The Viewing Habits of Users of Sexually Explicit Movies: a Hawke’s Bay sample

Venezia Kingi
Elisabeth Poppelwell

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Foreword

In the year ended 30 June 2005, the Classification Office required that 417 of the 1,467 publications it classified that year carry labels advising consumers of “explicit sex”. We felt that obtaining some insight into how frequent viewers of such publications feel they are affected, or not, by viewing these publications, would assist the Office in performing a large part of its classification work.

This year’s research took last year’s survey of frequent viewers of sexually explicit videos and DVDs to Hawke’s Bay. This gave us access to a mixed urban and rural population. Sixty-five people volunteered their time to talk to researchers from the Crime and Justice Research Centre of Victoria University of Wellington about how, why and when they viewed sexually explicit movies, and what effect they thought this had on 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 nine retail video stores, two sex shops and a mobile library specialising in the rental of sexually explicit movies in Hawke’s Bay.

Combined with last year’s survey, we now have a better understanding of the viewing behaviour and opinions of 110 self-selected frequent viewers of sexually explicit material, 34 of whom were between the ages of 20 and 24, 25 of whom said they were Christian, 23 of whom are women, 20 non-heterosexual and 18 Maori.

One of the more interesting questions asked of viewers in Hawke’s Bay (but not of Wellington viewers) was about unsafe sex practices that are regularly depicted in sexually explicit movies. Viewers were roughly evenly split on whether it was appropriate for sexually explicit movies to show people having unprotected sex (54% inappropriate, 43% not inappropriate, 3% no opinion). When asked if the portrayal of unprotected sex in these movies might encourage viewers to have unprotected sex, 71% said yes, 26% no, and 3% had no view. Whether or not people actually do have unprotected sex after watching these depictions was not specifically asked or volunteered. Seventy-five percent of participants reported that they had tried out an activity that they had watched in a sexually explicit movie. None reported unprotected sex as one of the activities they had tried out as a result of having seen it in a sexually explicit movie.

Although the sample size is too small and self-selected to be broadly representative, the researchers conclude that this report provides a good indication of the direction future research in this area should take. Once again, 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 mobile library that publicised this project to their regular customers. I would also like to thank Venezia Kingi and Elisabeth Poppelwell of the Crime and Justice Research Centre of Victoria University of Wellington, Information Unit manager David Wilson and advisor Zuleika Chang for their efforts in ensuring this research was completed and published.

WK Hastings
Chief Censor of Film and Literature
Acknowledgements

This research was undertaken by the Crime and Justice Research Centre, Victoria University of Wellington. We would like to thank all those who were involved in this research. We would like to thank the staff of the Office of Film and Literature Classification for their contribution to the questionnaire design and the video stores and sex shops whose staff distributed the information leaflets.

We would also like to thank our colleagues at Victoria University who reviewed the draft report: Associate Professor Jenny Neale, Head of School, Social and Cultural Studies, Pat Mayhew, Director of the Crime and Justice Research Centre and Trevor Bradley of the Institute of Criminology. Finally, we would like to express our appreciation to the viewers of sexually explicit material from the Hawke’s Bay who volunteered to take part in this research. Without their willingness to share intimate details of their lives with us, this research would not have been possible.
CHAPTER 1
INTRODUCTION

The history of film censorship in New Zealand dates back to the beginning of the 20th century (www.censorship.govt.nz). The current Office of Film and Literature Classification (the Office) was established by the Films, Videos, and Publications Classification Act 1993. The Office first opened in 1994 and is the government body responsible for classifying publications that may need to be restricted or banned. The Office acknowledges the importance of gauging public opinion on various topics relevant to the censorship process and, therefore, commissions research on a regular basis (for example, Barwick, 2001; 2002). These research findings help the Office to stay in touch with public opinion. The findings provide the Office with information on how members of the public perceive the statutory censorship criteria applied to sexually explicit movies.

There has been a dearth of research into the consumers of sexually explicit material (Barwick, 2001; 2002; 2003). In 2004 the Office commissioned research to address this shortfall. Researchers from the Crime and Justice Research Centre at Victoria University of Wellington interviewed forty-six self-identified regular users of sexually explicit material from the greater Wellington area (Kingi et al, 2004). The results from this research somewhat dispelled myths of the stereotypical viewer and described a diverse group of people from all walks of life who watched sexually explicit movies. Although the majority were men, viewers 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. Participants provided information on their viewing habits and shared their thoughts about censorship, the effects on them of watching sexually explicit movies and whether or not they felt stigmatised by this pastime.

In late 2004, the Office commissioned researchers at the Crime and Justice Research Centre to undertake a second study into the viewing habits of users of sexually explicit material. The research had the following objectives:

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

For the purposes of this research ‘sexually explicit material’ is defined as that which is classified by the Office as R18, with the descriptive note ‘contains explicit sex scenes’. This is the material that is available from adult sex shops and from the ‘adult section’ of video rental outlets.

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. Chapter 4 provides a comparison of the findings from the two research projects.

This research supplements the findings of the earlier study. The results will add to the Office’s understanding of the audience of some of the material it classifies and how that
material is used. We hope that the combined research findings from both projects will inform ongoing debate on the effects of viewing sexually explicit material on viewers’ attitudes and behaviours. It is important to note, however, that the viewers who consented to take part in this research are a small non-representative sample of viewers of sexually explicit material from the Hawke’s Bay and greater Wellington regions. Consequently, the extent to which the research findings can be generalised to New Zealand users of sexually explicit material as a whole, or to similar samples of users in other areas of New Zealand, is limited.
CHAPTER TWO

METHODOLOGY

2.1 Methods

The research design and the associated research methods for this project broadly replicate those used in the previous study undertaken in the greater Wellington area (Kingi et al, 2004) and 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 October 2004.

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

• Develop 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.5

Although the previous research carried out in the greater Wellington area was perceived by some participants to have more credibility and integrity due to the fact that the researchers were based at Victoria University of Wellington, this was not mentioned by viewers interviewed from the Hawke’s Bay region.

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’ function if responding to enquiries or conducting phone interviews from home. Safety protocols required researchers to take a cell phone with them when conducting interviews away from the university. As any face-to-face interviews would take place in the Hawke’s Bay researchers were required to inform a colleague of their travel arrangements, where the interviews would take place, and the estimated time that these would take. Procedures were also put in place for the debriefing of researchers following the interviews.

