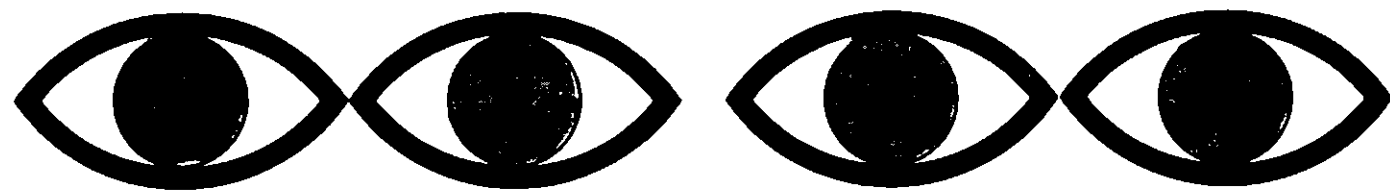
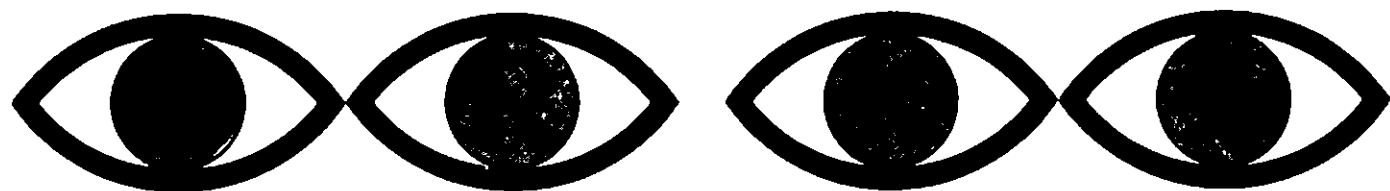
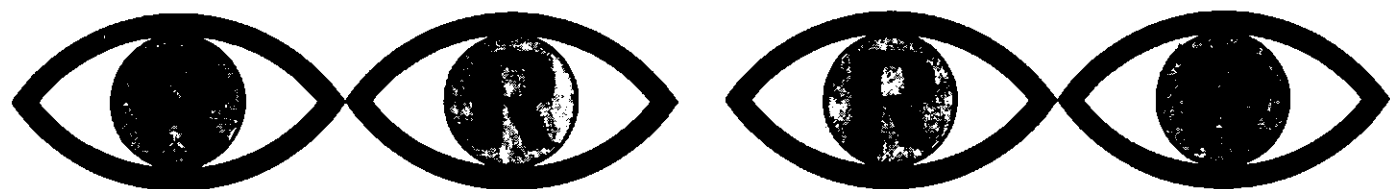
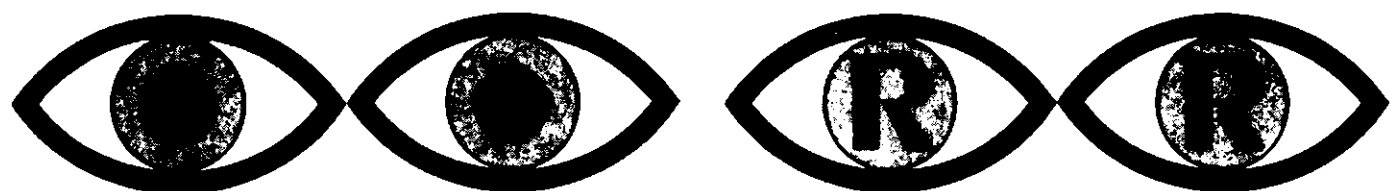
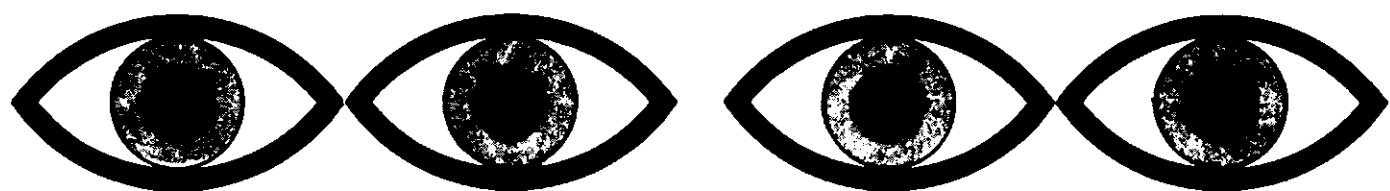
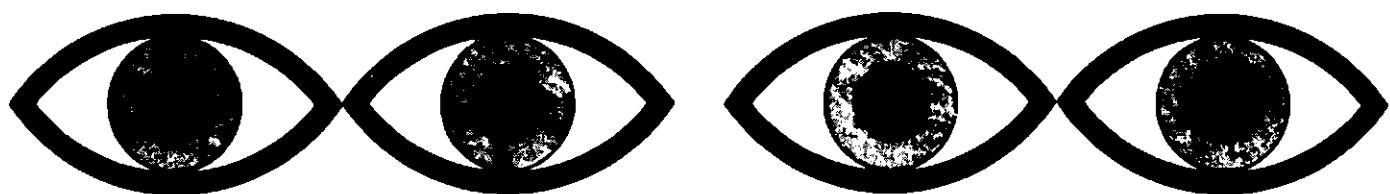


VIDEO VIEWING PATTERNS: A PRELIMINARY INVESTIGATION

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



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Published and Printed by the Australian Institute
of Criminology, 10-18 Colbee Court, Phillip, A.C.T.,
Australia, 2606.

Australian Institute of Criminology - November 1986

National Library of Australia
Cataloguing in Publication entry

Video viewing patterns.

ISBN 0 642 11052 2.

1. Video recordings. 2. Mass media surveys - Australia.
3. Consumers' preference - Australia. I. Australian
Institute of Criminology. II. Australia.
Attorney-General's Dept.

791.45'0723

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ACKNOWLEDGEMENTS

We would like to sincerely thank Mr John Walker (criminologist, A.I.C.) for the valuable assistance he gave to the researchers for computing and statistical analysis.

We also thank staff of the Research Division (A.I.C.), especially Jan Dawes, for their assistance in preparing this report.

We further acknowledge the support and assistance provided by video traders in conducting this research.

SUMMARY

This study was concerned with examining the video viewing trends of customers of two video outlets. Store 1 was in a 'typical' Canberra suburb whilst Store 2 was a 'typical' non-rural town of New South Wales.

Two time periods were compared - January and July 1984; and January 1984 and June/July 1986. A comparison of the first time period examined showed that:

- . PG (at 21.26 per cent) and M-rated (at over 30 per cent) videos maintained a constant share of the market
- . G-rated video share of the market decreased (no doubt owing to school holiday periods)
- . R-rated market shares decreased in both stores, and
- . X-rated video market shares rose in Store 1 and dropped in Store 2 (media, political and public focus on these videos seems the most reasonable explanation for these trends).

The second time period of comparison, January 1984 and June/July 1986 saw differing hiring patterns from the first time period for R and X-rated videos.

Both stores had a market share increase in R-rated video hires, although Store 2's increase was three times greater than Store 1.

We suggest that this difference is due to the fact that X-rated videos were unavailable from Store 2. During this same time period, X-rated video hire market share rose by over 300 per cent in Store 1. We suggest that this increase is due to viewers of X-rated videos travelling to Store 1 from surrounding N.S.W. districts and/or a lessening of media, public and political attention to these videos.

There are important implications arising from this report. Firstly, the proportion of X-rated video hirers (8 per cent of total hirers) is not nearly as substantial as popular opinion and some media speculation would suggest. Secondly, it is apparent that X-rated videos are rarely hired (6.64 per cent of total hirers) and of these hires, 91.3 per cent of hirers hired only once during the time period of this study. The implication is that initial hiring is most probably governed by a curiosity factor, which, when fulfilled, is not regenerated - at least as measured by the period of this survey.

CHAPTER ONE

INTRODUCTION

1.1 The General Perspective

The industry of selling or hiring pre-recorded video cassettes in Australia has burgeoned in the last six years. Video cassette recorders for the home market first appeared in Australia in around 1980. Along with the appearance of these machines there was a rapid increase in the number and range of video cassettes being offered for sale or hire in the Australian community. Such has been the demand for video cassette recorders that since they first appeared in Australia, ownership has now grown to exceed 50 per cent of households who own a television set. Similarly every town and city in Australia has seen a proliferation of outlets for video cassettes of pre-recorded movies. In fact, most newsagencies, pharmacies and service stations within the Australian Capital Territory now provide sale and hire of video cassettes as an addition to their existing businesses.

Prior to 1984, there was no legislation in Australia to regulate effectively the selling and hiring of pre-recorded video cassettes. Existing censorship legislation at the Commonwealth

level operated to prohibit the importation of films and goods which were blasphemous and indecent or obscene, however there was no State legislation to govern the conditions under which legally imported tapes were to be sold or hired within the community.

In July of 1983 the then Commonwealth Attorney-General, Senator Gareth Evans met with State and Territory Ministers who had the responsibility for censorship, to gain agreement on the institution of legislation to effect a uniform classification scheme for video cassettes in Australia. At this meeting it was agreed that an ordinance in the Australian Capital Territory would be implemented and this ordinance would act as model legislation for adoption by States and Territories in Australia. At subsequent meetings it was decided that the effect of this legislation would be to have all video cassettes examined by the Film Censorship Board and placed into a range of categories. On 1 February 1984 the A.C.T. Classification of Publications Ordinance 1983 came into force. Under this legislation video cassettes could be classified into one of five categories, 'G', 'PG', 'M', 'R' or 'X' and depending upon the classification, point of sale controls were applied to prevent access by persons under the age of eighteen to stronger material. This legislation has now been adopted wholly or in part by all States and Territories in Australia.

The political debate generated by the implementation of the A.C.T. Classification of Publications Ordinance brought about the establishment of the Senate Select Committee on Video Material. This Committee was established with wide ranging terms of reference to examine the operation of censorship legislation in Australia and the effects or likely effects of videotape material on the Australian community. This Committee tabled an interim report in March 1985 and its work has now been taken over by a Joint Select Committee which continues with the same terms of reference.

It has become apparent to many people with knowledge of the censorship area that there is a lack of information and research on the use video cassettes are put to in a community. Overseas researchers have examined the likely effects of certain types of video material on persons, and censorship authorities have been able to keep accurate records on the number and range of individual titles presented for classification. However, the area which has never been examined is the consumption of video tapes within the community once they arrive in a country. For example, does the average video hirer regularly hire tapes across the broad spectrum of classifications, or do particular segments of the community specifically hire only one or two classifications. It has been suggested in much of the ongoing debate in newspapers and on television that not only do tapes bearing 'X' classification

dominate the current video market place but they are hired frequently by large numbers of persons in the community. Furthermore, it has been claimed on a number of occasions that persons of quite young ages are gaining access to material classified as 'R' and 'X'.

1.2 Background

Early in 1986, Dr Paul Wilson of the Australian Institute of Criminology approached Mr Terry Brooks, Director of the Censorship Section in the Attorney-General's Department and discussed the issue of instituting some formal study to examine videotape usage in the Australian community. Dr Wilson and Mr Brooks were subsequently joined by Mr David Fox, the Principal Psychologist at the Attorney-General's Department, and from their discussions a joint survey project backed by the Attorney-General's Department and the Australian Institute of Criminology began in July of 1986.

This research project is in two stages. The first stage is an examination of video hiring patterns within the Australian Capital Territory based upon an examination of the records of a video retailer in the Australian Capital Territory with five outlets including one New South Wales outlet based in Queanbeyan. Stage 2 is to be a socio-demographic usage survey combined with a content analysis of particular video cassette tapes.

The results contained in this report of Stage 1 of the research are based solely on records of actual video hirings which occurred in sample periods between January 1984 and July 1986.

No assumptions or hypotheses were held by the research team for testing by this study. Rather it is hoped that the objective nature of this research will shed light on the role of the Australian community in building up the video industry in this country and that this information will be of great assistance to the legislators and policy-makers in their future decisions affecting censorship in Australia.

Given the time frame and access to information the scope of the study was confined to the collection of three months data for two separate video outlets. The months were selected with regard to proposed changes to federal and state legislation on video classifications, media publicity of the issue and availability of data.

The introduction of Federal legislation for voluntary classification and censorship of video tapes in the A.C.T. was introduced on 1 February 1984. At that time, N.S.W. had no legislation in this regard.

This lack of legislation meant that X-rated videos were legal and available in video outlets but were able to be controlled by the 'Indecent Articles and Classified Publications Act 1975', and therefore subject to seizure by police following public complaint. Thus, January 1984 was prior to legislative changes in the A.C.T. and little media attention had been given to the issue, making this month ideal for comparison with later months.

