



OFFICE OF FILM
& LITERATURE
CLASSIFICATION

Te Tari Whakarōpū Tukuata, Tuhitubinga

"I know I'm not a dirty old man"

The Viewing Habits of Users of Sexually Explicit Movies

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Report for the Office of Film and Literature Classification

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Foreword

Readers of the Classification Office's research reports over the last three years will recognise the inevitability of this year's research into the viewing habits and opinions of frequent users of sexually explicit videos and DVDs.

Our focus groups in 2001 and 2002 revealed that age and frequency of use, rather than gender, were more determinative of whether or not people perceived "degrading, dehumanising or demeaning" activities in sexually explicit videos. We therefore decided in 2003 to survey the academic literature that reported how frequent users of sexually explicit videos were affected, or not, by what they watched. This had to be abandoned in favour of a more general survey of the research on the effects of viewing sexually explicit material when we discovered that very little research into frequent users had ever been done.

This year's research begins to fill that gap.

Thirty-nine men and six women volunteered their time to answer some very personal questions about how they watch sexually explicit movies, why they watch them, and how they think they are affected by them. They also answered questions about the stigma attached to viewing these movies. All of them responded to invitations addressed to "regular customers" that were left in retail video stores and sex shops in the Wellington region.

Although the sample size is too small and self-selected to be broadly representative, the results refuse to confirm any particular stereotype of the frequent user of sexually explicit movies. If anything, this report shows how complex the research into how people perceive the impact of viewing sexually explicit movies on themselves and others can be. For example, most participants reported that they preferred to watch sexually explicit movies with their partners, but only half usually did. Most did not feel there was anything wrong with watching sexually explicit movies, but most would not leave them lying around their homes either. Most thought that viewing sexually explicit movies had improved their lives, but of course, some reported the opposite.

I am grateful for the candour of those people who participated in this research, and for the assistance of the video outlets, sex shops and mail order businesses that publicised this project to their regular customers. I would also like to thank Venezia Kingi, Elisabeth Poppelwell and Judy Paulin of the Crime and Justice Research Centre of Victoria University of Wellington for working closely with staff of the Office in the design and implementation of this research. And as usual, Information Unit manager Cathrine Austin and research advisor Virg Burns provided the oversight and enthusiasm to see the successful publication of research that on any survey of international academic writing, ventures into territory where few have ventured before.



W K Hastings

Chief Censor of Film and Literature

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CHAPTER 1

INTRODUCTION

For decades Hollywood filmmakers had strict codes in place in an attempt to keep sex out of their films (www.historymatters.gmu.edu/mse/film/socialhist; www.pbs.org/wgbh/cultureshock/beyond/hollywood; www.archives.nysed.gov/a/researchroom/rr_film_censor). Today, sexually explicit material¹ is widely available and in various forms: as print, films, videotapes, DVDs and on the Internet.

With the advent of home video, concern about the effects of viewing sexually explicit material on viewers, and consequently on society at large, continues. This has led to widespread debate about the existence and extent of the negative consequences which the habitual use of sexually explicit material may have on users' attitudes and behaviours.

The bulk of the research literature in this field has been on whether or not viewing pornography leads to sex crimes (Marshall, 1988; Potter, 1996). We know very little about the users of sexually explicit material not convicted of sexual offences (*ibid*). Other research on the consumers of sexually explicit material has tended to focus on the customers of a particular type of outlet for sexually explicit material. For example, Tewksbury (1990) surveyed customers of adult bookstores and Potter (1996) surveyed customers of mail order and adult shop suppliers of x-rated videos.

The only general survey of consumers of sexually explicit material we could find in the literature is currently being undertaken in Australia. The project is entitled "Understanding Pornography in Australia" and is being carried out jointly by researchers from the Universities of Queensland and Sydney (www.understandingpornography.info). Part of this project involves an online survey of consumers of pornography. Although the researchers cannot make any definitive statements until their final results have been analysed, their preliminary results make interesting reading. McKee (2003) writes:

The consumers of pornography are men and women; they are married, single or in other relationships. They live in cities and in the country. They vote for Labour, the Greens, the Liberal or National parties. They are atheists,

Buddhists and Anglicans. (p 2).

The final results of this survey are due later this year.

In New Zealand, the Office of Film and Literature Classification (the Office) recognises the importance of not censoring in a vacuum. It has previously commissioned research into public opinion on sexually explicit video material (Barwick, 2001 and 2002). These research findings helped the Office to stay in touch with how New Zealanders interpret and view the meaning of statutory censorship criteria such as "injury to the public good" and "degrading, dehumanising and demeaning" activity, when applied to sexually explicit movies (Barwick, 2003).

One of the areas the Barwick (2001; 2002; 2003) studies illuminated was the lack of research on the frequent users of sexually explicit material. This study focuses on this area.

Earlier this year, the Office commissioned researchers at the Crime and Justice Research Centre to undertake research on the viewing habits of users of sexually explicit material. The research had the following objectives:

- 1 To describe the demographic characteristics of a sample of users of sexually explicit material;
- 2 To describe:
 - (i) their viewing habits (nature and frequency), including the reasons for and context in which they view the material and their preferred material for viewing; and
 - (ii) their reactions to their use of sexually explicit material.

This report presents the findings of this research. Chapter 2 explains the methodology we have used. Chapter 3 presents the research results and a summary of findings.

This is the first time that a study of this nature has ever been undertaken in New Zealand. The viewers who consented to take part in this research are a small non-representative sample of viewers of sexually explicit material in the greater Wellington region. The extent to which the research findings can be extrapolated to users of sexually explicit material in other parts of New Zealand or to New Zealand users in general is necessarily limited.

¹ This report uses the term "sexually explicit material" rather than the value-laden term "pornography".

The results of the research will, however, contribute to the Office gaining a better understanding of the audience of the material the Office classifies and how that material is used. We hope that the research findings will also inform debate on the effects of viewing sexually explicit material on viewers' attitudes and behaviours.

CHAPTER TWO

METHODOLOGY

2.1 Methods

The research design and the associated research methods for this project were guided by discussions between the Crime and Justice Research Centre researchers and staff of the Office of the Film and Literature Classification.

2.2 Ethical issues and safety procedures

An application for ethical approval for this project was submitted to the Victoria University of Wellington Human Ethics Committee and approval was granted in January 2004.

Due to the sensitive² nature of the research topic, it was considered important to:

- Develop safety procedures for both participants and researchers to ensure their comfort and safety during the interview procedure, particularly during face-to-face interviews (see Appendix 1).
- Inform potential participants of the issues surrounding confidentiality: that they did not have to answer any questions they did not want to and that no information would be included in the report which would enable them to be identified in any way.³
- Ensure that potential participants were assured of the discretion and the professional integrity of the research team.⁴

The research was perceived to have more credibility and integrity due to the fact that the researchers were based at Victoria University of Wellington. Some participants said that it was this that had helped them decide to take part.

I saw it was from Victoria University so knew it was legit. (male, 35-39yrs)

I picked up the envelope in the video store because I saw the Victoria University logo. (female, 25-29yrs)

It was a Victoria University piece of research and I had never taken part in research before. (male, 20-24yrs)

I responded because it was from the University so I knew it was a reputable group. (male, 40-44yrs)

The safety of researchers was addressed by putting in place an 0800 telephone number for potential participants to ring them on and by researchers using the 'Number Withhold' function⁵ if responding to enquiries or conducting phone interviews from home. When conducting interviews away from the university, researchers were required to take a cell phone with them and to inform a colleague of their destination and the estimated time that they would be away. Procedures were also put in place for debriefing researchers.

2.3 Research methods and number of participants

There were several ways of approaching the research. Possible research methods included:

- Focus groups;

2 Tourangeau, Rips & Rasinski (2000) define sensitive questions or topics as those encompassing aspects such as: the differential social desirability of the possible answers; intrusive questions that invade the privacy of the participant and the fear of participants that their answers may be disclosed to a third party. All of these factors could be seen to relate to asking participants about how often they watch sexually explicit movies, why they watch them and how watching them makes them feel.

3 When interviewing, it is important to respect a participant's right to privacy and his/her right to refuse to answer certain questions, or indeed to be interviewed at all (see for example, Oppenheim, 1992).

4 Two members of the research team who were experienced senior researchers carried out all of the interviews. Both of these researchers were women. None of the participants asked to be interviewed by a male researcher. However, this option was available to them.

5 This is a Telecom Smartphone Service, where to prevent your phone number being displayed if the person you are calling has a "Caller Display" system, you dial 0197 before you dial the number.

- A survey questionnaire (by post or email);⁶ and
- In depth one-on-one interviews.

After discussions with the Office, it was decided to conduct in depth one-on-one interviews with a sample of 30-50 users of sexually explicit material. It was felt that this method was appropriate given the topic and that it would provide a rich source of qualitative information.⁷

2.4 Interview schedule and information sheet

The interview schedule and information sheet⁸ (see Appendix 2) were developed during January and February 2004 in consultation with the staff of the Office. Areas covered included: how participants sourced sexually explicit movies; their viewing patterns; their viewing preferences; their film technique preferences; their reasons for watching such material; their usage of DVDs, Internet and other media; their opinions on the stigma attached to viewing sexually explicit material; and the effects on them of viewing this material. The interview schedule was piloted with the first three interviewees. Minor amendments were made to the schedule to incorporate feedback from the Office. These changes did not affect the data already collected from the first three interviews, so these were included in the final sample.

Information sheets were developed that described the focus of the research. They stated that a team of researchers from Victoria University of Wellington was undertaking the project and that the Office of Film and Literature Classification had commissioned the survey⁹. Regular users of sexually explicit videos were invited to contact the research team at Victoria University of

Wellington either to find out more about the research or to indicate that they were willing to take part. They could do this either by filling in the reply form and posting this back in the prepaid envelope supplied or by phoning an 0800 number that had been specially set up for this project. Those who took part were told they would be paid a koha of \$30 in appreciation of their time and would be provided with a summary of the findings at the conclusion of the research.¹⁰

2.5 Analysis of responses

Responses were obtained from a non-random sample of 46 participants. The interview schedule was structured and made up of a mixture of closed and open-ended questions which were analysed qualitatively and quantitatively. All responses were entered into a Filemaker Pro database, imported into Excel for cleaning¹¹ and transferred to SPSS for statistical analysis, which consisted mainly of producing frequencies and cross tabulations of the data. Responses to the open-ended questions were analysed to identify main themes and to provide examples to elaborate on these themes. Throughout the report raw numbers and percentages¹² are only included in the text where this information is not already included in a table, otherwise only raw numbers are given.

2.6 Procedures for obtaining research participants

The Office initially identified a number of outlets in the greater Wellington area from which consumers could hire, view or buy sexually explicit video material and contacted them to ask whether or not they would be willing to take part in this project. Outlets approached included 13 mainstream video stores, five specialised

6 Focus groups were rejected as it was felt that people might not be willing to participate in a group situation when discussing personally sensitive material, and survey questionnaires were rejected because responses to these by post and email are traditionally low. Oppenheim (1992) puts the response rate for postal surveys at below 40%.

7 The use of interviews as a source of rich data is widely acknowledged. For example see Oppenheim (1992) and Richardson (1996).

8 Before drafting the interview schedule, members of the research team viewed samples of the type of sexually explicit films that are classified by the Office, met with the Chief Censor, the Deputy Chief Censor and other staff, and held discussions with them on the possible content of the interview schedule.

9 A generic Victoria University of Wellington logo was used on the information sheet as it was felt that the logo of the Crime and Justice Research Centre might discourage potential participants. The envelopes used were also generically branded and had a label on the front that read "*An Invitation ...*".

10 It is important that promises made by the researcher, such as providing summaries of research findings to participants, are kept. This is part of what Patton (1990) termed 'reciprocity' and Marshall & Rossman (1995) called 'deploying the self': that is an exchange relationship that makes the participant's involvement worthwhile. It is particularly relevant when interviewing around sensitive subjects.