During the fieldwork for this research there were two incidents in which researchers had to deal with potentially unsafe interview situations. Both involved phone interviews and concerned interviewees making inappropriate remarks to the interviewers. In the first instance the participant asked the researcher whether or not she watched

4 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.

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

6 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.

7 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.
sexually explicit movies and wanted to know if it was all right for him to ask her personal questions. He was told that this was not appropriate and he was content with that response. In the second instance, when asked by the interviewer if the participant had any questions or any further comments to make, the participant said that he was going home to watch sexually explicit movies and that this interview was like ‘foreplay’ to him. He also wanted to ask the interviewer personal questions. This participant was also told it was not appropriate for the interviewer to answer any personal questions, only questions relating to the research. The researcher then thanked the participant for being interviewed and concluded the interview. Both interviewers felt comfortable with the way these situations had been handled and with the outcomes.

2.3 Research methods and number of participants

The research method used followed the format developed for the previous study. After discussions with the client, it was decided to conduct a minimum of 40 interviews with users of sexually explicit material who were living in and patronising video rental stores and/or adult sex shops in the Hawke’s Bay. This data collection method had proved successful in the previous study and had yielded a rich source of information. The Hawke’s Bay was chosen as the region in which to conduct the research as it comprised a mixture of rural and urban communities. In fact, one video store owner commented that he thought that there was “a difference between rural communities and those in the city.” He also thought that the research was a particularly good idea in that,

“The more information they [the Office] have, the more considered opinion they will have and the more they will be taken notice of by the users [of sexually explicit material].”

2.4 Interview schedule and information sheet

The interview schedule and information sheet (see Appendix 2) were based on that developed for the previous study. However, some changes were made in consultation with the staff of the Office of Film and Literature Classification. A few questions, which had not previously yielded particularly useful information, were discarded and new ones added. Other questions were reworded. Areas covered in the interview included:

• how participants sourced sexually explicit movies;
• their viewing patterns;
• their viewing preferences;
• their reasons for watching such material;
• whether or not they had tried an activity they had watched in a sexually explicit movie;

9 Before drafting the interview schedule for the first study undertaken in 2004, members of the research team viewed samples of the type of sexually explicit films that are classified by the Classification Office, met with the Chief Censor, the Deputy Chief Censor and other classification staff, and held discussions with them on the possible content of the interview schedule.

10 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 …”.

11 Questions previously asked that were deleted from this study included those relating to viewers’ favourites such as, film techniques, directors, actors, series of sexually explicit movies and production companies. Others taken out included: viewing habits such as watching the trailers on sexually explicit videos/DVDs and some aspects of Internet usage, for example frequency of use, and the section on DVD usage.

12 For example, there were new questions related to the portrayal of unprotected sexual acts in sexually explicit movies, whether there were any legal sexual acts that should not be portrayed in sexually explicit movies, and whether or not they ever tried anything they had seen in a sexually explicit movie.
• whether or not there were any legal sexual activities that should not be portrayed in these movies;
• what they thought about the portrayal of unprotected sex in sexually explicit movies;
• their usage of Internet and other media;
• the stigma attached to viewing sexually explicit material; and
• the effects on them of viewing this material.

Although some new questions had been added, as the interview schedule followed the same format as that used for the previous study and had been piloted previously, it was not considered essential to pilot again with the Hawke’s Bay sample.

Information sheets were also based on those developed for the previous study. These described the focus of the research and 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 survey. Regular customers of video shops who hired sexually explicit movies were invited to contact the research team at Victoria University of Wellington to find out more about the research or to indicate their willingness to take part. They could do this by phoning on the 0800 number provided or by filling in the reply form and posting this back in the prepaid envelope supplied. Potential participants were informed that, if they were willing to take part, they would receive 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.

2.5 Analysis of responses

Responses were obtained from a non-random sample of 65 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 6 database, imported into Excel 2003 for cleaning and transferred to SPSS 12 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 themes and to provide examples to illustrate these. Throughout the report raw numbers and percentages are only included in the text where this information is not already included in a table. The Chi-square statistical test was used to assess the extent of the differences between responses from different groups, for example men and women. Where these differences are significant they are included in the report.

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13 Examples were the questions relating to the use of media other than videos/DVDs or the Internet to access sexually explicit material. The original question involved asking the participants specifically if they bought adult magazines or watched R18 pay-per-view TV and which media they used most often to access sexually explicit material and why. Another example was the changing of the wording for the question relating to the perceived reality of the content of sexually explicit movies. The original question was, “Do you think that adult movies portray real life?” This was changed to read, “Do you think that the sexual behaviour shown in adult movies is realistic?”

14 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.

15 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.

16 SPSS (Statistical Package for the Social Sciences) is a statistical software package for analysing data.

17 Percentages do not always add to 100 because of rounding errors and because multiple responses were possible for some questions.

18 Results from such statistical tests are usually reported with the appropriate test statistic, degrees of freedom (df) and significance level. Interpretation of these is based on the reported significance level. For example, with a .05 significance level it is likely that there are less than five chances in 100 that the results obtained have occurred by chance rather than representing a true difference. In other words, there is a 95% chance that it is a real result.
2.6 Procedures for obtaining research participants

The Office identified a number of outlets in the Hawke’s Bay area from which consumers could hire, view or buy sexually explicit video material. Outlets approached included mainstream video stores, two specialised sex stores and one mobile library specialising in the hire of sexually explicit material. The Office sent out a summary of the previous research carried out in the Wellington area with a covering letter describing the proposed Hawke’s Bay study. They followed this up with a phone call. The research team then contacted owners, managers or staff who had not already been contacted by the Office and those who had already indicated their willingness to be involved in the project and described the research to them. At this stage, if they still showed interest in being involved, a member of the research team arranged to visit them to deliver the information sheets, go through the contents of these and describe what would be required of them.

Overall, nine video stores, two sex shops and a mobile library specialising in the rental of sexually explicit movies participated in the research. A total of 1000 information sheets were placed with these outlets.

As with the previous study, 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 data collection period was set for the period November 2004 to 31 March 2005. However, due to the higher than expected response rate data collection was finished at the end of January 2005 by which time 65 viewers had been interviewed. Video store managers and/or staff were phoned at this stage and asked not to hand out any more information leaflets and to dispose of those they had left. Participating outlets were also asked if they would like a summary of the research findings – all said “yes”.