From February to August 1984 (when compulsory classification and censorship of videos was introduced nationally) there was increasing media attention to the issue. Article headings in newspapers heralded 'Videos : Government Clamp on Porn'¹, 'Video Movie Worry'² and 'Move On Indecent Videos'³. Letters to the Editor columns were swamped with people writing to express their views on the matter - 'X-rating: No Easy Answer'⁴, and 'Rape and the Video Nasties'⁵. The results of a number of studies on video use and the effects of 'video nasties' (a term coined by British journalist, Peter Clippingdale) were being debated at this time.

One report often quoted in Australian Federal Parliament was Video Violence and Children conducted by the Parliamentary Video Group Enquiry (an independent study and not connected to the British Parliament as the group's name would suggest). Although

this report has since been substantially discredited on the specific grounds of premature and inaccurate interpretation of data, it has had enormous influence on public and political debate in Britain and Australia.

Mary Whitehouse further served to highlight the issue when she visited Australia in July 1984. She was sponsored by the Festival of Light to campaign against video pornography which brought the issue of video classification into the public arena. The end of August 1984 saw X-rated videos banned in every state. Only A.C.T. and N.T. had legally available X-rated tapes for hire. Thus July 1984 was a month during which video classification, video nasties and X-rated material had a high media profile (yet they were still legal) and so July was chosen as a comparison month.

It was considered that by 1986 the debate on video censorship had quietened and therefore would make comparison studies meaningful. The selection of separate months (June and July 1986) for each store was dictated by the availability of data.

It should be understood that the findings of this report are therefore of particular sample populations. Nevertheless, the findings are generalisable to populations of similar geographic and demographic characteristics.

1.3 Structure of the Report

The report begins with a description of the methodology and general details of the research design. The results section starts with an overall perspective of video usage by classification for 1984, followed by monthly and store classification usage analysis. Viewing habits for 1986 are then discussed. Comparisons are then made in order to ascertain video trends in the market place. Finally, this is followed by a more detailed analysis of X and R-rated video usage.

CHAPTER TWO

METHODS

2.1 Confidentiality

Security and confidentiality of information received a very high priority in this project because it deals with actual viewing habits of members of two communities. Of necessity, some form of user identification was imperative for studies of repeated viewing. The following security measures were undertaken to ensure complete confidentiality of this project.

A. Document Security

1. All documents and paperwork relevant to this project were kept in one research officer's office.
2. The office door lock was changed and only one key issued to the research officer.
3. All relevant documents were held in filing cabinets with only one key, held by the research officer.
4. Keys to the above were always on the research officer's person. When the office was unattended, all the above was locked away.

B. Computer Security

1. Two terminals were used. One was in the Australian Institute of Criminology computer room and the other in the research officer's office.
2. Both terminals had a password security measure. The password was known only to four of the A.I.C. staff. The password was unwritten.
3. Further, a user code for each of the four persons was necessary before accessing files. These codes were known only by those involved in this research.
4. No names or addresses were recorded on computer. Film titles were on a separate computer file. Should an illegal access have occurred, the information would have been irrelevant unless accompanying numerical codes were known.

The numerical codes were contained in files which were locked in cabinets in the researcher's office.

5. A further security measure was undertaken to ensure that a burglar-inclined computer wizz was still unable to make sense of the information. This took the form of an alphacode. This code was known only by two of the researchers and was memorised.

2.2 Data Base Description

A total of 10,766 video hires were recorded for 1984. The time period chosen was the months of January and July 1984 for both areas. These data represent complete records for the selected months unless discarded for various reasons. Approximately 25 per cent of potential data was not used due to illegibility or lack of identifying information. Discarded data were randomly dispersed and as such were not considered to affect the results obtained. The data for 1986 consisted of 818 records. The time period chosen here was June 1986 for the first area and July 1986 for the second. All X and R-rated video hires and 40 per cent of all other ratings were recorded. The time limit imposed on this project dictated this curtailment of the 1986 records. However, the 40 per cent of G, PG and M ratings was collected randomly and therefore could be assumed representative of trends at this time.

Data consisted of date, identifying code of subject, store code, film code, film classification and reason(s) for classification. The data were collected from two different video outlets - Store 1 and Store 2.

2.3 Procedure

Hire dockets from each store were used to collect the above data. This information was coded into a computer system. The analysis which follows is from this data base.

CHAPTER THREE

RESULTS

3.1 Demographic Characteristics of the Sample Population

Store 1

Store 1 is situated in a Canberra suburb with a population of approximately 4,000. Comparison of the demographic characteristics of this suburb with Canberra as a whole shows that Store 1 is situated in a 'typical' Canberra suburb.

Individual annual income levels for both males and females are average for Canberra. The proportion of people owning or renting their home is also average. There is only a slight variation in the types of homes found in this suburb - there are no flats, terrace housing or caravans. Marital status also varies from the average with a higher proportion of widowed females living in the suburb. Age distribution of the remaining population is average. The highest age group frequency for males was 35-39 and for females 30-34 (see Appendix A).

Store 2

Store 2 is situated in a New South Wales town with a population of 20,000. The town's demographic characteristics show that Store 2 is in a fairly typical non-rural town.

Individual annual income levels and marital status for both males and females approximate the state average. The nature of occupancy of occupied private dwellings varies slightly from the state profile with a higher proportion of residents owning or purchasing their home.

The structure of the private dwellings profile (i.e. the number of separate houses, semi-detached houses, flats, etc.) is close to the state norm with only the proportion of row, terrace housing being lower than the state's average (which is comparable with most non-rural areas outside Sydney). Age distribution also differs from the State's profile with a higher proportion of males and females over 65 years of age living in this town. Age distribution of the remaining population is average. The highest age group frequency for both males and females is 20-24 (see Appendix B).

3.2 Comparison of Store 1 and 2

The following demographic characteristic differences of the Canberra suburb (Store 1) and the New South Wales town (Store 2) should be noted. The average individual annual income of the Canberra suburb is higher than the New South Wales town, the proportion of single people in the New South Wales town is higher than the Canberra suburb and the highest age group frequency for the two areas differs (Store 1 - males 35-39 years old and females 30-34 years old; Store 2 - males and females 20-24 years old).

The nature of occupancy is the same in the two areas with most people either owning or purchasing their homes. However, there is a higher proportion of people living in flats and caravans in the New South Wales town than in the Canberra suburb. The occupancy rate for the Store 1 area is 3.3 and 2.8 for the Store 2 area. The sex ratio for both areas is the same with approximately 50 per cent males and 50 per cent females. The significance of these differences to this project is difficult to determine at this stage, however they should be kept in mind when comparing video hire rates of the two stores.

3.3 Overall Classification Distribution, January and July 1984

A total of 886 video cassettes were coded according to the classification of the film given by the Australian Film Censorship Board. As Table 3.1 reveals, the distribution of video classifications show M-rated as being the majority rating available and X-rated the least available at 5 per cent of stock. The videos counted were those hired at least once during the months January and July 1984. No doubt there were some videos available in the stores but not hired during those months. However, it would seem reasonable to assume that the distribution obtained by our sample was indicative of that actually available in the store at that time.

Appendix C lists the five most popular video films for each classification in 1984 and 1986. Table 3.1 shows the distribution of classifications available for hire from either store.

Table 3.1Distribution of Classifications Available for Hire, 1984

	G	PG	M	R	X	TOTAL
Number Available	153	217	295	176	45	886
Per cent	17.27	24.49	33.3	19.86	5.08	100

The 886 videos were hired a grand total of 10,766 times in January and July 1984. Figure 1 displays the share distribution of classifications actually hired while Table 3.2 shows the actual numbers hired in each classification.

Table 3.2Number and Share of Hires by ClassificationJanuary and July, 1984

	G	PG	M	R	X	TOTAL
Number of hires	1435	2597	3911	2435	388	10766
* Share	13.33	24.12	36.33	22.62	3.6	100

* 'Share' expressed as percentage of total

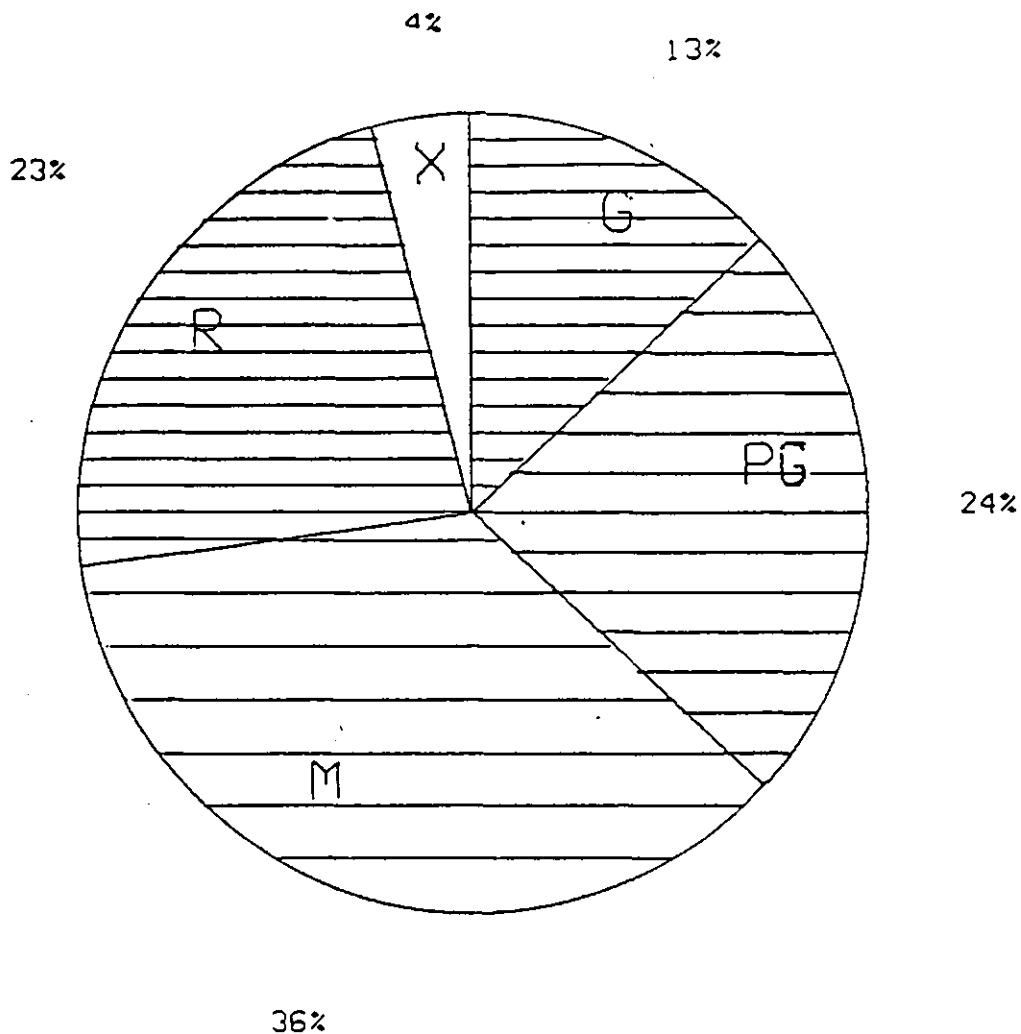


Figure 1: Share Distribution of Classifications Actually Hired, 1984

To the extent that the availability of video films and the actual hiring of them are indicators of market trends, these figures would seem to show that G and X-rated videos occupied less than could be expected of market share while M and R cornered more of the market (see Figure 2).

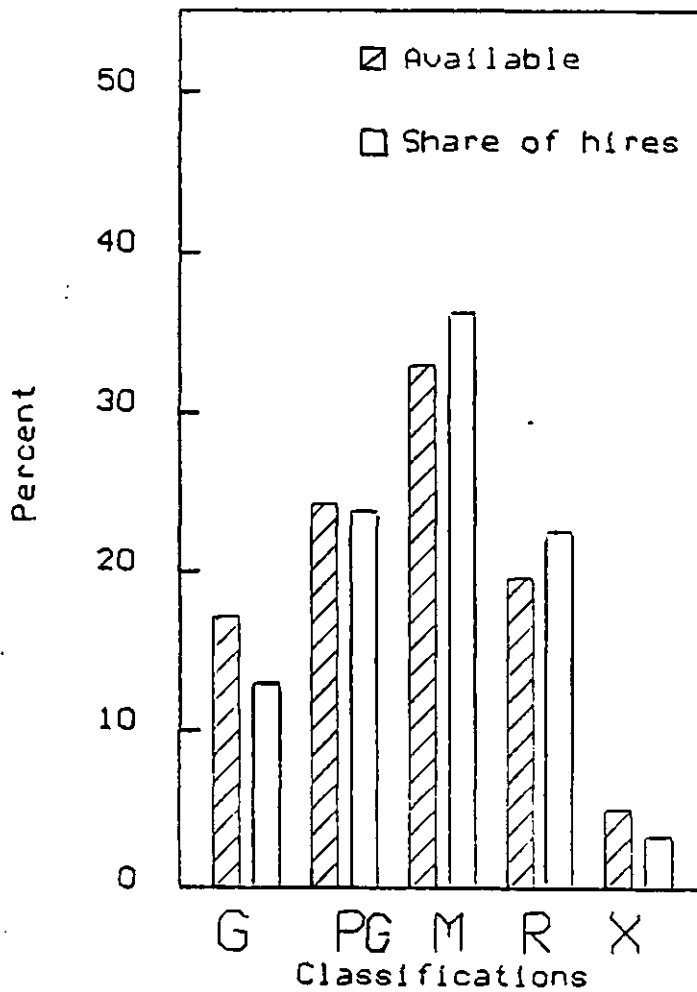


Figure 2: Comparison of Share of Hires and Available Video Hires, 1984

Thus in 1984, the M and R-rated video shares occupied over 58 per cent of the video market.