11 This is a process used to verify consistency of data coding and accuracy of data entry. It does not alter the nature of participants responses in any way nor does it result in the omission of any data.

12 Percentages do not always add to 100 because of rounding errors.

sex stores and two mail order businesses. The research team then contacted owners, managers or staff who had indicated their willingness to be involved in the project (although the Office staff reported to the researchers that some who had been contacted were hesitant) and described the research to them.¹³ At this stage, if they were still interested in taking part,¹⁴ arrangements were made to deliver the information sheets to them and to talk them through both the contents of the information sheet and what would be required of them. The researchers also contacted an additional three mainstream video outlets identified, but not yet contacted, by the Office. The researchers approached the owners or managers of these outlets about the possibility of taking part in the research. Two agreed to take part. Overall, 13 video stores, five sex shops and one mail order business participated in the research. A total of 999 information sheets were placed with these outlets.

Most of the managers and staff of the participating outlets were happy either to hand an envelope containing an information leaflet about the research to customers who hired sexually explicit movies or to place the envelope in the bag with the movies. In some outlets, the envelopes were put in a box in the area of the store where the sexually explicit movies were kept.

The original data collection period was set down for March and April 2004. However, to increase the number of interviews, we extended the data collection period to the end of the second week of May 2004. At the beginning of May, store owners were phoned and asked not to hand out any more information leaflets and to dispose of those they had left.¹⁵ Participating outlets were also asked if they would like a summary of the research findings – all said "yes".

Thirty-eight information sheets were returned and fourteen people phoned the 0800 number. One person

was unable to be contacted, another said s/he was busy and would let us know when s/he would be available; and five were ineligible to take part in the research.¹⁶ A staff member from one of the video stores also volunteered to take part in the research. Forty-six interviews were subsequently carried out.

2.7 Interviews

Interviews were either conducted face-to-face or over the phone depending on the preference of the interviewee. Twenty-six (56%) participants were interviewed by phone and 20 (44%) were interviewed face-to-face. The interviews were relatively short and took, on average, around half an hour.¹⁷ Ten of the face-to-face interviews were carried out in a room at the university; another eight (40%) took place at the participants' homes;¹⁸ one person was interviewed at his/her workplace; and another was interviewed at a friend's place. Twenty-eight (61%) of the interviews took place during the day.¹⁹ Thirty-one (67%) of those interviewed came from the Wellington area, seven (15%) came from Porirua, four (9%) came from the Hutt Valley and another four (9%) came from the Kapiti area.

Table 2.1 below sets out the characteristics of the sample. Thirty-nine (85%) of those interviewed were men. Many were relatively young: thirteen (28%) were under the age of 25 and twenty (43%) were under the age of 30. Thirty (65%) of those interviewed identified as New Zealand European and six (13%) as Māori or part Māori. Forty-two (91%) of those interviewed described themselves as heterosexual, one was bisexual, one was lesbian and another described him/herself as asexual. Only nine (19%) of those interviewed described themselves as having a religious affiliation. Seven out of the nine said that they were Christian. Twenty-nine (63%) participants reported being employed, two stated they

13 We were unable to contact one of the mail order businesses.

14 Two video stores declined to take part at this stage.

15 On average, stores were provided with 50 information sheets. Only one store had quite a few left, most of the others had either handed them all out or only had a few left.

16 Two participants returned forms that were received after the end of the data collection period. They were sent letters thanking them for their interest in the project and advising them that we had closed off the interview period. Three participants had thought that the research was about regular users of R16 films and had either never or not recently seen a film containing sexually explicit material.

17 Although the interview itself took approximately half an hour, time was allowed for the participants to debrief if they wished. They sometimes wanted to talk about how nervous they had been before the interview and how the experience was better than they thought it was going to be. In fact, one participant who had been very nervous and who had never talked to anyone before about his sexually explicit movie viewing habits, commented at the end of the interview, *"This is a lot more fun than talking to [a market research company]. I've felt really comfortable talking to you about things that I would usually never discuss with anyone."* (male, 45-59yrs)

18 In six cases others were present. In two cases, friends of the participants were present and in another two situations couples were interviewed.

19 Two (4%) took place before 9:00am, 11 (24%) took place between 9am and midday, 15 (33%) took place between midday and 5:00pm, 11 (24%) took place between 5:00pm and 8:00pm, and seven (16%) took place after 8:00pm.

were beneficiaries and another two said that they were unemployed. A further two described their occupation as home duties and 11 (24%) were full time students.

Thirty-one (69%) participants reported being in a current relationship and twenty (65%) of them lived with their partner.²⁶ Twelve (27%) lived with flatmates and nine (20%) lived alone. Two participants²⁷ lived at home with their parents and siblings and another lived at home with a parent.²⁸ Twelve (27%) of those interviewed lived in a household where there were children.²⁹

2.8 Women who were interviewed

Five out of the six women interviewed identified as NZ European and the other as part Māori. The ages of the women interviewed ranged from 20 to 40. Three were between 20 and 29 and the remaining three were between 30-39. Two of the women interviewed were employed, three were students and one described her occupation as 'home duties'. Five out of the six women interviewed said that they did not have a religious affiliation; the other described herself as a Christian. Four of the women interviewed described their sexual orientation as heterosexual, one as lesbian and the other as bisexual. Five out of the six women interviewed had a current partner and four of them lived with their partner. Two of the women interviewed said that they lived with flatmates. None of the women who participated in this survey lived alone. Two of the women interviewed were living with and/or caring for children. Where women's responses appear to indicate themes, they are reported separately.

2.9 Māori participants³⁰

Five out of the six who identified as Māori were men. The ages of Māori participants ranged from 20 to 44. Three were between 20 and 29, two were between 30 and 39 and one was between 40 and 44 years of age. Four Māori participants were employed and two were students. Four out of the six Māori participants interviewed said that they did not have a religious affiliation; the other two

described themselves as Christian. Five out of the six Māori participants said that they were heterosexual and one described him/herself as bisexual. All six were in a current relationship and five of them lived with their partner. One lived with flatmates; none lived alone. Two Māori participants lived with and/or cared for children. Where the Māori participant's responses appear to indicate themes, they are reported separately.

2.10 Limitations of the research

This research describes a self-selected sample of 46 users of sexually explicit movies in the greater Wellington area. It does not purport to be a representative sample of the population of users in the greater Wellington area. The researchers relied on potential participants contacting them and, therefore, the sample may be biased in favour of those who see no stigma attached to viewing movies containing sexually explicit material. It is also possible that those who contacted us may have been influenced to do so by the support for the research by some of the shop staff. The fact that the information sheet contained details of the offer of a koha of \$30 for participation may also have encouraged some people to respond.

26 Participants included two couples. Both couples were interviewed face-to-face in their own homes. They were asked if they would prefer to be interviewed together or without their partners – both couples chose to be interviewed together. One participant declined to answer the questions relating to living conditions, personal relationships and children.

27 These were two siblings who lived at home with one parent and younger siblings.

28 This person lived at home with an elderly parent.

29 One was a single parent and an additional two said that their children came to stay at weekends.

30 This includes one woman who described herself as part Māori.

**Table 2.1 Characteristics of participants:
number and percentages (N = 46)**

Characteristics	n	%
Sex:		
Male	39	85
Female	6	13
Other	1	2
Age:		
18-19	1	2
20-24	12	26
25-29	7	15
30-34	6	13
35-39	7	15
40-44	7	15
45-59	5	11
60+	1	2
Ethnicity:		
NZ European	30	65
Māori ²⁰	6	13
Other ²¹	10	22
Sexual Orientation:		
Heterosexual	42	91
Bisexual	1	2
Lesbian	1	2
Other ²²	2	4
Religious affiliation:		
None	37	80
Christian ²³	7	15
Other ²⁴	2	4
Employment status:		
Employed	29	63
Beneficiary ²⁵	2	4
Unemployed	2	4
Home duties	2	4
Student	11	24

20 These data include those who identified as part Māori.

21 This category includes one person who identified as Pacific, four of Asian descent and five who identified as being of European descent.

22 One participant described him/herself as "*asexual*" and another as a "*heterosexual and curious bisexual*".

23 These include Catholic, Anglican, Methodist and Mormon.

24 One participant answered, "All religion is my religion – there is only one God" and another described his/her religion as "Nazism".

25 This includes those on the domestic purposes or sickness benefits.

CHAPTER 3

FINDINGS

This chapter describes the results of the interviews carried out with 46 viewers of sexually explicit material.

3.1 Sourcing sexually explicit movies

Viewers of sexually explicit movies who agreed to be interviewed for this research were asked how they obtained the sexually explicit movies that they watched. Forty-two (91%) of them said that they hired the movies, two (4%) said that they both hired and purchased movies and another two (4%) said that they watched whatever movies were around their flat. Thirty-eight (86%) of those who said that they hired videos obtained these from mainstream video outlets. Hiring sexually explicit movies from these outlets may seem more acceptable and have less of a perceived stigma attached to it than hiring movies from specialised sex shops. As one viewer commented:

When I was younger I used to go to adult shops but I don't like them that much. I think they're seedy. (male, 25-29yrs)

Two viewers (5%) said that they hired sexually explicit movies from specialised sex shops and another four (9%) said that they used both mainstream stores and specialised outlets. The two who reported that they only bought video material said that they obtained this from specialised sex shops.

3.2 Viewing sexually explicit movies

Frequency

Participants were asked a number of questions related to their sexually explicit movie viewing habits. Eighteen (39%) said that 'on average' they watched sexually explicit movies fortnightly. Twelve viewers (26%) said that they watched either once or twice or more a week. A further twelve (26%) reported that they watched either once a month or once every one to two months. Three (7%)

said that they watched 'occasionally'³¹ and another said:

It peaks and troughs, cyclical. Sometimes intensive like once a week, and then sometimes less if [I'm] in a relationship and seeing someone. (male, 40-44yrs)

Context

Viewers were asked to describe in whose company, if any, they watched sexually explicit movies with. They often made multiple responses to this question. They watched with different people at different times, depending on the situation, or sometimes they watched alone. Table 3.1 presents this information.

Table 3.1 Who participants generally viewed their sexually explicit movies with: frequency and percentages (N = 46)

Description	freq	%
Alone	27	59
With partner	27	59
With Friends:		
Same sex	8	17
Opposite sex	3	7
Mixed groups	7	15
With Flatmates:		
Same sex	3	7
Opposite sex	1	2
Mixed groups	1	2
In a group	5	11
Other ³²	1	2

The table above shows that participants *generally* either watched sexually explicit movies alone (27) or with their partner (27).³³ However, when participants were asked

31 Two said that they watched sexually explicit movies approximately every six months and one said 'infrequently' – around half a dozen times in his/her life.

32 One person said that there was no pattern to his/her viewing companions. It depended on the social situation.

33 Participants could give multiple responses to this question.

who they *preferred* to watch sexually explicit movies with, 28 (61%) said that they preferred to watch with their partner and 14 (30%) said alone.³⁴ Thus, their viewing habits did not always match their preferences for viewing sexually explicit movies. Participants were then asked whom they *usually* watched sexually movies with. Half (50%) said that they usually watched with their partner, and 17 (37%) said that they usually watched alone.³⁵

Nine (20%) of the sample said that they only ever watched sexually explicit movies alone. Eight out of the nine (89%) were men,³⁶ more likely to be older,³⁷ not to have a current partner (88%)³⁸ and to live alone.³⁹ Fifteen (33%) participants said that they only ever watched sexually explicit movies with their partner.⁴⁰ Ten of the fifteen were currently living with their partner and six of these participants cared for children. Women and Māori⁴¹ were more likely⁴² to watch sexually explicit movies with a partner and said that this was their preference.⁴³

Patterns of viewing

Thirty (65%) of those who took part in this research said that they usually watched both the trailers and the feature film,⁴⁴ whereas sixteen (35%) only watched the feature film. Of those who reported they watched the trailers, 22 (76%) watched all of them and six (21%) said that they fast-forwarded to selected sections of the trailers. One participant said that s/he sometimes watched all the trailers and sometimes watched selected sections of them.⁴⁵

Trailers

Sixteen⁴⁶ (55%) of those who watched the trailers⁴⁷ watched for both entertainment and to get ideas of the films they might want to watch in the future. An additional ten (35%) reported they only watched trailers to get an idea of what films they might want to watch in the future and three viewers reported they only watched the trailers for entertainment.