Fifty-one information sheets were returned and 21 people phoned the 0800 number. One person changed his mind about being interviewed, and we were unable to arrange a suitable time to interview another. Five were ineligible to take part in the research. Sixty-five interviews were subsequently carried out.

2.7 Interviews

Participants were given the option of being interviewed either face-to-face or over the phone depending on the preference of the interviewee. Almost all (62 or 95%) of the participants were

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19 Three mainstream video stores (two owners) declined to take part at this stage.
20 Numbers of information leaflets provided to stores depended on their size and number of clientele. More than half were given on average, 100 leaflets.
21 From what participants said it was clear that ‘snowballing’ (a situation where the research is recommended to others who have already taken part) played a significant role in boosting the numbers who enquired about/took part in the research.
22 Most said that they had only a few left, and one (the mobile library) did not have any left.
23 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. Two participants had thought that the research was about regular users of R16 films and had never seen a film containing sexually explicit material although the partner of one watched sexually explicit movies. Another person who phoned the 0800 number enquiring about the research was based in Auckland. She had been told about the research by a friend and was interested in taking part. She was informed that the offer was only valid for those who lived in the Hawke’s Bay.
24 The first interview took place on 19/11/2004 and the last on 21/01/2005.
interviewed by phone and 3 (5%) were interviewed face-to-face. The choice of interview method clearly depended on how comfortable the viewer felt talking over the phone or face-to-face and this impacted on their interview experience overall. The following comments were made:

(It) was pretty straightforward – perhaps I would have been more embarrassed if face-to-face. (male, 60+ yrs)

(It was) easier face-to-face. I would have stuttered over the phone and would have found it difficult to express myself over the phone. (male, 60+ yrs)

The interviews were relatively short and took, on average, around half an hour. One of the face-to-face interviews was carried out in a public library and the other two took place at the participants’ home. Forty-one (63%) of the interviews took place during the day. Not surprising, most (88%) of those interviewed came from the two main urban areas of Hastings and Napier and the Hastings’ suburb of Flaxmere.

Characteristics of participants

The characteristics of both the Wellington and Hawke’s Bay samples of viewers are in Table 2.1 below. In the Hawke’s Bay, 48 (75%) of those interviewed were men. Many were relatively young: nine (14%) were under the age of 20 and 31 (48%) were under the age of 25. In fact 46 (71%) were under 35 and most were under the age of 40 (53 or 82%). Forty-three (66%) of those interviewed identified as New Zealand European and 12 (19%) as Māori. Forty-eight (75%) of those interviewed described themselves as heterosexual, 11 (17%) as bisexual and five (8%) as gay. All but one of those in the bisexual group were under the age of 30. Twenty-two (34%) of those interviewed described themselves as having a religious affiliation. Eighteen out of the 22 said that they were Christian. Most (48 or 74%) participants reported being employed, five (8%) said they performed home duties and another five said that they were unemployed. A further three said that they were full time students and two were retired. Two reported receiving an income from an official source – one received ACC payments and the other described himself as a ‘beneficiary’.

When we compare the two samples it is clear that viewers from the Hawke’s Bay, interviewed for this research, were a more diverse group than those from Wellington. More women and Māori viewers were included in the sample from the Hawke’s Bay as well as more younger viewers, particularly those 18 or 19. The viewers from the Hawke’s Bay were also a more sexually diverse group and were more likely to report a religious affiliation than viewers from Wellington. In addition, the rates of employment reported were higher in the Hawke’s Bay. Furthermore, nine couples from Hawke’s Bay took part in the research compared with two couples in the Wellington area. The increased number of couples in the Hawke’s Bay sample could be as a result of the ‘snowballing’

25 The three who were interviewed face-to-face were a couple who were in the 35-39 age group and a male participant over the age of 60.

26 Although the interview itself took approximately half an hour, time was allowed for the participants to debrief if they wished. It was not uncommon for participants 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. Their comments included: “It wasn’t as daunting as I thought it would be.” (female, 20-24yrs); “It wasn’t that bad.” (male, 20-24yrs); “You made it so easy.” (female, 20-29yrs).

27 A couple were interviewed in their own home.

28 Two (3%) took place before 9:00am, 16 (25%) took place between 9am and midday, 23 (35%) took place between midday and 5:00pm, 16 (25%) took place between 5:00pm and 8:00pm, and eight (12%) took place after 8:00pm. Waipawa (1); Taradale (1) and Waimarama (1).

29 Twenty-five (38%) came from Hastings, twenty-two (34%) of those interviewed came from Napier, and 10 (15%) came from Flaxmere. Other areas participants came from included: Waipukurau (2); Otane (2); Haumoana (1); Waipawa (1); Taradale (1) and Waimarama (1).

30 This may have been contributed to by the fact that 23% of the population in the Hawke’s Bay are Māori whereas in the Wellington region 12.5% of the population are Māori (http://www.stats.govt.nz/census/2001-regional-summary/default).
Table 2.1 Characteristics of participants: number and percentages

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<th>Hawke’s Bay sample (N=65)</th>
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<tr>
<td>Heterosexual</td>
<td>42</td>
<td>91</td>
<td>48</td>
<td>75</td>
</tr>
<tr>
<td>Bisexual</td>
<td>1</td>
<td>2</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Lesbian or Gay</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Religious Affiliation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>37</td>
<td>80</td>
<td>43</td>
<td>66</td>
</tr>
<tr>
<td>Christian</td>
<td>7</td>
<td>15</td>
<td>18</td>
<td>28</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td><strong>Employment Status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>29</td>
<td>63</td>
<td>48</td>
<td>74</td>
</tr>
<tr>
<td>Home Duties</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Unemployed</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Student</td>
<td>11</td>
<td>24</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