3.4 Store 1 - Distribution of Classifications by Month, 1984

Table 3.3 details the hiring patterns of the two months examined in 1984 for Store 1 and Figure 3 shows the individual differences between months of each classification more clearly.

Table 3.3

Distribution of Number of Hires for Store 1
by Classification by Month

Month	G	PG	M	R	X	TOTAL
Jan. '84	447	722	1024	647	85	2925
(share)	(15.28)	(24.68)	(35.01)	(22.12)	(2.91)	(100)
July '84	462	903	1309	680	114	3468
(share)	(13.32)	(26.04)	(37.74)	(19.61)	(3.29)	(100)

N.B. (Share) expressed as per cent of total for that month

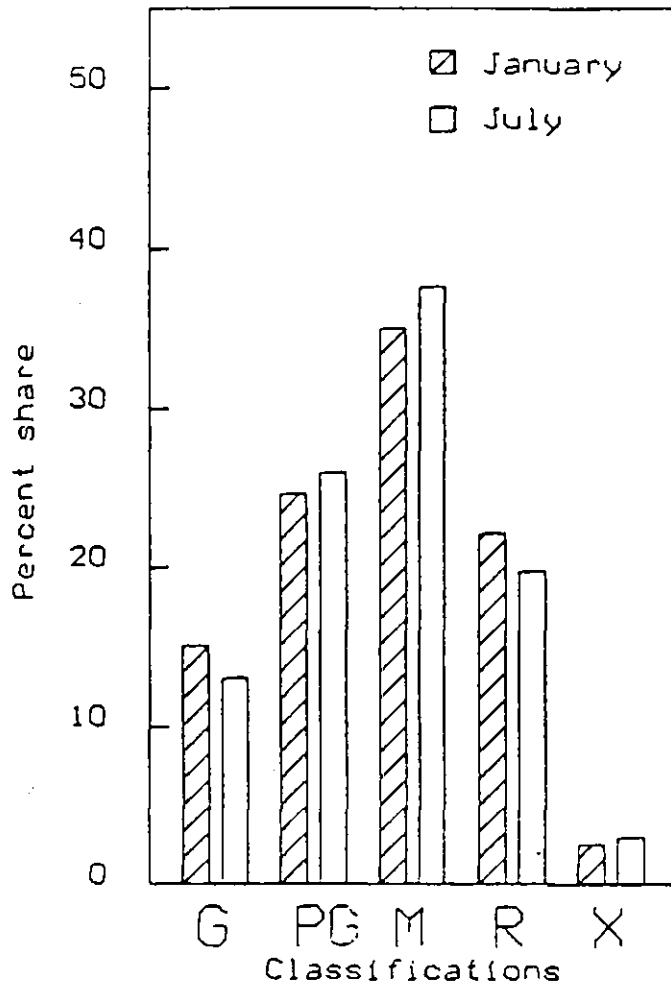


Figure 3: Store 1 Distribution of Shares by Classification Month, 1984

It can be seen that G and R-rated videos decreased their market share whilst the others increased. Table 3.4 details the change in shares between the months.

Table 3.4
Change in Shares of Store 1
by Classification by Month

Month	G	PG	M	R	X	TOTAL
Jan. '84	15.28	24.68	35.01	22.12	2.91	100 (2925)
July '84	13.32	26.04	37.74	19.61	3.29	100 (3468)
* Change in shares	-1.96	+1.36	+2.73	-2.51	+0.38	0

* change in shares = share change from January to July, 1984

Table 3.4 shows a very low share change between January and July, 1984. However, to properly examine these changes it is necessary to look at the per cent change within categories. To put it another way, a retailer may be interested in an overall increase or decrease of 5 per cent but s/he is more interested and considers more relevant WHERE the increases or decreases are occurring and further, whether they are substantial for that particular category. Table 3.4 showed where the increase or decrease occurred. Table 3.5 displays the per cent change in shares within each category.

Table 3.5
Per cent Change in Shares between Months
by Classification for Store 1, 1984

	G	PG	M	R	X
Change in shares (from Table 3.2)	-1.96	+1.36	+2.73	-2.51	+0.38
* 1984 share	14.22	25.42	36.5	20.76	3.1
** Per cent change in shares	-13.78	+5.35	+7.48	-12.09	+12.26

* 1984 share - expressed as per cent of total for 1984 for Store 1.

** Percentage change in shares obtained by dividing the change in shares by the 1984 share.

It can thus be seen that the most dramatic changes occurred in G, R and X categories. Before discussing these changes it would first be prudent to see if similar changes occurred for Store 2.

3.5 Store 2 - Distribution of Classifications by Month, 1984

Table 3.6 shows the hiring patterns of video cassettes by classification and by month for Store 2 in 1984.

Table 3.6

Distribution of Number of Hires for Store 2
by Classification by Month

Month	G	PG	M	R	X	TOTAL
Jan. '84 (shares)	362 (13.54)	570 (21.32)	924 (34.57)	690 (25.82)	127 (4.75)	2673 (100)
July '84 (shares)	163 (9.59)	401 (23.59)	655 (38.53)	418 (24.59)	63 (3.7)	1700 (100)

N.B. (Share) expressed as per cent of total for that month

July hires are down approximately 36 per cent for Store 2. As was seen for Store 1, the G and R-rated share of the market decreased. However, contrary to Store 1 trends, Store 2 had a decrease in market share of X-rated videos. The greatest increase in market share occurred within the M-rated classification. Figure 4 displays Store 2's number of hires by month and classification obtained from Table 3.6.

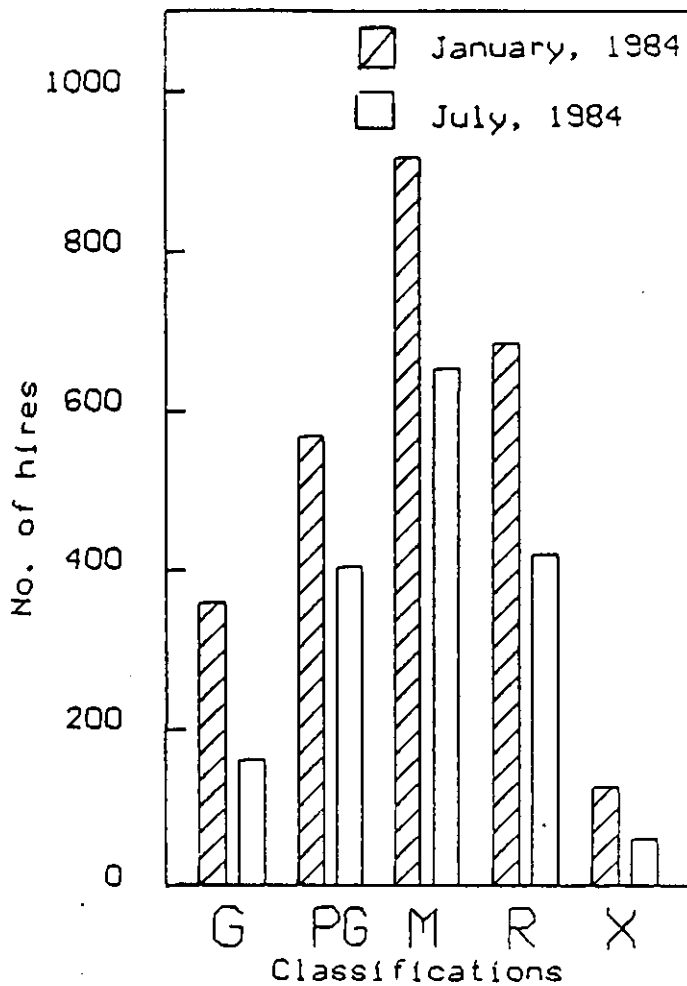


Figure 4: Store 2 Classification Distribution by Number of Hires by Month

Figure 4 shows a decrease in the number of hires for all classifications during the month of July when compared with January. On the surface, it would seem that all classifications experienced a drop. However, whilst actual figures decreased, this was not necessarily so for the market share of each classification. Figure 5 displays this different perspective.

APPENDIX 'F'

X-RATED HIRES

	Mon	Tues	Weds	Thur	Fri	Sat	Sun	Total
January 1984	6	1	5	3	6	11	8	40
	4	3	4	4	3	12	6	36
	6	9	3	6	10	13	3	50
	5	5	7	9	13	11	17	67
	7	12						19
Total (Mean)	28 (5.6)	30 (6.0)	19 (4.75)	22 (5.5)	32 (8.0)	47 (11.75)	34 (8.0)	212
July 1984							2	2
	4	2	10	7	4	15	6	48
	5	4	10	5	5	6	6	41
	6	4	2	4	6	8	2	32
	13	1	5	0	7	10	11	47
	5	1						6
Total (Mean)	33 (6.6)	12 (2.4)	27 (6.75)	16 (4.0)	22 (5.5)	39 (9.75)	27 (6.75)	176
June 1986							2	2
	1	2	0	4	0	2	8	17
	0	0	2	2	5	5	2	16
	2	2	2	3	2	6	1	18
	0	0	2	2	6	5	2	17
	0							
Total (Mean)	3 (0.6)	4 (1.0)	6 (1.5)	11 (2.75)	13 (3.25)	18 (4.5)	15 (3.0)	70

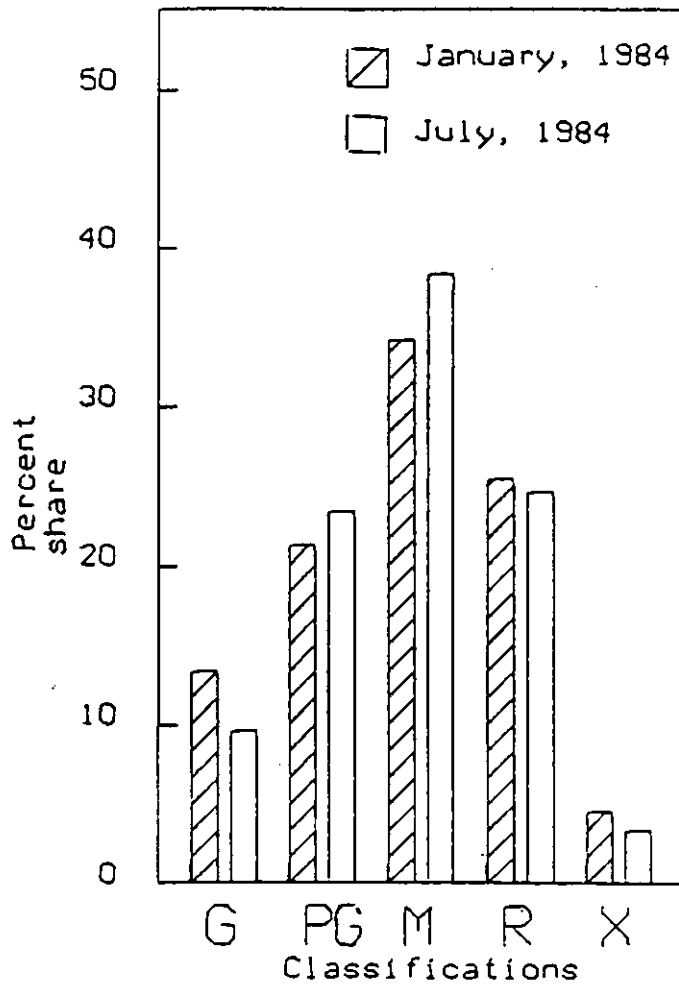


Figure 5: Store 2 Distribution of Shares by Classification by Month, 1984

Here it can be seen that when the number of hires for each classification are converted to a per cent share of the total hiring figures for that month (a truer form of comparison), the shares of PG and M classifications actually rose. Table 3.7 details the per cent change in shares between months by classification.

Table 3.7

Change in Shares of Store 2
by Classification by Month

Month	G	PG	M	R	X	TOTAL
January 1984	13.54	21.32	34.57	25.82	4.75	100 (2673)
July 1984	9.59	23.59	38.53	24.59	3.7	100 (1700)
* Change in shares	-3.95	+2.27	+3.96	-1.23	-1.05	

* Change in shares = share change from January to July, 1984

The M-rating category saw the greatest increase while the G-rating saw the largest drop in market share. Again, it is necessary to discover the per cent change in shares (as in Table 3.5). Table 3.8 displays this information.

