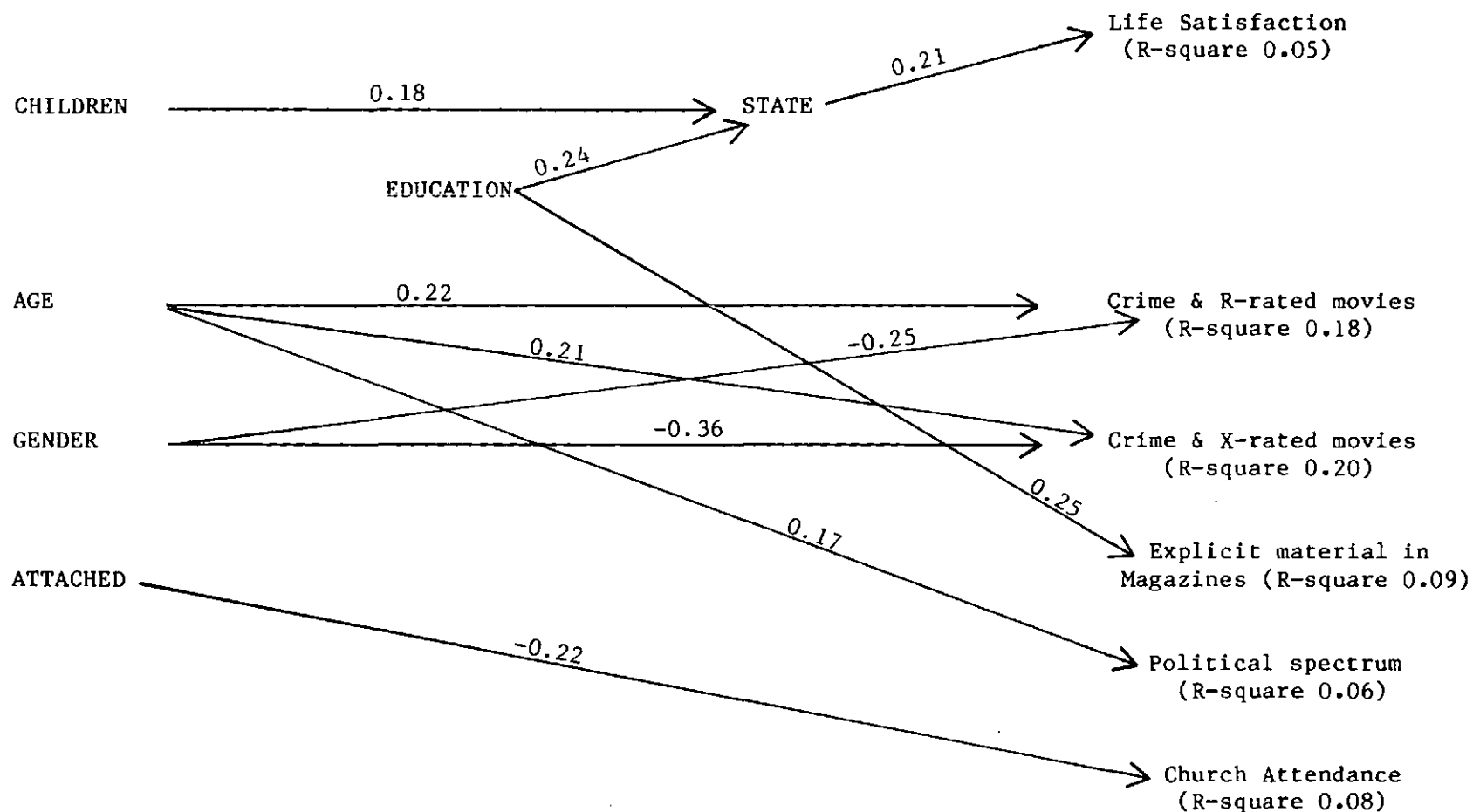


FIGURE J.2

Path model showing standardized partial regression coefficients (betas) predicting factors affecting respondents' attitudes variables. Only paths with statistical significance of $p < 0.01$ are marked. (See Appendix I for details of variable composition and construction)