**NOTES**
1 One participant in the Wellington sample did not identify as either male or female.
2 These data include those who identified as Māori and another ethnicity, for example, New Zealand European or Cook Island Māori.
3 In the Wellington sample this category includes: one person who identified as Pacific, four of Asian descent and five who identified as being of European descent. Included in the Hawke’s Bay sample are: four people who identified as being of European descent; two as New Zealand European/Cook Island Māori, and four who identified with multiple ethnicities including: Chinese, Samoan, Tongan, Hawaiian and Asian.
4 One participant in the Hawke’s Bay sample did not respond to this question.
5 There was one lesbian in the Wellington sample.
6 One participant in the Wellington sample described him/herself as “asexual” and another as a “heterosexual and curious bisexual”.
7 These include Catholic, Anglican, Methodist and Mormon.
8 In the Wellington sample one participant answered, “All religion is my religion – there is only one God” and another described her/his religion as “Nazism”. In the Hawke’s Bay sample this category included two Wicca, one Buddhist and one Hare Krishna/Jehovah’s Witness.
9 In the Wellington sample this category includes those on the domestic purposes or sickness/invalid’s benefits. In the Hawke’s Bay sample it includes two participants who were retired, one who was on ACC and another who was on a sickness/invalid’s benefit.
technique which clearly boosted the overall numbers of those taking part in the research.31

Living Arrangements

Forty-nine (75%) participants reported being in a current relationship and 31 (63%) of them lived with their partner. Twenty-six (27%) lived with flatmates32 and three (5%) lived alone. One participant lived at home with her parents and siblings and two lived at home with parents33. Other living situations included those who lived mainly with other family members34. Nineteen (30%) of those interviewed lived in a household where there were children35.

2.8 Couples who were interviewed

Nine couples took part in the research. Two couples were interviewed together36 and seven couples were each interviewed by phone separately37. In two cases both partners identified as New Zealand European. In another two cases one partner identified as New Zealand European and the other as Māori. In another case both partners identified as Eastern European. The other four couples were made up of partners of mixed ethnicities38. The ages of the male partners ranged from 20 to 50 and the female partners from 18 to 40. In six out of the nine couples neither partner reported having a religious affiliation. However, one partner in each of the other three couples said that they were Christian39. In seven out of the nine couples both partners were heterosexual. With the other two couples one partner was heterosexual and the other bisexual40. All but one of the couples lived together and five couples were caring for and living with children. The views of couples have not been reported separately throughout the report as, in general, their views reflected those held by other men and women who took part in the research. None of the women from the nine couples interviewed reported watching sexually explicit material on their own, although their partners reported that they sometimes did.

2.9 Women who were interviewed

Twelve out of the 17 women interviewed identified as New Zealand European and three were Māori. The other two identified with other ethnicities41. The ages of the women interviewed ranged from 18 to 49. They were predominantly young and all but one were under the age of 3942. Ten of the women interviewed were employed, four described their occupation as ‘home duties’ two were students and one was unemployed. Thirteen

31 ‘Snowballing’ refers to a situation where the research is recommended to others by those who have already taken part.
32 This number included three participants who said that they lived with their partners and other flatmates.
33 Two participants lived with their partners and other family.
34 Five participants lived with other family members including aunts and uncles, siblings and in-laws and children. One participant boarded with a family.
35 Two were single parents, one was boarding with a couple who had children and another lived with a sibling and brother-in-law and their children. And one respondent lived with an adult child and her/his partner and child. One respondent did not answer the questions relating to children. In addition, another seven (11%) participants said that their households sometimes included children. Examples given were where there was shared custody of a child or family members who were children came to stay or visit.
36 One couple was interviewed together by phone and the other couple was interviewed together at their home.
37 In one the female partner was Māori and in the other the male partner was Māori.
38 In three couples one partner was New Zealand European and the ethnicity of other partner was either Dutch, English or Cook Island Māori. In the other couple one partner was Māori and the other identified with Pacific and Asian ethnicities.
39 Two women and one man reported this.
40 In one couple the male partner was heterosexual and the female partner was bisexual and in the other couple the female partner was heterosexual and the male partner bisexual. One was Eastern European and the other of Pacific and Asian heritage.
41 In three couples one partner was New Zealand European and the ethnicity of other partner was either Dutch, English or Cook Island Māori. In the other couple one partner was Māori and the other identified with Pacific and Asian ethnicities.
out of the 17 women interviewed said that they did not have a religious affiliation; two others described themselves as Christians and the other two as Wicca. Twelve of the women interviewed described their sexual orientation as heterosexual and five as bisexual. Fourteen of the 17 women interviewed had a current partner and 11 of them lived with their partner. Three of the women interviewed said that they lived with flatmates. None of the women who participated in this survey lived alone. Seven of the women interviewed were living with and/or caring for children. Throughout the report the responses given by women are only reported separately from those of all viewers where they appear to indicate distinct themes.

2.10 Māori participants

Nine of the 12 who identified as Māori were men. The ages of Māori participants ranged from 18 to 39. However, the majority (67%) were in the 20 to 24 age group. One was between 18 and 19, eight were between 20 and 24, one was between 25 and 29, another was between 30 and 34 and the last was aged between 35 and 39 years. Nine Māori participants were employed, two described their occupation as ‘home duties’ and one was a student. Seven out of the 12 Māori participants interviewed said that they did not have a religious affiliation; the other five described themselves as Christian. Ten out of the 12 Māori participants said that they were heterosexual, one described himself as bisexual and the other as gay. Eight out of the 12 were in a current relationship and six of them lived with their partner. Five lived with flatmates and another lived with family members; none lived alone. Five Māori participants lived in a household where there were children. Throughout the report the responses given by Māori participants are only reported separately from those of all viewers where they appear to indicate distinct themes.

2.11 Limitations of the research

This research describes a self-selected sample of 65 users of sexually explicit movies in the Hawke’s Bay area. It does not purport to be a representative sample of the population of users in the Hawke’s Bay 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 the researchers may have been influenced to do so by friends or partners who had taken part in the research or encouraged to do so by some of the staff from video stores and sex shops. The fact that the information sheet also contained details of the offer of a koha of $30 to those willing to participate may also have encouraged some people to respond.