Sexually explicit features

Participants were asked about their sexually explicit feature viewing habits. Table 3.2 describes these. Participants often made multiple responses to this question. They had different methods of watching depending on the situation and on the quality or content of the film.

34 One preferred to watch either with his/her partner or alone, another with his/her partner or with same sex friends, a third said s/he preferred to watch with friends and a fourth had no preference.

35 The remaining six said that they usually watched with: their partner or alone (4%), flatmates (2%), friends (4%) and friends and flatmates (2%).

36 Only one was a woman.

37 All were over 35 years of age and most (78%) were between 40 and 59 years. One was over 60.

38 One participant chose not to answer this question.

39 Only one had a child living with him/her and one participant chose not to answer this question.

40 Eleven of the fifteen were men and four were women. Five were under 30 years, seven were aged 30-39, and three were over 40 years. Thirteen were heterosexuals, one was gay or lesbian and the other classified him/herself as 'heterosexual and curious bisexual'. Eleven were employed, three were students and one did home duties. Thirteen had no religious affiliation and two identified as being Christian. Seven were New Zealand European, four Māori and four as 'other'.

41 All but one were men.

42 Five out of six for both groups reported this.

43 Only one Māori participant said that s/he preferred to watch alone.

44 This includes one viewer who said it depended on the situation. Sometimes s/he fast-forwarded through the trailers. If s/he watched them it was to get an idea of what to watch in the future.

45 Data were missing for one participant.

46 Data were missing for one participant.

47 Trailers are film previews on videos or DVDs which come either before or after the feature movie.

Table 3.2 Participants' habits for viewing sexually explicit features: frequency and percentages (N = 46)

Description	freq	%
Watch the whole movie	24	52
Fast forward to selected sections	21	46
Watch in stages/ sections	21	46
Watch until arousal	14	30
Watch until orgasm	11	24
Other ⁴⁸	2	4

Twenty-four participants said that at times they watched the whole movie, from beginning to end. Fourteen (58%) out of the 24 said that letting the whole movie run without interruption was their only viewing method. Comments made included:

Just watch the whole movie for entertainment. (male, 40-44yrs)

Just let it run – normally [watch] the whole movie. (male, 45-59yrs)

If it is awful you can always leave it running and go and make a cup of tea and come back to it. (male, 40-44yrs)

Let it play through. (male, 60+)

Twenty-one participants said that, at times, they fast-forwarded the movie to selected sections. This was for a variety of reasons:

[I'm] not interested in the story – fast forward to sex scenes. (female, 20-24yrs)

Depends if the feature is of low quality [I] fast forward to the scenes that interest me. (other, 45-59yrs)

[To] get past the boring bits [and] the stuff [I]

don't like watching [like] bondage, sadistic and masochistic stuff with sexual violence. (male, 25-29yrs)

Twenty-one also said that they sometimes watched the feature in stages or sections, usually depending on their mood and who they were watching with.

[We] watch it in stages, then stop to have sex, [then] watch the rest. (male, 20-24yrs)

We watch a few scenes, have sex, then later start the video up again, watch the rest and then sometimes have sex again. (male, 30-34yrs)

With partner will ... generally not get through the whole movie. When I'm on my own I fast-forward to bits I like. (male, 35-39yrs)

Five out of six Māori participants said that watching the feature in stages or sections was their preferred viewing method.

Those who sometimes fast-forwarded the movie said that they were looking for particular types of actors or scenarios, but mainly they said they were looking for sex scenes.

[Prefer] younger actors versus older. (male, 20-24yrs)

Younger girls with older women. ('other', 45-59yrs)

More interesting scenes, more graphic sexual acts. (male, 20-24yrs)

Anything that turns me on. (female, 35-39yrs)

Viewers said that what attracted them about the scenes that they fast-forwarded to was mainly the sexual content.⁴⁹

Lewd and pornographic content – particular sex acts I find more arousing than others. (male, 45-59yrs)

Fairly explicit scenes – anal, full frontal and ejaculation. (male, 35-39yrs)

48 One participant said that it depended on the film. If it was interesting s/he watched all of the movie. If it was poorly made then s/he would fast forward. Another said that there was no prescribed formula to his/her viewing habits.

49 Eighty-one percent or 21 out of the 26 who answered this question gave this response.

Sex scenes. (male, 40-44yrs)

Different sexual acts. (male, 20-24yrs)

Interesting scenes, more graphic scenes. Not always interested in the storyline. (female, 25-29yrs)

Sex scenes, not the stories. (male, 35-39yrs)

Not dialogue, the sex scenes. (male, 18-19yrs)

Graphic scenes – sexual acts, in particular different sexual acts. (female, 25-29yrs)

However, others said that they were looking for specific actors or for scenarios to incorporate into their own sexual activities when they fast-forwarded the movie.

Better looking actors. (male, 20-24yrs)

Outdoors activities – just to see particular actors/actions – different things to do with partner. (male, 20-24yrs)

Certain actors. (male, 25-29yrs)

3.3 Viewing preferences

Choosing a movie

Viewers were asked how they selected the sexually explicit movies that they watched. They often made multiple responses to this question and had several criteria for choosing movies. Their responses are summarised in Table 3.3 below.

Table 3.3 How viewers selected sexually explicit movies: frequency and percentages (N = 46)

Description	freq	%
Video/DVD cover	41	89
Production style	15	33
Actors	9	20
Recommended by others	6	13
Age of actors	5	11
Type of sexual activity	5	11
Directors	4	9
Advertising ⁵⁰	3	7
Other ⁵¹	9	20

The most commonly used method for choosing a sexually explicit movie was based on what was on the cover of the video or DVD. All of the women and four out of six Māori participants reported using this method.

Look at the blurb on the back, decide on that if it looks like a good story. (male, 40-44yrs)

Go to the video shop and see what's on the shelf – what's tempting. (male, 20-24yrs)

If women look tidy – not false or overly slutty. (male, 40-44yrs)

What usually grabs my attention are the picture and presentation on the cover. (male, 35-39yrs)

Production style was the next most common criteria for movie selection. Of the fifteen viewers who reported this was a factor in their decision making processes, twelve preferred high quality professional productions.⁵²

High quality that aren't too dirty and disgusting. Don't like hard-core amateur stuff – it's just too crass and goes a bit too far. (male, 25-29yrs)

50 This category includes print media, websites and movie trailers.

51 These choices were based on the quality of the production; movies with/containing a variety of scenes and locations; the country of origin of the movie; the ethnicity of actors/actresses; movies made in 1995; the rental price of movies; movies with humorous content and whether or not the movie was a recent release.

52 This included three of the six Māori participants and one woman. A further two participants said that they preferred amateur productions and another said s/he preferred secret filming as a production style.

Four out of the five participants who said the age of the actor/actress was a factor on which they based their choice of sexually explicit movies to watch preferred younger actors/actresses. Specific types of sexual activity and scenarios preferred included: lesbian sex, heterosexual sex and al fresco sex.⁵³

Mainly lesbian movies. (male, 35-39yrs)

Don't like anything gay or lesbian. (female, 30-34yrs)

Variety of scenes and locations, rather than all in one room. Prefer indoor and outdoor scenes. (male, 35-39yrs)

Girls and boys, less boring than girl/girl. (male, 18-19yrs)

We like heterosexual sex. (male, 40-44yrs)

Some viewers⁵⁴ looked for movies with a story line:

We look at which one we like – we quite like a good story. (male, 40-44yrs)

[Movies] have to have a story line. (male, 35-39yrs)

Want the movie to have some sort of story/plot. (male, 45-59yrs)

For others, a good story line was not essential when they chose a sexually explicit movie to watch.

I look for guys that my partner will enjoy, if there's a story line it's a bit of a bonus. Had one story line that was really humorous – I don't think it was meant to be. (male, 40-44yrs)

I'm not interested in dialogue or plot. (male, 45-59yrs)⁵⁵

Favourites

Participants were asked if they had a favourite depicted sexual activity, style, series, production companies,

actors, directors or individual movie. Table 3.4 describes their responses.

Table 3.4 Favourite characteristics of sexually explicit movies: frequency and percentages (N = 46)⁵⁶

Description	freq	%
Sexual activity	29	63
Type/styles	26	57
Series	21	46
Production company	14	30
Actor(s)	14	30
Director	12	26
Movie	8	17

Twenty-nine viewers had a favourite sexual activity in the movies they viewed. This number included four Māori participants and two of the women participants. Those most frequently mentioned were heterosexual intercourse (10), fellatio (8), and sex between women (6).⁵⁷ Of the Māori participants, two mentioned ménage a trois and two mentioned lesbian sex. The women participants favoured ménage a trois and fellatio. Comments made included:

Mainstream, couples – boy and girl. (male 20-24yrs)

Heterosexual sex, intercourse. (male, 25-29yrs)

Girl on boy. (male 20-24yrs)

I suppose oral would be the favourite. (male, 40-44yrs)

I suppose a man going down on a woman. (female, 35-39yrs)

Lesbian sex, it's wife's fantasy. (male, 35-39yrs)

⁵³ Sex performed in outdoor settings.

⁵⁴ Six viewers said that they looked for sexually explicit movies with good story lines or plots.

⁵⁵ This participant had earlier reported that his favourite sexual activity to watch was 'fellatio'.

⁵⁶ Multiple responses were possible.

⁵⁷ Other activities mentioned were: ménage a trois (3), group sex (3), different sexual positions (2), anal sex (2), the use of sex toys (2), double penetration (2), inter-racial sex (1), experimental sex (1), foot fetishes (1), and males pleasuring females (1).

Lesbian sex, girl/girl. Sex toys. Girls own age to me. (male 20-24yrs)

Threesomes. Usually three people involved. (male, 40-44yrs)

Probably couples, heterosexual couples trying different things – experimental. (male, 45-59yrs)

[I] quite like the use of sexual toys, it's interesting to see how people use them and I like watching actors do it doggy style. (female, 30-34yrs)

Double penetration, in vagina and anus because it's so unbelievable. I don't take watching them seriously. I just can't believe what I'm watching. (male, 30-34yrs)

I get more aroused from seeing one-on-one female and male. Like it better when male is giving female pleasure. (female, 20-24yrs)

Anything to do with feet. (male, 35-39yrs)

Oral and straight sex; variety of positions; sometimes group encounter, but usually prefer one on one. (male 40-44yrs)

Oral, anal, double penetration and vaginal sex. (male, 35-39yrs)

Interacial [sex]. (male, 25-29yrs)

Oral and anal. (male, 18-19yrs)

favourite style or type of sexually explicit movie. These included: 17 (37%) who said their favourite was high quality/professional films; 4 (9%) who said amateur film; 3 (7%) who said secretly filmed film; 2 (4%) who said films that involved trickery⁵⁸ and 8 (17%) who said other⁵⁹ styles.

Twenty-one of the viewers said they had a favourite series of movies they liked to watch. These included: *The Private Collection*; *The Gladiator Series*; *Butt Slammers*; *The Voyeur Series*; *Screw My Wife Please*; *Peepshow Specials*; *The Matador Series*; *Teenyzeesse*; *Ossie Couples*; *Buttman*; *Evil Empire*; *Up and Cummers*; *Whack Attack*; *Doctors and Nurses*; *Secret Agent*, *Debutantes* and *Freaks of Nature*.

