

Community  
Attitudes  
to Adult  
Material on  
Pay Television

**COMMUNITY ATTITUDES TO  
ADULT MATERIAL ON  
PAY TELEVISION**

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**Broadcasting Standards Authority**

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# FOREWORD

The following report summarises the principal findings of the Broadcasting Standards Authority's research on community attitudes to adult material on pay television. It includes a discussion of the research objectives, the methodology, the statistical analysis and an interpretation of the results which pertain to the Authority's Review of the Pay Television Code of Broadcasting Practice.

The Authority gratefully acknowledges the expertise and assistance of the Consultative Committee which has guided the project, in particular Linda Sheldon, Registered Psychologist and Research Consultant, who was responsible for the broad survey design; Garry Dickinson, Chief Mathematical Advisor to Statistics New Zealand, who has done much of the statistical work; and Phillipa Ballard, Complaints Manager for the Authority who has coordinated the writing of the report.

The field work for the public opinion survey was conducted and the data processed by ACNielsen.McNair.

The findings of the research are of importance to broadcasters and policy-makers as well as to the Broadcasting Standards Authority, which, in its decision-making, is obliged to reflect community standards.

This is the first time that research of this type has been undertaken in New Zealand. It provides a revealing insight into community attitudes to adult material on pay television, as well as being a benchmark for future research.

## BROADCASTING STANDARDS AUTHORITY MEMBERS

Sam Maling                      **Chairperson** (from June 1997)

Justice Judith Potter      **Chairperson** (until May 1997)

Lyndsay Loates

Rosemary McLeod

Allan Martin

October 1997



# TABLE OF CONTENTS

<b>Executive Summary:</b> .....	v
<b>Chapter 1</b> <b>INTRODUCTION</b> .....	1
1.1	Role of the Broadcasting Standards Authority
1.2	Background to the research
1.3	Research objectives
1.4	Policy implications of the research
<b>Chapter 2</b> <b>RESEARCH METHODOLOGY</b> .....	3
2.1	Consultative group
2.2	Qualitative research - Focus groups
2.3	Quantitative research - National survey design
2.4	Survey implementation
2.5	Data analysis
<b>Chapter 3</b> <b>COMMUNITY ATTITUDES TO ADULT MATERIAL</b> .....	5
3.1	Attitudes in general
3.1.1	What the R18 classification means
3.1.2	What respondents thought the R18 classification should be used for
3.1.3	Awareness of the classification symbols
3.2	Attitudes to portrayal of women
3.3	Attitudes to scenes portraying violence, sexual violence and sexual intercourse
3.4	Concerns about types of scenes which may result in R18 classification
3.5	Effect of R18 material on individuals and society as a whole
3.6	Summary
<b>Chapter 4</b> <b>COMMUNITY ATTITUDES TO PAY TELEVISION</b> .....	11
4.1	Acceptability of adult material
4.2	Rules for free to air and pay television
4.3	Time zone
4.4	Summary
<b>Chapter 5</b> <b>COMMUNITY ATTITUDES TO THE ACCESS OF</b> <b>UNDER 18-YEAR-OLDS TO ADULT MATERIAL ON PAY TELEVISION</b> .....	13
5.1	Children's viewing
5.2	Classification knowledge
5.3	Use of control devices for restricting viewing of R18 programmes
5.4	Summary
<b>Conclusion</b> .....	16
<b>Appendix I</b> <b>Statistical Analysis</b> .....	17
<b>Appendix II</b> <b>Focus group detail</b> .....	19
<b>Appendix III</b> <b>Questionnaire</b> .....	21



# EXECUTIVE SUMMARY

The research examines community attitudes to adult entertainment on television, attitudes to pay television and attitudes to the access by children and young people to adult material on television.

The methodology for this research project was designed by a Consultative Committee. It recommended that the research be conducted in two stages: qualitative research using focus groups, and a nationwide public opinion survey. A random selection of 1000 people over the age of 18 completed a self-completion questionnaire in a survey conducted by ACNielsen.McNair.

## **The key findings include:**

- A majority (67%) believes R18 material should be available on pay television. Men (78%) and people aged 18-29 (83%) are more likely to agree with this.
- More people agree (46%) than disagree (40%) with the proposition that the rules for free-to-air and pay television should be the same. Again, there are gender and age differences.
- Over half the sample is prepared to allow scenes containing violence to be shown, but only if they are important to the story (58%) or they are shown late at night (49%). A similar number would allow scenes showing sexual intercourse if they are important to the story (58%) or late at night (45%). Fewer think scenes of sexual violence are acceptable, even if they are important to the story (43%) or late at night (35%).
- Scenes which cause most concern in R18 movies are sexual violence, serial killing and bondage, although there is a moderate level of concern with R18 material generally.
- Almost everyone (91%) thinks R18 material has a bad effect on children.
- A majority (73%) thinks R18 material causes violence in society.
- The majority of parents (85%) say they have rules about what their children can watch.
- A majority of all respondents (73%) say they would use the R18 control card to block access to adult material, and an even higher proportion (79%) say they would use a keypad to control access to selected programmes.





## CHAPTER 1 — INTRODUCTION

### 1.1 The role of the Broadcasting Standards Authority

The Broadcasting Standards Authority (the Authority) is a statutory body, set up under the Broadcasting Act 1989 (the Act). Its functions are set out in s.21 of the Act:

- s.21(1)
- (a) The functions of the Authority shall be -  
To receive and determine complaints...
  - ...
  - (e) To encourage the development and observance by broadcasters of codes of broadcasting practice appropriate to the type of broadcasting undertaken by such broadcasters in relation to -
    - (i) The protection of children
    - (ii) The portrayal of violence ...
    - (iv) Safeguards against the portrayal of persons in programmes in a manner that encourages denigration of, or discrimination against, sections of the community on account of sex, race, age, disability or occupational status or as a consequence of legitimate expression of religious, cultural or political beliefs.
  - ...
  - (h) To conduct research and publish findings on matters relating to standards in broadcasting.

Broadcasters are required to maintain programme standards and to comply with the Codes of Broadcasting Practice. A complaints procedure is set out in the Act, detailing the process whereby complaints are dealt with first by broadcasters and, where there is dissatisfaction with the outcome, by the Authority. The Authority also has the power under s.13 of the Act to apply sanctions against broadcasters when standards have been breached.

The majority of the Authority's work is concerned with complaints. However it is also required to encourage the development of codes of practice "appropriate to the type of broadcasting undertaken" (s.21). When the Authority was established, it approved Codes of Practice for Free-to-Air Television and Radio. After Sky Network Television commenced transmission, it developed its own Code, which was approved by the Authority in 1992.

The Authority's research examines community attitudes to adult material on pay television, and the limits of what is acceptable, given that it is easily accessed by young people.

### 1.2 Background to the research

The notion that a pay television service merits a different application and interpretation of standards was tested when the Authority applied the Pay Television Code of Practice to a number of complaints it received about the broadcast of R18 material on Sky Network Television. When it received the first two complaints, in 1994, Sky was broadcasting adult programmes which contained sexual content and female nudity in the late evening and early hours of the morning most days of the week. These programmes were classified as R18 by Sky's own appraisers.

In addition, Sky was broadcasting and still broadcasts, at 8.30pm, films which have been classified as R18 by the Chief Censor under the Films, Videos and Publications Classification Act 1993 (the Classification Act).

When it upheld complaints about the broadcast of *Basic Instinct* (R18) and *Rising Sun* (R16), the Authority's reasoning in part was that 8.30pm was too early to show an uncut restricted film when there is a high likelihood that young people in the restricted class - who would be forbidden to see the films at the cinema, or to hire the videos - would be able to view material which was ruled by the Chief Censor to be conditionally objectionable.

Because broadcasting is specifically exempt from the regime set up under the Classification Act, no penalties are incurred if people in the restricted class (those under the age of 18 years) view R18 adult material screened on television. Broadcasters are subject to the regime set up under the Broadcasting Act, under which they are obliged to comply with the Act's requirements for good taste and decency and with the principles listed in s.21.

The concept of "good taste and decency" is from s.4(1)(a) of the Act, which reads:

- s.4(1) Every broadcaster is responsible for maintaining in its programmes and their presentation, standards which are consistent with
- (a) The observance of good taste and decency;

"Good taste and decency" is not defined in the Act but in the Authority's view, it is clear that the phrase requires reference to standards set by the community, and its task therefore is to articulate community standards of good taste and decency rather than its own. Support for this conclusion is to be found in ss.21(1)(h) and 25 of the Act, which provides for the Authority to commission surveys, including audience research. These provisions suggest that it is community standards which measure the parameters of good taste and decency, and that the community's standards can be discerned through surveys.

Section 21(1)(e) of the Broadcasting Act reflects the principle that restrictions on some material are justified in order to protect members of society, particularly the more vulnerable. The statute directs broadcasters to develop codes of practice bearing upon "protection of children", "portrayal of violence" and "denigration of, or discrimination against, sections of the community". In the Authority's view, it is implicit that a legislative judgment has been made that harm might be caused to certain groups if broadcast material were to be completely unregulated. The matters listed in s.21 are required to be addressed in the codes of practice.

Thus the Authority has two distinct but complementary principles which guide its decision-making on complaints - the community standards principle and the harm principle.

The concept of "good taste and decency" - the community standards principle - is derived by reference to the community. The limits of good taste and decency are generally prescribed by contextual considerations. For example, images or language which are unacceptable at 4.00pm or 7.00pm may well be acceptable after 10.00pm, and there is greater community tolerance for adult themes

in programmes which are clearly intended for adult audiences, and advertised as such. This is not to say however, that there is no restriction on programmes which are broadcast late and advertised as adult. There is a limit to what material the community will tolerate, even late at night, and it is for the Authority to decide, when it deals with complaints, what that limit might be. Interpretations of "good taste and decency" therefore reside with the Authority. It is empowered to make decisions which are held to be both reflective of community views and in the best interests of society.

In contrast, restrictions made on the basis that the material broadcast may cause harm to certain groups does not require reference to the community, because the Act contemplates such restrictions (s.21(1)(e)). It is open to the Authority to decide what kinds of restrictions are necessary to give effect to the Act.

### 1.3 Research objectives

In 1993, the Authority conducted a public opinion survey which examined good taste and decency (*Perceptions of Good Taste and Decency in Television and Radio Broadcasts* AGB McNair, July 1993). That survey provided important information about limits of tolerance of language and behaviour on radio and television programmes.

In 1994 the Authority dealt with complaints about R18 material on Sky Television. These complaints reinforced the importance of the Authority's ability to reflect public attitudes accurately with respect to adult entertainment on pay television. Constrained by lack of funding, the Authority was unable to embark on any research to ascertain the views of the community until late 1996, when it began the first stage of this project. The final stage of the project was completed in mid-1997.

The Authority identified the following objectives to guide both the qualitative and quantitative stages of the research project:

- To discover community views on perceived differences between pay television and free-to-air television, and how this impacts on the regulation of programme content (ie how important is the choice involved in paying a subscription for access to pay television).
- To ascertain community standards for the limits of acceptability of pay television programme content (sex, violence, and offensive language).
- To explore how and the extent to which parents and caregivers monitor and regulate their children's and young person's (0-17 years) access to and use of television, their concern about

children's access to adult entertainment, and their views on acceptable time zones.

- To explore the need for child control devices such as pin numbers or smart cards to restrict access by children to adult entertainment, and how access restrictions influence people's attitudes to otherwise unacceptable material.
- To examine community attitudes to the portrayal of women in adult entertainment, especially in programmes with sexually explicit material and sexual violence, and to discover whether the community considers that such material discriminates against women.
- To examine community attitudes to the portrayal of violence, sex and nudity, and sexual violence, and how people perceive the effects of this material on themselves and others.

Knowledge about programme classification was probed, as was the level of acceptability of the adult themes of sex, violence and sexual violence. The perceived effect of adult themes on individuals themselves, as well as on the community as a whole, was explored. The Authority also focussed on the role of parents and caregivers in monitoring children's viewing. This was important because under the present regime, the "protection of children" is a responsibility of the Authority. Questions were also asked to help ascertain people's understanding of classification symbols, whether they used such information to help make decisions for themselves or for children in their care, and their views about appropriate time zones for adult material.

### 1.4 Policy implications of the research

Along with this research project, the Authority has undertaken a comprehensive *Review of the Pay Television Code of Broadcasting Practice* (published in October 1997).

That Review examines whether the existing Pay Television Code, proposed by Sky in 1992, is still relevant, how it should be interpreted and whether it applies to all subscription service providers. Within the constraints of the provisions of the Broadcasting Act, and recognising the freedoms enshrined under the New Zealand Bill of Rights Act 1990, the Authority's task in the *Review* was to decide whether there was any justification for treating pay television broadcasters differently from free-to-air, with respect to broadcasting standards.

The findings from this research project have been of assistance to the Authority in formulating its recommendations in the *Review*.

## CHAPTER 2 — RESEARCH METHODOLOGY

### 2.1 Consultative Committee

The methodology for this Research project was designed by a Consultative Committee. The members of that committee comprised:

- Phillipa Ballard, Complaints Manager for the Broadcasting Standards Authority (Coordinator)
- Garry Dickinson, Chief Mathematical Advisor, Statistics New Zealand
- Bill Hastings, Deputy Dean, Law Faculty, Victoria University and member of the Film and Literature Board of Review
- Rosemary McLeod, Member, Broadcasting Standards Authority
- Tony O'Brien, Business Manager, Sky Network Television
- Linda Sheldon, Registered Psychologist and Research Consultant to the Authority
- Reece Walters, Institute of Criminology, Victoria University.