Table 3.8
Per Cent Change in Shares between Months
by Classification for Store 2, 1984

	G	PG	M	R	X
Change in shares (from Table 4.2)	-3.95	+2.27	+3.96	-1.23	-1.05
* 1984 Share	12.0	22.2	36.11	25.34	4.35
** Per cent change in shares	-32.92	+10.23	+10.97	-4.85	-24.14

* 1984 share expressed as per cent of total for 1984 for Store 2

** Per cent change in shares obtained by dividing the change in shares by the 1984 share.

It can now be seen that the greatest changes occurred within the G and X categories. The time seems appropriate to examine the differences discovered thus far between the stores themselves in order to ascertain whether the changes between months are similar or otherwise.

3.6 Comparison between stores, 1984

Overall, Store 1 recorded a rise of approximately 17.5 per cent in the number of hires while Store 2 dropped approximately 36 per cent of its business during the months examined in 1984. There are many factors, no doubt, which could affect each store's business and thus cause one store to increase its trade while another decreases. We can only speculate on these factors (e.g. increased competition in one area) but no relevant facts are known. However, what is known is the changes between stores by categories. Figure 6 displays, in graph form, just where these changes occurred.

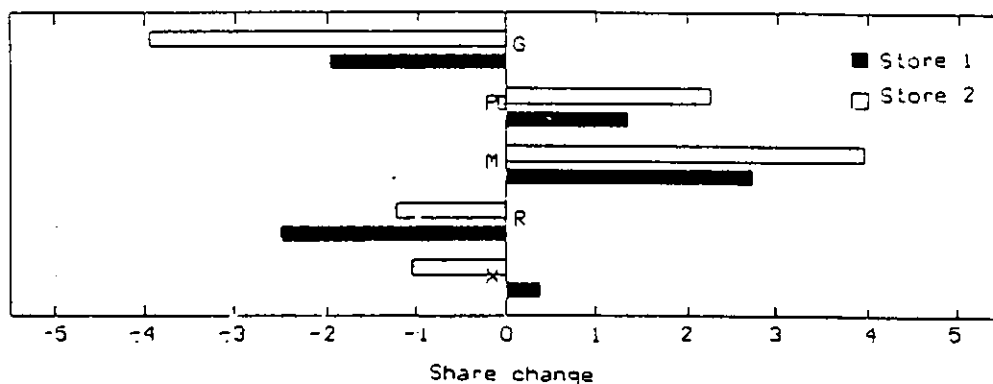


Figure 6: Comparison by Store of Share Change by Classification between January and July, 1984

It can be seen that X-rated is the only category which displays opposite trends between stores (i.e. Store 1 had an increase in market share of 0.38 while Store 2 experienced a decrease of 1.05 in its market share). This trend is better reflected when we view the per cent difference between stores (see Table 3.9).

Table 3.9

Per Cent Difference between Stores
by Classification, 1984

Relative % change in shares	G	PG	M	R	X
Store 1 (from Table 3.3)	-13.78	+5.35	+7.48	-12.09	+12.26
Store 2 (from Table 4.3)	-32.92	+10.23	+10.97	-4.85	-24.14
% difference (Store 1 - Store 2)	-19.14	+4.88	+3.49	+7.24	-36.4

The per cent difference is a figure which tells us how much a particular category has differed from Store 1 to Store 2. By far the most dramatic difference occurred in the X category with Store 2 figures being nearly 40 per cent lower than Store 1.

Possible explanations for the abovementioned trend and former changes and differences noted shall be offered in the section entitled Discussion. For now we shall have a look at the 1986 sample populations.

3.7 Overall classification distribution, June/July, 1986

June, 1986 was recorded for Store 1 while July, 1986 was the month recorded for Store 2. During June/July, 1986 609 hirers from both stores watched a total of 818 videos. Table 3.10 shows the overall hiring pattern by classification. As only a 40 per cent sample of G, PG and M-rated videos were recorded for this period, the figures in the following tables have been converted to show the probable rate of hire.

Table 3.10

Overall Classification Distribution June/July 1986
of Video Hires

	G	PG	M	R	X	TOTAL
June/July '86	83	322	502	385	70	1362
(share)	(6.09)	(23.64)	(36.86)	(28.27)	(5.14)	100%

N.B. (Share) - expressed as per cent of total

The pattern of hiring in 1986 is similar to that of 1984 with the highest proportion of videos hired being M-rated, the next popular being R and then PG-rated.

3.8 Distribution of Classification by Store

Table 3.11 details the hiring pattern of Store 1 and Store 2 by classification. It should be remembered that in June/July, 1986 X-rated videos were not available from Store 2 as it is in New South Wales.

Table 3.11
Distribution of Video Hires for
Store 1 and Store 2 by Classification, 1986

STORE	G	PG	M	R	X	TOTAL
Store 1 (share)	50 (6.89)	162 (22.31)	267 (36.78)	177 (24.38)	70 (9.64)	726 (100)
Store 2 (share)	33 (5.19)	160 (25.16)	235 (36.95)	208 (32.7)	- -	636 (100)

N.B. (Share) - expressed as a per cent of total for that month

It is interesting to note the high share of R-rated videos being hired by viewers from Store 2 in comparison to Store 1.

The difference (8.32 per cent) is nearing the share of hires for Store 1 of X-rated videos (9.6 per cent).

Figure 7 shows this comparison by share.

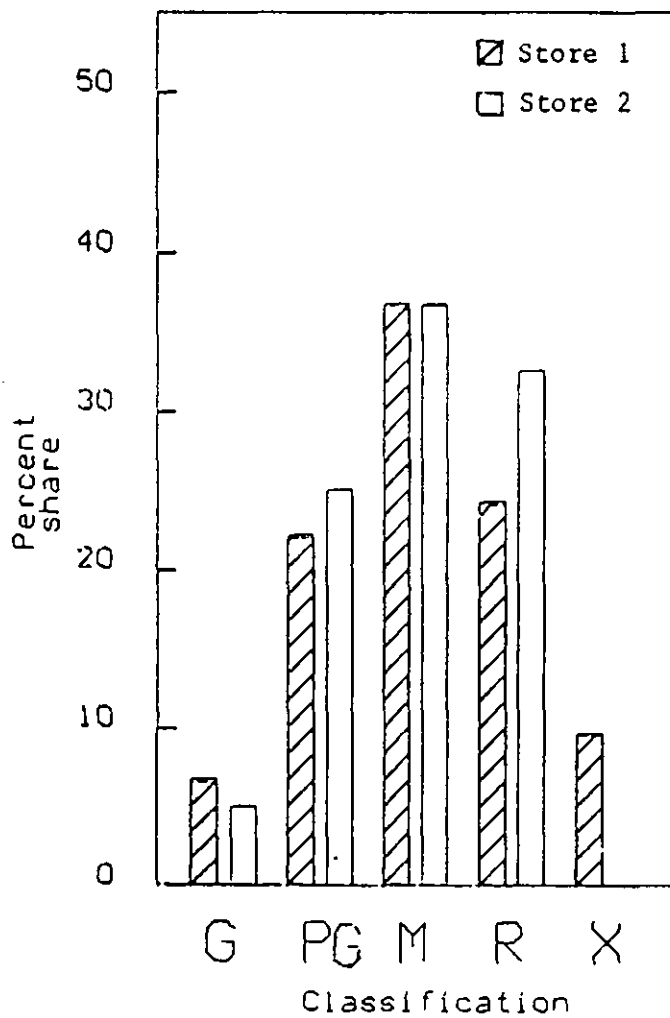


Figure 7: Comparative Classification Distribution by Share, 1986
Store 1 versus Store 2

This figure shows that while the viewing pattern of G and M-rated videos is similar between stores there is a slight difference in P and a greater difference in R-rated videos. To properly examine these differences it is necessary to look at the per cent difference. While Figure 7 showed where the differences occurred Table 3.12 displays the per cent difference in shares within each classification.

Table 3.12
Per Cent Difference in Shares Between
Stores by Classification, 1986

	G	PG	M	R
Difference in shares	1.7	2.85	0.17	8.32
1986 share (from Table 6.1)	6.09	23.64	36.86	28.27
* Per cent difference	27.9	12.06	0.46	29.43

* Per cent difference - obtained by dividing the difference by the 1986 share

It can be seen that the most dramatic differences occurred in G and R categories.

The next section shall deal with an overall comparison of video viewing in 1984 and 1986.

3.9 1984 Versus 1986Table 3.13Share Comparison of Video Viewing in 1984 and 1986
by Classification by Store

Classifi- cation	Store 1			Store 2		
	Jan. 1984	July 1984	June 1986	Jan. 1984	July 1984	July 1986
G	15.5	13.5	7.0	13.5	9.5	5.0
PG	24.5	26.0	22.5	21.5	23.5	25.0
M	35.0	37.5	37.0	34.5	38.5	37.0
R	22.0	19.5	24.5	26.0	24.5	32.5
X	3.0	3.5	9.5	5.0	3.5	-

It can be seen from Table 3.13 that when the monthly share of each classification is compared over time by store that the proportion of X-rated videos hired in Store 1 increased three-fold between January 1984 and July 1986. On the other hand, R-rated video hirage increased by approximately 30 per cent for the same period. In both stores the proportion of G-rated video hire dropped by over 50 per cent while the proportion of PG and M-rated videos only varied slightly. These changes are more clearly shown in Figure 8.

Trends in Shares - 1984 to 1986.

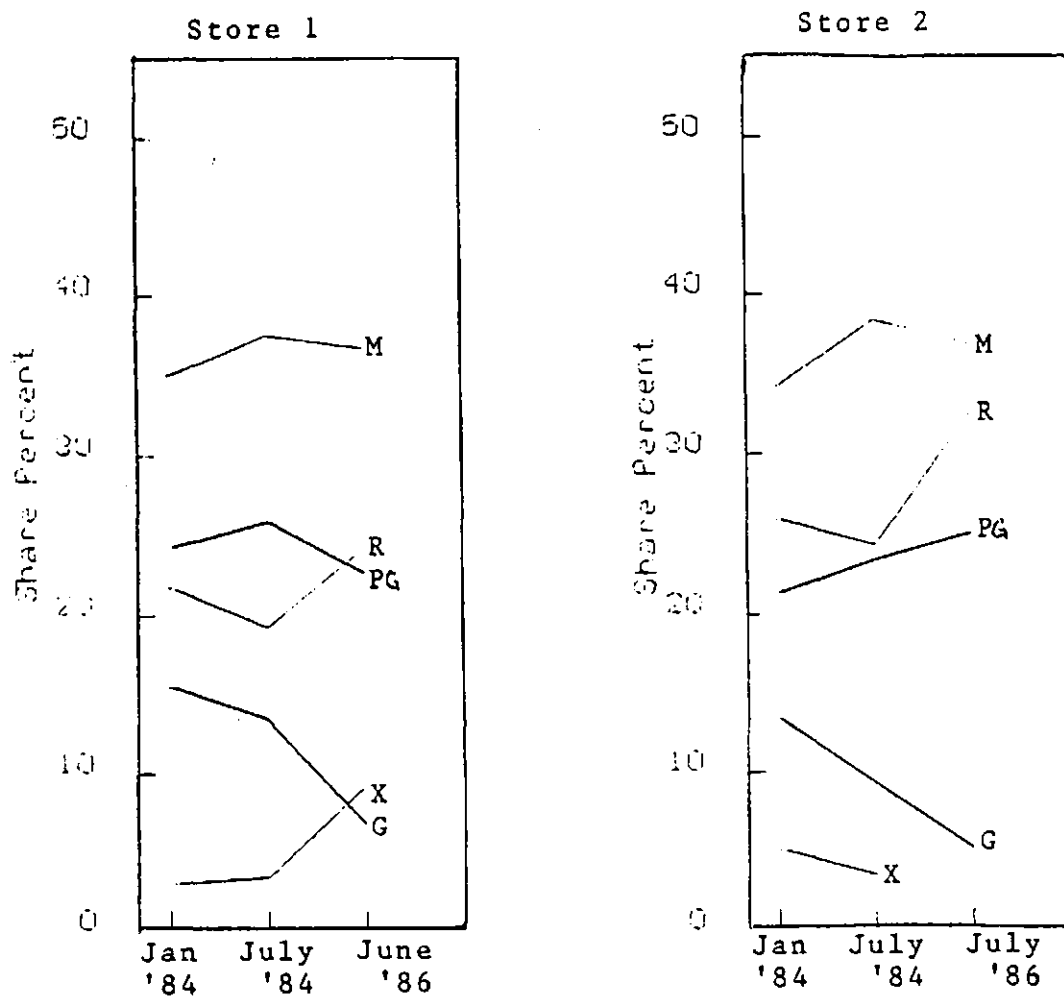


Figure 8: Trends in Shares - 1984 to 1986

It should be noted that trading for both stores dropped quite sharply between 1984 and 1986. During 1984 the average monthly trading was approximately 2,700 video hires while in 1986 it was approximately 700 hires. The most reasonable explanation for this drop is the increased competition caused by the opening of several new video outlets.