Fourteen viewers said they had a favourite production company or companies.⁶⁰ These included those who make the Private Collection series,⁶¹ Evil Empire,⁶² Evil Angel,⁶³ Blake⁶⁴ and Caballero.⁶⁵

Fourteen participants said that they had a favourite sexually explicit movie actor and/or actress. These were predominantly women and included: Angel;⁶⁶ Shayla LaVeaux;⁶⁷ Jenna Jameson;⁶⁸ Jessica Symons;⁶⁹ Nikita Dennis;⁷⁰ Rachael Love;⁷¹ Nina Hartly;⁷² Strychnine;⁷³ Kobe Tai⁷⁴ and Monica.⁷⁵ Favourite male actors included: Buttman,⁷⁶ Rocco Siffredi,⁷⁷ Peter North⁷⁸ and Ron Jeremy ("the hedgehog dude").⁷⁹ When asked what it was about these actors/actresses that they particularly liked, viewers generally commented on their physical appearance.

[Angel] She's a very pretty, buxom lass. (male, 25-29yrs)

[Jessica Symons] She's fucking hot to put it plainly. (male, 20-24yrs)

Twenty six of the participants reported they had a

58 This is where the actor/actress is being manipulated or deceived in some way.

59 'Others' included lesbian, fantasy, inter-racial, themed, or with lots of characters, couples and actress types.

60 Multiple responses were given to this question. This group was made up of 11 men and three women. The ages of the men ranged from 20 to 60+ years of age and those for the women ranged from 25 to 34.

61 Twelve of the 14 gave this response: five men aged between 20 to 60+ and three women aged from 25 to 34.

62 Two male participants gave this response, their ages ranged from 35 to 44.

63 Two male participants gave this response, their ages ranged from 25 to 59.

64 One male aged 35-39 gave this response.

65 One male aged 40-44 gave this response.

66 One male participant aged 25 to 29 gave this response.

67 Two male participants aged between 20-24 and one woman aged 25-29 gave this response.

68 Three participants gave this response: one male aged 18-19; one male aged 20-24 and another male aged 40-44.

69 One male participant aged 20-24 gave this response.

70 One male participant aged 40-44 gave this response.

71 One male participant aged 45-59 gave this response.

72 One male participant aged 40-44 gave this response.

73 One male participant aged 40-44 gave this response.

74 One male participant aged 25-29 gave this response.

75 One male participant aged 40-44 gave this response.

76 One 'other' participant aged 40-49 gave this response.

77 Two male participants gave this response: one aged 40-44 and one 60+.

78 One male participant aged 40-44 gave this response.

79 One male participant aged 20-24 gave this response.

Usually like it if the men are good looking and have a long penis. (female, 30-34yrs)

Twelve participants said that they had a favourite director of sexually explicit movies. Rocco Siffredi⁸⁰ and Seymour Butts⁸¹ were the two most commonly mentioned followed by Joey Silvera.⁸² Other favourite directors included: Harry Morgan;⁸³ Christophe Clark;⁸⁴ Tom Byron;⁸⁵ Ron Jeremy;⁸⁶ Loretta Stirling;⁸⁷ John Leslie;⁸⁸ Chloe;⁸⁹ the Dark Brothers;⁹⁰ David Perry;⁹¹ Michael Nin⁹² and Blake.⁹³ The director's sense of humour and their rapport with the actors was an important factor for some.

His sense of humour. Some directors have an energy field about them that allows them to interact more with the models they use. Actors warm to him. (other, 45-59yrs)

Eight viewers said that they had a favourite sexually explicit movie. Those mentioned included: *Treasure Island*; *Gladiators*; *Amateur Show Piece*; *Private*; *Foot Connection*; *Behind the Sphincdoor* and *Dirty Dick's Cartoons*.

3.4 Film techniques

Viewers were asked if there were any film techniques of sexually explicit movies that they particularly enjoyed. Their responses are set out in Table 3.6.

Multiple camera angles and multiple close-ups were the two film techniques most enjoyed by viewers. However, one commented:

Don't like handicap technique – destroys the moment. I want to go with the fantasy element and you don't get that with handicap. (male, 40-44yrs)

Table 3.6 Sexually explicit film techniques enjoyed: frequency and percentages (N = 46)⁹⁴

Techniques	freq	%
Multiple camera angles	21	46
Lots of close ups	19	41
Voyeuristic	5	11
Variety	5	11
Handicam ⁹⁵	4	9
Slow motion	3	7
Realistic clear/simple shots	3	7
Monochrome	1	2

Four out of six women and five out of six Māori participants said that they enjoyed film techniques utilizing multiple camera angles.

3.5 Reasons for viewing sexually explicit movies

Viewers were asked why they watched sexually explicit movies. Table 3.7 lists the main reasons given.

80 Three male participants gave this response: one aged 35-39, one 40-44 and one 60+.

81 Three male participants gave this response: one aged 30-34, one 35-39, and one 40-44.

82 Two participants gave this response: one man aged 35-39 and one 'other' aged 45-59

83 One male participant aged 25-29 gave this response.

84 One male participant aged 30-34 gave this response.

85 One male participant aged 40-44 gave this response.

86 One male participant aged 40-44 gave this response.

87 One male participant aged 30-34 gave this response.

88 One male participant aged 45-59 gave this response.

89 One male participant aged 35-39 gave this response.

90 One male participant aged 30-34 gave this response.

91 One male participant aged 25-29 gave this response.

92 One male participant aged 30-34 gave this response.

93 One male participant aged 35-39 gave this response.

94 Multiple responses were made to these questions.

95 This category includes techniques such as 'gonzo porn' (ie close-ups of genitalia) and over the shoulder shots.

Table 3.7 Main reasons given for watching sexually explicit movies: frequency and percentages (N = 46)⁹⁶

Reasons	freq	%
Sexual arousal	32	70
‘Spice up’/improve sexual relationship	23	50
Adds to enjoyment of sex	20	44
Sexual gratification	19	41
Entertainment/Amusement	15	33
To find out more about sex in general	11	24
Substitution for sexual relationship	6	13
Compensation for poor sexual relationship	1	2

Not surprisingly, the majority of the participants reported they watched sexually explicit movies in order to become sexually aroused. The fantasy aspect of sexually explicit movies played a big part in this.

I guess to get turned on. We like the fantasy of them. (male, 45-59yrs)

Fantasy is a big part of our sex life. (male, 20-24yrs)

We enjoy seeing the locations, fantasising that we have the same opportunities as the actors in the movies. (male, 35-39yrs)

Lesbian activity is a fantasy for both [of us]. (male, 35-39yrs)

Want to get lost in fantasy. (male, 40-44yrs)

Five out of the six women said that they watched sexually explicit movies to become sexually aroused. Five Māori participants also reported this.

Half of the participants said they viewed in order to spice up or improve their sexual relationship.

Some girlies are quite tasty and I know my partner becomes less inhibited when we watch adult movies. (male, 40-44yrs)

Me and my girlfriend try what we see on the video. (male, 20-24yrs)

My wife and I have a really good relationship. My wife was discussing something that happened between her and another woman in a spa pool so we got a video with women in it. (male, 45-59yrs)

Four out of the six women and four out of the six Māori interviewed were of this opinion.

Gets me excited and in the mood and gets [partner] excited and in the mood to see what others are up to – get some ideas. We’ve been together a long time. (female, 30-34yrs)

For excitement, something different. (female, 30-34yrs)

Twenty viewers said that viewing sexually explicit movies added to their enjoyment of sex. Four out of six women held this view. Nineteen out of the total group also said that they viewed sexually explicit movies for sexual gratification.

I like to masturbate over them. (male, 35-39yrs)

To masturbate I suppose. (male, 45-59yrs)

It is interesting to note that fifteen of the participants,⁹⁷ reported that they watched sexually explicit movies for entertainment and/or amusement.

I watch with flatmates for a laugh/entertainment. (male, 18-19yrs)

I enjoy them because they’re so absurd and they make me laugh. (male, 30-34yrs)⁹⁸

96 Multiple responses were made to these questions.

97 This included one of the women.

98 This participant only watched sexually explicit movies alone and did not have a current partner. He said that he liked to watch the Private series.

However, one felt that his viewing habits had become an obsession:

It's not for gratification – can't resist the temptation to do it. (male, 25-29yrs)⁹⁹

Another felt that watching these movies for sexual gratification had impacted on his relationship and commented that it had caused tension between him and his partner.

I would watch them more and she would be wanting to watch them less. (male, 35-39yrs)

3.6 DVDs

Thirty-three (72%) viewers watched sexually explicit movies on DVD and 29 (88%) of these said that DVDs were their preferred medium.¹⁰⁰ Table 3.8 lists the things about DVDs that people liked.

DVDs also have the added attraction of extra features. Thirteen of those who preferred DVDs said that this was one of the reasons for their preference. Special features mentioned included the 'behind the scenes' look at the making of the movies and interviews with actors and directors.

Twenty-eight of those who preferred DVDs said the film quality was the main attraction. The clarity of the picture and the quality of the sound on DVDs was often referred to.

Clarity – better quality sound. (female, 30-34yrs)

Clearer picture quality and better sound. (male, 25-29yrs)

Table 3.8 Reasons why participants preferred DVDs: frequency and percentages (N = 33)¹⁰¹

Reasons	freq	%
Film quality	28	85
Technical abilities	25	76
Additional material ¹⁰²	16	49
Special/extra features ¹⁰³	13	39
Film techniques ¹⁰⁴	6	18
Value for money	3	9
Film content	3	9
Other ¹⁰⁵	1	3

Twenty-five of those who preferred DVDs said that they liked the technical abilities of this format. The ability to select certain scenes with ease and the added feature of an options menu were often mentioned.

DVDs are easier to fast forward to sex scenes. (male, 35-39yrs)

I like the menu options, ability to select certain scenes and the ability to fast forward – all which you can't do with video. (male, 40-44yrs)

DVDs also have the added attraction of extra features. Thirteen of those who preferred DVDs said that this was one of the reasons for their preference. Special features mentioned included the 'behind the scenes' look at the making of the movies and interviews with actors and directors.

99 This participant lived with his partner and they both liked to watch the *Private* series.

100 Two participants said that they did not prefer DVDs and another two said that this medium was their preference sometimes.

101 Multiple responses were possible to these questions.

102 This included features such as interviews with actors and directors and behind the scenes footage.

103 This included the ability to view all of certain types of scenes at one time (eg all ejaculation scenes, all fellatio scenes).

104 This included techniques such as multiple camera angles and close ups.

105 One participant said that s/he liked DVDs because s/he had a DVD player in the bedroom and could watch them in there.

3.7 Internet usage

Thirty-eight (83%) of those interviewed said that they had access to the Internet.¹⁰⁶ Eighteen (47%) of these said that they accessed websites that contained sexually explicit material. Another four said that they had in the past, but no longer did so.

Those who reported using the Internet to access sexually explicit material were asked how often they did this. Nine out of the eighteen (50%) said that they accessed websites containing sexually explicit material on a regular or semi-regular basis.¹⁰⁷ The other nine only used the Internet for this purpose 'occasionally'.¹⁰⁸ Although five out of the six women interviewed said that they had access to the Internet, only one said that she used this medium to view sexually explicit material.

It was generally felt that although there was a wide range and variety of sexually explicit material available on the Internet, one could only get access to still photos or very short film clips unless one accessed pay-per-view websites.

The Internet is mostly pay-per-view. I'm not keen on that. (male, 25-29yrs)

One participant felt that the sexually explicit material on the Internet catered for a particular audience.

It's really targeting those interested in seeing minors/underage girls involved in sex. (male, 25-29yrs)

Participants were generally wary about providing confidential information on the Internet, particularly their credit card details. They also remarked that, if people got hold of your email address, you ended up with a lot of unsolicited spam, some of which was 'offensive'.