The Consultative Committee recommended that the research be conducted in two stages. It recommended that qualitative research using focus group discussions be undertaken first, followed by a nationwide public opinion survey.

It was agreed that stage one would involve the showing of visual material to provide a common reference point for discussion in the groups. The Committee made recommendations on the composition of the focus groups and where they would be held, gave advice on selection of the research company to do the quantitative survey, and commented on the proposed questionnaire. Demographic data about the areas which were selected for the focus groups was provided by Statistics New Zealand.

The groups were recruited by Auckland-based National Research Bureau Ltd. All sessions were held in office or conference room locations.

Several companies were invited to present proposals for the public opinion survey in the second stage of the study. The Authority selected ACNielsen/McNair to conduct the survey, and the proposed questionnaire was finalised after consultation with the Consultative Committee and the research company.

The Authority acknowledges the assistance of Statistics New Zealand, which has been involved in the analysis of the data, and those members of the Consultative Committee who have worked on the drafts of the report.

### 2.2 Qualitative research - Focus groups (Stage one)

Focus group discussions are an internationally recognised social science research tool which are used to:

- Explore a topic openly and flexibly allowing for extensive exploration of opinions, feelings, attitudes and behaviours not possible with quantitative methods;

- Provide insights into the reasons for reported attitudes and behaviours; and
- Assist in formulating content areas and refining language for the questionnaire to be used in the quantitative stage.

While focus groups cannot by their nature be generalised as representative of the New Zealand population, the research undertaken does provide a descriptive account of the views of respondents from various parts of New Zealand. The focus groups were used to identify attitudes about adult material and pay television, to develop themes to be tested in the quantitative stage of the project, and to determine the appropriate language to be used in the questionnaire.

When the groups were selected, a priority was given to maximise diversity. Following a pilot group which took place in Wellington in September 1996, a further 10 focus groups were conducted by a registered psychologist in Auckland, Napier, Christchurch and Invercargill between September and October 1996. This gave a spread of metropolitan and provincial cities in both the North and South Islands. With the assistance of Statistics New Zealand, the groups were stratified and recruited around age, sex, ethnicity, location, parenting status, pay television subscriber and socio-economic status. Two of the groups contained only Maori people and the other eight had an ethnic mix which corresponded with Statistics New Zealand's 1991 census data. Given the mandate of the Authority in relation to the protection of children, parenting status was identified as an important variable. Parenting status was over-sampled (5 out of 10 groups) in comparison with the percentage which occurs naturally in the population to ensure that the views of parents of different ethnic groups and in all different locations were heard. Some parents had children aged 5-12 years, others had children 5-18 years and some only had teenagers. In total, 105 people participated in the focus groups. Appendix II shows the composition and location of the groups.

Clearly, it was not logistically possible to show seven entire movies in a focus group session, so participants were shown a compilation of clips from seven movies classified as either R16 or R18, all but two of which had been shown on Sky at the time of the focus groups. Participants were also shown a demonstration tape which explained how the parental control card operates on Sky. The clips shown were two to seven minutes in duration and each clip was introduced by the focus group facilitator with an explanation as to its context within the movie. Following each clip there was wide-ranging discussion. The order in which the clips were shown was rotated, so that the groups saw them in a different order. Respondents were given the option of not watching the material, and in two groups, several men asked to be excused from the room when a soft porn clip was played.

### Movie compilation

Respondents were shown extracts from the following movies. The themes each extract illustrated are indicated.

1. *The Money Train* R18 (1995) directed by Joseph Ruben and starring Woody Harrelson and Wesley Snipes (swearing/offensive language).
2. *Friday the 13th - The Final Chapter* R16 (1984) directed

- by Joseph Zito and starring Kimberley Beck, Peter Barton and Crispin Glover (horror/splatter).
3. *Disclosure* R16 (1994) directed by Barry Levinson and starring Michael Douglas and Demi Moore (sex and nudity).
  4. *Playboy - Secret Confessions* unclassified (soft porn).
  5. *Basic Instinct* R18 (1992) directed by Paul Verhoven and starring Michael Douglas, Sharon Stone and George Dzunda (sexual violence).
  6. *Kalifornia* R16 (1993) directed by Dominic Sena and starring Brad Pitt, David Duchovny and Juliette Lewis (violence).
  7. *Copycat* R18 (1995) directed by John Amiel and starring Sigourney Weaver and Holly Hunter (serial killing).

Two of the movies, *Copycat* and *The Money Train*, were new video releases and had not been shown on Sky at the time of the focus groups, although both have been shown subsequently.

### 2.3 Quantitative research - National survey design (Stage two)

The Authority explored the idea of conducting a national survey where respondents were shown R18 movies, or clips of movies. However the idea was rejected because it was considered to be socially irresponsible to send seven R16/R18 videos, or a compilation of this material, (including some unclassified material) into homes where young children might access it. In addition, the viewing of complete or edited video material was considered onerous on respondents and likely to jeopardise the validity of the results, as it would eliminate those with the least available time.

The idea of paying people to come to a theatre where longer extracts of the movies could be shown was explored but rejected. This would have restricted audiences to those in main centres and further, this style of viewing does not replicate the home environment where people normally watch television, and would have raised concerns about the external validity of the data obtained.

A draft questionnaire was developed following the focus group stage. A research brief was written for the national survey fieldwork and sent out to a number of companies. ACNielsen.McNair was selected to conduct the survey and finalise the questionnaire. The sample design was a nationally representative multi-stage stratified probability sample with clustering. Fieldwork for this survey was undertaken between 3 April and 9 June 1997, following a pilot in March.

It was decided that the survey questionnaire should begin with a list of current and recent R18 movie releases to cue respondents about the R18 genre, as well as to provide information about their viewing patterns and familiarity in general with the material in question. They were also asked what the R18 classification meant, and the sorts of factors which would rate an R18 classification. Respondents were asked to tick which movies they had seen, either at the cinema, on video, or on Sky, out of a list of 44 titles. The list was compiled from data obtained from the Film and Video Labelling Body Inc and included movies which had been:

- successful at the box office in the last 2 years;
- shown on Sky in the last year; or
- recently released on video.

Respondents were reminded that censored versions of some of the movies listed had been on free-to-air television.

In summary, the questionnaire sought the following information about people's attitudes and behaviour:

- recent R18 movies seen at the cinema, on video or on Sky;
- current video viewing habits;
- acceptability of adult entertainment on pay television;
- perceived differences between free-to-air and pay television;
- attitudes to violence, sex and sexual violence in adult material on pay television;
- attitudes to the portrayal of women in adult material;
- perception of effects of R18 material on self and others;
- attitudes towards parental supervision;
- knowledge and use of classification symbols; and
- the effectiveness of the R18 control card.

The questionnaire is set out in full in Appendix III.

### 2.4 Survey implementation

In terms of the sample for the national survey, New Zealand was divided into McNair Area Units (MAUs) which combine, on average, around seven meshblocks, and contain, on average, a population of 800 persons, for a total of around 4500 MAUs. MAUs are created in such a way that when combined, they will always conform to Statistics NZ Area Unit boundaries, and therefore they conform to all of the territorial geographical and population density constructs.

Respondents, who were all over 18 years, were asked six questions in a face-to-face interview, and then a self-completion questionnaire was left for them to complete. It was collected by the interviewer within one or two days, or sent directly to the market research company.

The self-completion questionnaire allowed respondents to give a considered response because they were able to reflect on their answers.

Respondents were prompted by telephone within two weeks of the questionnaire being left if it had not been returned.

### 2.5 Data analysis

Assistance in data analysis was provided by Statistics New Zealand and ACNielsen.McNair. To account for the random selection of one respondent from each household, Horvitz-Thompson inverse probability weighting was used. The sample was then post-stratified by age, sex and broad region. This was done separately for the full sample of 1700 people, and for the 1000 people who completed the self-completion questionnaire. A full explanation is in Appendix I.

## CHAPTER 3 — COMMUNITY ATTITUDES TO ADULT MATERIAL

### 3.1 Attitudes in general

The principal aim of the research was to investigate the attitudes of the community to adult material on television, with particular reference to pay television. The following three chapters highlight findings useful to the Authority in its deliberations on the Pay Television Code Review.

The research itself is wider ranging than the results presented here would indicate, and will be analysed in future publications. Some very important data exists which reflects the values of a representative sample of New Zealanders on a wide range of issues concerned with adult entertainment and pay television, but it is not discussed in this report.

The main demographic variables which the Authority considered important to the survey were gender, age, pay television subscriber status, and parent/caregiver status. Ethnicity was not selected as a variable because the main minority ethnic groups are not sufficiently populous to be represented adequately in the sample. The Authority selected these variables for the following reasons:

- The Authority knows from its previous research, and from its correspondence, that men and women perceive adult themes differently.
- Women are more likely to be principal caregivers to children, and their attitudes to adult material might therefore be different to those of men.
- Previous research has shown that age is a significant variable.
- Pay television subscriber status was considered to be an important variable because of Sky's submission that its subscribers were not representative of the population as a whole.
- Parental status was selected because it was thought that parents of children under 18 might have different standards than those people who do not have children.

This chapter discusses the survey results relating to adult material in general, to the portrayal of women in this material, and to the issues of violence, sex, nudity and sexual violence on television. It includes a brief discussion of how the survey participants perceive the effects of these elements on the community as a whole, and on themselves.

#### 3.1.1 What the R18 classification means

The first questions on the questionnaire tested respondents' experience and knowledge of R18 material. The total sample of 1700 people was asked which of three given definitions of R18 is correct (QAA4, National Omnibus survey, see Appendix III). Only 32% correctly answer that R18 means that people under 18 are legally prohibited from watching, while 47% think that the classification R18 is merely a recommendation that the material is better suited to those over 18.

Responses show that fewer women correctly identify the meaning of R18 (29%, as compared to 35% of men), and 50% of women think R18 is a recommendation only. Younger people are more likely to correctly identify the meaning (37% of those between 18-39 years) compared to only 23% of those 50 years and over. (Fig. 1)

Lack of knowledge of the legal meaning of R18 was also apparent in the focus group stage of the research. Some parents in the focus groups said they were the best judge of what was suitable for their children and that they paid little heed to the classifier's symbols. That they do not understand the rationale behind classification decisions is illustrated in the following comment:

I never use classifications. I don't often find them applicable... they actually give you a false representation. But even things without classification, I find inappropriate.

*Female, children aged 5-12 years, West Auckland*

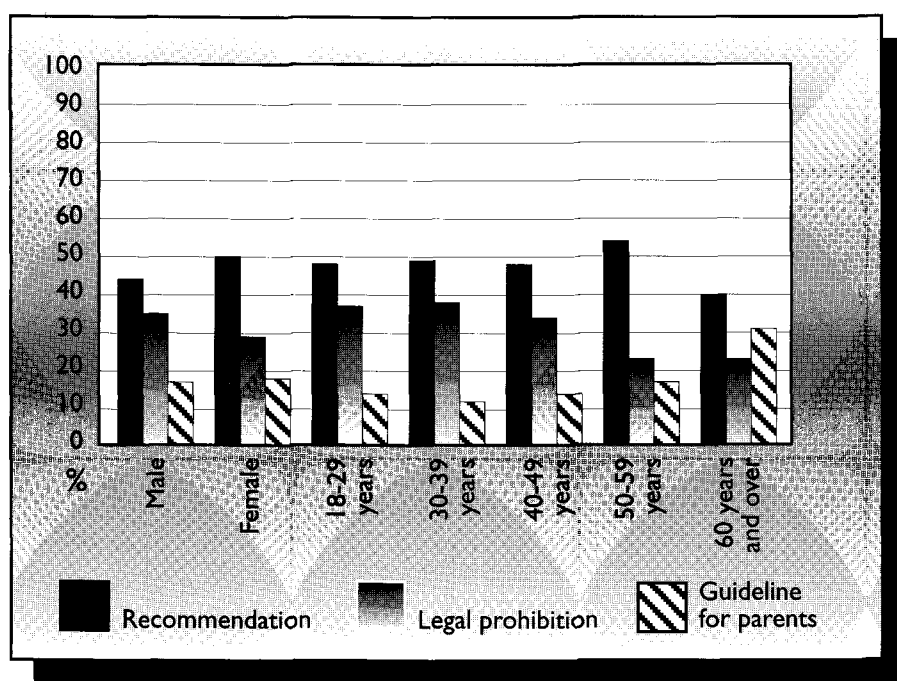


Fig. 1 Perceived meaning of R18 classification (n=1700)

### 3.1.2 What respondents thought the R18 classification should be used for

A list of 44 R18 recent releases was given to cue respondents about the type of movie which has an R18 classification, and they were asked which ones they had seen. (Q1) Sixty percent of respondents (n=1000) had seen at least one R18 film from the list, and 36% had not seen any. There were no gender differences in the responses, but there were strong age differences, with non-viewers more likely to be in the older age groups.