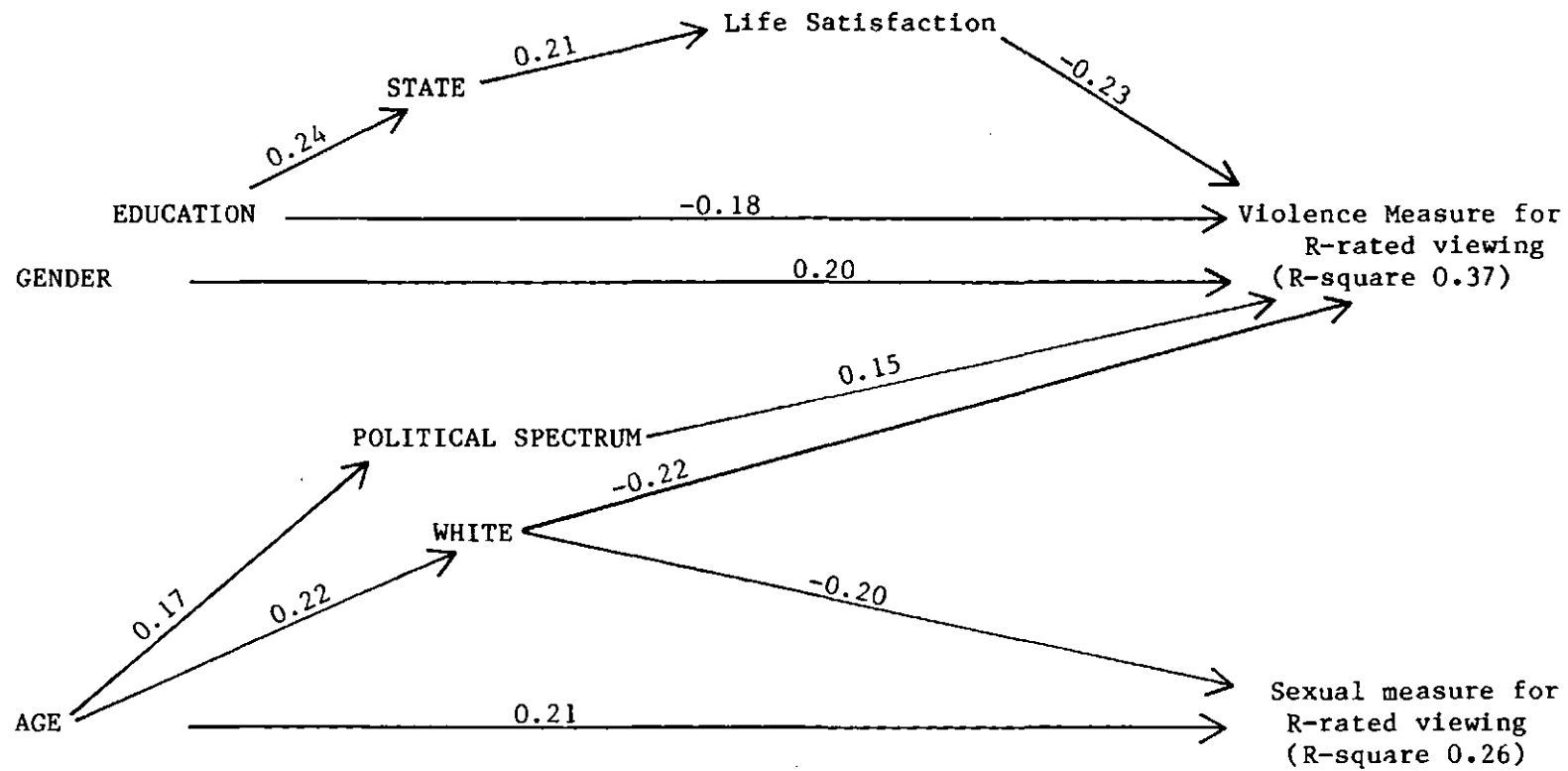


FIGURE J.3

Path model showing standardised partial regression coefficients (betas) predicting factors for watching R-rated movies for a violence and sexual content measure. Only paths with statistical significance of $p < 0.01$ are marked. (See Appendix I for details of variable composition and construction.)