On different websites you ultimately have to give your credit card details. [I] don't fully trust websites with confidential information. (male, 25-29yrs)

It's very easy to get into trouble on the Internet. People get hold of your email and send an advert then attach porn to this. I was getting about 70

emails a day, 10 would be porn. (other, 45-59yrs)

It's a shambles, people trying to sell you things. You get invaded with all this email. (male, 40-44yrs)

Those who had access to the Internet were asked what they thought its attractions were. Thirteen out of eighteen (72%) said that it was convenient and gave them easy, 24 hour access to sexually explicit material. Seven (39%) said that it allowed them to access a wider range of sexually explicit material; and two said that being able to access uncensored material on the Internet was good. The privacy that Internet access afforded was also seen as important by some. This was particularly true for one viewer who commented:

Privacy is important. I have conspiracy theories floating around my head. If people know you watch porn you're always seen in a bad light, never a positive light. (male, 25-29yrs)

A small number of viewers (13%) said that they used the Internet to inform their choice of which sexually explicit movies to buy or hire.

You get better reviews on the Internet than from the trailers. (male, 20-24yrs)

The AVA website is good for accessing older movies and you can also get a list of actresses and the movies they've done. (male, 30-34yrs)

3.8 Other media usage

Sexually explicit magazines

Seventeen (37%)¹⁰⁹ of those interviewed reported they bought magazines that contained sexually explicit material. Few commented that they did this on a regular basis, but those who did said that it was relatively cheap and that they could refer back to them from time to time.

Cheaper and can revisit them easily. (female, 25-29yrs)

¹⁰⁶ The percentage of Māori participants with access to the Internet was identical, that is, 83%.

¹⁰⁷ Two participants said that they accessed these websites twice or more a week; another two said once a week; four said that they did this fortnightly and another once a month.

¹⁰⁸ Two participants said that they did this once every three months and for the other seven the time periods ranged from once or twice a year to a few times in their lives.

¹⁰⁹ Sixteen were male, four were Māori, ten were under the age of 30, five were between 30 and 40 and two were over 45.

Others said they just enjoyed the content:

We enjoy the pictorial and stories. (male, 25-29yrs)

My partner and I both enjoy them. I like the stories, women and articles. My partner likes the letters and the articles. (male, 20-24yrs)

Pay-per-view TV

Seven viewers (15%) said that they watched sexually explicit movies on pay-per-view TV, predominantly SKY TV. Two of these said that they had only done this a few times and did not rate it highly. Another commented:

I only do it if I'm too lazy to go to the video shop or if I can't sleep. It's spontaneous. (male, 25-29yrs)

None of the Māori and women participants indicated they watched sexually explicit material on pay-per-view TV.

3.9 Most frequently used media

Viewers were asked which media they most often used to access sexually explicit material. Table 3.9 shows that the media most often used by participants to access sexually explicit material were videos (35%) and DVDs (24%).

The main reasons that participants liked DVDs and videos were convenience, availability and cost effectiveness.¹¹⁰

Straightforward – simple to use and cost effective. (male, 20-24yrs)

When we go and get a new release movie we check out the adult section to see if anything new is out and if anything grabs our eye we get it out also. (male, 35-39yrs)

Table 3.9 Most frequently used media for accessing sexually explicit material: number and percentages (N = 46)

Media	n	%
Video	16	35
DVD	11	24
Both DVD and video	9	20
Internet	5	11
Magazines and DVD	3	7
Magazines and the Internet	1	2
Pay-per-view	1	2

Watching videos or DVDs also allowed viewers to watch all or parts of the movie according to their mood and provided a variety for them to choose from:

My partner and I watch them as a lead up to sexual activity. We have a drink of wine, a pleasant evening. We both enjoy watching. (male, 40-44yrs)

Can watch at certain times - not all at once. Can watch over a couple of days. With SKY you have to watch [movies] all at once. (male, 25-29yrs)

Having access to the Internet was seen by some to allow them to be more spontaneous in their viewing of sexually explicit material as they could do this from home whenever they felt like it. One participant commented that he preferred the Internet as it gave him privacy.

I don't want to be seen hiring sexually explicit movies. (male, 25-29yrs)¹¹¹

¹¹⁰ There were often cheap deals at video stores: for example, the two for one deal that one video chain has on Tuesdays and the special deal coupons issued by some video franchises.

3.10 Views about watching sexually explicit movies

Participants were asked whether or not they thought there was anything wrong with watching sexually explicit movies¹¹². Thirty-eight viewers (83%) did not feel that there was anything wrong with this. Five out of the six women and five out of the six Māori interviewed were of this opinion. However, despite having this view many qualified it, usually by saying that they felt that what they watched did not contain any offensive or hard-core sexually explicit material.

We're very selective of what we watch. We won't watch anal sex. There's probably a lot of crap that we don't want to see – fetishes and things. (male, 40-44yrs)

It's just fantasy; so long as people don't watch too much and become obsessed with sex. (male, 40-44yrs)

We're selective about what we watch. I don't like anal sex or gay and lesbian sex. We take a long time to choose. We wouldn't want to watch anything involving kids I know some people like that sort of stuff. (female, 30-34yrs)

A typical comment about the acceptability of watching sexually explicit movies was:

So long as it is showing safe sex with consenting adults and not violent or with kiddies. (male, 35-39yrs)

However, not all felt comfortable about watching sexually explicit movies. One said:

I think it's degrading. It might seem ironic but I feel it's demoralising and a bad influence [on me]. (male, 25-29yrs)

Seven viewers (15%) were ambivalent about whether or not there was anything wrong with watching sexually explicit movies and said that, at times, they felt that there was something partly wrong with this.

It doesn't give me a feeling of pride to have this as an occasional hobby. Sometimes I find the material quite reprehensible – but that's probably my fault for choosing. I find women being slapped around objectionable. I don't like the mental connection it has with attitudes towards women. (male, 45-59yrs)

Sometimes I do wonder. I'm always conscious that women are over the age of consent and not coerced. The only one that really worried me was where it looked like she was being hurt. But overall, they obviously let us create a fantasy world and it causes a lot less harm than violence. (male, 40-44yrs)

Ten (22%) of the participants reported that they were not open with others about the fact that they watched sexually explicit movies. They did not commonly talk about as they felt that it was a private matter and they did not want people to get the wrong impression of them. These viewers were predominantly older men.¹¹³

It's too personal. It's not only us. There must be a lot of other people who watch. (male, 40-44yrs)

It's very private. I do not talk about it with my peer group. They may get the wrong impression of me. (male, 40-44yrs)

Thirty-six (78%) viewers said that they were either open (20 or 44%) or partly open (16 or 35%)¹¹⁴ about watching sexually explicit movies. Older male viewers were less likely than younger viewers to be open about this.¹¹⁵ Viewers' openness was generally selective. For most, there were some people who they definitely would not tell that they watched sexually explicit movies. These

111 This viewer only watched sexually explicit material with his flatmates and did not hire or buy movies himself. He was a student and did not have a current partner. He had no religious affiliation and did not feel guilty about watching sexually explicit movies, although he thought there was something partly wrong with watching these and would be somewhat embarrassed if other people found out.

112 The aim of this question was to find out whether or not viewers felt that there was a stigma attached to viewing sexually explicit movies.

113 Eight out of the ten were men aged 35-59. Only one woman in the younger age group said that she was not open with others about watching sexually explicit movies.

114 Five out of six Māori participants reported that they were partly open with others about watching sexually explicit movies, the other said that s/he was open about this.

included: parents, siblings, work colleagues or people they knew who had strong religious views.

Just basically my parents. I wouldn't want them to know. (male, 20-24yrs)

I wouldn't tell my brothers and sisters, although I did loan one to my brother and never got it back. (male, 40-44yrs)

I'm not open around my parents and some family members. (male, 20-24yrs)

I'm more open with my peers. With family, work colleagues or people I don't know well I'm not open. (male, 25-29yrs)

Depends on the people. I wouldn't be open with people with strong religious views. (male, 30-34yrs)

Overall, viewers of sexually explicit movies were usually discrete about who they told.

If someone asked I wouldn't hide it but I'm not going to bring it into conversation. It's not something that people commonly talk about. (female, 25-29yrs)

It's not something that I would advertise but it's not something that I'm afraid to admit to if talking about it. (male, 25-29yrs)

Only one viewer stated categorically:

Everyone knows. Why hide stuff? It's a fact of life. Everyone has known since I was 11 and they found a pile under my bed. (male, 20-24yrs)

Those who said that they were either not open or only partly open about watching sexually explicit movies were then asked if they would be embarrassed if people knew that they watched this material. Eighteen out of 26 (69%) participants said that they would be either embarrassed¹¹⁵ or partly embarrassed. The latter group tended to be

younger.¹¹⁷ For those participants who said that they would be partly embarrassed,¹¹⁸ this was dependent on their relationship with or the views of the person/s who found out.

Because of the job I have, I have to be careful. (female, 30-34yrs)

I wouldn't want people who I spiritually teach to find out. I have no desire to offend people. (other, 45-59yrs)

My family and doing what I do. For business reasons I wouldn't want clients to know. (male, 40-44yrs)

I would be embarrassed if family members who are religious found out because family ties are important to me. I would worry what they think of me. (male, 30-34yrs)

For one participant, this concern was based on past negative experiences.

I'd rather people didn't know. Responses have been bad in the past. I used to live in a flat with a couple of girls. A boyfriend of one has an idea I was watching [sexually explicit movies] in my room and used to go around saying things like, "Porn is sick." I get fearful about people finding out and their reactions. I get made to feel different like there's something wrong with me. (male, 25-29yrs)

Eight out of 26 (31%) participants said that they would not be embarrassed if people knew that they watched sexually explicit movies.¹¹⁹

It doesn't worry me what people think. (male, 45-59yrs)¹²⁰

However, despite the fact that most viewers were selective about who they told that they watched sexually explicit movies and said that they were concerned about how others would perceive this pastime, forty (87%) said that they did not feel guilty about watching sexually explicit

115 Thirteen (50%) of those under 35 years compared with seven (27%) of those over 35 years said that they were open with others about watching sexually explicit movies. Eleven (42%) of those under 35 years compared with five (15%) of those over 35 years said that they were partly open about watching sexually explicit movies, one woman was included in the older group.

116 This group was over 35 years of age and made up of three men and one woman.

117 Nine out of the 14 who said that they would be partly embarrassed were under the age of 35.

118 This was 14 out of the 18 who said that they would be embarrassed in some way.

119 There was little difference in the percentage of older (>35) viewers (85%) and younger (<35) viewers (88%) giving this response.

120 This participant had no current partner or religious affiliation.

movies.¹²¹ None of the women reported feeling guilty.

I'm usually with my partner or friends. It's not really a seedy thing. It's just watching a video with mates. (male, 20-24yrs)

We both watch them. We just sit there and laugh and enjoy ourselves. (male, 40-44yrs)

However, for other viewers, the enjoyment of watching sexually explicit movies was tempered by other considerations.

Perceptions of other people bother me. (male, 25-29yrs)

Most of the time when I watch by myself and at times when I masturbate and then don't have sex with my partner that day I feel guilty. (male, 35-39yrs)

Yes I usually feel guilty at the end most times. Whenever I don't it's usually a conscious decision. I say to myself, "Don't let it bother you". (male, 35-39yrs)

I felt guilty in the past when I had a partner and watched. I felt inadequate. (male, 40-44yrs)

When participants had sexually explicit movies at home to watch, 32 (71%) said that they usually kept them out of sight. Five out of the six women and all Māori interviewed did this. Thirteen (29%) viewers said that they left the sexually explicit movies out in plain view.¹²²

As [I'm] by myself I don't worry. (other, 45-59yrs)

Only if people are coming around will put away. (male, 35-39yrs)

Normally in bedroom, but not hidden. (female, 30-34yrs)

Those who were discreet about having the sexually explicit movies at home cited two main reasons for this: having children in the home or the possibility of unexpected guests.

Have a young child and not the sort of thing that [s/he] should be seeing. (male, 20-24yrs)

We have kids visit [we] wouldn't want them to see them. (female, 30-34yrs)

In case anyone comes by eg in-laws. More to not make them feel uncomfortable. (male, 25-29yrs)

I work from home. Clients might be embarrassed if they were lying around. (male, 40-44yrs)

3.11 The impact of viewing sexually explicit movies

Thirty (65%) viewers felt that viewing sexually explicit movies had affected their lives and the remaining 16 (35%) felt that it had had no effect. Twenty-five (83%) of those who said their lives had been affected reported that the effect was positive. The reasons they gave centred on the improvement of their intimate relationships and their increased knowledge of sex.