Four percent did not specify a response to this question. It should perhaps be explained that while the self-completion format was the desired methodology for this study because it gives respondents an opportunity to make considered responses, it does have the disadvantage of producing a slightly higher level of non-responses to particular questions.

Respondents were then asked what they thought the R18 classification should be used for. (Q2) The question sought spontaneous unprompted responses as to what R18 means, so respondents could list whatever occurred to them. The written-in replies were coded into broad categories and the results for the total sample are shown in Fig. 2.

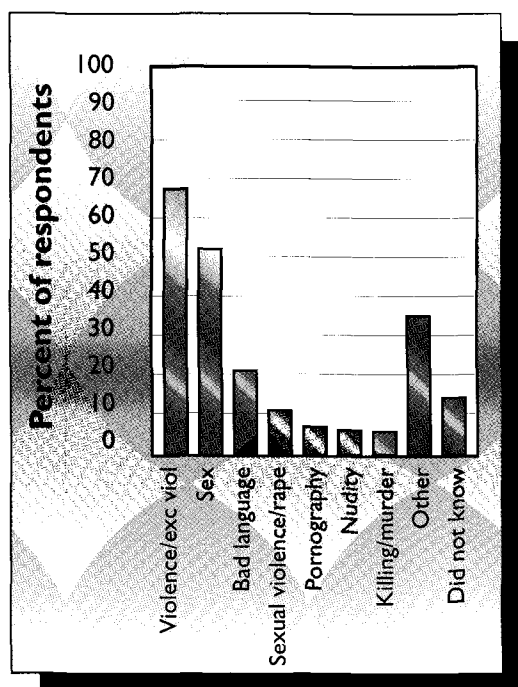


Fig. 2 What the R18 label should be used for

The chart shows that when people were asked what sorts of material the R18 classification should be given for, and given the opportunity to list any number of categories, violence and excessive violence, and sex were most likely to come to mind. A smaller proportion referred to bad language, sexual violence, pornography, nudity, killing, bondage/sadism/cruelty to animals or people, drug usage, horror, or material which is unsuitable for children. About 15% indicated that they could not say or did not know what sorts of material should be given an R18 classification.

It must be emphasised that this question was placed at the beginning of the questionnaire, before respondents had been cued about possible R18 themes. The question was open-ended, and more than one answer was allowed. A similar ordering of the themes extended over both sexes

and five age categories. Older people, while following the same pattern in the ordering of reasons, were represented in a uniformly smaller proportion in each category, and were more likely to say they did not know or could not specify what the R18 classification should be used for (19% of those 50-59, and 25% of those over 60).

It is important to remember that the purpose of this question was to sensitise respondents to the issues and content of adult material, and to stimulate their general thinking about R18. The result is useful in providing information on what comes first to mind when thinking about R18. It does not indicate how concerned respondents are about certain R18 themes, but simply identifies the principal broad categories - violence, sex and bad language.

It is not surprising that these are the principal categories - each is general enough to cover many of the other matters listed by those respondents who were sufficiently aware of the issues as to be able to particularise subsidiary themes. For instance, the broad general category of violence is likely - for some respondents - to have included the subset killing/murder, and may have included sexual violence. The broad category "sex" listed by 53% of respondents may well, in their minds, have encompassed aspects such as sexual violence/rape, pornography and nudity which were particularised by some respondents.

### 3.1.3 Awareness of classification symbols

The research also examined community awareness of the classification symbols currently shown on television, and the use made of them. For the total sample (n=1000) most people (89%) are aware that symbols and advice about programme content is shown before some television programmes, but only a minority (20%) uses the information more than "sometimes". (Q20a and 20b) These characteristics do not vary significantly between genders, or between Sky subscribers and non-subscribers, but those without children are more likely to say they never use the information (34%) than parents (22%).

### 3.2 Attitudes to the portrayal of women

The survey respondents (n=1000) were asked three questions on their perceptions of the treatment of women in adult material. (Q 42, 43, 44) Only 14% agree with the proposition contained in the questionnaire that scenes of sexual violence towards women, such as rape, are acceptable because adults know that men do not normally behave like this. Fewer women (10%) than men (19%) take this view. There is not a great difference of opinion between parents and non-parents, Sky subscribers and non-subscribers, or across the age groups.

There is a minority (about 40% overall) who think adult movies are harmful to women because they focus on women as being sexual objects always available to satisfy men. This tendency is strongest among women (n=514) with agreement at 52% and Sky non-subscribers (n=739, 42%), while only 25% of the men (n=486) believe this. Most noticeable is the variation of opinion on this issue across the age groups generally, and this effect shows up in Fig. 3.

The chart also shows the responses to the proposition that "there are already so many images in the media which stereotype women and put them down that there is little point in trying to do anything about it through pay TV". Overall only 14% agree with this.

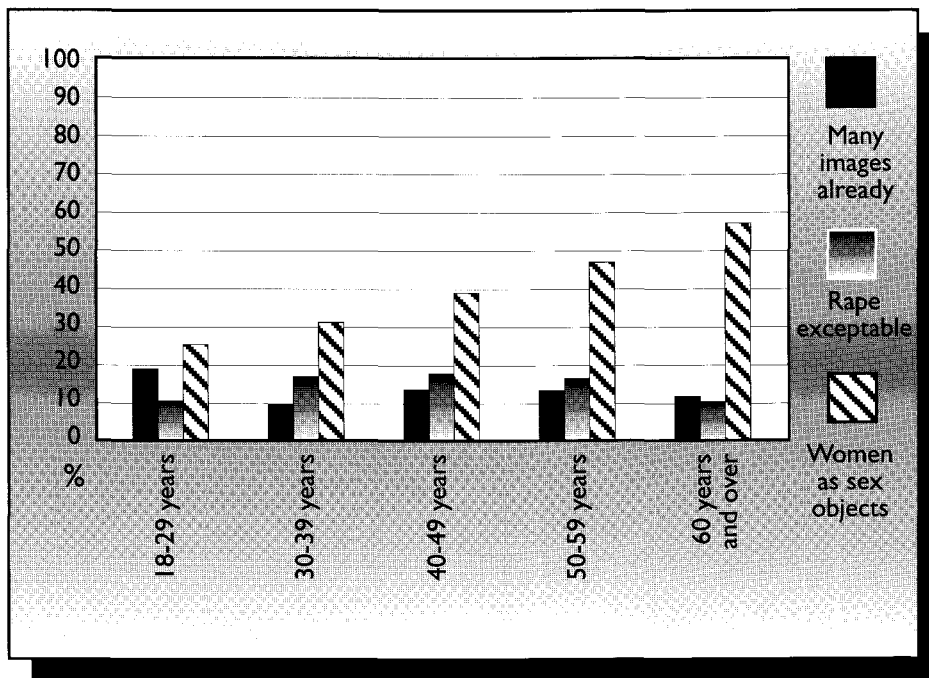


Fig. 3 Attitudes to the portrayal of women. Percentage of respondents who agree with each proposition

### 3.3 Attitudes to scenes portraying violence, sexual violence and sexual intercourse

The survey respondents (n=1000) were asked their opinions on the acceptability on pay television of scenes containing violence, sexual violence and sexual intercourse, and the kinds of restrictions they think should be imposed.

Those themes are defined in the questionnaire as:

- Very realistic or "full on" violence (Q13)
- Sexual violence such as rape or violence against a woman or man during sex (Q15)
- Scenes of couples having sexual intercourse. (Q17)

As Fig. 4 shows, a minority (27% of the total sample) wants no violence at all on pay television, about the same proportion (30%) wants no sexual intercourse, and over half (53%) want no sexual violence. Those people who say they want a total restriction on each of these adult themes were not excluded from answering additional questions and giving their views about other types of limitation. The distribution of responses to these questions indicates that some, having initially decided that the themes should never be shown on pay television, changed their minds when confronted with some options on how they could be restricted.

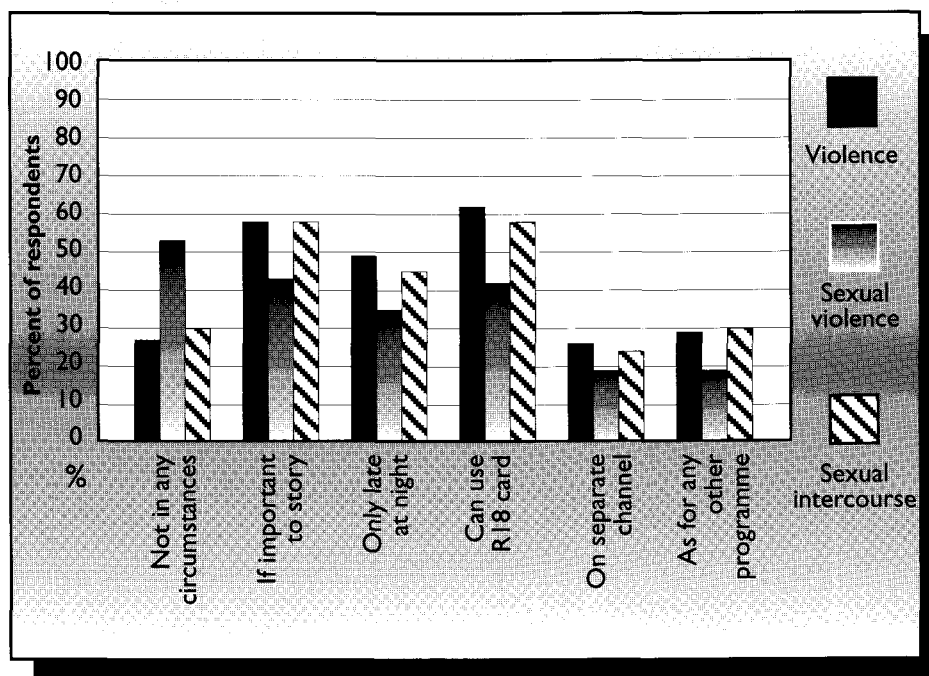


Fig. 4 Acceptability on pay television of scenes containing violence, sexual violence & sexual intercourse



Figure 4 also shows that a majority of all respondents is prepared to allow violence (58%) and sexual intercourse (58%) to be shown if these aspects are important to the story, but only 43% think sexual violence is acceptable, even under those circumstances.

About half of the respondents think that scenes containing R18 violence (49% of the total sample) and sexual intercourse (45%) if shown at all, should be screened only late at night. By contrast, only 35% agree that scenes showing sexual violence can ever be shown, even if confined to late at night.

A second way of possibly restricting access to adult material, in addition to screening adult programmes late at night, is to have a separate R18 channel. When asked about this possibility, it was favoured by about a quarter of the respondents as being appropriate for showing R18 material with themes of violence and sexual intercourse. Again the results reveal an objection to sexual violence, and only 19% consider that showing scenes containing sexual violence are acceptable, even when they are on a separate adult channel.

A special R18 control card to block access to all R18 material is currently available for Sky subscribers. Even when reminded that access by children is effectively restricted by the use of blocking technology, people remain concerned about material containing adult themes. Of the total sample, 62% support allowing scenes of violence, 58% would allow sexual intercourse, but only 42% would allow scenes containing sexual violence on pay television, even when there is R18 blocking technology available.

There are significant gender differences in the level of acceptance of R18 themes, as illustrated in Table 1.

As the table shows, only 21% of men agree with the statement that R18 violence should not be allowed on pay television in any circumstances, while more women (32%) hold that view. A more striking difference is seen in the response to the questions about showing scenes of R18 sexual violence or sexual intercourse on pay television. A majority of women (62%) are opposed to scenes of sexual violence, compared to only 44% of men, and twice as many women (40%) as men (20%) are opposed to scenes of sexual intercourse. Men also tend to have more confidence in the efficacy of the R18 control card to restrict adult material than do women, with 52% of men, compared to only 32% of women, saying that R18 sexual violence should be allowed on pay television because subscribers have the option of using the control card.

The views of women opposing depictions of sexual violence compared with their higher tolerance of scenes of sexual intercourse were also encountered in the focus groups, as illustrated by the following comment:

I think sex by itself is fine but when you tie it with violence, that is no longer erotic, it is straight out sick.

*Mixed group 18-30 years, Napier*

The research reveals that a substantial minority of all respondents favours no restrictions on adult material and believes that adult themes should be treated in the same way as any other programme on pay television - 29%, 19% and 30% respectively for violence, sexual violence and sexual intercourse. There is no appreciable difference between the genders on this point. These points are demonstrated in Fig. 4 and Table 1.

Those who favour screening adult material, but only if late at night, were asked what they meant by "late". There is a distinct preference for 10.00pm as the threshold hour, as against the given alternatives of 8.00pm and midnight. (Q14, 16, 18) There are no significant differences between the population variables.

### 3.4 Concerns about types of scenes which may result in R18 classification

Respondents were asked to record their level of concern about each of a list of types of scenes in movies which may result in R18 classifications. (Q19) Figure 5 shows which themes are regarded as causing major to extreme concern among all respondents, among those with children under 18, and among Sky subscribers.

There are two aspects of interest. One is the ordering in importance of the types of scenes. When prompted by being given a list of possible R18 themes, respondents say they are most concerned about sexual violence, serial killing, bondage and drug usage, and the areas of least concern are nudity, sex, and offensive or bad language. There is a progressive graduation along the scale, and the results show a level of moderate concern with R18 scenes generally.