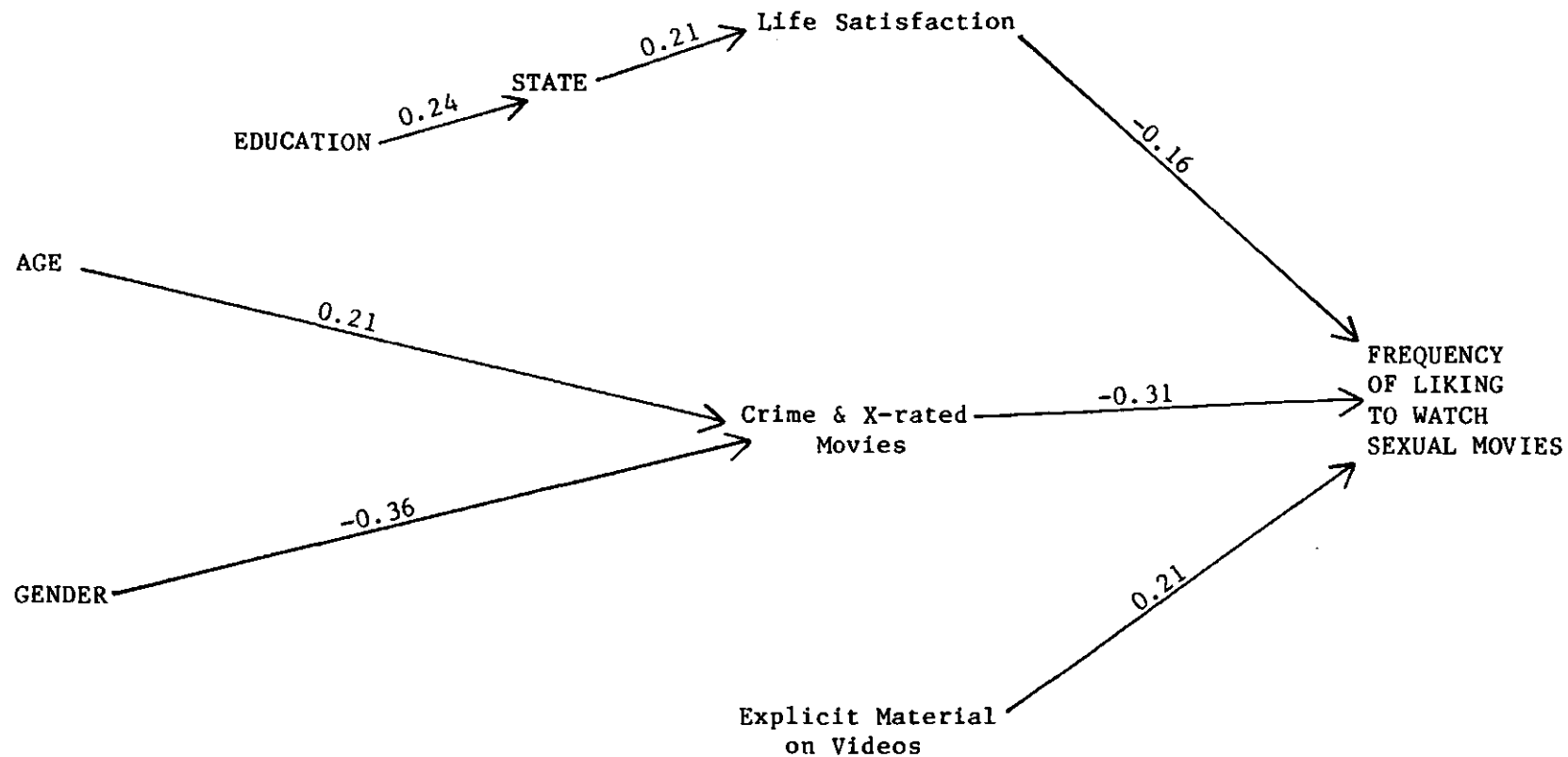


FIGURE J.4

Path model showing standardised partial regression coefficients (betas) predicting factors affecting frequency of liking to watch sexual movies. Only paths with statistical significance of $p < 0.01$ are marked. (See Appendix I for details of variable composition and construction.)