43 This included the participant who lived with her adult child and her partner and child.
CHAPTER 3
FINDINGS

3.1 Introduction

This chapter describes the results of the interviews carried out with 65 viewers of sexually explicit material. In sections 3.2 to 3.5 we discuss how viewers sourced sexually explicit movies; their viewing patterns and preferences and their reasons for watching sexually explicit movies. In section 3.6 we consider what viewers said about whether or not they had tried activities they had seen in sexually explicit movies and in section 3.7 we present their views on the content of these movies. Viewers’ responses in relation to Internet and other media usage are described in sections 3.8 and 3.9. What participants thought about watching sexually explicit movies in general and the impact they feel that this had had on them are examined in sections 3.10 and 3.11. In sections 3.12 and 3.13 we present viewers’ opinions on whether sexually explicit movies depict realistic sexual behaviour and who they think watches them. Views on New Zealand censorship are explored in section 3.14. At the end of the interview, viewers were asked why they had decided to take part in the research and their responses are provided in section 3.15. Finally, in section 3.16, we summarise the findings presented in this chapter.

3.2 Sourcing sexually explicit movies

Viewers of sexually explicit movies who agreed to be interviewed for this research were asked how they obtained the movies that they watched. Forty-five (69%) of them said that they hired the movies, eight (12%) said that they both hired and purchased movies, and twelve (19%) said that they obtained sexually explicit movies by other means44.

One participant commented that he preferred to buy sexually explicit movies rather than hiring them because he could keep them longer.

[I] buy a couple a month, then trade in and can swap. Only get rentals for 2-3 days and I like to have them longer. (male 60+ yrs)

One woman said that she would prefer to buy sexually explicit movies rather than hire these but as she lived in a rural area her choices were limited.

If given a choice we would buy some. Just not the options where we live. (25-29 yrs)

Another woman noted:

[I] Would like to buy them but can’t afford it. (30-34 yrs)

Thirty-six (57%) of those who said that they hired videos/DVDs obtained these from mainstream video outlets, 17 (27%) said that they hired these from sex shops, nine (14%) said they obtained them from both mainstream video outlets and sex shops, and one (2%) said that he got them free from work. Clearly, overall, viewers were more likely to hire videos/DVDs from mainstream video outlets. However, women viewers who hired sexually explicit movies were more likely than men to patronise sex shops45. Māori viewers usually hired videos/DVDs from mainstream video outlets46. All those who reported that they bought video material said that they obtained this from specialist sex shops; one said that he also used mail order and another said that s/he also bought used movies from mainstream video outlets.

44 This included: borrowing them from either work or friends (3), hiring and taping off pay-per-view TV (2), borrowing and hiring (2), borrowing and watching them on TV (1), buying, hiring and swapping (1), buying and swapping (1), hire and obtaining movies from the Internet (1), and hiring them and being given them (1).
3.3 Viewing sexually explicit movies

Frequency

Participants were asked a number of questions related to their sexually explicit movie viewing habits. Participants were asked how often ‘on average’ they watch sexually explicit movies. Table 3.1 below presents this information.

Table 3.1 On average how often participants generally viewed their sexually explicit movies: frequency and percentages (N = 65)

<table>
<thead>
<tr>
<th>Description</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twice or more a week</td>
<td>20</td>
<td>31</td>
</tr>
<tr>
<td>Fortnightly</td>
<td>20</td>
<td>31</td>
</tr>
<tr>
<td>Once a week</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Daily</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Occasionally</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

Twenty (31%) participants said that ‘on average’ they watched a sexually explicit movie twice or more a week\(^{48}\). A further twenty (31%) said that they watched fortnightly\(^{49}\). Equal numbers of viewers (8 or 12%) said that they watched either once a week or once a month. Five (8%) male viewers said that they watched a sexually explicit movie, on average, once a day\(^{50}\).

Context

Viewers were asked to describe in whose company, if any, they watched sexually explicit movies. They often indicated that this varied - ie they would sometimes watch alone and sometimes with others. Table 3.2 presents this information.

Table 3.2 Who participants generally viewed their sexually explicit movies with: frequency and percentages (N=65)

<table>
<thead>
<tr>
<th>Description</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>With partner</td>
<td>48</td>
<td>74</td>
</tr>
<tr>
<td>Alone</td>
<td>37</td>
<td>57</td>
</tr>
<tr>
<td>With Friends:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Same sex</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Opposite sex</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mixed groups</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>With Flatmates:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Same sex</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Opposite sex</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mixed groups</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>In a Group</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

The table above shows that participants generally either watched sexually explicit movies with their partner or alone. Forty-eight (74%) participants said that they generally watched with their partner – including 14 out of 17 (82%) women viewers and eight out of ten (67%) Māori viewers. The age of the viewer was not a factor in this response\(^{51}\). Thirty-seven (57%) participants said that they generally watched alone – this group was

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45 Eight (50%) women who hired movies said that they hired these from mainstream video outlets, 6 (38%) hired them from sex shops and 2 (13%) hired from both mainstream outlets and sex shops. Whereas, 28 (60%) male viewers who hired movies said that they hired these from mainstream video outlets, 11 (23%) said that they hired them from sex shops and 7 (15%) hired from both sex shops and video stores.

46 Eight (67%) Māori participants who hired movies hired these from mainstream outlets, 2 (17%) from sex shops and 2 (17%) hired from both mainstream outlets and video shops.

47 This included two participants who said ‘three times a year’, one who said ‘once a year’ and another who said ‘every two to three months’.

48 This included six female and six Māori participants, two of whom were also female. Ages of participants who answered in this manner ranged from 18 to 45. They were more likely to be in their 20s (11 out of the 20) or over 40 (six out of the 20).

49 This group was more likely to be aged between 20-29 (13 out of the 20) and included seven women.

50 This group included: two 18 to 19 year olds; one 25 to 29 year old; and two 35 to 39 year old.

51 Twenty (77%) of the 26 participants who were over 30 years of age and 28 (72%) of the 39 who were under 30 years of age, gave this response.
significantly more likely to be male. However, when participants were asked who they preferred to watch sexually explicit movies with, 38 (59%) said that they preferred to watch with their partner and 17 (27%) said alone. Again, age did not seem to be a factor. Despite the fact that the majority of viewers said that they watched with a partner (74%) only 59% said that this was their preference. In addition, whereas 57% of viewers said they watched alone, only 27% said that this was their preference. Viewing habits did not always match preferences for viewing sexually explicit movies.

Five (8%) of the sample said that they only ever watched sexually explicit movies alone. Four out of five were men, more likely to be older, and to have a current partner. However, twenty (31%) participants said that they only ever watched sexually explicit movies with their partner. Most (18 or 90%) were currently living with their partner and half of these participants cared for children. Women were more likely to watch sexually explicit movies with a partner and say that this was their preference.