The other feature of note is the consistency in the ordering of scenes which cause concern among all respondents, pay television subscribers and people with children under 18. Pay television subscribers did, however, show a consistently lower level of concern with each type of scene.

**Table 1: Attitudes to the availability of R-18 violence, sexual violence and sexual intercourse (Q13, 15, 17).**

	Male agree % n=486	Female agree % n=514	Male agree % n=486	Female agree % n=514	Male agree % n=486	Female agree % n=514
	R18 Violence		R18 Sexual Violence		R18 Sexual Intercourse	
<b>NOT</b> be allowed on pay TV under any circumstances	21	32	44	62	20	40
<b>SHOULD</b> be allowed on pay TV if it is important to the storyline of the movie	66	50	55	32	68	48
<b>SHOULD</b> be allowed on pay TV but only late at night	46	51	38	32	44	46
<b>SHOULD</b> be allowed on pay TV because subscribers have the option of using an R18 Restriction Card	68	55	52	32	66	50
<b>SHOULD</b> be allowed on pay TV but only on a separate R18 channel	23	28	21	18	22	25
<b>SHOULD</b> be allowed on pay TV just as any other programme is	35	23	25	14	37	24

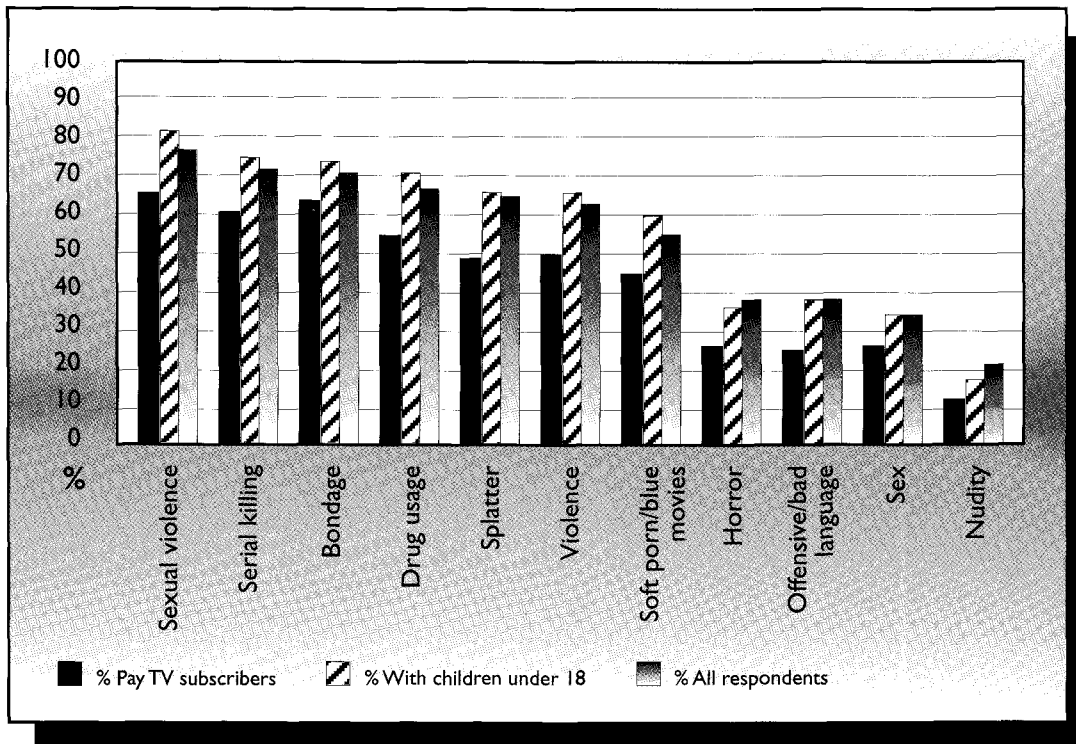


Fig. 5 Themes which caused major to extreme concern among all respondents, pay television subscribers and those with children under 18.

### 3.5 Effect of R18 material on individuals and society as a whole

When asked about the effects of R18 movies on pay television at home (Q3, 4, 5) almost everyone (91%) thinks that material which has been classified as R18 has a bad effect on children, 73% think a lot of violence in society is caused by what people watch, and 50% think that the broadcast of R18 movies on pay television is harmful to society as a whole. The research shows that as many as 21% feel that watching R18 movies at home affects them personally in an adverse way. (Fig. 6)

There was an appreciable gender split on the perceptions of the potential of this material for causing violence, the general harm to society, and the bad effect on the respondent, with women generally thinking the material is more deleterious. Women were more likely than men to say:

- violence is caused by what people watch (82% of women compared to 64% of men)
- the broadcast of R18 movies is harmful to society as a whole (60% of women compared to 39% of men) and
- watching R18 movies at home would have a bad effect on them (29% of women compared to 11% of men).

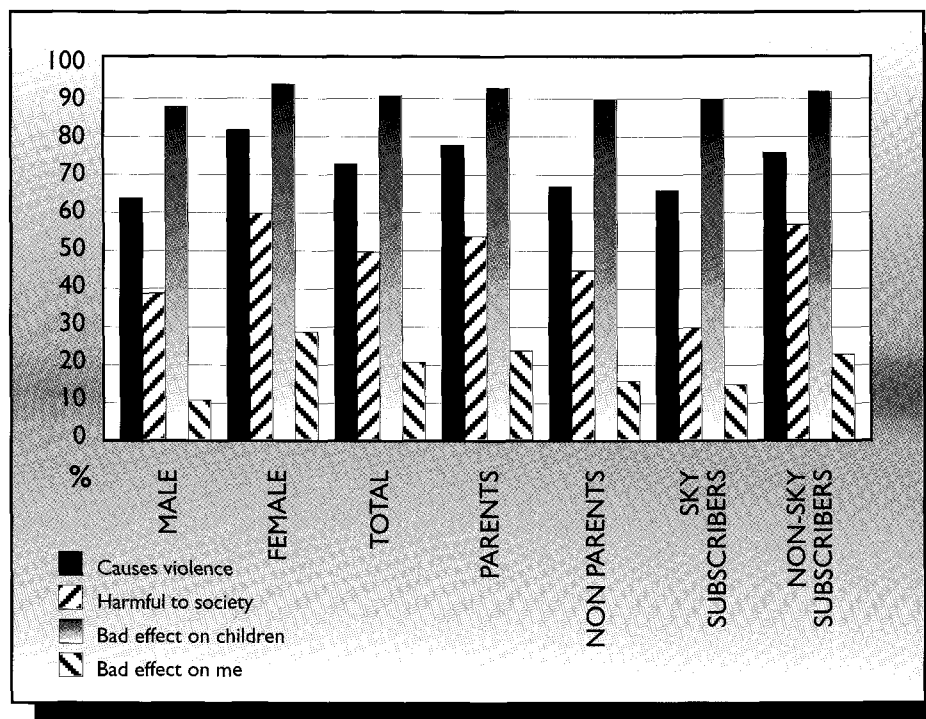


Fig. 6 Effect of R18 material on pay television

A broad social concern about R18 material on pay television also shows up for parents/caregivers in comparison to the rest of the sample.

Pay television subscribers are less likely to think that the broadcast of R18 movies is harmful to society as a whole (30%), compared to non subscribers (57%), and less likely to say that watching R18 movies at home would adversely affect them (15%) compared to 22% of non subscribers. There was no appreciable distinction in their responses to the question about the effect on children.

### **3.6 Summary**

Over half of those surveyed say they do not want scenes showing sexual violence on pay television in any circumstances. A smaller number say they do not want scenes showing violence (27%) or sexual intercourse (30%) in any circumstances. Women are more likely to say they do not want these themes than men.

When asked to rate their concerns about given types of scenes in R18 movies, scenes portraying sexual violence are of most concern, followed by serial killing, bondage and drug usage.

There is almost unanimous agreement that R18 material has a bad effect on children, and half of the respondents think that it is harmful to society as a whole. As many as 21% think they are personally harmed by it. Women are more likely than men to say there are deleterious effects from viewing R18 material.

There is a general lack of understanding of what the R18 classification means, with fewer than one third of the sample knowing that it is a legal prohibition. Women are less likely than men to know the correct definition. This result bears out the findings of the focus groups, and identifies a need for better information and education to viewers about the classification system, and the effects of certain types of material on children.

When asked about the portrayal of women in adult material, only a small number agrees that scenes of sexual violence against women are acceptable; a minority agrees that adult movies are harmful to women because they focus on them as sexual objects; and only a small number agrees that because there are so many images already which stereotype women, there is little point in trying to do anything about it on pay television.

## CHAPTER 4 — COMMUNITY ATTITUDES TO PAY TELEVISION

Perceptions in the community about the acceptability of adult material on pay television were explored in the survey, both by comparison with the attitudes to free-to-air television and in absolute terms. The principles that respondents thought underlay the use of rules for controlling the viewing of adult material were also probed.

### 4.1 Acceptability of adult material

The acceptability of adult material on pay television was asked about twice, once in the 'face-to-face' interview, (QAA5) and once in the self-completion questionnaire. (Q38) There are no statistically significant differences between respondents' answers to this question when asked in either setting. This suggests that respondents are consistent about this issue and had formed an opinion which was not likely to change even after they had had time to consider the implications fully. In reporting this question, only the results of the self-completion questionnaire (n=1000) are discussed.

Among the survey population as a whole, a majority (67%) thinks that a wide range of material, including R18 material, should be available on pay television. (Q38) Among the men (n=486), 78% accept this proposition while for women (n=514) the level drops to 57%. There is a marked distinction between the different age groups, with agreement running from 43% of those aged 60 and over (n=216) up to 83% of those between 18 and 29 (n=251). These ratings are shown in Fig. 7.

A minority (34%) feels that anyone wanting to view adult material should have to get it from a video shop and not from television. (Q21) A similar proportion (33%) thinks that if the material is shown on television, people wanting to see it should pay for a separate R18 channel. (Q22) These attitudes rate highest for women, non Sky subscribers, and older people.

### 4.2 Rules for free-to-air and pay television

The issue of whether the rules for free-to-air and pay television should be the same or different was also explored both in the face-to-face interview, and in a considered way in the self-completion questionnaire. Again there are no significant differences between answers given at different times, suggesting that respondents are consistent in their views on this issue. Respondents were asked if they thought that the rules about what could be broadcast on pay television should be exactly the same as those for free-to-air television. (Q39) Of the total sample, (n=1000) 46% agree that the rules for pay television should be the same as free-to-air, and 40% say they should be different. Once again there are differences between men (39% agree they should be the same) and women (52% agree), and across the age groups (28% of 18-29 year olds as compared to 63% of those 60 and older think the rules should be the same). Sky subscribers (n=261) are much less in favour, with only 33% agreeing the rules should be the same, compared with 50% of the non-subscribers (n=739).

Among those who say that the rules should be the same (n=457) a variety of reasons are given. (Q40a) The most common ones are:

- "want to be sure that what comes into my home is acceptable to me" (53%),
- "pay television comes into the home where children are, in the same way that free-to-air does" (39%),
- "if you want to watch R18 movies then you should go to the movies, where there are controls on who can enter" (39%).

It is interesting to see from Figure 8 how men and women follow much the same pattern in the frequency of these reasons, but with women giving a uniformly higher rating

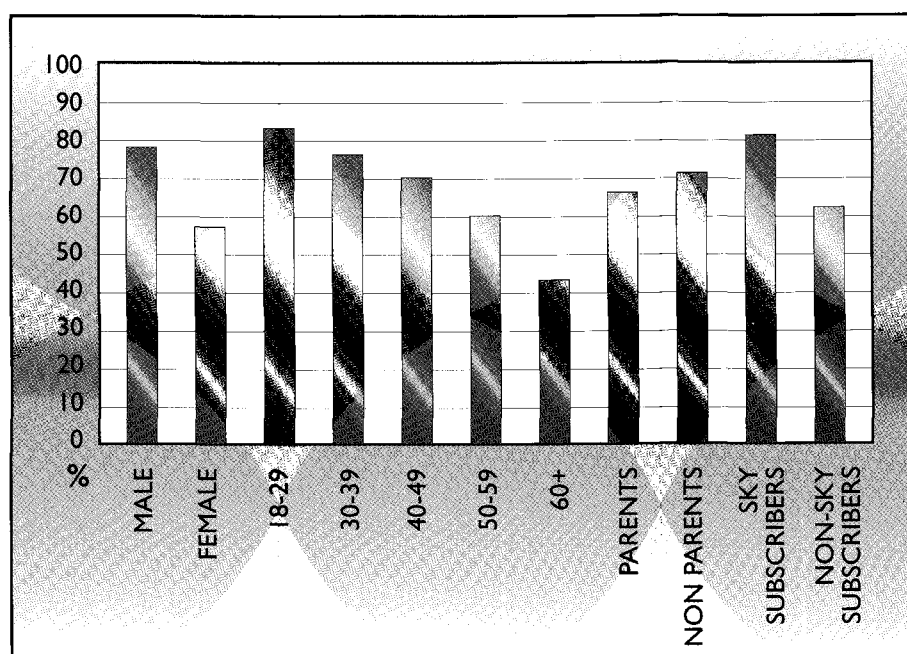


Fig 7. Percentage of respondents who agree that pay television should have a wide range of programmes, including R18

to each. This differentiation between the genders also shows up in the split between the parents/caregivers and the remainder, but is not as obvious in the subscriber/non-subscriber split. A possible explanation for women expressing more concern than men is that they are generally the main caregivers and rule-makers for children in the household. Knowing that only acceptable programme material is shown on television means that they do not have to be constantly vigilant about what their children watch. With technologically competent children and the widespread use of remote controls, parents know that children are difficult to monitor because they 'channel surf' and can, by chance or choice, access any available programmes. These themes were aired in the focus groups, and it was suggested that because in many families the television is used as a baby sitter, and some children are exposed to many hours of daily viewing, there should be controls imposed by regulators:

...this is my experience, the TV is going morning, noon and night and the children are sitting in front of it and the parents, not through neglect but through ignorance are not monitoring the children's viewing and so I think we should somehow protect society and the community from people who do not really understand the dangers that are involved in that kind of media influence constantly. I mean I have seen children at 12.00am or 1.00am watching Sky...