3.10 A Closer Analysis of X and R-rated Video Hire

In total, 379 members hired videos with the X classification 458 times, and 2,006 members hired videos with the R classification 2,820 times during the three months studied. In order to ascertain whether this ratio of hirers to video hires approximated that of overall video hiring ratios, a comparison was undertaken of the number of visits all hirers made to a store and of the number of visits made by R and X-rated video hirers.

Figure 9 displays the comparison between X-rated and overall visits per hirer by share of visits by number of visits, while Figure 10 deals with R-rated and overall visits.

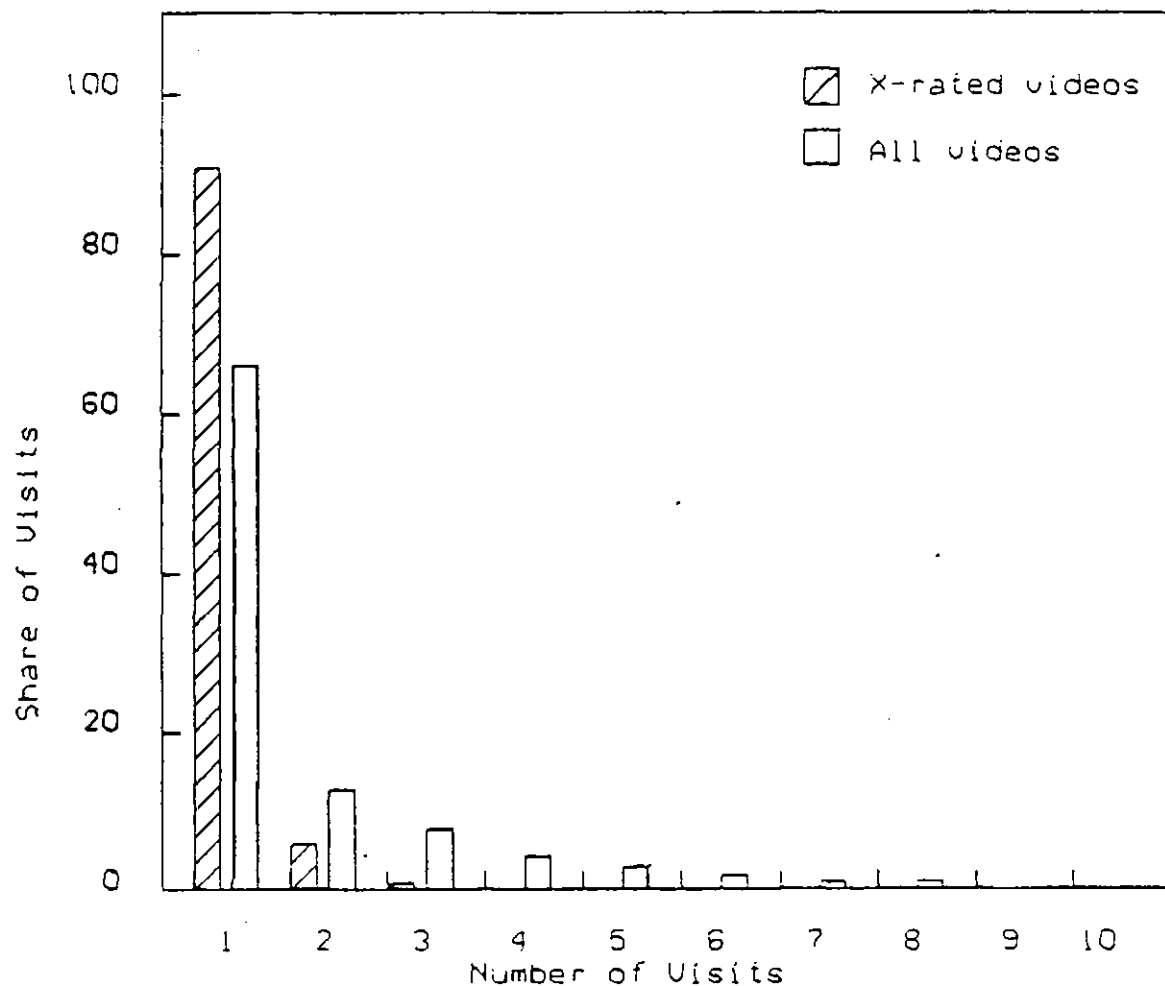


Figure 9: Comparison of Share of Visits by Number of Visits for X-rated and Overall Hirer Visits

It can be seen from Figure 9 that the greatest majority of members only visited the stores once. Only 8.7 per cent of X-rated video hirers returned compared to 33.3 per cent of hirers overall who returned another day (at least within the period of this study). In other words, this would seem to indicate that X-rated video hirers tended to be 'one-night

stands'. Figure 10 shows that R-rated video hirers are 10 per cent more likely to be 'one-night stands' than hirers overall. Therefore both X and R-rated hirers were more likely to visit only once (a 25 per cent and 10 per cent greater likelihood than overall hirers respectively).

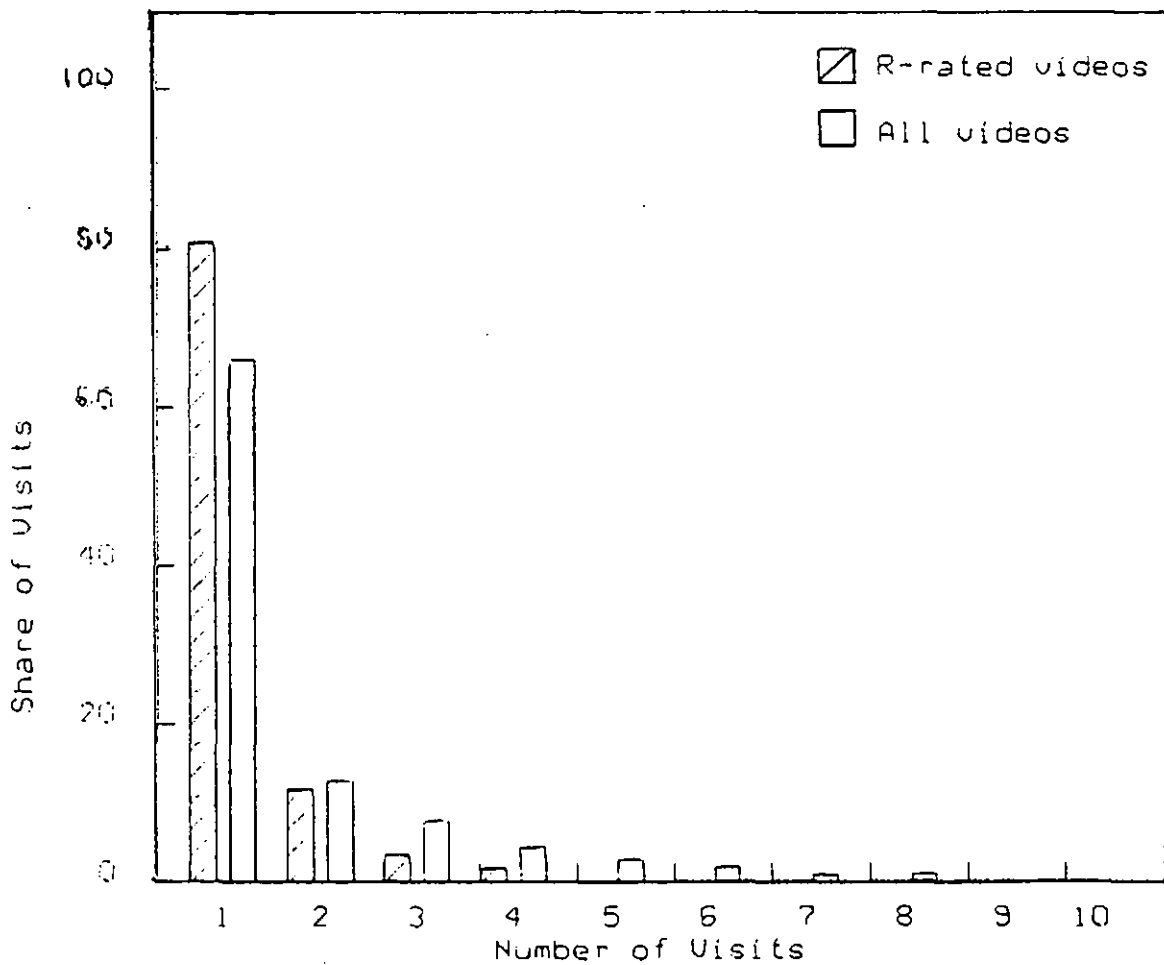


Figure 10: Comparison of Share of Visits by Number of Visits for R-rated and Overall Hirer Visits

The proportion of both R and X-rated hirers who visited more than once fell below the overall hirer pattern for these categories although it should be noted that the R-rated hirer who visited twice nearly approximates that of the overall figure while the two time X-rated hirer is substantially below the overall figure.

An analysis of which day of the week X-rated videos were hired showed that Saturday was the most popular. Sunday was the second favourite followed closely by Fridays (see Appendix F).

Appendix G lists the ten most popular R-rated videos in our survey along with the Australian Film Censorship Board classification of same. An R-rated video is classified as such according to degrees of violence and/or sex and/or language. It can also be classified R-rated for other reasons (e.g. sexual allusions, horror).

It can be seen that the top five videos from the list of the 'R Top Ten' (see Appendix G) are predominantly R-rated because of their violent content. Only 'Porky's' (Number 1) is rated for its sex and language content. Of the remaining five there is a predominance of sex. Overall, the 'R Top Ten' has no one type (i.e. violence, sex or language orientated) of R-rated video consistently popular but rather they are a combination of all types.

CHAPTER FOUR

DISCUSSION

The current study was undertaken to examine the video cassette home viewing patterns of individuals in two areas - Store 1 (A.C.T.) and Store 2 (N.S.W.). Data recorded was date, hirer identification code, film and its Australian Film Censorship Board classification.

Following is a discussion of the possible factors which could have contributed to the video hiring trends noted in this report. It should be noted at the outset that the discussion which follows is based on the market share rather than the actual number of hires for each classification. It was considered that, by so doing, such environmental factors as increased competition in one area over the other would not distort the data. It is difficult to state categorically that a trend is directly related to, or is in a causal relationship with, a particular factor. The structure of this survey precluded such observations. In short, the following consists of a range of considered, possible explanations.

When considering all market share comparisons the M-rating was the classification most consistently popular occupying

at least one-third of the market share during all time periods examined. PG-rated video hires were also fairly stable and maintained a market share of between 21 per cent and 26 per cent. G, R and X-rated video hires, by comparison, were less stable.

The market share of G-rated video hire dropped by over 50 per cent from January, 1984 to June/July, 1986 in each store. It is most probable that the proportion of G-rated videos hired declined because January falls within the school holiday period when a lot of children could be entertained at home by a G-rated video. July is not a school holiday month. Of course, other factors could contribute to this trend such as the number of new G-rated videos available, the accessibility to other forms of entertainment suitable for children, the weather and the extent of the parents' supervision of children's activities. However, it would seem, the strongest factor influencing the drop in G-rating hires from January, 1984 to June/July, 1986 would be the fact that January was a school holiday month whilst June/July was not.

No explanation for a greater decrease in Store 1 than Store 2 is given. The data do not allow us to come to any firm conclusions for this trend.

When viewing the X and R-rated hiring trends it seems appropriate to examine the figures for two time periods - January to July 1984 and January 1984 to June/July, 1986.

R and X-rated hiring patterns, when viewed as a trend of the store itself, between January and July, 1984 (as displayed in Figure 6), shows that both stores experienced a drop in R-rated video hiring and opposite trends in X-rating video hire. While Store 1 had an increase in the X-rated category, Store 2 experienced a decrease.

The period over which these changes occurred was a time when the X-rated video (and to some extent R-rated) was being subjected to much media, political and public attention.

An example of the attention the media was giving the issue is the type of articles published in major newspapers. Such articles were headed 'Pornographic video tapes flooding into Australia are softening the moral fibre of the nation'⁰. In addition concerned groups, such as the Festival of Light, took out national advertisements headed 'Parents ... an urgent message ... the video porn plague' which urged people to make contributions to fight 'the release of a vast multi-million dollar flood of X-rated videos' (see Appendix D). Federal Parliament was debating the matter during February, June, August and October, 1984.

Nearly thirty petitions to Parliament on this issue were received during August, 1984. State Parliaments were also debating the issue of whether X-rated videos should be legalised in their State. During October, 1984 the Senate Select Committee on Video Material was established.

The pressure to ban X-rated video tapes was much stronger in N.S.W. than the A.C.T. Mr Wran, then Premier of N.S.W., declared publicly that while he was Premier no X-rated videos would be legally available in N.S.W. By August, 1984 they were indeed banned.

It would seem that the media publicity, especially in N.S.W., resulted in a decrease in the number of X-rated and R-rated videos hired from regular video outlets in this State. Whether the X-rated hirers ceased hiring altogether or took their custom to 'sex shops' is impossible to determine from our data.