Patterns of viewing

Participants were asked about their sexually explicit movie viewing habits. Table 3.3 describes these. Participants often made multiple responses to this question. Viewing habits varied depending on the situation and on the quality or content of the film.

Table 3.3 Participants’ habits for viewing sexually explicit features: frequency and percentages (N =65)

<table>
<thead>
<tr>
<th>Description</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast forward to selected sections</td>
<td>38</td>
<td>59</td>
</tr>
<tr>
<td>Watch the whole movie</td>
<td>36</td>
<td>55</td>
</tr>
<tr>
<td>Watch until orgasm</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>Watch until arousal</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Watch in stages/sections</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Thirty-eight (59%) participants said that, at times, they fast-forwarded the movie to selected sections. The majority of female and Māori viewers gave this as their preference. There were two main reasons given for either fast forwarding to selected sections (59%) or watching the movie in stages/sections (6%). The most often mentioned was to look for specific sex scenes.

The sex scenes – to stimulate both people. (male, 45-49yrs)

A bit more action – sex scenes and less talking. (female, 20-24yrs)

The hard-core sex scenes, when they get into it. (male, 20-24yrs)

Chi-square = 14.5, d =1, p<0.001. Thirty-four (92%) of those who generally watched on their own were male, only three (8%) were female. Seven (58%) Māori viewers also said that they generally watched on their own. Sixty-four participants responded to this question. Three preferred to watch either with his/her partner or alone, another three with friends, two said s/he preferred to watch with flatmates, and one had no preference. Fifteen (58%) of the 26 participants who were over 30 years of age and 22 (56%) of the 39 who were under 30 years of age gave this response. Three out of the five, including the woman, were over 45 years of age. Three of the five had current partners. Eleven of the twenty were men and nine were women. Ten were under 30 years, seven were aged 30-39, and three were over 40 years. Nineteen had no religious affiliation and three identified as being Christian. Fifteen identified as New Zealand European, three Māori and four as ‘other’. Fourteen (82%) women viewers reported this.

52 Chi-square = 14.5, d =1, p<0.001. Thirty-four (92%) of those who generally watched on their own were male, only three (8%) were female. Seven (58%) Māori viewers also said that they generally watched on their own.
53 Sixty-four participants responded to this question.
54 Three preferred to watch either with his/her partner or alone, another three with friends, two said s/he preferred to watch with flatmates, and one had no preference.
55 Fifteen (58%) of the 26 participants who were over 30 years of age and 22 (56%) of the 39 who were under 30 years of age gave this response.
56 Three out of the five, including the woman, were over 45 years of age.
57 Three of the five had current partners.
58 Eleven of the twenty were men and nine were women. Ten were under 30 years, seven were aged 30-39, and three were over 40 years. Nineteen had no religious affiliation and three identified as being Christian. Fifteen identified as New Zealand European, three Māori and four as ‘other’.
59 Fourteen (82%) women viewers reported this.
The viewing habits of users of sexually explicit movies

19

The raunchy bits – the sex scenes, only check out the story line for a laugh. (female, 18-19yrs)

Better scenes – the ‘cum’ shots at the end. (male, 20-24yrs)

Anything from clothing through to sex scenes. (male, 40-44yrs)

Basically just skipping the dialogue. (male, 35-39yrs)

Look for funny things and the sex acts. (female, 18-19yrs)

Looking for women enjoying sex. (male, 25-29yrs)

Looking for the action – the sex scenes. I’d be lying if I said I only got them for the story line. (male, 20-24yrs)

If scenes get too boring - look for oral sex. (female, 18-19yrs)

The second reason was to avoid viewing parts of the movie they did not like or that were boring.

Past the boring bits. (male, 20-24yrs)

Past stuff I don’t like – stuff that doesn’t turn me on. (female, 25-29yrs)

Something different from what we were watching before. (male, 20-24yrs)

Most participants also said that their viewing habits really depended on the content of the movie or who they were watching it with. Comments included:

Depends on the movie, if cheesy or not. (female, 18-19yrs)

Depending on [movie] scenario. (male, 25-29yrs)

If has a good story line will watch the whole movie. (male, 40-44yrs)

Depends on how boring the movie gets. (male, 20-24yrs)

If video is not very good, if not exciting for me, then will fast forward. (male, 20-24yrs)

We flick through to see what there is and what might take our fancy. (male, 40-44yrs)

Depends if it’s boring. (male, 20-24yrs)

Depends on how slow the movie is, usually fast forward. (male, 45-49yrs)

Fast forward to decent parts with partner, watch all with flatmates. (male, 25-29yrs)

Depends if on my own, then fast forward. If with flatmates, usually watch whole movie. (male, 18-19yrs)

Depends on reason watching for and who with. (male, 20-24yrs)

Don’t usually watch all of it when with girlfriend, just to get us in the mood. With girlfriend watch until arousal, on own watch until orgasm. (male, 20-24yrs)

I watch it until bodily functions take over – till both partners are aroused. (male, 50-59yrs)

We watch the movie in two parts – stop it when we get aroused and have sex, then watch the rest. (male, 25-29yrs)

Thirty-six participants said that at times they watched the whole movie, from beginning to end. Women were more likely to report this as were Māori viewers64. Nineteen (53%) out of the 36 said that

64 Ten (59%) of the female participants and eight (67%) of Māori participants gave this response. 65 Fifteen out of the 19 who reported this were men.
watching the whole movie without interruption was their only method of viewing. Viewers who reported this were more likely to be men.

If movie has a story we won’t talk but if no story then we will talk through it and leave it running. (female, 20-24yrs)

Tend to watch whole movie all at once, there have been the odd times when have fast-forwarded when it’s got boring. (male, 50-59yrs)

[Watch whole movie] Unless very boring, i.e. it repeats. (male, 60+ yrs)

Watch them all the way through, then go back and fast forward to all the interesting bits. (female, 30-34yrs)

3.4 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 3.4 below.