*Female, children 5-12 years, West Auckland*

The group of respondents who thinks that the rules for the two types of broadcast should be different (n=396) was asked to give, from the list provided, one or more reasons for this stance. (Q40b) The most popular are:

- "if you go to the expense of subscribing you should be able to get something more, or something different" (79%),

- "there are ways of stopping children from watching" (65%).
- "people who don't like what's on pay television don't have to watch it" (62%), and
- "you should be able to see uncensored sexual and violent scenes in movies if you choose to pay for them by subscribing to pay television" (44%).

Men are more in favour of different rules between pay television and free-to-air television, and are more likely to endorse the idea that subscription television should be exempt from content regulation.

#### 4.3 Time zone

When the total sample was asked an appropriate time after which adult programmes could be shown on pay television, 13% say there should be no restrictions, and the bulk of the remainder are fairly evenly split between 8.00pm (21%), 9.00pm (21%) and 10.00pm (29%). (Q41) Women prefer the later times as do the older age groups and non-subscribers to Sky.

#### 4.4 Summary

A majority thinks that a wide range of material, including R18, should be available on pay television. Men are more inclined to agree with this than women.

More people agree than disagree that the rules for pay television should be the same as free-to-air television. The responses reflect differences between the genders, age groups and subscriber status, with women, older people and non Sky subscribers more likely to say the rules should be the same.

When asked about time restrictions on adult material on pay television, a minority thinks there should be no restrictions and the remainder are divided between 8.00pm, 9.00pm and 10.00pm, with a slight preference for the later hour.

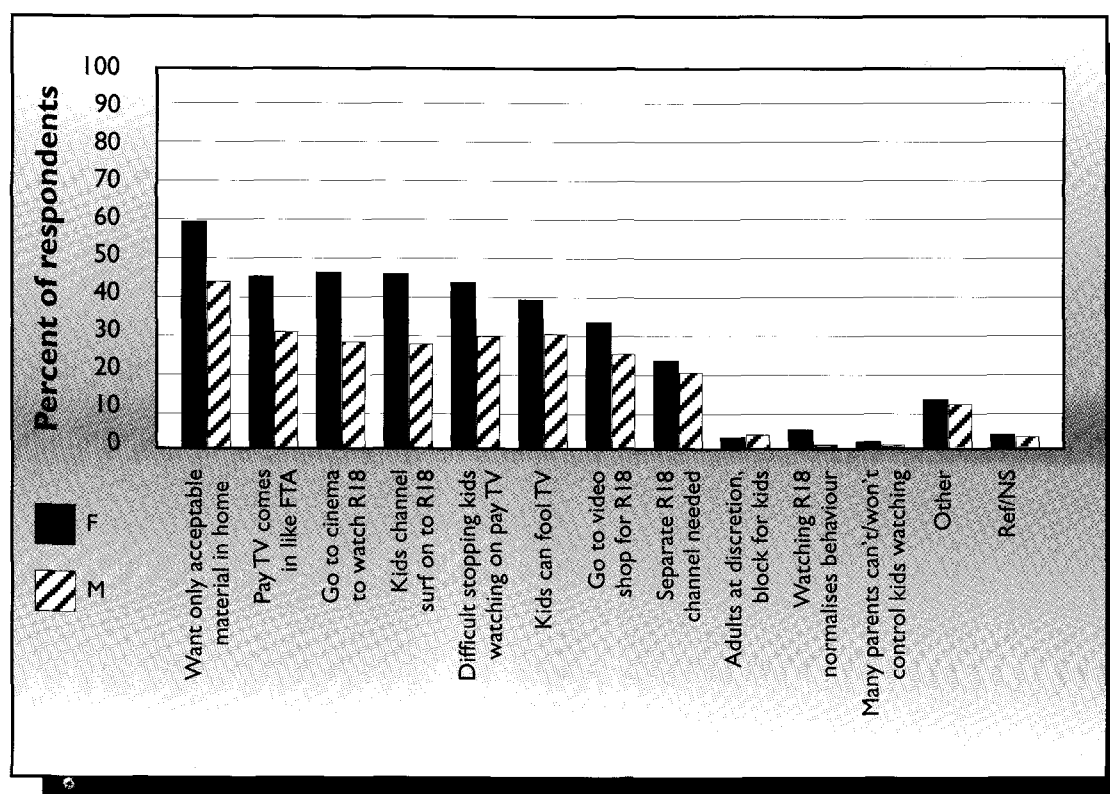


Fig. 8 Reasons given by parents for having the same rules for pay television as free-to-air

## CHAPTER 5 — COMMUNITY ATTITUDES TO THE ACCESS OF UNDER 18 YEAR OLDS TO ADULT MATERIAL ON TELEVISION

Those respondents (390 in all) who said that they were either a parent or a caregiver to one or more children under the age of 18 were asked a series of questions about children and their television viewing. The questions about television viewing were then asked in respect of a specific child chosen at random from those in the family.

### 5.1 Children's viewing

The majority of these respondents (85%) say they have one or more television viewing rules for the randomly selected child in their family. (Q26) The most common rules are:

- not allowing R18 material (73%)
- no viewing allowed after a certain time at night (70%)
- no sex material (62%)
- no violence (57%)
- no horror (54%)
- no bad language (49%).

Other rules, such as having programmes monitored or selected by an adult, having an adult present, and restrictions on the length of viewing time, are much less common. There is little difference by gender of the respondent but there is some evidence of differentiation

across the age groups of the respondents. The important contrast shows up with the age of the child, with rules being almost universal for 5-12 year olds (99%) compared with 0-4 year olds (78%) and 13-17 year olds (73%). This effect shows up graphically in Fig. 9.

Having rules for viewing by children is one thing, but putting them into effect is not always easy. Some parents/caregivers admit that the rules they set are broken, with 27% saying that they are broken sometimes or often. (Q27) The rate increases with respect to older children, and with parents/caregivers in the older age groups, who think the rules are broken more frequently than do younger parents/caregivers.

Respondents were asked their reasons for having rules. (Q28) Their unprompted responses include such factors as the perceived bad influence on children of some material (30%), the need to exercise control over viewing (27%) and that the child has better and healthier things to do (15%). There is some evidence that males take a more relaxed view than females, and likewise that older respondents are less likely to show concern than younger ones. There is not much evidence of a split over subscriber status of the parent/caregiver, nor over the age of the child.

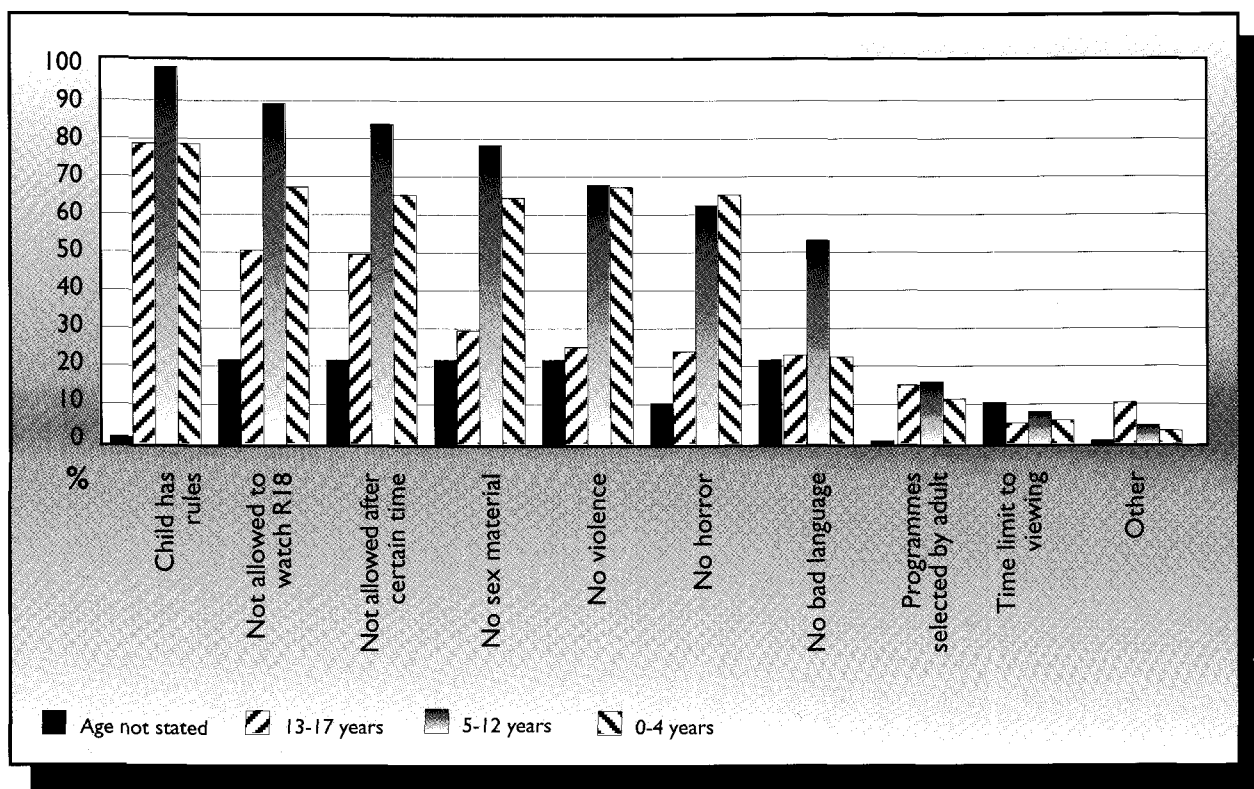


Fig. 9 Rules imposed on children's viewing, by age of child



## 5.2 Classification knowledge

Classification information about programme content is reported as being used frequently by about 50% of the parent/caregiver respondents to guide them in deciding if their child can watch a particular programme. (Q30) This information is most often used for 5 to 12 year old children. It is interesting to note that 86% of parents/caregivers aged 60 and over say they frequently use the information in this way.

About 12% of parents/caregivers admit that their child sometimes, at least, watches R18 material. (Q31) This is most prevalent (30%) for those with 13-17 year olds and is admitted most frequently by older parents. The subscriber/non-subscriber status of the parent/caregiver does not seem to matter.

Parents/caregivers were asked whether they agreed with the statement that their child "can tell the difference between fact and fantasy, so he/she is fine watching any movie on TV." (Q32) Those with children aged up to 4 years old almost universally reject that proposition, 24% of those with children aged 5 to 12 years old agree with it, and the number rises to 61% of parents/caregivers of 13 to 17 year olds who agree.

Only 16% of parents/caregivers think that it is hard to monitor children's viewing, though not unexpectedly this figure rises for both the older parents and older children. (Q33) Over 30% of parents of older children think it is hard to monitor children's viewing.

## 5.3 Use of control devices for restricting the viewing of R18 programmes

Subscribers to Sky television have the option of using an R18 restriction card which prevents the reception of any programme rated R18 from Sky's HBO (movie) channel. Sky also plans, when it expands satellite transmission, to make available to subscribers using that service a remote control keypad which will allow the subscriber to prevent reception of either selected or all R18 programmes.