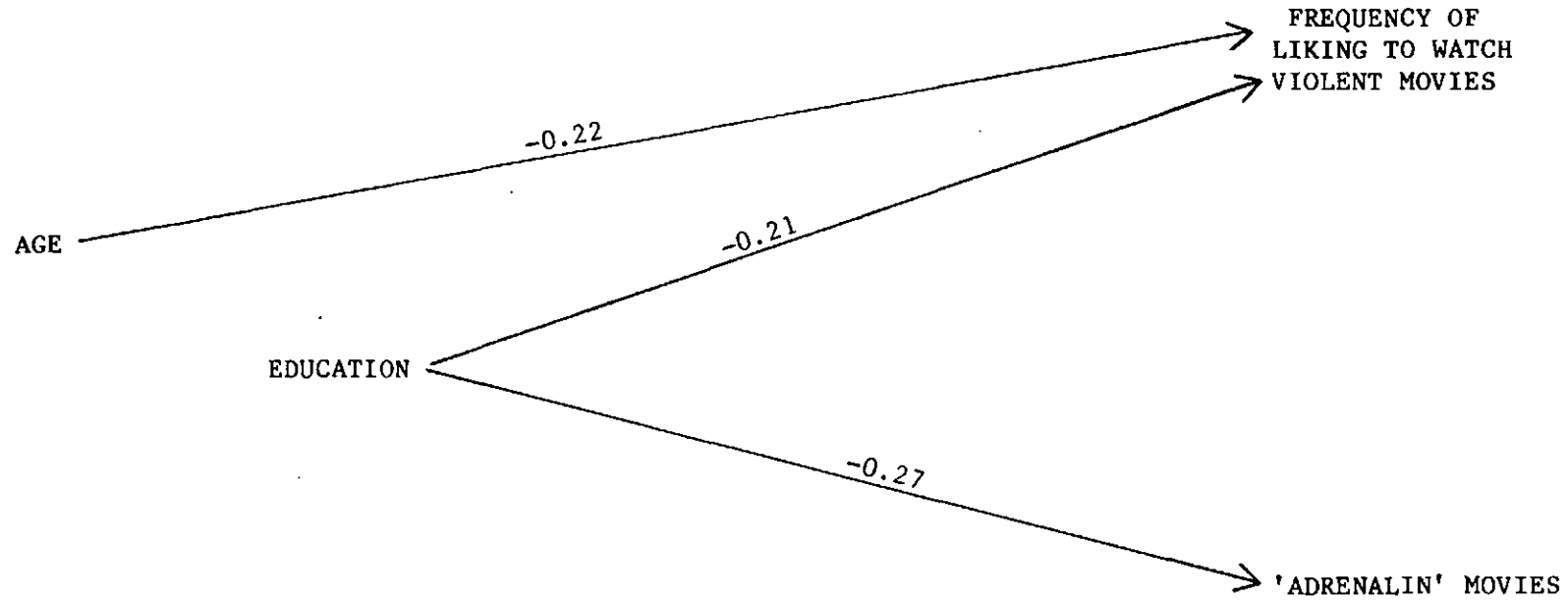


FIGURE J.5

Path model showing standardised partial regression coefficients (betas) predicting factors affecting frequency of liking to watch violent and 'adrenalin' movies. Only paths with statistical significance of $p < 0.01$ are marked. (See Appendix I for details of variable composition and construction.)