R-rated also declined in Store 1 (our A.C.T. outlet). There are two possible explanations which appear to be appropriate.

Firstly, the high media profile over the R and X-rated issues increased both parental and video proprietor awareness of R-rated age limitations which led to greater supervision of children/teenagers and their viewing habits. The fact that children under eighteen years of age were able to hire R-rated videos in the

A.C.T. was highlighted by the Canberra Times on 29 May, 1984 (see Appendix E). Many surveys have also confirmed the fact that underaged R-rated video viewing has occurred.

Alternatively, the second possible explanation is that there was an increase in the number of new video releases rated PG and M and fewer rated R during this period. This would explain the increase in the per cent market share of PG and M and reduced share of R. Indeed, it could be a combination of both explanations. It is difficult to determine the extent to which either of these factors contributed to the trend in R-rated video viewing given that the data collected in this survey does not lead to any of these conclusions.

Store 1 experienced a rise in X-rated video tape hire. Again it is impossible to determine exactly why this is so. However, a tentative suggestion is put forward that, as X-rated videos were unlikely to be banned in the A.C.T. and therefore not imbued with possible illegal connotations to the extent perceived in N.S.W., curiosity/interest was heightened rather than diminished or pushed underground.

Thus 1984 saw the per cent market share of R-rated video hires decrease in both stores. X-rated video hires rose in Store 1 and decreased in Store 2. Media, political and public attention to

the video industry seems the most reasonable explanation for the trends observed during this period.

The overall X and R-rated trends in video hiring for the time period January, 1984 to June/July, 1986 shall now be examined.

The market share of R-rated video hires increased in both stores between January 1984 and June/July 1986 as shown in Table 3.13. The increase in Store 2, however, was nearly three times greater than Store 1. The most obvious explanation for this difference between stores seems to be that as X-rated videos were unavailable from Store 2 these particular viewers were hiring R-rated videos as the alternative, thus increasing the number of R-rated hired from Store 2.

There was an increase of over 300 per cent in the market share of X-rated video hires in Store 1 between January 1984 and June 1986. Two possible explanations for this are offered. However, they are not necessarily separate entities but could both have simultaneously contributed to the increase.

The first explanation is that viewers of X-rated videos are travelling to Store 1 from surrounding N.S.W. districts and/or, secondly, the lessening of public, political and media attention

towards X-rated material, and perhaps the public acceptance of the availability of such material, has encouraged/enabled hiring from regular video outlets (without embarrassment).

Overall, when considering the two time periods examined (January to July 1984 and January 1984 to June/July 1986), factors which may have contributed to the hiring trends of X and R-rated videos are the extent to which the press covered the debate on changing censorship laws in 1984 and the local availability of X and R-rated videos in 1986.

Closer analysis of X and R-rated video hiring trends revealed that hirers of both these ratings had a higher likelihood of not returning (at least during the time of study) to hire other R or X-rated tapes. The large 91.3 per cent rate of once only X-rated hirers seems to indicate that such hirings are either of a one-off nature or are irregular viewers. The implication of this trend is that such hirings are probably because of a curiosity factor.

CHAPTER FIVE

CONCLUSIONS

In conclusion, it has been seen that the M-rated video classification was the most consistently popular at over one-third of the market share during all time periods examined. PG was also relatively consistent with its popularity varying from 21 to 26 per cent of the market share. By comparison G, R and X classifications were less consistent, although the X-rated video always maintained the smallest market share. The observed decrease in the hiring pattern of G-rated videos seems most likely explained in terms of school holiday periods. R-rated videos decreased their market share between January and July, 1984 in both stores.

Explanations offered were increased parental and/or video proprietor supervision of children as a result of intensive media attention and/or increase in PG and M-rated video releases during this time. Concomitant with this time period was a decrease in X-rated video hire in Store 2 and increase in Store 1. Again it was proposed that the high media and political profile related to proposed changes to X-rated legislation contributed to these trends.

Overall, from January 1984 to June/July 1986, both stores experienced an increase in R-rated video hires. It was seen that the increase was approximately three times greater in Store 2 (N.S.W.) than for Store 1 (A.C.T.). It was proposed that the non-availability of X-rated material in this store contributed to this greater increase.

During the same time period Store 1 experienced a 300 per cent increase in X-rated video hires. Two possible explanations were offered - that X-rated video viewers travelled from surrounding N.S.W. districts to Store 1 and/or that decreased media attention to such material made hiring of same more acceptable from regular video outlets.

The study also revealed that 91.3 per cent of X-rated hirers within the sample population did not return to again hire a X-rated video within the period of this study. This one-off nature of X-rated hires seems to implicate that such hiring are more for the curiosity value than anything else.

NOTES

1. Herald, 30 August 1984
2. Goulburn Post, 13 July 1984
3. Daily News, 30 May 1984
4. Sydney Morning Herald, 14 August 1984
5. Courier Mail, 3 August 1984
6. Daily News, 30 May 1984

Appendix 'A'

485 1961 CENSUS OF POPULATION AND HOUSING AUSTRALIAN CAPITAL TERRITORY
TABLE 4.3 PERSONS 15 YEARS OF AGE AND OVER : AGE BY MARITAL STATUS

AGE	NEVER MARRIED		NOW MARRIED		SEPARATED NOT DIVORCED		DIVORCED		WIDOWED		TOTAL
	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES	
15-19	9760	9310	32	245	5	16	3	140	7	1	9823
20-24	7324	5494	1751	3591	94	246	41	538	9	35	9225
25-29	3423	2016	5761	7588	240	477	281	538	9	35	9733
30-34	1507	871	9004	9456	374	493	534	791	12	43	11632
35-39	671	455	7463	7293	283	367	447	679	30	62	11632
40-44	330	274	6047	5644	215	234	355	528	31	179	7000
45-49	280	201	4611	4081	159	162	263	349	33	178	5812
50-54	236	204	4175	3544	130	150	245	310	64	339	4971
55-59	183	144	3660	3074	115	173	279	104	64	503	4564
60-64	126	128	2288	1846	68	74	103	160	64	400	4232
65+	176	278	3966	2055	69	77	99	166	528	3111	5671
TOTAL	24071	19269	47774	48420	1771	2426	2544	3643	904	5018	77063

TABLE 1.1 PERSONS 15 YEARS OF AGE AND OVER : INCOME BY AGE

INCOME (INDIVIDUAL ANNUAL)	AGE						65+ TOTAL			
	15-19	20-24	25-29	30-34	35-39	40-44				
15-19	10-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+ TOTAL

	MALES										
	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+ TOTAL
HOME	4081	484	171	119	97	84	81	68	48	60	100
11-1999	84	92	27	11	16	14	11	15	13	13	24
1000-12000	282	169	27	22	15	20	12	15	16	16	32
12001-15000	305	799	310	130	62	68	87	93	98	177	818
15001-18000	200	295	119	74	43	56	67	97	101	140	640
18001-20000	803	430	286	215	153	164	121	138	149	222	2097
20001-22000	1032	597	554	358	224	239	192	184	141	161	226
22001-24000	337	1232	495	390	337	314	281	255	249	203	318
24001-26000	16001-18000	1	1842	1188	940	730	639	573	448	366	176
18001-20000	173	2065	2218	1489	1109	847	703	679	642	423	10842
20001-22000	24	363	1833	1692	1206	837	579	539	448	366	106
22001-24000	5	324	1629	2214	1507	1040	816	564	469	411	173
24001-26000	-	46	633	2086	1640	1009	652	532	448	337	80
26001+	1	37	171	1030	1517	1440	1173	1035	838	527	149
NOT STATED	889	256	272	263	196	289	139	107	34	44	136
TOTAL	9876	9226	9757	11432	6911	7000	5345	4846	4233	2871	3839

	FEMALES										
	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+ TOTAL
HOME	4039	1222	2085	2480	1374	1173	867	651	450	489	327
11-1999	704	322	1340	1593	378	328	222	204	136	104	48
1000-12000	733	225	261	433	332	195	134	116	124	123	56
12001-15000	452	590	309	326	207	220	179	198	290	374	1038
15001-18000	213	272	247	373	252	232	177	118	118	208	2178
18001-20000	788	680	553	1026	501	408	372	330	282	243	708
20001-22000	950	667	429	782	424	288	247	228	183	145	399
22001-24000	444	217	192	916	819	504	591	415	314	184	1475
24001-26000	304	1899	1109	917	759	637	504	443	324	114	137
26001+	103	1436	1506	551	597	364	302	202	114	108	8839
11001-12000	13	430	421	692	374	216	134	208	37	32	3209
12001-15000	1	114	643	303	225	145	60	60	19	19	498
15001-18000	4	13	199	81	103	78	48	52	38	24	156
18001-20000	1	328	477	524	401	271	192	162	169	121	280
20001-22000	831	9678	10454	11654	8861	6800	4973	4565	4111	2814	5665
22001+	9589	9678	10454	11654	8861	6800	4973	4565	4111	2814	5665

TABLE 6.6 OCCUPIED PRIVATE DWELLINGS : STRUCTURE OF DWELLING BY NATURE OF OCCUPANCY

NATURE OF OCCUPANCY	STRUCTURE OF DWELLING									
	SEPARATE HOUSE	SEMI DETACHED HOUSE	ROW OR TERRACE HOUSE	OTHER MEDIUM DENSITY	FLATS OVER STORES	CARAVAN HOUSEBOAT ETC	IMPROVED HOME	DWELLING COMBINED	NOT STATED	TOTAL
OWNER OR PURCHASER	7438	125	17	427	9	12	2	4	48	5479
OWNER/PURCHASER UNDEVELOPED	34753	618	35	1304	11	3	-	7	212	36944
TOTAL OWNER/PURCHASER	42986	732	52	1960	26	16	-	16	266	46004
TENANT	3289	579	42	2000	294	-	-	-	77	5965
OTHER GOVT AGENCIES	678	16	5	121	1	-	-	6	5	821
OTHER LANDLORD	2055	142	28	2085	157	2	1	36	60	5376
UNDEVELOPED	3484	160	37	1074	4	3	-	20	37	5011
UNDEVELOPED NOT STATED	37	-	-	13	-	-	-	-	-	50
UNDEVELOPED	22	3	-	27	2	-	-	-	1	3
UNDEVELOPED NOT STATED	55	5	-	29	9	-	-	-	2	9
UNDEVELOPED	18	-	-	3	-	-	-	-	2	2
TOTAL TENANT	12423	1126	111	4019	609	5	5	63	1040	16404
OTHER MEI	829	33	4	73	-	2	-	30	14	99
OCCUPANCY NOT STATED	686	51	3	263	34	4	-	5	101	1175
TOTAL	59922	1939	171	6315	529	27	9	110	158	6859

8 AUSTRALIAN CAPITAL TERRITORY
081 WESTON

16 INCOME (\$)

	MALES	FEMALES	INDIVIDUAL PERSONS	PROP %
NONE	96	245	341	13.5
LESS THAN 1,000	15	87	102	4.1
1,000-2,000	12	41	53	2.1
2,001-3,000	30	51	81	3.2
3,001-4,000	21	103	124	4.9
4,001-6,000	41	131	172	6.8
6,001-8,000	34	109	143	5.7
8,001-10,000	56	102	158	6.3
10,001-12,000	103	132	235	9.3
12,001-15,000	155	123	278	11.0
15,001-18,000	140	58	198	7.9
18,001-22,000	148	47	195	7.7
22,001-26,000	155	13	168	6.7
OVER 26,000	152	3	155	6.2
NOT STATED	53	62	115	4.6
TOTAL	1211	1307	2518	100.0

2 MARITAL STATUS

	MALES	FEMALES	PERSONS	PROP %
NEVER MARRIED-				
AGED LESS THAN 15 YEARS	530	591	1221	32.7
AGED 15 YEARS AND OVER	352	268	620	16.6
NOW MARRIED	772	811	1583	42.3
SEPARATED NOT DIVORCED	26	36	62	1.7
DIVORCED	47	64	111	3.0
WIDOWED	14	128	142	3.8
TOTAL	1841	1898	3739	100.0