Table 3.4 How viewers selected sexually explicit movies: frequency and percentages (N = 65)

<table>
<thead>
<tr>
<th>Description</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video/DVD Cover</td>
<td>51</td>
<td>79</td>
</tr>
<tr>
<td>Recommended by others</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Trailer advertising</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Type of sexual activity</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Actors</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Directors</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Style</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>9</td>
</tr>
</tbody>
</table>

Overwhelmingly, the most commonly used method for choosing a sexually explicit movie was based on what was on the cover of the video or DVD. Women were just as likely as men to say that this was how they selected movies. Almost all (11 out of 12) Māori participants reported using this method. Comments viewers made included:

Whatever looks good on the cover. (male, 25-29yrs)

Usually look at content on the back of the video or DVD. (male, 45-49yrs)

Read the write-up on the back of the cover just like any normal video. (female, 30-34yrs)

If cover looks new then will get it out. (male, 20-24yrs)

Look at blurb to see if it has a good scenario. (male, 18-19yrs)

Look for interesting names on the cover. (female, 18-19yrs)

Scenes on the back, especially pictures. (male, 20-24yrs)

The next most common criteria for movie selection was on the recommendation of others – friends or video shop staff.

Favourites

Participants were asked if they had a favourite style, depicted sexual activity and individual movie. They often made multiple responses to this question.

Thirty-four (52%) participants reported that they had a favourite style or type of movie.

66 No participants said they selected movies from website or print media advertising.

67 This included two viewers who preferred ‘amateur’ productions and one who liked productions featuring voyeurism.

68 This includes selection based on: ethnicity or sexual orientation of actors; similar type or series of movie; movies from different countries; latest releases or magazine reviews.
These included different genres such as: artistic; educational; fantasy; romantic and thrillers. They also liked movies featuring lesbian or gay sex, role plays; group sex or voyeurism. Other favourites included episodic movies such as those from the Buttman series; the Private Collection; the Penthouse Privates and those that had ‘good acting’ or ‘good storylines’. Two specific styles of movie mentioned as favourites were – ‘amateur’ and ‘German’. Respondents also said that they had favourite actresses such as Paris Hilton, Belladonna, Stephanie Swift, Carol Lyn, Jenna Jameson and that they liked directors such as Jules Jordan, William Higgins, Seymour Butts and Rocco Siffredi. Seymour Butts was a particular favourite with some:

I’m a big fan of Seymour Butts. (male, 20-24yrs)

Seymour Butts – every time someone’s talking about stuff like that his name gets brought up. (male, 20-24yrs)

Thirty-two (49%) participants reported that they had a favourite sexual activity portrayed in sexually explicit movies. Those most frequently mentioned were: lesbian sex (14); anal sex (including male and female and male with male) (8); heterosexual intercourse (6); group sex (5) and fellatio (4). Twenty-one (32%) participants said they had a favourite adult movie. These included:

Nymph Fever; Anal Worship Vol. 5; Asian Invasion; Dirty Tricks; Jim’s Holiday Carwash; Nasty Pink;; Oh My Gub II; Panty Raid; Sailor in the Wild; Sorority Sex Kittens; Wet Panties; Where the Boys Aren’t: No. 16. Three participants said that they could not remember the title of their favourite movies and one said he had a number of favourite movies from the Private Collection series. One participant said his favourite movies came from the director and actor Rocco Siffredi and another said movies by Seymour Butts were his favourites.

3.5 Reasons for viewing sexually explicit movies

Viewers were asked why they watched sexually explicit movies. Table 3.5 lists the main reasons given.

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sexual arousal</td>
<td>38</td>
<td>59</td>
</tr>
<tr>
<td>Sexual gratification</td>
<td>27</td>
<td>42</td>
</tr>
<tr>
<td>‘Spice up’/improve sexual relationship</td>
<td>25</td>
<td>39</td>
</tr>
<tr>
<td>Adds to enjoyment of sex</td>
<td>20</td>
<td>31</td>
</tr>
<tr>
<td>Entertainment/Amusement</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>To find out more about sex in general</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Substitution for sexual relationship</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

69 One older (50+) male viewer specifically described this director from the “1970s pre condom” era as being “brilliant – even though his films were highly directed there was a spontaneity pre AIDS. Then AIDS came along and that was lost in gay movies.”

70 Other activities mentioned were: different sexual positions (2); group sex (2); golden showers (2); masturbation – male and female (2); the use of sex toys (1); mixed race actors (1); tea bagging (1) – see footnote 102 for definition; and fisting (1) – see footnote 100 for definition.

71 Two male participants gave this response: one aged 18-19 and one aged 20-24.

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

73 One male participant aged 18-19 gave this response.

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

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

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

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

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

79 One male participant aged 50-59 gave this response.

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

81 One female participant aged 18-19 gave this response.

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

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

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

85 One male participant aged 60+ gave this response.

86 Multiple responses were made to these questions.

87 One participant who worked in a video store said s/he previews new movies for customers, another participant said the main reason was out of curiosity and the third watched them with physically disabled friends.
Thirty-eight (59%) participants reported that they watched sexually explicit movies in order to become sexually aroused or to facilitate the sexual arousal of their partner. Women were significantly less likely than men to report this.88

I use them as a stimulant. (male, 45-49yrs)

As an introduction to sex. (male, 50-59yrs)

They turn on my partner, that’s the main reason we watch them. (male, 40-44yrs)

Sexual arousal if watching with my partner. (male, 20-24yrs)

To get them into the mood. (male, 35-39yrs)

Gets partner hard. (female, 20-24yrs)

Twenty-seven male participants said they also watched sexually explicit movies for sexual gratification.

When it’s just me in the room – it makes me feel wanted; a person. (male, 25-29yrs) 89

On my own when bored or with partner to help with stimulation. (male, 45-49yrs)

I’m nearly sixty, and into safe sex as have seen too many of my friends in the past die from AIDS and so now prefer to masturbate. (male, 50-59yrs) 90

When my partner’s not around or when we want a bit of fun. (male, 30-34yrs)

Twenty-five participants91, including seven women, reported they watched sexually explicit movies in order to ’spice-up’ or improve their sexual relationships.

The convenience and entertainment also gives you ideas especially if watching with a partner. (male, 20-24yrs)

To spice up with partner and when with friends for a laugh. (female, 25-29yrs)

Watching a sexually explicit movie could add that extra ‘something’ for those viewers who had either been in their current relationship for a while or who found it difficult to spend time alone with each other because of family commitments.