I think it's improved my sex life – probably in some ways has held our marriage together. (male, 25-29yrs)

We've become more intimate and it's improved our sex life. (male, 30-34yrs)

Probably spiced up life a bit. My partner and I have been together a long time. (female, 30-34yrs)

Takes away the anxiety of dealing with sexual issues. [I'm] more open about things now. (male, 25-29yrs)

Made me more open-minded. (male, 30-34yrs)

It's had a positive effect, met someone else who enjoys watching adult movies. Helped my relationship. (male, 45-59yrs)

Helps sexual relationship a bit. Sometimes get ideas and can experiment. (female, 20-24yrs)

121 This included four out of six Māori participants.

122 These data were based on responses from 45 participants. One participant said that this was not an issue for him as he usually viewed sexually explicit movies at his partner's place where there were no children and usually returned them to the video shop as soon as they had watched them.

Four out of the six women interviewed said that watching sexually explicit movies had had an effect on their lives and that this had been positive. Older viewers¹²³ (60%) were less likely than younger viewers (69%) to report that watching sexually explicit movies had had an effect on their lives.

Four viewers (13%)¹²⁴ felt that watching sexually explicit movies had had a negative affect on their lives and impacted on their relationships.

Its limited my options I suppose. Sometimes it's like having this ball and chain around my neck stopping me from getting to where I want to with relationships generally. (male, 25-29yrs)

It has definitely had an effect on my libido – lessening interest in sex generally. I've been at this nexus of guilt for a long time. I'm 56 now and I've been watching since I was 12. I've perfected the art of concealment (male, 45-59yrs)

In a bad way. [I'm] now meeting lots of women and the videos teach you lots of dirty things you can do with them. (male, 20-24yrs)

One said that he almost felt compelled to watch sexually explicit movies.

At a stage it had – the way I perceived women, negatively. Being unable to resist the temptation to do it is not something I'm proud of. (male, 25-29yrs)

Another felt that watching sexually explicit movies had affected his life both positively and negatively.

Positively in an education, reassuring and healthy way. Negatively as a substitute for a sex life and it can have a desensitising quality to it if [you] watch too often. It can be degrading to women, can give an unhealthy outlook if watched too often. (male, 40-44yrs)

One woman interviewed who felt that viewing sexually explicit movies had affected her life in a positive way, commented:

[I] resent feminist literature that says adult

movies exploit women. I think it depends on what you look at. (female, 25-29yrs)

3.12 Do sexually explicit movies portray real life?

Thirty-four (74%) of those interviewed said that sexually explicit movies do not portray any real life in any way. Five out of six Māori participants were of this view. Ten (22%) participants felt that sexually explicit movies portrayed real life 'in some ways' and two said that they did 'sometimes'.

Sexually explicit movies were seen to be mainly 'fantasy' by those who did not think that these portrayed real life.

It's fantasy – that's why we like it. (male, 20-24yrs; female 25-29yrs)

It's fantasy, there's an element of real life but mostly it's taken to the extreme. (male, 35-39yrs)

Totally not realistic, more of a fantasy-world thing. (female, 30-34yrs)

In general a lot is very staged, choreographed – not often very natural scenarios – not real. (male, 30-34yrs)

Viewers who said that they felt that sexually explicit movies portrayed some aspects of real life usually related this to the fact that sex is part of every day life.

In some ways with the sex part – everyone has sex – but storylines not normal life. (female, 30-34yrs)

A little bit I suppose – it depends on how imaginative your sex life is. (female, 35-39yrs)

The two who said that sexually explicit movies portrayed real life 'sometimes' commented:

There are some people who have 'whiz-bang' sex lives and some who don't. (male, 35-39yrs)

It's becoming more so. We have a society

¹²³ There was only one woman in this group ie aged 35-60+.

¹²⁴ This included two out of the four Māori participants who reported that watching sexually explicit movies had had an effect on their lives.

gradually becoming more acceptable of different forms of sexual expression. I was reading Cleo the other day and they were talking about the etiquette for group sex. (male, 25-29yrs)

– more open-minded people. (male, 20-24yrs)

Single men predominantly. Some couples as well and some guys in groups. (male, 30-34yrs)

Single guys predominantly. In groups such as stag nights. (males, 40-44yrs)

Older men. (male, 45-59yrs)

Mainly men. (male, 25-29yrs; male, 35-39yrs)

About 95% males, then couples and ladies – those from all walks of life. (other, 45-59yrs)

3.13 Views on who watches sexually explicit movies

Participants felt that, generally, a wide range of people watched sexually explicit movies:

A wide range – from lawyer to mechanic. A wide spectrum of society. (male, 35-39yrs)

People like myself. Don't think there's any particular group, people from all walks of life. (male, 30-34yrs)

Lots of different people from all walks of life. I think people of my generation are a lot more open sexually. (male, 20-24yrs)

Hundreds, a bit of different variety, young and old people. (male, 20-24yrs)

A whole load of people, not one distinct type. (male, 20-24yrs)

People from all walks of life, nothing would surprise me. All ages, all walks of life. (male, 30-34yrs)

Practically everyone. If people say they don't it may be because they're lying, or too embarrassed to admit it or just not open about it. (male, 20-24yrs)

However, they also felt that although some women watched sexually explicit movies, the majority of viewers were probably men.

Sad middle-aged pervs like me and young men in baseball caps. (male, 45-59yrs)

Predominantly men but not exclusively men. [Those] looking for a substitution or to enhance/have something different in their sex life. (male, 35-39yrs)

Mostly men, but also men and women; any age

Two viewers thought that women who watched sexually explicit movies probably did this with their partners and another felt that possibly women just did this because their partner wanted them to.

[I] think women who watch do so mainly with their partners. It's easier to go into a video shop with a partner. (female, 25-29yrs)

Also women, but usually with a partner. (male, 35-39yrs)

I can't believe that there are so many women watching them. If they are it would be under complaint and rightly so. (male, 45-59yrs)

Another viewer thought that there were three main groups who watched sexually explicit movies.

Couples like us, men who live alone and guys who hire them for stag nights. A bit of fun – think men are more attracted than women. (male, 45-59yrs)

Sexually explicit movie viewers were not seen by participants to belong to any particular age group.

Most people – older men, single, 40 plus. Also both sexes – young teens and in early 20s. (male, 25-29yrs)

Anyone from 18-60. (male, 30-34yrs)

Teenagers and 16-30 year olds. (male, 20-24yrs)

Generally, comments made by viewers refuted myths about the stereotypical perception of those who watch sexually explicit movies.

The common perception is the old sordid man but I've seen all sorts hiring out movies. (male, 25-29yrs)

I know a lot who do from all walks of life. I know there is a stigma attached to it but I know I'm not a dirty old man. (male, 35-39yrs)

One viewer was unsure who watched sexually explicit movies and commented:

I really don't know who it is, I'd like to think it's people like me Mr Middle-Class Kiwi Guy. (male, 40-44yrs)

3.14 Views on censorship of sexually explicit movies in New Zealand

Participants were asked for their opinions on the censorship of sexually explicit movies in New Zealand. Thirty-one (67%) thought that the censorship of sexually explicit movies was 'just right'. All of the women and five out of six Māori¹²⁵ participants were of this opinion. Eight (17%) felt that it was 'too harsh' and two that it was 'too lenient'. Another four said that they did not have a view on this topic.

Those who agreed with the decisions currently being made by the Office indicated that they felt that the age restriction (ie R18) and the content of sexually explicit movies made available for distribution were appropriate for this country.

R18 is a good age – wouldn't go any lower than that. At 18 you're old enough to make a choice. (female, 20-24yrs)

What they label R18 is appropriate for that rating. Have not seen anything with that rating that has shocked me. (male, 35-39yrs)¹²⁶

I wouldn't like to see too hard-core coming into

country. They were correct re the baby birth business.¹²⁷ (female, 30-34yrs)

Other countries are either too harsh or too lenient. I have seen a subtle change in the last few years, more variety coming in, recognising a change in our community/society. It's important that there's a choice available. (male, 45-59yrs)

Those who felt that film censorship was too strict in New Zealand talked about the effect that editing had on the quality of the film and how this impacted on the viewing experience.

A little bit too harsh, especially with the over-the-top fantasy type movies. Certain scenes get cut out, can ruin the movies and also gets your curiosity going. Obviously a lot of movies are cut to bits, and I seriously believe it's up to the individual whether they want to watch that and to try in their own home. I think decency is certainly set by standards, for example society, but society is made up of individuals, so individuals should be able to choose what they watch. (male, 45-59yrs)

Another participant felt that censorship limited the range of sexually explicit movies available.

Don't get range in New Zealand that's available overseas, like bondage or S & M. (male, 35-39yrs)

One viewer felt it was ironic that:

The legal age for sex is 16 but you can't watch [adult movies] until you are 18. (male, 20-24yrs)

Another talked about the mores surrounding the viewing of sexually explicit movies and movies containing violence.

There is a strange taboo surrounding adult movies. [Age] ratings are lower for violent movies. I would rather there was harsher censorship for those type of movies than adult movies. I think violent type movies do more

¹²⁵ The other Māori participant felt that it was 'too lenient'.

¹²⁶ This quote refers to a sexually explicit movie that this participant has seen which was not from a video store and which did not have a censor's rating. He found the content of this movie, which was being passed around amongst his friends, 'very shocking'. He usually watches the *Private* series with his partner.

¹²⁷ The viewer was referring to a situation in 2002 where a New Zealand sexually explicit film company was proposing to film the birth of a child for the ending of a sexually explicit movie. The Department of Child Youth and Family Services applied to the High Court for a wardship order to protect the rights of the child (New Zealand Herald, 10 October, 2002).

damage. (male, 25-29yrs)

The two viewers who thought that film censorship in New Zealand was ‘too lenient’ gave the following reasons:

I think 18 is too young. Before I was 18 I thought it was too old but now I look at 18 year olds and think that they’re too young. (male, 25-29yrs)

That’s the Victorian in me coming out – it’s alright for me but not for my ‘wife and servants’. (male, 45-59yrs)

One viewer, in particular, thought film censorship was sometimes ‘too harsh’ and at other times ‘too lenient’.

Censorship is there to police the minority who need policing. Most [people] watch things that wouldn’t land you in court. I see censorship as too harsh when it comes to movies at the film festivals but sometimes too lenient with the mass-market adult movies. (male, 40-44yrs)

3.15 Reasons for taking part in the research

During the course of the interviews it became clear that participants took part in this research for a variety of reasons: they were interested in or curious about the research and they wanted to contribute to the censorship debate.

I was curious about the research, it’s also a good cause. (male, 30-34yrs)

I’m studying gender studies. I have my own views and am interested in the results of the study. (female, 20-24yrs)

I was interested in what the questions would be like ... and thought I also might be able to make a difference by responding. (female, 35-39yrs)

I was curious about the research and how it will impact on the censorship of movies. (male, 40-44yrs)

I want to make sure the industry doesn’t tighten censorship. (male, 30-34yrs)

I want the Office to make informed decisions. (female, 25-29yrs)

It’s good for the Office of Film and Literature Classification to know what people are thinking. (male, 35-39yrs)

I thought it might be useful in the censorship debate. (male, 20-24yrs)

However, the majority wanted others to know that ordinary New Zealanders like them watch sexually explicit movies in all sorts of situations and for all sorts of reasons.