30 NATURE OF OCCUPANCY

	NO OF H/HOLDS	NO OF PERSONS	7 AGE		OVERSEAS BORN		TOTAL PERSONS	
			MALES	FEMALES	MALES	FEMALES	MALES	FEMALES
OWNER	140	378	0	0	0	0	23	23
PURCHASER	704	2515	1	3	3	2	22	28
OWNER/PURCHR UNDEF	8	25	2	0	0	0	29	33
TENANT-HSE AUTHY	43	171	3	2	3	3	35	26
TENANT-OTHER	185	461	4	0	0	0	36	36
NEI	17	45	0-4	5	5	5	45	46
NOT STATED	18	48	5	0	0	0	39	31
TOTAL	1115	3643	6	4	4	0	52	26
			7	0	0	0	50	51
			8	4	4	0	44	51
			9	0	0	0	52	50
			5-9	8	4	4	247	209
			10	2	3	8	53	58
			11	3	3	3	55	54
			12	5	4	4	51	46
			13	5	7	7	41	38
			14	7	7	7	38	40
			10-14	22	29	29	238	236
			15	10	3	3	40	34
			16	10	3	3	44	22
			17	8	6	6	38	30
			18	5	5	5	24	29
			19	2	3	3	17	16
			15-19	35	20	20	163	131
			20-24	20	23	23	117	118
			25-29	22	26	26	99	116
			30-34	56	54	54	172	248
			35-39	61	57	57	201	202
			40-44	56	39	39	162	129
			45-49	49	34	34	95	71
			50-54	38	21	21	97	55
			55-59	23	27	27	49	66
			60-64	10	9	9	21	26
			65-69	7	12	12	14	36
			70-74	3	6	6	9	31
			75+	9	22	22	19	58
TOTAL	1116			424	388	388	1841	1898

25 STRUCTURE OF OCCUPIED PRIVATE DWELLINGS

	NO OF H/HOLDS	NO OF PERSONS	MALES	FEMALES	MALES	FEMALES
HOUSEHOLDS IN-						
SEPARATE HOUSE	956					
SEMI-DETACHED HOUSE	21					
ROW TERRACE HOUSE	0					
OTH MEDIUM DENSITY	132					
FLATS 3+ STOREYS	0					
CARAVAN, HOUSEBOAT	0					
IMPROVISED HOME	0					
DWG ATTACHED NON-DWG	2					
NOT STATED	5					
TOTAL	1116					

ABS 1981 CENSUS OF POPULATION AND HOUSING NEW SOUTH WALES

TABLE 43 PERSONS 15 YEARS OF AGE AND OVER : AGE BY MARITAL STATUS

AGE	NEVER MARRIED		NOW MARRIED		SEPARATED NOT DIVORCED		DIVORCED		WIDOWED		TOTAL	
	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES
	15-19	219529	200618	1101	8215	78	315	32	63	22	36	220764
20-24	171977	119416	43142	85849	2046	5222	914	2964	79	327	218158	213777
25-29	75299	41666	115903	143937	6345	8589	6310	10379	200	805	204059	205377
30-34	35819	19400	156866	163637	6943	8209	10278	13794	405	1438	210310	206480
35-39	19591	10385	141474	138690	5603	6602	9478	12481	541	2122	176486	170480
40-44	13507	6967	122857	117015	4735	5189	8390	10714	624	3462	150317	143346
45-49	11453	5710	108947	102208	3900	4145	7375	8841	1438	5559	133295	126465
50-54	12537	6293	113100	104717	3957	4093	7612	8620	2681	11162	139945	134683
55-59	10781	6563	107172	97494	3411	3595	6761	7549	4283	18764	132407	133966
60-64	7951	6234	84881	74787	2648	2818	4701	5457	5698	26975	105879	116273
65+	15722	24727	154335	109088	4650	4235	6344	7704	34694	158094	215747	303847
TOTAL	594146	447982	1149839	1145834	44313	53012	68196	88561	50870	228746	1907363	1964133

TABLE 51 PERSONS 15 YEARS OF AGE AND OVER : INCOME BY AGE

INCOME-INDIVIDUAL (ANNUAL)	AGE											TOTAL
	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+	
	MALES											
NONE	68044	10579	4675	3396	2672	2387	2331	2440	2452	2354	4296	105598
\$1-4999	8286	2149	857	689	529	475	444	550	669	842	1795	17267
\$1000-42000	10579	3340	875	670	509	511	520	765	905	1486	3728	23978
\$2001-43000	8417	3382	677	3651	2452	2346	2950	4774	7448	14703	58512	125558
\$3001-44000	7552	5783	3986	3618	3089	3311	3748	5365	7556	14215	60115	118381
\$4001-46000	36006	9197	5755	5705	5266	4986	655	5866	7462	10646	32432	128193
\$6001-48000	30466	19508	10931	10637	9220	8442	7729	8139	7697	7138	12109	132014
\$8001-410000	17350	34182	19088	17068	14377	13359	12578	12626	11882	8784	9416	170710
\$10001-412000	9197	6751	34146	30617	24996	22915	21143	22700	20713	12890	7208	253276
\$12001-415000	3630	41922	7369	8813	31423	26667	24139	25657	23728	12767	6885	285000
\$15001-418000	792	15705	13145	24351	26195	20210	16928	16915	14191	6897	4261	189597
\$18001-422000	218	4655	15670	26984	22062	16408	12907	12326	9933	4172	2855	131189
\$22001-426000	36	1517	6050	21668	11866	9061	7300	6805	5270	2018	1468	63586
\$26001+	110	1146	712	12149	15003	13319	10946	10617	8611	3838	3027	53474
NOT STATED	20031	7904	7371	7793	6848	5912	4761	4357	3796	3128	7644	79543
TOTAL	220762	218159	204058	210309	176488	150316	133294	139942	132407	105877	215747	1907364
	FEMALES											
NONE	71758	52934	46905	49687	37754	31475	31252	35883	31778	16945	12127	396496
\$1-4999	10675	11327	22423	23254	14317	8431	5407	4286	3547	2690	3828	110183
\$1000-42000	15612	3793	7641	7581	6117	4025	3037	3153	3825	4384	7630	41898
\$2001-43000	11178	12631	6434	6937	5289	6207	6959	10869	18684	27084	67721	180995
\$3001-44000	8805	7326	7061	9077	8851	8028	8658	13930	21571	31745	130174	253202
\$4001-46000	31627	17386	16792	20240	18884	16169	15013	12816	12495	12083	34246	205758
\$6001-48000	28165	21556	12070	15668	15485	14072	11489	10008	7983	5107	15372	156974
\$8001-410000	9935	31612	13279	13375	13662	13465	11794	10589	7702	3901	6435	135769
\$10001-412000	2624	36908	19924	15215	15638	13183	11624	10828	7999	3501	4286	139729
\$12001-415000	620	20454	21919	16421	10995	9307	7645	7159	5470	2434	3266	103661
\$15001-418000	119	5669	12648	7311	5531	4530	3530	3268	2381	1283	1706	47997
\$18001-422000	31	647	5189	4939	3532	2838	2307	1940	1385	712	1122	26635
\$22001-426000	22	170	757	1193	1205	1039	829	792	571	324	589	7491
\$26001+	52	166	601	1231	1358	1305	1030	1000	805	520	974	9047
NOT STATED	20024	11194	14651	16349	12845	9280	7849	8364	7817	5560	14369	128297
TOTAL	209243	213777	205376	206474	170480	143346	126463	134884	133966	116272	303848	1964133

ABS 1981 CENSUS OF POPULATION AND HOUSING NEW SOUTH WALES

TABLE 66 OCCUPIED PRIVATE DWELLINGS : STRUCTURE OF DWELLING BY NATURE OF OCCUPANCY

NATURE OF OCCUPANCY	STRUCTURE OF DWELLING								TOTAL
	SEPARATE HOUSE	SEMI DETACHED HOUSE	ROW OR TERRACE HOUSE	OTHER MEDIUM DENSITY	FLATS OVER 3 STOREYS	CARAVAN HOUSEBOAT ETC	IMPROVISED DWELLING HOME	NOT STATED	
OWNER OR PURCHASER									
OWNER	483809	11445	6434	40393	10468	3003	925	2551	5808
PURCHASER	457784	9230	6261	31733	6294	838	246	2163	5683
TOTAL OWNER/PURCHASER (D)	941593	21241	13150	72447	17242	4029	1216	4690	11924
TENANT									
HOUSING AUTHORITY	52352	1666	2214	21675	5006	3	1	121	1074
OTHER GOVT AGENCIES	14016	44	853	3264	439	23	12	439	287
OTHER LANDLORD									
FURNISHED	23109	3516	2927	35223	6618	541	193	2103	1917
UNFURNISHED	95269	10849	7174	101680	13106	159	304	6895	4319
NOT STATED	1335	137	123	1318	164	101	12	104	86
LANDLORD NOT STATED									
FURNISHED	435	76	96	782	103	5	7	43	49
UNFURNISHED	1360	174	145	1694	211	7	7	116	80
NOT STATED	489	66	65	536	92	12	4	38	44
TOTAL TENANT	108363	16952	13595	166171	25741	851	536	9659	7865
OTHER NEI	53521	1519	828	4972	1082	816	423	1371	1094
OCCUPANCY NOT STATED	26978	1549	1671	10938	2958	930	225	741	6348
TOTAL	1235501	41365	29225	256528	47922	6627	2405	16858	27250

ABS 1981 CENSUS OF POPULATION AND HOUSING
SMALL AREA SUMMARY DATA

AREA 888A
34 MALES FEMALES PERSONS
9720 9663 19383

1 NEW SOUTH WALES
OF SOUTH EASTERN STATISTICAL DIVISION
1 CANBERRA STATISTICAL DISTRICT (PART)
327 'BUENOSAIRES (C)'

6 MARITAL STATUS		MALES	FEMALES	PERSONS	PROP %
NEVER MARRIED-					
AGED LESS THAN 15 YEARS		2484	2594	5078	26.0
AGED 15 YEARS AND OVER		2585	1901	4486	23.1
NOW MARRIED		3941	3902	7843	40.6
SEPARATED NOT DIVORCED		239	314	553	2.9
DIVORCED		301	294	595	3.1
WIDOWED		132	898	1030	5.4
TOTAL		9720	9663	19383	100.0

1 SUMMARY OF PERSONS	MALES	FEMALES	PERSONS	PROP %
TOTAL PERSONS	9720	9663	19383	100.0
VISITORS TO AUSTRALIA	74	21	95	0.2
AUSTRALIAN BORN	7302	7489	14791	76.3
OVERSEAS BORN	2215	1984	4199	21.7
ABORIG IS)	121	133	254	1.3
AUST CITIZEN AGED 18 YRS+	5835	5822	11657	60.1

2 BIRTHPLACE OF OVERSEAS BORN	MALES	FEMALES	PERSONS	PROP %
UK AND IRELAND	390	376	766	18.2
AUSTRIA	28	26	54	1.3
CZECHOSLOVAKIA	17	9	26	0.6
GERMANY (GDR+FR)	137	121	258	6.1
GREECE	164	161	325	7.7
HUNGARY	54	35	89	2.1
ITALY	328	259	587	14.0
MALTA	56	51	107	2.5
NETHERLANDS	60	53	113	2.7
POLAND	118	107	225	5.3
SPAIN	14	10	24	0.6
USSR	51	59	110	2.4
YUGOSLAVIA	436	384	820	19.5
CHINA	8	8	16	0.4
CYPRUS	2	0	2	0.0
INDIA	3	8	11	0.3
LEBANON	2	0	2	0.0
MALAYSIA	5	9	14	0.3
SRI LANKA	2	2	4	0.1
TURKEY	2	2	4	0.1
VIETNAM	11	5	16	0.4
EGYPT	4	3	7	0.2
CANADA	11	11	22	0.5
USA	13	21	34	0.8
NEW ZEALAND	126	108	234	5.6
EUROPE NEI	73	65	138	3.3
ASIA NEI	33	41	74	1.8
AFRICA NEI	20	24	44	1.0
AMERICA NEI	14	12	26	0.6
OCEANIA NEI	34	20	54	1.3
AT SEA	0	0	0	0.0
TOTAL	2216	1990	4206	100.0

7 AGE	OVERSEAS BORN		TOTAL PERSONS	
	MALES	FEMALES	MALES	FEMALES
0-4	20	12	875	861
5-9	27	35	828	870
10-14	51	71	781	823
15-19	119	101	875	910
20-24	184	174	1201	1248
25-29	204	180	1004	890
30-34	229	212	802	752
35-39	232	203	636	583
40-44	220	164	551	469
45-49	227	150	490	394
50-54	200	174	440	431
55-59	169	177	415	428
60-64	173	116	296	311
65-69	104	83	243	245
70-74	58	59	130	186
75+	67	73	139	262
TOTAL	2216	1984	9720	9663

8 INCOME (\$)	MALES	FEMALES	PERSONS	PROP %
NONE	416	1357	1773	12.4
LESS THAN 1,000	33	308	431	3.0
1,000-2,000	105	228	333	2.3
2,001-3,000	306	344	1012	7.3
3,001-4,000	329	361	1090	7.4
4,001-6,000	397	363	1142	8.0
6,001-8,000	573	474	1249	8.7
8,001-10,000	827	594	1421	9.9
10,001-12,000	1223	704	1929	13.4
12,001-15,000	1242	619	1641	11.6
15,001-18,000	643	118	761	5.3
18,001-22,000	355	61	416	2.9
22,001-24,000	143	15	158	1.1
OVER 24,000	113	11	126	0.9
NOT STATED	327	476	803	5.6
TOTAL	7236	7109	14345	100.0