All respondents in the survey were asked their opinions on the utility of these devices. A large majority (73%) thinks that the R18 card is an effective way of preventing children under 18 years old from watching R18 material in the home. (Q8) This proportion varies only slightly across the gender, age, parent/caregiver status and Sky subscriber status breakdowns of the respondents. Out of all respondents, 63% say they would use an R18 card if they subscribed to pay television and if they had children living at home, while among those who are already Sky subscribers (n=261) the proportion is smaller at 54%. (Q9) A large majority (79%) of the respondents say that they would use the keypad device in similar circumstances. (Q12) Preference for the keypad is not surprising, since it gives subscribers the option of selecting which programmes to block out. (Fig. 10)

However, confidence in the efficacy of the R18 control card and apparent willingness to use it is not borne out in practice. Out of the 305,000 subscribers to Sky, fewer than 500 have requested the card. One explanation is that the

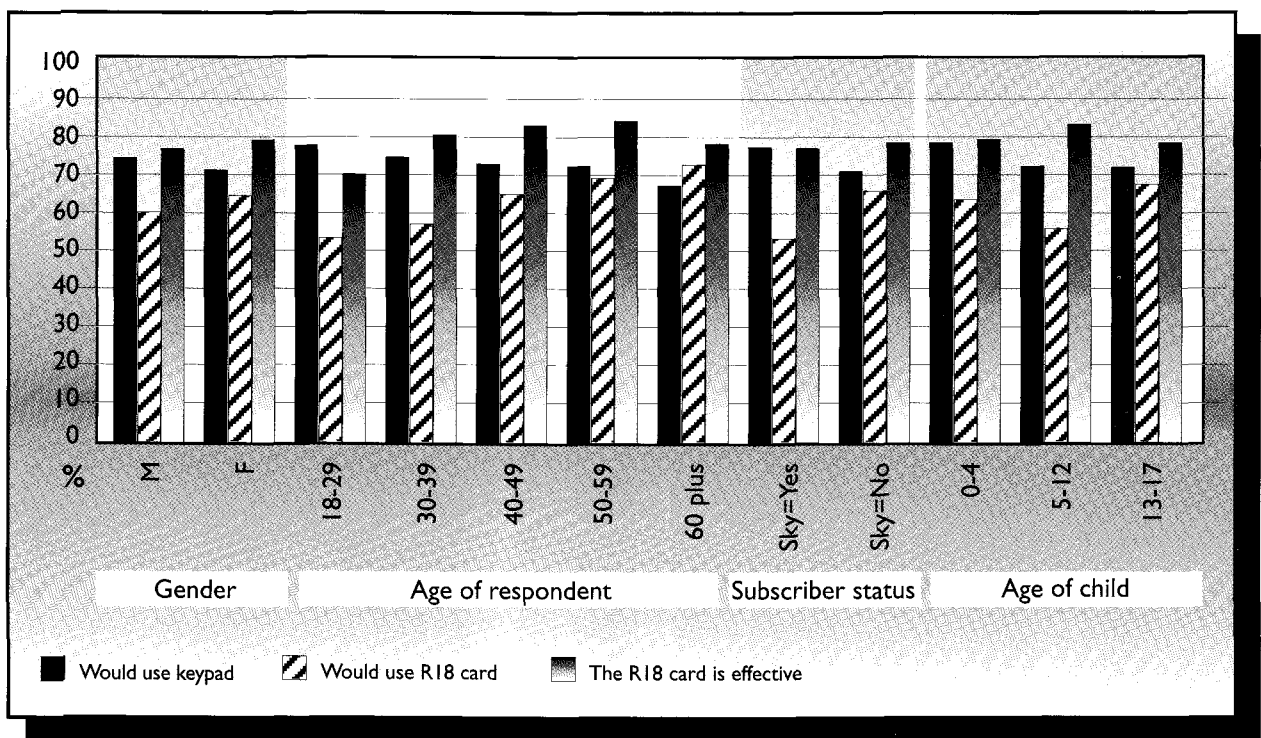


Fig. 10 Utility & use of control devices

R18 control card is seen as a rather blunt tool offering no discretion to viewers because it cuts out R18 programming entirely. Thus, although it may appear at first to be effective, a considered decision to request a card involves subscribers voluntarily foregoing all R18 programmes even though there may be times (for instance late at night) when they may choose to watch adult material. This dilemma was echoed in the focus groups:

You want a card you can programme yourself so you can watch it but your kids can't.

*Young Adults 18-30 years, Christchurch*

The proposition was put to all respondents (n=1000) that there is a third option in between total prohibition of R18 programmes on pay television, and leaving control to parents perhaps with the help of control devices. (Q11) This option is to have an R18 channel which would have to be subscribed to separately. Of all respondents, 58% think that parental supervision and the control card is sufficient, 20% favour a separate R18 channel and 18% want no R18 material on pay television. Women (23%) are more likely than men (13%) to say that R18 films should not be allowed on pay television and less inclined than men to believe that the R18 card and parental supervision are adequate safeguards (50% of women

compared to 66% of men). Both younger respondents and Sky subscribers are more inclined to agree that parental supervision is effective in controlling young people's access to R18 material. (Fig. 11)

#### 5.4 Summary

Most parents and caregivers monitor their children's viewing in some way, especially if the children are aged between 5-12 years. Some acknowledge that viewing rules are broken, particularly with respect to older children.

About half of parents and caregivers say they use classification information to monitor their children's viewing, and it is most often used by those who have children between 5-12 years.

While respondents consider the R18 card is an effective means of controlling access to adult material by children, in practice it is infrequently used, since only about 500 cards have been requested. A preference is expressed for a keypad device which enables viewers themselves to select which programmes to block out. There is not great support for the idea of having a separate R18 channel.

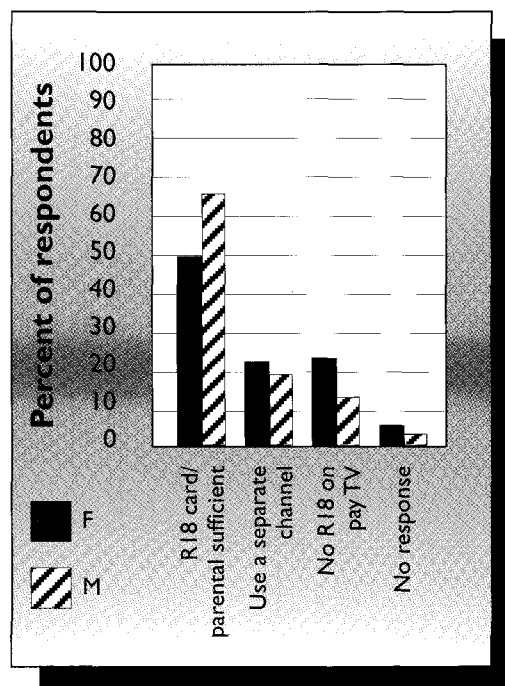


Fig. 11 Safeguards against R18 material on pay TV



## CONCLUSION

It is apparent from this research that the implications of what is broadcast on pay television extends beyond those who are subscribers, with a substantial majority of respondents expressing concern about children being exposed to adult material, and as many as one in five expressing concern for themselves.

At the same time, however, a majority considers that, so long as access by children is restricted, it is acceptable to show R18 material on pay television.

Irrespective of the availability of control devices, there are some themes, such as sexual violence, which a majority would not tolerate on pay television under any circumstances.

Although confidence is expressed in the utility of control devices, it is clear from the low uptake rate

that they are not being used except to a very limited extent to prevent children from accessing adult programmes.

Women express a strong objection to some depictions of women in adult movies, and are more likely to express concern about safeguarding children from adult themes, and about the effect of adult material on children.

More people agree than disagree with the proposition that the rules for free-to-air and pay television should be the same. Those who think the rules should be the same consider that since all television is accessed in the same way it should therefore be subject to the same standards. Among those who think the rules should be different, the majority consider that having paid for a subscription, subscribers are entitled to a different set of standards.

## APPENDIX I — STATISTICAL ANALYSIS

The survey results in this report are presented as the average percentage responses for specified groups, and the reader may want to know how sampling variation affects these reported figures. This assessment of the role of sampling variation underlies the notion of statistical significance and helps to explain whether the apparent differences in the sample are likely to reflect real contrasts in opinion in the population at large.

There are three common forms of this question:

- What is the likely sampling variation for a single percentage?
- What is the statistical significance of a reported difference between two sub-groups to the same question?
- What is the statistical significance of a reported difference between alternative responses to a question by one sub-group?

Techniques for answering these questions are outlined later in this chapter.

### 1.1 Sample size, non-response and weighting

The survey had two components, one being the initial contact sample with a size of 1700 respondents and the other the follow-up sample who sent in the self-completion questionnaire. Here the sample size was 1000, and this implies a response rate for the second phase of 59%. Though comparable with the rates commonly achieved in postal surveys, this still leaves room for appreciable bias in the survey results.

However, the two-stage structure of the survey made it possible to check the characteristics of those who responded to the second stage and those who did not. When this data was checked, it was found that the two groups were very similar in their demographic profiles. Thus any concerns about the effect of non-response bias can be allayed.

The survey contractor applied standard statistical techniques to weight the raw input data to allow for both varying numbers of adults in the contacted households, and the under- and over-representation of specific sub-groups in the achieved sample when compared with official estimates of the New Zealand population. Details of these

issues are available in the technical summary prepared by ACNielsen.McNair.

### 1.2 Effect of stratification and clustering on the sampling errors

In both samples there was stratification and clustering of the households in the process of selecting individuals for the survey. The combined effect of these basic statistical survey techniques is to increase the sampling error relative to that which would have been obtained from a simple random sample. This increase is commonly measured by the design effect, which is the ratio of the sampling variance achieved by the stratified and clustered sample compared with that for the simple random benchmark. For the initial contact survey the design effect has been estimated by AC Nielsen.McNair as 1.8 and for the self-completion survey at 1.9. These inflating factors for the sampling errors are taken into account in the sections which follow.

### 1.3 Sampling variation for a single reported percentage figure

The estimated margins of sampling error will vary both with the size of the group contributing to the result, and with the percentage reported. The table below gives some estimates of the margins for the self-completion sample.

For example, if in a group of 200 respondents there are 40% who give a particular answer to a question, then in the population at large there is a 95% chance that the 'real' value is  $40\% \pm 9.4\%$  ie between 30.6% and 49.4%.

### 1.4 The statistical significance of a reported difference between two sub-groups to the same question

In this situation, the two sub-groups can be treated as independent samples. The calculation of the margin of sampling variation is complicated as it depends on both the proportions reported by the two sub-groups, and on their size. A large number of tables would be needed here to present even the basic results, and instead a simple worked example is given.

Suppose one sub-group has 200 respondents and the other 400, and the reported affirmative answers to a question were 30% for the first group and 45% for the second.

**Table 2. Sampling Variation for Full Sample Survey Result**  
(as percentage of sub-group)

Sub group size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
50	11.5%	15.3%	17.5%	18.7%	19.1%
100	8.1%	10.8%	12.4%	13.3%	13.5%
200	5.7%	7.7%	8.8%	9.4%	9.6%
500	3.6%	4.8%	5.5%	5.9%	6.0%
1000	2.6%	3.4%	3.9%	4.2%	4.3%

Do these percentages differ significantly?

- For the first sub-group calculate:  $\frac{30(100-70)}{200} = 10.5$

Similarly for the second sub-group calculate:

$$\frac{45(100-45)}{400} = 6.2$$

- Add these two numbers together to get 16.7.
- Multiply this result by 1.9 (the design effect) to get 31.7, and take the square root to give 5.6 (the standard error of the difference).
- Multiply this last figure by 1.96 to get a margin of sampling error of plus and minus 11%.
- The difference between the original percentages is 15% and since this is considerably in excess of 11%, the two observed percentages differ in a statistically significant sense.

### **1.5 The statistical significance of a reported difference between alternative responses to a question by one sub-group**

In this case, care must be taken to allow for the dependence between the two observed percentages. The calculation of statistical significance depends on the size of the sub-group and the percentages recorded for the two alternatives.

As an example, take a sub-group of size 500, in which 200 favour one option, 250 the second, and the remaining 50 are spread over all the other options. The percentage of the sub-group favouring the first option is thus 40%, while 50% favour the second.

Are these figures significantly different?

- Add together the two percentages to get 90.
- Take the difference in percentages, 10, square this and divide by 100 to get 1.
- Subtract the second figure from the first -  $90 - 1 = 89$ .
- Multiply by 1.9, the design effect, to get 169.1.
- Divide by the sub-group size, 500, to get 0.34.
- Multiply by 100 as a scale factor to get 34.
- Take the square root of this last result, 5.8 and multiply by 1.96 to get the margin of sampling variation of plus and minus 11.4%.

The difference in the original percentages was 10%, and since the estimated margin of sampling variation is 11.4%, there is only weak evidence that the two percentages differ in a statistically significant way.

## APPENDIX II — COMPOSITION AND LOCATION OF FOCUS GROUPS

When participants were recruited they were read a letter from the Authority which described the research and the range of restricted material they were going to be asked to view as part of their attendance in the group. This letter was later given to respondents who agreed to participate.

Anonymity, confidentiality and the right of withdrawal were emphasised. Participants were also asked for their permission to have the session audiotaped for later transcribing and were informed how this material would be used and who would have access to it.

The groups were facilitated by Linda Sheldon, Registered Psychologist and Research Consultant, and Phillipa Ballard, Complaints Manager for the Broadcasting Standards Authority.

The groups in Auckland were videotaped and some were observed from an adjacent room by video link-up. Permission was sought for this also. An opportunity for debriefing was offered to all participants, and they were given phone numbers of both facilitators to contact in the future.

All groups were held in office/motel/conference locations. Respondents were selected by door-to-door screening, through contacts in the suburb being screened, or from sports, social or voluntary groupings.

Each of the film clips was introduced and the context explained. Following each clip there was wide ranging discussion, both about the film itself and about the themes it illustrated. Respondents were given the option of not watching material they found objectionable.