I thought that it might help people change their ideas about who watches adult movies – it’s normal people. (female, 25-29yrs)

Hopefully taking part in the research will let people know that it’s normal people who watch adult movies. (male, 20-24yrs)

One participant commented:

I’m interested in the whole area, in reasons why I’m attracted to and watch this material and interested in the reasons others do the same. It feels less harmful than the fantasy violence that is graphically portrayed on TV. There are high levels of violence in this. (male, 40-44yrs)

3.16 In summary

Those who responded to our invitation to take part in this research were overwhelmingly men. Only six of the forty-six who were interviewed were women. The sample was predominantly New Zealand European, heterosexual, relatively young and the majority were employed. Most said that they had no religious affiliation. The majority reported being in a current relationship and more than half of these said that they lived with their partner. One fifth of participants lived alone. More than a quarter of those interviewed lived in a household where there were children.

Most of the participants in this study hired their sexually explicit movies from mainstream video stores. Participants reported that hiring sexually explicit movies from these outlets seemed more acceptable and perceived less of a stigma attached to it.

Participants generally either watched sexually explicit movies alone or with their partner. Those who only watched by themselves were predominantly older males without current partners and who lived alone. A third

of the sample said that they only ever watched sexually explicit movies with their partner. Most women and Māori participants stated that they preferred watching sexually explicit movies with a partner.

Participants had individual viewing preferences. Some watched both the trailer and the feature film; others just watched the feature film. Some watched in stages; others watched from beginning to end. Overwhelmingly, participants chose their movies based on what was on the cover of the DVD or video. This was true for all of the women and the majority of Māori participants. Approximately two thirds of viewers had a favourite sexual activity they liked to watch in sexually explicit movies. And more than half said that they had a favourite style or type of sexually explicit movie. Multiple camera angles and lots of close-ups were the two film techniques most enjoyed by viewers. Multiple camera angles were reported to be the technique enjoyed by the majority of women and Māori participants.

Not surprisingly, the majority of participants said that they watched sexually explicit movies in order to become sexually aroused. Similar numbers said that they watched for sexual gratification, to add to the enjoyment of sex or to spice up their relationship. Others watched for amusement or entertainment, but this was not a reason generally given by women participants. The reasons given by most women participants for watching sexually explicit movies were sexual arousal, to improve or spice up their relationship and to add to their enjoyment of sex. Most Māori participants reported watching sexually explicit movies to become sexually aroused and/or to spice up or improve their relationship. It was not unusual for participants to give more than one reason for watching sexually explicit movies

Participants were canvassed on their usage of media such as DVD, Internet and magazines to access sexually explicit material. The responses indicated that the majority of participants watched sexually explicit movies on DVD and most of them preferred this medium. The two main reasons for this were the quality of the medium and the technical abilities of this format. Although most participants had access to the Internet not all of them accessed websites containing sexually explicit material. Women did not commonly use the Internet for this purpose. The downside to the use of the Internet was that most sexually explicit material was on pay-per-view websites and participants were wary about providing confidential information, particularly their credit card details. Only a third of viewers said that they bought sexually explicit magazines and an even smaller number said that they watched sexually explicit material on pay-per-view TV – usually SKY. Even though three quarters

of the sample said that they watched sexually explicit movies on DVD, the use of videos was slightly higher than that of DVDs.

Participants generally felt that there was nothing wrong with watching sexually explicit movies. However, most were discrete in who they discussed this with and said that it would cause them some embarrassment if some people found out. They were usually referring to work colleagues and family members. Older men were less likely than other groups to be open about watching sexually explicit movies. Most participants reported that they felt no guilt about watching sexually explicit movies, but when they had them at home, they were usually kept out of sight. None of the women said that they felt guilty about watching sexually explicit movies, yet most of them and all of the Māori participants said that they kept these out of sight. Around two thirds of those who took part in this survey, reported that watching sexually explicit movies had had an effect on their lives. For most, this effect was seen as a positive one. All of the women participants who said that watching sexually explicit movies had had an effect on their lives felt that this had been positive.

The consumers in this survey were happy with the level of censorship of sexually explicit movies in New Zealand. Very few felt that it was *'too harsh'* and only two participants felt that it was *'too lenient'*.

Participants said that they took part in this survey for a variety of reasons: they were interested in or curious about the research and they wanted to contribute to the censorship debate.

The majority of those who took part in this survey thought that the sexually explicit movies they viewed were mainly fantasy and did not bear any resemblance to real life. However, approximately a quarter of participants felt that sexually explicit movies portrayed real life sometimes or in some way. Māori participants were more likely to perceive sexually explicit movies as fantasy. Viewers also felt that a wide range of people watched sexually explicit movies. The majority wanted others to know that New Zealanders like them watch sexually explicit movies in all sorts of situations and for all sorts of reasons.

The brief from the Office was to find out more about the composition and viewing habits of users of sexually explicit material. Although this was not a representative sample we can still get some idea of the characteristics of users of sexually explicit movies from those that we interviewed for this study. Apart from being men, they were young, middle aged and older; they had partners or they were single; some had children and some did not;

they worked, they were unemployed or they studied; some lived alone, some lived with flatmates and others with their families. They were, in fact, a diverse group of people from all walks of life.

As we stated in Chapter 1, this is the first time that a study of this nature has ever been undertaken in New Zealand and presents the views of a small non-representative sample of viewers of sexually explicit material from the greater Wellington region. Some interesting themes have emerged from the data and further research involving larger samples of viewers of sexually explicit material from other regions in New Zealand would make it possible to explore this topic in greater depth.

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Appendices

Appendix 1

Safety procedures for Survey of the viewing habits of regular users of adult movies

This research has been approved through the Victoria University human ethics committee

Confidentiality

It is crucial that interviewers all information given to them by participants as completely confidential. Interviewers must not discuss anything that is said in an interview with anyone outside the research team. The only exception to this protocol is the danger of imminent harm. Interviewers are only to act on disclosure of imminent serious harm either to themselves, the interviewee or another.

Participant safety

Respect for and understanding of participants situations:

Attempts have been made to word the questions as neutrally as possible, however, some interviewees see other meanings in some of the questions and if this happens – interviewers should provide reassurance and write down what they say in full. Interviewers must be prepared to tell interviewees why a question is being asked.

Risks associated with the interview process:

The second possible safety issue is in relation to the interview process itself. It is important to take the following steps to ensure that the interview process is comfortable and safe for interviewees.

- When making appointments for interviews it is important for interviewers to let interviewees decide the time and place that is suitable for them
- At the beginning of the interview, there is a preamble, it is important for interviewers stress the confidential nature of the interview, to state clearly that participants do not have to answer anything they do not wish to (see the introduction at the start of the interview) and that they can stop at any time.

- Sometimes when talking about issues participants get upset – interviewers should not be alarmed about this. It is important for interviewers to give interviewees the control over the situation and let them decide whether or not they would like to continue. It is very rare that interviewees will decide to stop.
- Interviewers should inform interviewees that they can have someone at the interview with them if they wish. Interviewees should be shown how much you appreciate their participation is appreciated.

Risk of imminent and serious harm:

There is one important exception to the confidentiality rule. This should always be explained before the interview begins. The exception is that, if the possibility of imminent and serious harm is disclosed it is necessary to make sure that the participant is safe. This will normally occur by making sure that they take action themselves but it is possible that the interviewer may need to take action. The interviewer should normally never take action, however, without contacting the research supervisor or, if he/she is not available, another senior person associated with the research. The one exception to this rule is in an absolute and very clear emergency where there is not time to consult (see below).

The need to breach confidentiality is exceedingly rare. Interviewees should always be party to the discussions about what should be done and should be fully informed about what steps will be taken.

Interviewer safety

Physical safety:

Sometimes an interviewer may need to call at the participant's home – where there is no phone number or when they have indicated that this is the best place for the interview to take place. If interviewers have any concerns for their physical safety e.g. dogs, a lonely place at night, an angry person etc., they should put the interview/contact off for another time when the meeting can be held in a more suitable place, at a more suitable time or after the dog has been tied up.

This is an **important safety procedure** used by most research studies doing community fieldwork. All interviewers should have a contact person to whom they have given the research supervisors contact numbers. This person could be another interviewer or a partner.

They should tell their contact person where they are going and the time they expect to finish, each time they go for an interview. Once you have finished the interview you should tell the contact person. If you do not tell the contact person they should contact the research supervisor.

Supervision:

Arrangements will be made for interviewers to have someone you can talk to about the interviews – usually this will be another staff member but it could be someone with whom they already have a professional relationship and who is prepared to provide back up for them. Interviewers should make sure they keep in touch with this person regularly when they are interviewing (normally weekly at least and more often if need be). Issues to be discussed include things that have been distressing for the interviewers and procedures around the research.

Interviewers will also be able to access the services of counsellors at Victoria University's Employee Assistance Programme.

Interviewer role:

Sometimes participants are eager to talk and will sometimes ask for the advice of interviewers. Interviewers should not try to solve the problem or provide counselling or advice, also interviewers should not give out their personal phone numbers. However interviewers may be able to provide interviewees with details of a range of agencies that may be able to assist.

People known to interviewers

It is always better for someone else to interview people already known to the interviewer in another context. There are a number of reasons for this: the interviewee may feel doubtful about confidentiality; and the interviewer's impartiality may be affected.

Appendix 2

VICTORIA UNIVERSITY OF WELLINGTON
Te Whare Wananga o te Upoko o te Ika a Maui



INFORMATION SHEET

Hello

We are a team of researchers from Victoria University of Wellington who have been contracted by the Office of Film and Literature Classification to survey people about their video viewing habits.

Invitation

All regular customers of video shops who hire adult videos are being invited to take part in this research.

What we would like from you

We would like to talk to you, either over the phone or in person, for about 30 minutes to ask you about your video viewing habits.

What you say will be treated confidentially and recorded in a way that cannot identify you. You do not need to talk to us unless you want to. If you do agree to take part in the research you don't have to answer any questions that you don't want to, and you can end the interview at any time. You can also choose the time and/or place for the interview, and have someone with you.

If you are willing to take part you will be paid a koha of \$30 in appreciation of your time. At the end of the research, we can send you a summary of the findings.

For more information

If you have any questions about the research, you can ring Venezia Kingi in Wellington at 0800 586 987. Or if you would like someone to contact you about being part of the research please fill in the attached reply slip with your contact details and send it back to us in the enclosed reply paid envelope.

Reply slip

I would like someone to contact me to explain this research to me.

I am willing to take part in this research.

Name (please print): _____

Address: _____

Phone: _____

Signature: _____

Appendix 3

VICTORIA UNIVERSITY OF WELLINGTON
Te Whare Wananga o te Upoko o te Ika a Maui



Viewing habits of regular users of adult movies

Consent Form

I,, agree to be interviewed for this research study.

The researcher has explained to me the purpose of the research, and my right to not answer any question I don't like or to stop the interview, without having to explain why.

I understand that all information will be kept confidential by the researchers, and will be used only for research purposes. My name will not be used in any research reports and nothing will be published that might identify me.

Signed

Date

Survey of the viewing habits of regular users of adult movies

The Office of Film and Literature Classification is interested in finding out more about people who regularly watch adult movies (ie those containing sexually explicit material). We would like to talk to you today about how often you watch adult movies, why you watch them, how watching them makes you feel and whether or not you have any favourite types of movies and why this is. Everything that you tell us will remain confidential and you do not have to answer any question that you do not want to. You can pull out of the research at any time. Nothing that you tell us will be reported in a way that will identify you.