3 OCCUPATION	MALES	FEMALES	PERSONS	PROP %
PROFESSIONAL, TECHNICAL	334	294	628	7.1
ADMINISTRATIVE ETC	211	20	231	2.4
CLERICAL WORKERS	601	1366	1967	22.1
SALES WORKERS	360	377	737	8.3
FARMERS, FISHERMEN, ETC	164	19	183	2.1
MINERS, QUARRYMEN, ETC	27	4	31	0.3
TRANSPORT, COMMUNICATION	443	72	515	5.8
TRADESMEN ETC	2432	200	2632	29.0
SERVICE, SPORT, RECREATION	341	619	960	10.8
MEMBERS ARMED SERVICES	217	123	340	3.8
INADEQUATELY DESC OR N/S	359	306	665	7.5
TOTAL	5689	3400	8889	100.0

9 SUMMARY OF HOUSING	NUMBER	PROP %
OCCUPIED PTE DWELLINGS	6705	90.7
UNOCCUPIED PTE DWELLINGS	730	9.8

4 OCCUPATIONAL STATUS	MALES	FEMALES	PERSONS	PROP %
IN THE LABOUR FORCE-EMPLOYED-				
WAGE OR SALARY EARNER	4893	3202	8095	41.8
SELF EMPLOYED	364	89	453	2.3
EMPLOYER	225	90	315	1.6
HELPER UNPAID	7	20	27	0.1
TOTAL	5489	3401	8890	45.8
UNEMPLOYED	535	291	826	4.3
TOTAL LABOUR FORCE	6024	3692	9716	50.1
NOT IN THE LABOUR FORCE				
AGED 15 YEARS AND OVER	1212	3417	4629	23.9
AGED LESS THAN 15 YEARS	2484	2554	5038	26.0
TOTAL	3696	5971	9667	49.8
GRAND TOTAL	9720	9663	19383	100.0

10 NATURE OF OCCUPANCY OF OCCUPIED PRIVATE DWELLINGS	NO OF N/MOLDS	NO OF PERSONS
OWNER	1542	4507
PURCHASER	1717	5883
OWNER/PURCHASER UNDEF	75	197
TEENANT-MSL AUTHTY	582	2141
TEENANT-OTHER	2380	5084
NEI	177	525
NOT STATED	232	493
TOTAL	6705	18810

11 MONTHLY MORTGAGES (\$)	NUMBER	PROP %
1-24	34	87
25-49	122	375
50-74	106	391
75-99	112	441
100-124	108	380
125-149	91	321
150-174	113	344
175-199	97	317
200-224	214	680
225-249	121	410
250-274	155	552
275-299	91	301
300-324	118	403
325-349	35	132
350-374	37	148
375-399	20	64
399+	100	357
NOT STATED	41	160
TOTAL	1717	5843

5 MARITAL STATUS OF THE LABOUR FORCE	MALES	FEMALES	PERSONS	PROP %
NEVER MARRIED	2118	1330	3448	33.5
NOW MARRIED	3400	1977	5377	53.3
SEPARATED NOT DIVORCED	203	141	344	3.3
DIVORCED	249	162	411	4.2
WIDOWED	34	82	116	1.4
TOTAL	6024	3692	9716	100.0

12 STRUCTURE OF OCCUPIED PRIVATE DWELLINGS	NO OF N/MOLDS
HOUSEHOLDS IN-SEPARATE HOUSE	4125
SEMI-DETACHED HOUSE	94
ROW TERRACE HOUSE	39
OTH MEDIUM DENSITY	2163
FLATS 3+ STOREYS	122
CARAVAN, HOUSEBOAT	4
IMPROVISED HOME	2
DWG ATTACHED NON-DWG	44
NOT STATED	113
TOTAL	6706

TOP FIVE VIDEO HITS

1984

1986

'G' Classification

- | | |
|----------------------|--|
| 1. Dark Crystal, The | 1. Never Ending Story, The |
| 2. Tron | 2. Carebears |
| 3. Tom and Jerry | 3. Superbug - Craziest Car in
the World |
| 4. Fatty Finn | 4. Bugs Bunny |
| 5. Spider-woman | |

'PG' Classification

- | | |
|--|--------------------------|
| 1. Raiders of the Lost Ark
High Road to China | 1. Brewster's Millions |
| 2. Flying High | 2. Man With One Red Shoe |
| 3. Flying High II - the
sequel | 3. American Dreamer |
| 4. Grease 2 | 4. Protocol |
| 5. Yellowbeard | 5. Ghostbusters |

'M' Classification

- | | |
|-------------------------|------------------------------------|
| 1. First Blood | 1. Witness |
| 2. Stripes | 2. Mad Max - Beyond
Thunderdome |
| 3. They Call Me Bruce | 3. Doin' Time |
| 4. Cujo | 4. Rambo - First Blood Pt II |
| 5. Poltergeist, The | 5. Gotcha! |
| 6. Escape from New York | |

'R' Classification

- | | |
|---------------------|---|
| 1. Porky's | 1. Porky's Revenge |
| 2. Evil Dead | 2. Cut and Run |
| 3. Class of 1984 | 3. Hot Times |
| 4. Howling, The | 4. Barbarian Queen
Bedroom Eyes |
| 5. Southern Comfort | 5. Code of Silence
Sudden Impact
Richard Pryor Live in
Concert |

'X' Classification

- | | |
|------------------------|---|
| 1. 8 to 4 | 1. Hot Dreams |
| 2. Debbie Does Dallas | 2. Tropic of Desire |
| 3. Hot Legs | 3. Prisoner of Paradise |
| 4. Skintight | 4. Nurses of the 407th
Sinderotica |
| 5. Exposure
In Love | 5. Wizard of Ahh's
Expose Me Now
Girls Best Friend
Girls that Love Girls |

PARENTS . . .
AN URGENT MESSAGE
. . . THE VIDEO PORN PLAGUE

WITHOUT reference to State Parliament the Government is authorising the release of a vast multi-million dollar flood of X-rated videos and other material. Our State Police Vice Squad is powerless to take any action as Mr Burké, Mr Dans and Mr Parker have resisted every appeal to stem the tide, and in fact have made grand sounding statements whilst approving more material.

The new regulations for which they are blaming the Commonwealth (Sen Gareth Evans, the Attorney-General, framed the regulations and tabled them in the Senate on Feb 4th) were rejected by Queensland and could have easily been rejected here. The Government is without excuse. They were prepared to see the sex crime rate grow enormously in W.A. as it has in every part of the world where this filth is distributed.

Our consideration for women and children is obviously greater than that of the Government and thus we fight for their status and safety.

The new regulations are too obscene to be produced in this paper, but are available from your local member of parliament, members of the Australian Family Association or from the Festival of Light.

We need urgently to prepare submissions, write letters, hold meetings and do everything we can to awaken our fellow West Australians.

Ask to read copies of the Government Gazette which show lists of the material approved for distribution by Mr Dans, the Minister for Administrative Services. We can't print them in this newspaper either!

We need your urgent support to awaken the State to what is happening. Your contribution is vital.

Tear off and post today.

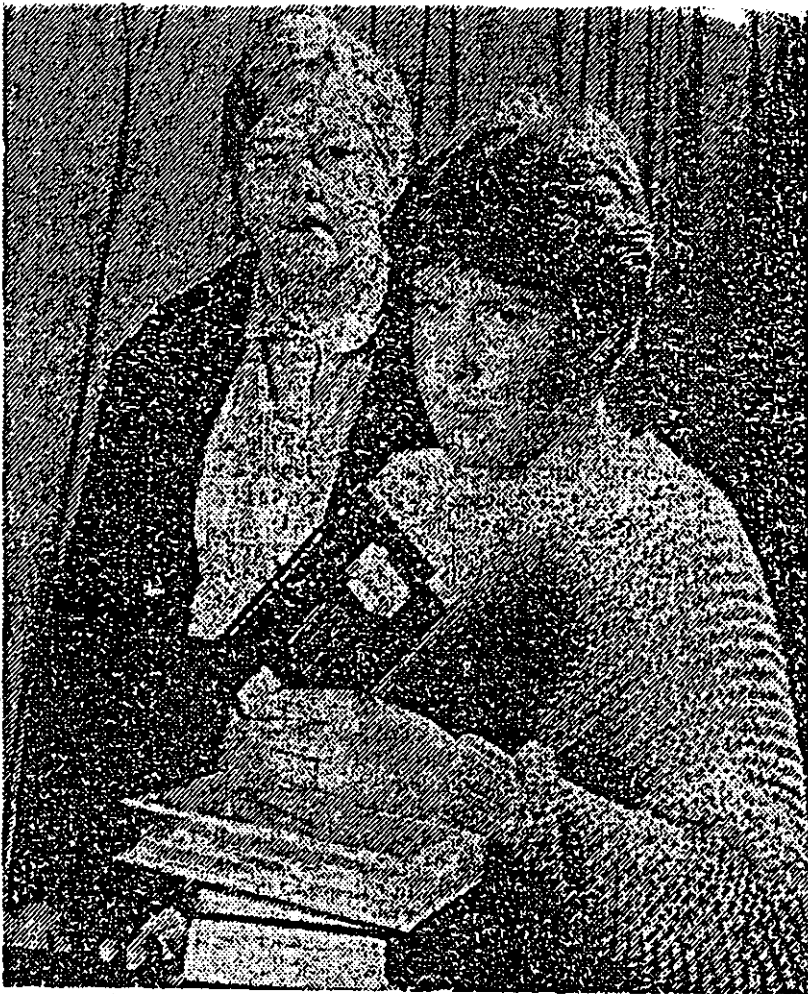
The Festival of Light (W.A.)
20 Bailey Road Lesmurdie WA 6076
Enquiries 291 6635 384 2734

I enclose subscription of \$12.00 membership which enables me to receive the resource material in the magazine.

or I enclose a donation to the Fighting Fund to keep our streets safe for our women and children.

or I enclose donation of \$ and would like further information on the current X-rated video issue.

We need support of people to fight for love purity and family life.



Mrs Bev Cains with her daughter, Cathy, 14, and the X- and R-rated movies the young girl obtained from Canberra video outlets.

C. James 29/5/84

Teenager hires 'porn'

By PHILIP CASTLE

Cathy Cains, the 14-year-old daughter of a Member of the House of Assembly, Mrs Bev Cains, said yesterday she had obtained X- and R-rated videos from four Canberra video-hire outlets yesterday with virtually no questions asked.

Under legislation now in force, it is illegal to hire these classifications out to people under the age of 18.

She said she had had no difficulty yesterday getting two X-rated and two R-rated videos. She and her mother, who is the leader of the Assembly's Family Team, had agreed to see how easy it was to obtain the videos.

At two video-hire centres, she had walked into the R-rated, restricted area and selected a cassette. No questions had been asked about her age when she went to the counter.

At one southside pharmacy, she had been asked by a woman at the counter if she was over 18 years. She said, "Yes". Later she told *The Canberra Times* a young person attempting to do what she was trying to do would have given the same reply. The woman had asked her for some identification, such as a licence, which Cathy Cains said she did not have. The woman had settled for a library card to establish credit.

At a southside garage, she had selected an R-rated video and was asked no questions about her age.

She said, "I and my mother wanted to prove a point that people under 18 can easily get them [the tapes]."

She said she had not seen an X- or R-rated video but was "concerned that kids who watched them may then want to go out and try the things they see".

Mrs Cains said yesterday that this clearly illustrated that the Classification of Publications Ordinance 1983 was not working and that "porn is flourishing under it and is now, as we all feared, readily available to children".

The ordinance would be debated in the Senate today, she said, and she called on senators to see what had happened with the law's experiment in the ACT.

Mrs Cains said it had become a disgrace that, in recent months in the ACT, so many outlets were now openly hiring X- and R-rated videos. In some pharmacies, they were next to the tooth-paste and shampoo. In garages, petrol customers had to walk past R-rated videos to pay for their petrol.

'R' TOP TEN

Rank	Video Title	*R-Classification	+Relative Frequency (per cent)
1.	Porky's	S(I-M-G)L(F-M-G)	5.5
2.	Evil Dead	V(F-M-G)O(horror)	2.5
3.	Class of 1984	V(F-M-G)	2.4
4.	Howling, The	V(F-M-J)O(horror)	2.2
5.	Southern Comfort	V(I-M-J)L(F-M-G)	2.0
6.	Case of the Smiling Stiffs	S(F-M-G)	1.9
7.	Richard Pryor Live in Concert	L(F-M-G)	1.8
8.	Class Reunion, The	S(F-M-G)	1.7
9.	Kentucky Fried Movie, The	S(I-M-G)O(sexual allusions)	1.6
10.	Evil, The	V(F-M-G)	1.5

* An explanatory key to reasons for classifying these videos R-rated

	Frequency		Explicitness/Intensity			Purpose	
	Infrequent	Frequent	Low	Medium	High	Justified	Gratuitous
S (Sex)	I	F	L	M	H	J	G
V (Violence)	I	F	L	M	H	J	G
L (Language)	I	F	L	M	H	J	G
O (Other)							

+ Relative Frequency to all R-rated videos hired