### Location and composition of focus groups

Group	Location
Female parents, children 5-12 years	West Auckland
Male Maori parents, children 5-18 years	South Auckland
Female parents of teenagers	East Auckland
Child-free males 31 years and over	Central Auckland
Female Maori parents, children 5-18 years	Napier
Young adults aged 18-30 years	Napier
Child-free females 31 years and over	Christchurch
Young adults, 18-30 years	Christchurch
Male parents, children 5-18 years	Invercargill
Sky Subscribers	Invercargill



## **APPENDIX III**

### **QUESTIONNAIRE**

- National Omnibus Questions (Oral)
- Self Completion Questionnaire (Written)

**ALL PEOPLE 18+**

*I'd now like to ask you some questions about films, other programmes and videos you can see on television.*

AA.1 *The Broadcasting Standards Authority is required to develop codes of practice for the 'free-to-air' TV channels, such as TV1, TV2 and TV3; and the pay TV channels, such as Sky Television and First Media. One of the things they need to know is whether people think the rules should be the same for both, or different.*

**SHOWCARD AA.1**

*On this card are two statements. Which one of these do you agree with?*

The rules about what can be shown on TV should be the same for the pay TV channels as they are for the 'free-to-air' channels ..... 1 **GO TO AA.2**

The rules about what can be shown on TV should be different for pay TV than they are for the 'free-to-air' channels ..... 2 **GO TO AA.3**

Don't know ..... 9 **GO TO AA.4**

**AA.2 IF 'THE SAME' (CODE 1) AT AA.1**

*Are there any particular reasons why you think they should be the same?*

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**GO TO AA.4**

**AA.3 IF 'DIFFERENT' (CODE 2) AT AA.1**

*Are there any particular reasons why you think they should be different?*

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**SHOWCARD AA.4**

AA.4 *On this card is a range of possible meanings for the R18 movie classification. Can you tell me which one you think is correct?*

R18 means people under the age of 18 are **legally prohibited** from watching ..... 1

R18 means it is **recommended** as being **better suited** to people over 18..... 2

R18 means it is a **guideline only**, and parents should decide for their own children..... 3

Don't know ..... 9

AA.5 *Now I am going to read out a statement, and I would like you to tell me whether you agree, agree strongly, disagree, or disagree strongly with it.*

*'If people are subscribing to a pay TV service they should be able to see a wide range of programmes including R18 programmes'.*

- Strongly agree ..... 1
- Agree ..... 2
- Can't say ..... 3
- Disagree ..... 4
- Strongly disagree ..... 5
- Don't know ..... 9 **DO NOT READ**

**SHOWCARD AA.6**

AA.6 *How many times in the last 6 months have you personally watched a rented video in a private home?*

- Not at all ..... 01
- Once ..... 02
- Twice ..... 03
- Three times ..... 04
- Four times ..... 05
- 5 - 7 times ..... 06
- 8 - 10 times ..... 07
- 11 - 15 times ..... 08
- More than 15 times ..... 09
- Don't know ..... 39

The rest of the questions on this subject focus on adult entertainment on television. We have included these in a questionnaire we would like you to complete and post back to us using the pre-paid envelope.

**Self Completion Questionnaire:**

- Self Completion Placed ..... 1
- Self Completion Refused ..... 2

# Adult Entertainment on Television

Survey Code:

Week No:

Weeks:

Day & Month:

Area Name:

Area Unit No.:

Household No.:

Interviewer No.:

**Please only answer this questionnaire if you are the person whom our interviewer already interviewed at your home about TV, banking and insurance, and other topics.**



April 1997

## **To all Survey Participants Research on Adult Entertainment On Television in New Zealand**

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The Broadcasting Standards Authority (BSA) is commissioning research into community attitudes to adult entertainment on television, with particular reference to pay television. This research is about what people consider is appropriate programming for pay television, bearing in mind that it is a subscriber service. In particular, the emphasis will be on adult material rated R18.

Your participation involves completion of a questionnaire which seeks your attitudes about what sorts of things can be broadcast on pay television.

At all times your privacy will be protected, and the answers you give will not be able to be identified in any published material. The information being collected is for the purpose stated and will not be used in any other way.

If you would like any further information about this important research, please contact Phillipa Ballard at the BSA on (04) 382-9508; or Linda Sheldon, the BSA's Research Consultant, on (09) 376-8532; or AGB McNair's National Field Manager, Mary Wignall, on (09) 486-2144.

Your assistance is greatly appreciated. Your views are very important to the BSA, which has the task of considering complaints about breaches of broadcasting standards, and of deciding on what is acceptable on television.

Yours sincerely



Michael Stace (Dr)

**Executive Director**

**BROADCASTING STANDARDS AUTHORITY**

### **PLEASE READ BEFORE STARTING**

Most of the questions in this questionnaire simply require you to tick a box, or circle a number but some ask you to write your answer out in full. Sometimes you may have difficulty answering a question because you don't know the answer or simply cannot make up your mind. In this case please write in "don't know" or "cannot say", rather than just leaving the question unanswered.

If you would like to write in any other comments about any of the questions, we would encourage you to do so.

Many of the questions in this questionnaire are about R18 films. We want your opinions about them and their impact, about children having access to them, your views about these sorts of programmes on pay TV, and so on.

So to get you thinking about the types of films which are classified as R18, on this page is a list of some current and recent ones. These have been shown at cinemas or released on video, and some have also been on Sky Television in New Zealand.

**1** First, please read through this list, tick each film you have seen, and if you have seen it, tick whether you saw it at a cinema, on video, or on Sky TV.

Name of R18 Film	Tick each film you have seen	Where did you see it?		
		Cinema	Video	Sky TV
01		1	2	3
Pumpkinhead .....	02	1	2	3
No Remorse .....	03	1	2	3
Murder in the First .....	04	1	2	3
Possessed by the Night .....	05	1	2	3
Copycat .....	06	1	2	3
The Professional .....	07	1	2	3
Colour of Night .....	08	1	2	3
Reservoir Dogs .....	09	1	2	3
Pulp Fiction .....	10	1	2	3
Natural Born Killers .....	11	1	2	3
Against the Wall .....	12	1	2	3
Dead Man .....	13	1	2	3
Casino .....	14	1	2	3
Sudden Death .....	15	1	2	3
The Best of Anna Nicole Smith .....	16	1	2	3
Death and the Maiden .....	17	1	2	3
Electric Blue .....	18	1	2	3
Wild Orchid .....	19	1	2	3
The Best of Pamela Anderson .....	20	1	2	3
From Dusk to Dawn .....	21	1	2	3
Playboy After Dark (only on Sky) .....	22	1	2	3
Trainspotting .....	23	1	2	3
Showgirls .....	24	1	2	3
Seven .....	25	1	2	3
Money Train .....	26	1	2	3
The People vs Larry Flynt .....	27	1	2	3
Fargo .....	28	1	2	3
Raging Bull .....	29	1	2	3
Sugar Hill .....		1	2	3

Name of R18 Film	Tick each film you have seen	Where did you see it?		
		Cinema	Video	Sky TV
30		1	2	3
Carrie .....	31	1	2	3
Joshua Tree .....	32	1	2	3
Bad Lieutenant .....	33	1	2	3
Hard Target .....	34	1	2	3
Hard Core .....	35	1	2	3
Body Double .....	36	1	2	3
A Clockwork Orange .....	37	1	2	3
Exorcist .....	38	1	2	3
Leaving Las Vegas .....	39	1	2	3
Killing Zoe .....	40	1	2	3
The Crow - City of Angels .....	41	1	2	3
The Long Kiss Goodnight .....	42	1	2	3
Bullet Proof .....	43	1	2	3
* True Romance .....	44	1	2	3
* Basic Instinct .....				

I HAVE SEEN NONE OF THESE FILMS .....  96 →  Go to Question 2

\* These two films have been shown on TV2 or TV3 in a censored form. If you have seen them on either TV2 or TV3, but nowhere else, please **do not** tick.

**2** The R18 classification can be given to a film for a number of reasons. What sorts of things do you think the R18 classification **should** be given for?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Many of the questions from here on are about pay TV and the distinction between pay TV and "free-to-air" TV.

Just to clarify the differences, the free-to-air channels are TV1, TV2 and TV3, and in some places there are regional channels. These are called "free-to-air" because you don't have to pay anything to receive them, except for the yearly broadcasting fee of \$110.

With pay TV you can get extra channels in your home by paying a fee and becoming a subscriber. The best known and biggest pay TV company is Sky Television. Other pay TV companies are Saturn, First Media Ltd, and Far North Cable.

At present, Sky TV and other pay TV services are able to broadcast R18 movies. The next series of questions asks for your opinion about R18 movies on pay TV at home. Each question presents two or three statements. We would like you to tick the **one** statement in every set which you agree with most.

**3** I think that . . .

watching R18 movies on pay TV at home would **not** have a bad effect on me .....

watching R18 movies on pay TV at home **would** have a bad effect on me .....

**4** I think that . . .

there **would** be a bad effect on children who watch R18 movies on pay TV at home .....

there would **not** be a bad effect on children who watch R18 movies on pay TV at home .....

**5** I think that society as a whole . . .

is harmed by R18 movies being broadcast on pay TV .....

is **not** harmed by R18 movies being broadcast on pay TV .....

**6** R18 action/adventure movies usually contain lots of violence. I think that . . .

this sort of violence is acceptable, because the film has an R18 classification .....

this sort of violence is only acceptable if it is important to the storyline .....

this sort of violence is never acceptable, even with the R18 classification .....

**7** I think that . . .

a lot of violence in society today is caused by what people watch at the cinema, on television, and on video at home .....

little or no violence in society today is caused by these things .....

The next few questions are about child control devices on pay TV. When we refer to children in this questionnaire, we mean those under 18 years old.

There are some control devices available now, or which will be available in the future, that enable pay TV subscribers to block out certain programmes if they choose.

These are described below, followed by some questions about them which we would like you to answer.

### CONTROL DEVICE NO.1: THE R18 CARD

When people take out a subscription to Sky TV and pay their installation fee, they are given an **Access Card**. This is a plastic card which is encoded with electronic information, and when it is slotted into the Sky decoder it activates it and enables the subscriber to receive Sky channels on their TV set.

At the time people subscribe they are given the option of having either the standard Access Card, or alternatively they can have an **R18 Restriction Card**. This does the same job as the standard Access Card, but in addition, it prevents the decoder from receiving R18 programmes, which prevents anybody in that home from seeing R18 programmes that are broadcast on Sky channels.

Please indicate your level of agreement or disagreement with the statements about the R18 card below:

**8** "I think that the R18 card is an effective method of preventing children from watching R18 programmes in the home."

Strongly agree .....	1
Agree .....	2
Can't say .....	3
Disagree .....	4
Strongly disagree .....	5

**9** "If I had children under 18 living at home and I subscribed to pay TV, I would use an R18 card rather than a regular Access Card."

Strongly agree .....	1	} Go to Question 11
Agree .....	2	
Can't say .....	3	
Disagree .....	4	} Continue at Question 10
Strongly disagree .....	5	

**10** If you disagree with the statement in question 9, can you say why?

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**11** Some people believe that children are adequately protected from R18 material on pay TV by the existence of R18 cards and/or parental supervision, while others think these things are not adequate safeguards, and say that the government should simply not allow R18 material on pay TV.

In between these positions is a third possibility, which is having an R18 channel that is subscribed to separately.

Which one of these positions do you feel most comfortable with?

R18 card and parental supervision are adequate safeguards on pay TV .....	1
Films should be allowed on pay TV only if broadcast on a separate pay TV channel .....	2
The government should not allow R18 films on pay TV at all .....	3

**CONTROL DEVICE NO.2:**

When Sky Television begins broadcasting by satellite, the technology associated with this will enable the TV remote control handset to be used to block R18 programmes. The subscriber will key in a number (which he/she would not allow the children to know) which would prevent either all or selected R18 programmes from being received.

Please indicate your level of agreement or disagreement with the statement about this Control Device below.

**12** "If I had children under 18 living at home and I subscribed to pay TV, I would use the remote control keypad to stop programmes I selected from coming into my home."

Strongly agree .....	1
Agree .....	2
Can't say .....	3
Disagree .....	4
Strongly disagree .....	5

The next questions are about some types of restrictions which could be placed on R18 movies on pay TV.

**13** R18 movies can have very realistic and "full on" scenes of violence. Please tick below whether you agree or disagree with each suggestion about possible restrictions on movies with R18 violence.

	Agree	Disagree
1 R18 violence should not be allowed on pay TV under any circumstances .....	1	2
2 R18 violence should be allowed on pay TV if it is important to the storyline of the movie .....	1	2
3 R18 violence should be allowed on pay TV but only late at night .....	1	2
4 R18 violence should be allowed on pay TV because subscribers have the option of using an R18 Restriction Card .....	1	2
5 R18 violence should be allowed on pay TV but only on a separate R18 channel .....	1	2
6 R18 violence should be allowed on pay TV just as any other programme is .....	1	2

**14** If you agreed that R18 violence should be permitted on pay TV but only late at night, what do you mean by "late"?

After 8pm .....	1
After 10pm .....	2
After midnight .....	3

**15** Some R18 movies contain scenes of sexual violence such as rape or violence against a woman or man during sex. Please tick below whether you agree or disagree with each suggestion about restrictions on movies with R18 sexual violence.

	Agree	Disagree
1 R18 sexual violence should not be allowed on pay TV under any circumstances .....	1	2
2 R18 sexual violence should be allowed on pay TV if it is important to the storyline of the movie .....	1	2
3 R18 sexual violence should be allowed on pay TV but only late at night .....	1	2
4 R18 sexual violence should be allowed on pay TV because subscribers have the option of using an R18 Restriction Card .....	1	2
5 R18 sexual violence should be allowed on pay TV but only on a separate R18 channel .....	1	2
6 R18 sexual violence should be allowed on pay TV just as any other programme is .....	1	2

**16** If you agreed that R18 sexual violence should be permitted on pay TV but only late at night, what do you mean by "late"?