Sourcing adult movies

1. How do you usually obtain adult movies to watch? Do you: *(Tick as appropriate)*

- a) Hire them
- b) Buy them
- c) Both
- d) Other *(Specify)*

(Elaborate)

(If the answer to Q1 is a) or c) ask Q2)

2. Where do you usually hire adult movies from?

(Ask the open ended question record the answer and then tick/code the following reasons as appropriate – use as prompts if necessary)

- a) Mainstream video outlets
- b) Sex shops
- c) Both
- d) Other *(Specify)*

(Elaborate)

(If the answer to Q1 is b) or c) ask Q3)

3. Where do you usually buy adult movies from?

(Ask the open ended question record the answer and then tick/code the following options as appropriate – use as prompts if necessary)

- a) Specialised shops
- b) Online
- c) Mail order
- d) Other (*Specify*)

(Elaborate – record shop names if possible, make a judgement as to whether or not to ask for this information)

4. On average, how often do you watch adult movies?

(Ask the open ended question record the answer and then tick/code the following options as appropriate)

- a) Daily
- b) Twice or more a week
- c) Once a week
- d) Fortnightly
- e) Once a month
- f) Every 3 months
- g) Occasionally (*Specify*)

(Elaborate)

Viewing patterns:

5. When you watch adult movies do you generally watch these: *(Tick which)*

- a) Alone
- b) With your partner
- c) With friends *(same sex/opposite sex/mixed groups – Circle which)*
- d) With flatmates *(same sex/opposite sex/mixed groups – Circle which)*
- e) In a group *(eg social occasions – stag/ben nights etc)*
- f) Other *(Specify)*

(Elaborate)

6. Who do you prefer to watch adult movies with?

(Elaborate)

7. Who do you usually watch adult movies with?

(Elaborate)

8. When you watch adult movies do you usually: *(Tick which)*

- a) Watch both the trailers and the feature movie
- b) Just watch the feature movie
- c) Other *(Specify)*

(Elaborate)

(If response to Q 8 is a) ask Q 9 and Q 10)

-
9. Do you usually
- a) Watch all of the trailers / or
 - b) Fast forward to selected sections of the trailers

(Elaborate)

10. Do you watch the trailers for:
- a) Enjoyment/entertainment
 - b) To get some idea of films you may want to hire/watch in the future
 - c) Both

(Elaborate)

11. Do you usually: *(Tick which)*
- a) Watch the whole movie/or
 - b) Fast forward to selected sections
 - c) Watch in stages/sections
 - d) Watch until arousal/orgasm *(Circle which)*
 - e) Other *(Specify)*

(Elaborate)

(If response to Q 11 is b) or c) ask Q 12 and Q 13)

12. What sorts of things are you looking for when you fast forward the movie?

(Elaborate)

13. What is it about the sections that you fast forward to that attracts you?

(Elaborate)

Viewing preferences

14. How do you decide which adult movies to watch? (*Ask the open ended question record the answer and then tick/code the following options as appropriate – use as prompts if necessary*)

- a) Director(s)
- b) Actor(s)
- c) Age of actors (*younger / mature / older – Circle which*)
- d) Specific type of sexual activity
- e) Cover (*pictures/images, title etc*)
- f) Advertising (*print media/websites/trailers – Circle which*)
- g) Recommended by other people
- h) Style (*Specify – eg amateur, high quality/professional, secret filming, trickery*)
- i) Other (*Specify – eg country of origin, ethnicity, sexuality, interviews, behind the scenes material*)

(Elaborate)

15. Do you have a favourite:

- a) Adult movie?

(Circle which)

Yes / No

(Elaborate –if Yes tease out reasons for response given eg name of movie)

b) Style/type of adult movie?

(Circle which)

Yes / No

If response is **Yes**, ask: What is your favourite style/type of adult movie?

(Ask open ended question and code as appropriate)

i) Amateur

ii) High quality/professional

iii) Secretly filmed

iv) Trickery *(ie manipulation of actors)*

(Elaborate –tease out reasons for response given)

c) Director(s) of adult movies?

(Circle which)

Yes / No

(Elaborate –if Yes tease out reasons for response given eg name of director(s))

d) Adult movie actor(s)?

(Circle which)

Yes / No

(Elaborate –if Yes, tease out reasons for response given eg name of actor(s))

e) Series of adult movies

(Circle which)

Yes / No

(Elaborate –if Yes tease out reasons for response given eg name of series)

f) Production company that makes adult movies?

(Circle which)

Yes / No

(Elaborate –if Yes, tease out reasons for response given eg name of production company))

g) Favourite sexual activity portrayed in adult movies?

(Circle which)

Yes / No

(Elaborate –if Yes, tease out reasons for response given eg type of sexual activity)

Film techniques

16. What film techniques do you particularly enjoy? *(Prompt if necessary – record what respondent tells you and then tick the following as appropriate)*

- a)** Handicam *(eg gonzo porn [close-ups of genitalia])*
- b)** Slow motion
- c)** Voyeuristic
- d)** Black and white/colour
- e)** Multiple camera angles
- f)** Lots of close-ups
- g)** Other *(Specify)*

(Elaborate)

Effects on person

17. What are the main reasons that you watch adult movies:

(Ask the open ended question record the answer and then tick/code the following reasons as appropriate – use as prompts if necessary)

- a) Sexual arousal
- b) Sexual gratification (*eg masturbation*)
- c) Adds to enjoyment of sex
- d) To find out more about sex in general
- f) ‘Spice up’/improve sexual relationship
- g) Compensation for poor sexual relationship (*eg "partner won't do what I'm into"*)
- h) Substitution for sexual relationship
- g) Other (*Specify*)

(Elaborate)

DVDs

18. Do you watch adult movies on dvd?

(Circle which)

Yes / No

- a) If **Yes**, do you prefer dvds to videos?

(Circle which)

Yes / No / Sometimes

(If the response to Q18 is Yes or Sometimes ask Q19)

19. What is it that you particularly like about dvds?

(Ask the open ended question record the answer and then tick/code the following options as appropriate – use as prompts if necessary)

- a)** Film content
- b)** Film quality
- c)** Film techniques *(eg multiple angles/close-ups etc)*
- d)** Special/extra features *(eg all ejaculation scenes, all fellatio scenes etc)*
- e)** Technical abilities
- d)** Behind the scenes, interviews etc
- e)** Other *(Specify)*

(Elaborate)

Internet usage:

If the response to Q.20 is No go straight to Q23

20. Do you have access to the Internet? *(Circle which)* **Yes/No**

a) If **Yes**, do you access websites which contain sexually explicit material?

(Circle which)

Yes/No

i) If **Yes**, how often do you access these sorts of websites?

(Ask the open ended question record the answer and then tick/code the following options as appropriate)

- a)** Daily
- b)** Twice or more a week
- c)** Once a week
- d)** Fortnightly
- e)** Once a month
- f)** Every 3 months
- g)** Occasionally *(Specify)*

(Elaborate)

b) If **Yes**, how does the sexually explicit material available on the Internet compare to that available on adult videos/dvds? *(eg different actors, film techniques, content/features etc)*

(Elaborate)

21. What is good about having access to the Internet?

(Ask the open ended question record the answer and then tick/code the following options as appropriate – use as prompts if necessary)

- a) Ease of access to adult material *(eg speed/privacy)*
- b) Access wider range of adult material *(eg overseas websites content not available in NZ)*
- c) Access uncensored material
- d) Other *(Specify)*

(Elaborate)

22. Do you use the Internet to inform your choice of which adult movies to watch/hire?

(Circle which)

Yes / No

(Elaborate – tease out reasons for response given)

Other media usage

23. Do you buy magazines containing sexually explicit material?

(Circle which)

Yes / No

(Elaborate)

24. Do you watch sexually explicit material on pay-per-view TV *(eg Sky)*?

(Circle which)

Yes / No

(Elaborate)

25. Which media (*eg videos, magazines, DVDs, Internet etc*) do you use the most to access sexually explicit material and why?

(Elaborate)

Perceived stigma attached to viewing adult movies

26. Do you think that there is anything wrong with watching adult movies?

(Circle which)

Yes / No / Partly

(Elaborate – tease out reasons for response given eg if the response is Yes or Partly is this for all adult movies or just some containing certain activities themes etc)

27. Are you open about the fact that you watch adult movies? (*eg do friends/family know?*)

(Circle which)

Yes / No / Partly

(Elaborate)

(If the response is No or Partly to Q27 ask Q28)

28. Would you be embarrassed if people knew that you watched adult movies?

(Circle which)

Yes / No / Partly

(Elaborate – tease out reasons for response given)

29. When you watch an adult movie do you ever feel guilty?

(Circle which)

Yes / No / Sometimes

(Elaborate – tease out reasons for response given)

30. When you have adult videos/dvds at home do you usually: *(Tick as appropriate)*

a) Leave them out in plain view

b) Keep them hidden away

(Elaborate)

31. Do you think that watching adult movies has affected your life?

(Circle which)

Yes / No

(Elaborate – tease out reasons for response given)

General

32. Do you think that adult movies portray real life?

(Circle which)

Yes / No / Sometimes / In some ways

(Elaborate – tease out reasons for response given)

33. Who do you think watches adult movies?

(Elaborate)

34. What do you think about the censorship of adult movies in New Zealand?

- a) Too lenient
- b) Just right
- c) Too harsh
- d) Don't know/no clear view

(Elaborate – tease out reasons for response given)

Demographics

Background information

Now we would like to ask a few questions about you

35. Which ethnic group do you belong to? *(Tick all that apply)*

- 1 NZ European
- 2 Māori
- 3 Samoan
- 4 Cook Island Māori
- 5 Tongan
- 6 Niuean
- 7 Chinese
- 8 Indian
- 9 Other *(such as Dutch, Japanese, Tokelauan)* *(Specify)* _____

36. Which age group do you belong to: *(Tick only one)*
- | | | | | | |
|---|----------------|--------------------------|---|------------|--------------------------|
| 1 | Under 18 years | <input type="checkbox"/> | 7 | 40-44 | <input type="checkbox"/> |
| 2 | 18-19 years | <input type="checkbox"/> | 8 | 45-59 | <input type="checkbox"/> |
| 3 | 20-24 years | <input type="checkbox"/> | 9 | 60 or over | <input type="checkbox"/> |
| 4 | 25-29 years | <input type="checkbox"/> | | | |
| 5 | 30-34 years | <input type="checkbox"/> | | | |
| 6 | 35-39 years | | | | |

37. a) Are you in paid work?

(Circle which)

Yes / No

i) **If Yes**, what is your occupation? _____

ii) **Is this** full time or part time? *(Circle which)*

(If the response to Q37 a) ii) is part time – probe to find out whether or not this is the main source of income, if not ask Q37 b))

b) **If you are not in paid work**, what category best describes you?

- | | | |
|---|---|--------------------------|
| 1 | Beneficiary <i>(eg sickness or DPB)</i> | <input type="checkbox"/> |
| 2 | Unemployed | <input type="checkbox"/> |
| 3 | Home duties | <input type="checkbox"/> |
| 4 | Retired | <input type="checkbox"/> |
| 5 | Student | <input type="checkbox"/> |
| 6 | Other <i>(elaborate):</i> _____ | <input type="checkbox"/> |

38. What is your religion?

- a) None
- b) Christian (*Specify which*)
- c) Other (*Specify which*)

(Elaborate)

39. What is your sexual orientation?

- a) Heterosexual
- b) Bisexual
- c) Gay or lesbian

40. Do you have a current partner?

(Circle which)

Yes / No

41. Are you currently caring for/living with any children?

(Circle which)

Yes / No

42. Who are all the people who live in your household?

(Ask the open ended question record the answer and then tick/code the following reasons as appropriate – use as prompts if necessary)

- a) Partner
- b) Son(s) and/or daughter(s)
- c) Mother and/or father
- d) Sister(s) and/or brother(s)
- e) Flatmate(s)
- f) Just myself
- g) Other (*Specify eg grandparent, uncle/aunty, partner's children/parents etc*)

(Elaborate)

43. Does this arrangement change at any time? (*eg shared custody of children etc*)

(*Circle which*)

Yes / No

(*Elaborate – tease out reasons for response given*)

Thank you!

Thank you for your participation in the research, do you have any comments or questions about the research or the interview?

(*Elaborate*)

Finally

Would you like a summary of the research? (*Circle which*)

Yes / No

This will be in approximately 4 months time – where would be the best place to send this – to your address or to a family member or friend?

	Name	Address	
Interveiwee:	<hr/>	<hr/>	<hr/>
	<hr/>	<hr/>	<hr/>
Family member(s):	<hr/>	<hr/>	<hr/>
	<hr/>	<hr/>	<hr/>
Friend(s):	<hr/>	<hr/>	<hr/>
	<hr/>	<hr/>	<hr/>