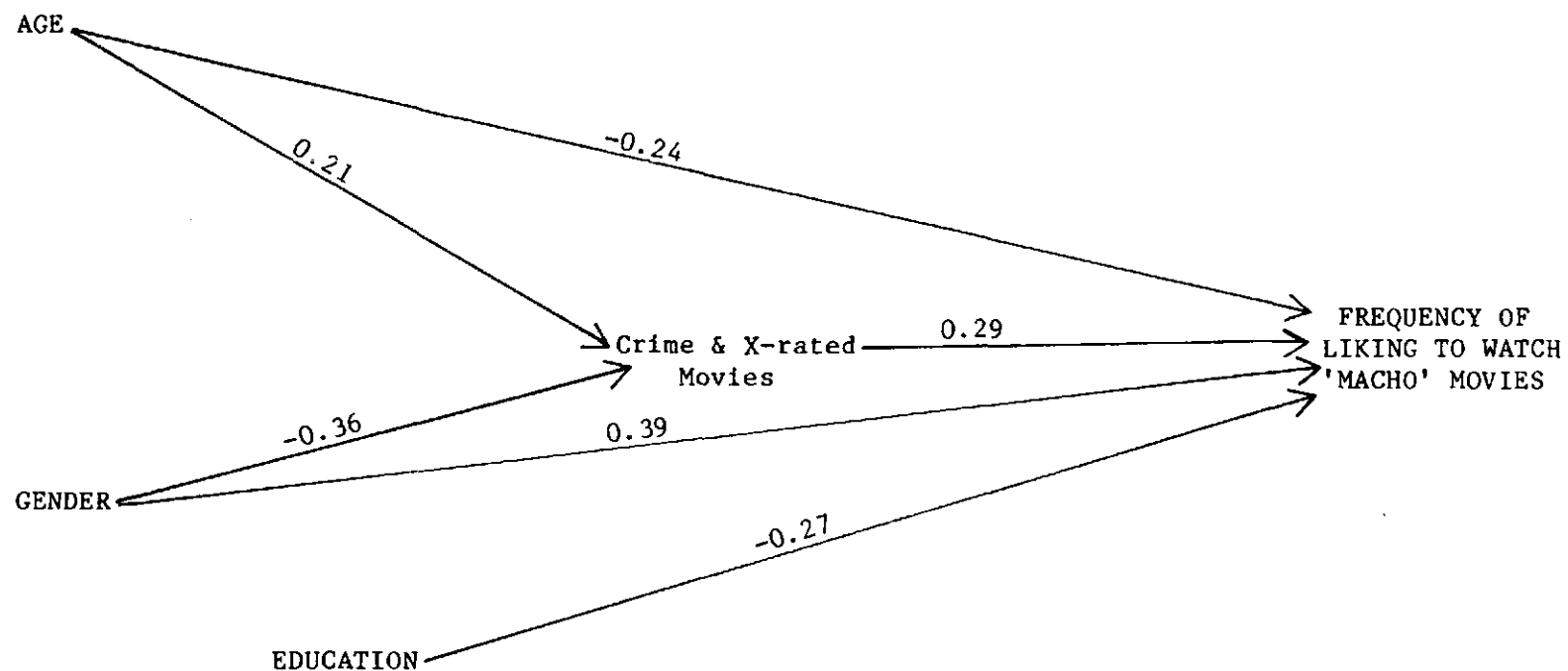


FIGURE J.6

Path model showing standardised partial regression coefficients (betas) predicting factors affecting frequency of liking to watch 'macho' movies. Only paths with statistical significance of $p < 0.01$ are marked. (See Appendix I for details of variable composition and construction.)

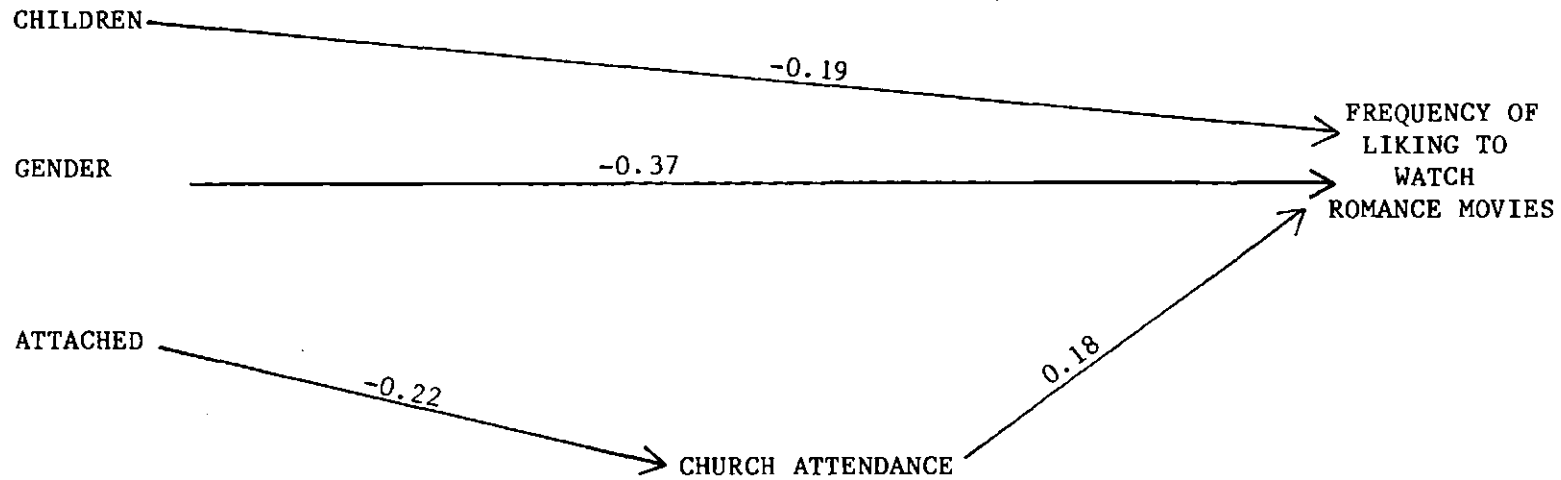


FIGURE J.7

Path model showing standardised partial regression coefficients (betas) predicting factors affecting frequency of watching romance movies. Only paths with statistical significance of $p < 0.01$ are marked. (See Appendix I for details of composition and construction.)