After 8pm .....	1
After 10pm .....	2
After midnight .....	3

**17** Some R18 movies contain scenes of couples having sexual intercourse. Please tick below whether you agree or disagree with each suggestion about restrictions on movies with R18 sexual intercourse.

	Agree	Disagree
1 R18 sexual intercourse should not be allowed on pay TV under any circumstances .....	1	2
2 R18 sexual intercourse should be allowed on pay TV if it is important to the storyline of the movie .....	1	2
3 R18 sexual intercourse should be allowed on pay TV but only late at night .....	1	2
4 R18 sexual intercourse should be allowed on pay TV because subscribers have the option of using an R18 Restriction Card .....	1	2
5 R18 sexual intercourse should be allowed on pay TV but only on a separate R18 channel .....	1	2
6 R18 sexual intercourse should be allowed on pay TV just as any other programme is .....	1	2

**18** If you agreed that R18 sexual intercourse should be permitted on pay TV but only late at night, what do you mean by "late"?

After 8pm .....	1
After 10pm .....	2
After midnight .....	3

**19** Below is a list of types of scenes in movies which may result in R18 classifications being given. We would like you to indicate how concerned you are, if at all, about each type of scene, by **circling** ONE of the numbers in the scale below.

	No Concern			Moderate Concern				Extreme Concern	
	1	2	3	4	5	6	7	8	9
1 Sex .....	1	2	3	4	5	6	7	8	9
2 Nudity .....	1	2	3	4	5	6	7	8	9
3 Horror .....	1	2	3	4	5	6	7	8	9
4 Soft porn/blue movies .....	1	2	3	4	5	6	7	8	9
5 Offensive or bad language .....	1	2	3	4	5	6	7	8	9
6 Sexual violence .....	1	2	3	4	5	6	7	8	9
7 Violence .....	1	2	3	4	5	6	7	8	9
8 Serial killing .....	1	2	3	4	5	6	7	8	9
9 Drug usage .....	1	2	3	4	5	6	7	8	9
10 Bondage .....	1	2	3	4	5	6	7	8	9
11 "Splatter"/"blood & guts" .....	1	2	3	4	5	6	7	8	9

**20a** Sometimes classification symbols and advice on programme content are shown before some TV programmes start. Have you noticed this information before?

Yes .....  1  2  3  4  5  6  7  8  9

No .....  1  2  3  4  5  6  7  8  9

Continue at Question 20b  
Go to Question 21

**20b** Some people pay attention to the classification symbols and advice on programme content, and others don't. Please indicate how frequently, if at all, **you personally** use this information to help decide whether you will watch a particular programme, by ticking **one** of the options below.

I **never** use this information to help me decide whether I will watch a particular programme .....  1  2  3  4

I **rarely** use this information for this purpose .....  1  2  3  4

I **sometimes** use it for this purpose .....  1  2  3  4

I **frequently** use it for this purpose .....  1  2  3  4

Next are two statements about R18 movies on pay TV, which people may or may not agree with. Please indicate how much you personally agree or disagree with each of them.

**21** "I think that if people want to watch R18 movies they should have to get them from the video shop and not be able to watch them on pay TV."

Strongly agree .....  1  2  3  4  5

Agree .....  1  2  3  4  5

Can't say .....  1  2  3  4  5

Disagree .....  1  2  3  4  5

Strongly disagree .....  1  2  3  4  5

**22** "I think that if people want to watch R18 movies on pay TV they should have to pay an additional fee for an R18 channel."

Strongly agree .....  1  2  3  4  5

Agree .....  1  2  3  4  5

Can't say .....  1  2  3  4  5

Disagree .....  1  2  3  4  5

Strongly disagree .....  1  2  3  4  5

**23** The next series of questions are about children and their TV viewing. To decide whether or not you should answer these questions, please indicate below whether or not you are a parent or caregiver of any children.

No, I am not a parent or caregiver .....  1 → **Go to Question 34**

Yes, I am a parent or caregiver .....  2 → **Continue at Question 24a**

**24a** Please tick below which age group(s) your child(ren) is (are) in.

Under 18 years old .....  1

18+ years old .....  2

**!** If **all** your children are over 18 years old, please go straight to question 34.

**24b** How many children aged under 18 do you have?

One child under 18 years old ...  1

More than one child under 18 ...  2

**STOP** PLEASE READ THE FOLLOWING IMPORTANT INFORMATION.

**!** If at question 24b you answered **one** child, please now go direct to question 25.

If you answered **more than one** child, we would like you to answer questions 25 to 33 in respect of only **one** of your under 18 year olds. We would like you to select **the child who has the next birthday**, and think of her/him only, when answering these questions.

**25** How old was this child last birthday? Please circle the age below. Circle '0' if child has not had their 1st birthday.

0	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17

Families vary a lot in the TV viewing arrangements they have with their children. Some families give their children more independence than others, and often the same family has differing arrangements with individual children.

The next few questions are about the TV viewing arrangements you have with your child.

**26** First, do you or any other adults have any rules about what your child cannot or should not watch? We have listed some of the sorts of TV viewing rules people have with their children, and we have also left space for you to record any other rules you may have. Please tick **all** the statements which apply to your child.

We have no TV viewing rules with this child .....  01

This child is not allowed to view ...  02

... after a certain time at night .....  03

... R18 programmes .....  04

... programmes with violence in them .....  05

... programmes with sex in them .....  06

... horror or scary programmes .....  07

... programmes with bad language .....

Do you have any other rules? If so, please write below:

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**27** TV viewing rules for children are not always able to be enforced. How often, if at all, are any of your rules broken by this child?

Never .....	1
Rarely .....	2
Sometimes .....	3
Quite often .....	4
Very often .....	5

**28** People have their own reasons for having TV viewing rules for their children. If you have rules, please record below any reasons for having these rules.

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**29** If you do not have any rules, please write below whether you have any particular reasons for this.

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**!** Please check back to question 20a on page 6. If you answered 'yes', please answer question 30. If you answered 'no', please go to question 31.

**30** In question 20b we asked you how frequently, if at all, you **personally** use the classification symbols and advice on programme content (shown before some programmes) to help decide whether you will watch a particular programme.

Now we would like to know about what you do in respect of **your child**. How frequently, if at all, do you use the classification symbols and advice on programme content to help decide whether **your child** can watch a particular programme? Please tick **one** of the options below.

I <b>never</b> use this information to help me decide whether my child can watch a particular programme ...	1
I <b>rarely</b> use this information for this purpose .....	2
I <b>sometimes</b> use it for this purpose .....	3
I <b>frequently</b> use it for this purpose .....	4

**31** As far as you know, how often, if at all, has this child seen an R18 movie, either at the cinema, on video, or on pay TV?

Never .....	1
Rarely .....	2
Sometimes .....	3
Quite often .....	4
Very often .....	5

Next are two statements about children's viewing which people may or may not agree with. Please indicate how much you personally agree or disagree with each of them, by ticking the **one** answer that applies.

**32** "I believe my child can tell the difference between fact and fantasy, so he/she is fine watching any movie on TV."

Strongly agree .....	1
Agree .....	2
Can't say .....	3
Disagree .....	4
Strongly disagree .....	5

**33** "It is hard to monitor my child's TV viewing when restricted material is on, because he/she will find a way to get around the rules."

Strongly agree .....	1
Agree .....	2
Can't say .....	3
Disagree .....	4
Strongly disagree .....	5

**34** The next few questions are about pay TV and how it compares with "free-to-air" TV.

If you wish to remind yourself about the differences between pay TV and free-to-air TV, check back to the description after question 2 on page 2.

First, please indicate below whether or not your household subscribes to any pay TV services, and if so, which one(s).

No, we do not subscribe to pay TV .....	1	→ Continue at Question 35
Yes, we subscribe to:		
Sky Television .....	2	→ Go to Question 38
Saturn .....	3	
First Media .....	4	
Far North Cable .....	5	
Other .....	6	

**35** If you do not currently subscribe to a pay TV service, have you ever subscribed in the past?

Yes .....	1	→ Continue at Question 36a
No .....	2	→ Go to Question 36b

**36a** Were there any particular reasons why your household stopped subscribing? If so please write below, then go to question 37.

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**36b** Are there any particular reasons why your household has never subscribed? If so please write below, then continue at question 37.

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**37** If you do not currently subscribe to a pay TV service, how likely is it that your household will subscribe in the next 12 months?

We will definitely subscribe .....	1
We will probably subscribe .....	2
We will possibly subscribe .....	3
We will probably not subscribe .....	4
We will definitely not subscribe .....	5

**!** PLEASE ANSWER THE REMAINING QUESTIONS EVEN IF YOU DO NOT SUBSCRIBE TO A PAY TV SERVICE.

Now a few questions about **rules** for pay TV and free-to-air TV. As you answer these questions we would like you to bear in mind differences between pay TV and free-to-air TV.

**38** "I think if people are subscribing to a pay TV service they should be able to see a wide range of programmes including R18 programmes."

Strongly agree .....	1
Agree .....	2
Can't say .....	3
Disagree .....	4
Strongly disagree .....	5

**39** "I think the rules about what can be broadcast on pay TV should be exactly the same as the rules which apply to free-to-air television."

Strongly agree .....	1	→	Continue at Question 40a
Agree .....	2		
Can't say .....	3	→	Go to Question 41
Disagree .....	4	→	Go to Question 40b
Strongly disagree .....	5		

**40a** If in question 39 you **agreed** that the rules about what can be broadcast on pay TV should be the same as those which apply to free-to-air TV, we have presented below some of the reasons people give for this. Please indicate whether any of these reasons apply to you, or in the space provided, write any other reasons you may have. Then go to question 41.

... if you want to watch R18 movies then you should go to the cinema (where there are controls on who can enter) .....	01
... if you want to watch R18 movies then you should go to the video shop .....	02
... if you want to watch R18 movies then there should be a separate channel for these types of movies that you have to subscribe to separately .....	03
... I want to be sure that what comes into my house on TV is acceptable to me .....	04
... it is difficult to stop kids watching movies on pay TV even if you are careful .....	05
... kids have ways of beating parents' wishes and watching R18/violent/sexy movies, for example by changing channels when parents leave or enter the room .....	06
... pay TV comes into the home where children are, in the same way that free-to-air TV does .....	07
... kids "channel surf" when watching TV, and are likely to come across R18 movies unintentionally	08

Any other reasons? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**40b** If in question 39 you **disagreed** that the rules about what can be broadcast on pay TV should be the same as those which apply to free-to-air TV, we have presented below some of the reasons people give for this. Please indicate whether any of these reasons apply to you, or in the space provided, write any other reasons you may have.

... if you go to the expense of subscribing you should be able to get something more, or something different, from what you are limited to with free-to-air TV .....	01
... people who don't like what's on pay TV don't have to watch it .....	02
... it's not the government's role to control or regulate what subscribers to pay TV can watch .....	03
... you should be able to see uncensored sexual and violent scenes in movies if you choose to pay for them by subscribing to pay TV .....	04
... there are ways of stopping children from viewing (for example the R18 card) so there is no need to have the same restrictions on content as free-to-air TV has .....	05
... it's up to parents to set the standards for their children, so there's no need for controls on pay TV .....	06

Any other reasons? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**41** Bearing in mind that on free-to-air television "adult" programmes cannot be broadcast before 8.30pm, do you think pay TV should be similarly restricted? Please tick below what time you think adult viewing times should start on pay TV.

No restrictions - any time .....	1
After 7pm .....	2
After 8pm .....	3
After 9pm .....	4
After 10pm .....	5
After 11pm .....	6
After midnight .....	7

These last few questions are about the way women are portrayed in the media. The questions consist of a series of statements, and we would like you to indicate your level of agreement or disagreement with each.

**42** "Adult movies which contain sex scenes and female nudity are harmful to women because they focus on women as sexual objects always available to satisfy men."

Strongly agree .....	1
Agree .....	2
Can't say .....	3
Disagree .....	4
Strongly disagree .....	5

**43** "Scenes of sexual violence (such as rape) towards women in adult movies are acceptable because adults know that men don't normally behave like this."

Strongly agree .....	1
Agree .....	2
Can't say .....	3
Disagree .....	4
Strongly disagree .....	5

**44** "There are already so many images in the media which stereotype women and put them down that there is little point in trying to do anything about it through restrictions on pay TV."

Strongly agree .....	1
Agree .....	2
Can't say .....	3
Disagree .....	4
Strongly disagree .....	5

**45** Are you male or female?

Male .....	1
Female .....	2

**46** Into which of these age groups do you fall?

18 years .....	09
19 years .....	10
20-24 years .....	11
25-29 years .....	12
30-34 years .....	13
35-39 years .....	14
40-44 years .....	15
45-49 years .....	16
50-54 years .....	17
55-59 years .....	18
60-64 years .....	19
65-74 years .....	20
75+ years .....	21



**THANK YOU!**

Thank you very much for the time and effort you have put into completing this questionnaire. Your contribution will be greatly appreciated by the Broadcasting Standards Authority.

Please mail this questionnaire back to us in the postage paid envelope provided.