It’s fantasy, we’ve been together for a while … it can get us in the mood. (male, 35-39yrs)

We’ve been together for a while – if we watch a nice movie it can make a lovely night. Especially when it shows love between the two actors it helps bring out your feelings. (female, 35-39yrs)

We watch them to relax, to wind down. We have five kids. (female, 30-34yrs)

I don’t sleep a lot with my partner, we have twins. We can only do it/watch movies when the twins are asleep late at night. (male, 40-44yrs)

Twenty participants, including six women, said that watching sexually explicit movies added to the enjoyment of sex.

Gives you ideas – especially if watching with a partner. (male, 20-24yrs)

[I’m] curious about cultures and other women. It gives me a few ideas. (male, 25-29yrs)

When we want a bit of fun. (male, 30-34yrs)

Gives me in the mood. (female, 20-24yrs)

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88 Only five out of 17 women viewers responded in this manner.

90 This participant only watched sexually explicit moves alone. He said that his partner was “Not really into these, she’s more of a church girl.”

91 This participant only watched sexually explicit movies alone although he has a current partner.

90 This number included 7 out of 12 Māori participants.
The Viewing Habits of Users of Sexually Explicit Movies

Partner likes to watch them as well.  
(female, 30-34yrs)

One participant did not have any particular insight into his reasons for watching sexually explicit movies. He commented:

I just like to watch them.  
(male, 30-34yrs)

Thirteen participants, five of whom were women\textsuperscript{92}, commented that they watch sexually explicit movies for entertainment or amusement. This was a predominantly younger group, all but two were under the age of twenty five.\textsuperscript{93}

Also for a laugh, especially if with flatmates.  
(male, 20-24yrs)

They’re entertaining.  
(male, 18-19yrs)

For entertainment, a laugh when with mates.  
(male, 20-24)

They’re more exciting than normal movies.  
(male, 20-24yrs)

Something to do, a rest from actual sex.  
(male, 20-24yrs)

One participant said that she only watched to go along with what everyone else in her flat was doing.

Because everyone else does. I watch them when I come home and my boyfriend or flatmates are already watching them.  
(female, 18-19yrs)

Nine participants reported that they watch movies to find out about sex in general. Men and women were just as likely to report this although the women were more articulate about their reasons.\textsuperscript{94}

You’re learning things. Ones with storylines can be interesting.  
(female, 20-24yrs)

Get ideas about positions.  
(female, 20-24yrs)

For different styles and techniques and a laugh to watch something.  
(female, 18-19yrs)

In addition, one woman who watched sexually explicit movies as a substitution for sexual relationships said “got to get sex somewhere, just me and my vibrator.”\textsuperscript{95}

Another participant\textsuperscript{96} commented: “now mainly get them for my friends who are [physically disabled]” as a substitution for poor or no sexual relationships.

3.6 Trying out activities seen in sexually explicit movies

Participants were asked whether or not they had tried any of the sexual activities they had seen in sexually explicit movies and whether or not there was anything that they had seen that they would not try.

Sexual activities viewers had tried

Forty-nine (75\%) reported that they had tried sexual activities portrayed in the movies that they watched. Māori\textsuperscript{97} participants were more likely to report this than other ethnic groups\textsuperscript{98}. Sexual activities viewers said that they had tried are described in Table 3.6 (next page). Some participants did not want to provide examples of what they had tried.\textsuperscript{99}

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\textsuperscript{92} Four of these women were aged 18-19.
\textsuperscript{93} One older participant (60+) noted: “I don’t watch them very often now, just for a laugh when I get them for my friends.”
\textsuperscript{94} Four out of the nine were women.
\textsuperscript{95} This woman was in the 45-49 age group.
\textsuperscript{96} This was a male in the 60+ age group.
\textsuperscript{97} Three out of the 11 Māori participants who reported this were women.
\textsuperscript{98} Ninety-two percent of Māori viewers said this compared to 72\% of New Zealand European viewers and 70\% of ‘other’ ethnic groups.
\textsuperscript{99} This was five out of the 49 participants who answered this question in the affirmative.
Table 3.6 Sexual activities seen in movies that viewers had tried: frequency and percentages \((n = 49)\)^100

<table>
<thead>
<tr>
<th>Sexual Activity</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Different positions</td>
<td>25</td>
<td>51</td>
</tr>
<tr>
<td>Anal sex</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Use of sex toys</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Fisting^101</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Bondage</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Masturbation</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Role Play</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Golden showers^102</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Other^103</td>
<td>6</td>
<td>12</td>
</tr>
</tbody>
</table>

By far the most common sexual activity viewed by themselves were different positions for sexual intercourse.

Certain moves and positions. (female, 25-29yrs)

We were watching people having sex in the shower and decided to try it. (male, 20-24yrs)

Different positions and use of sex toys. (male, 45-49yrs)

At times we have tried different positions, nothing kinky or anything like that. Sometimes you see people using leather masks and whips – we don’t try stuff like that. (male, 40-44yrs)

This was not always as easy as it looked on film.

100 Multiple responses were made to these questions.

101 This involves the insertion of a fist into either the anus or vagina.

102 This is where one participant in a sexual encounter urinates on another. Movies that promote this activity are illegal.

103 Included in this category is one participant who had tried ‘tea bagging’ (this is the oral stimulation of the testicles and can involve the lowering of the scrotum into another person’s mouth), one who had tried ‘fetishes’ (no elaboration was given as to what this involved), one who had participated in group sex, and three who said that they would try anything that they had seen in a sexually explicit movie.

The one is the legs all over the place – the woman is lying flat and her legs are behind her head – tried but couldn’t. It’s physically impossible, gave up couldn’t do it. (female, 18-19yrs)

Different positions. Tried role playing – but ended up laughing, it didn’t work. (female, 20-24yrs)

But if it looked like it might be fun participants said they would try it.

All sorts of different positions—my partner sometimes says “that looks fun next time let’s try that.” (male, 20-24yrs)

Always – different positions. Everything I find amusing and that would be good I’ll try. (female, 18-19yrs)

The next most frequently tried activity reported by participants was anal sex.

Most young ladies are not too keen on anal sex, but when they see it in the movies, and try it, they enjoy it. (male, 25-29yrs)

Experimental stuff – like anal and use of accessories. (male, 35-39yrs)

In the past – anal sex, oral sex, masturbation, just basic sex. (male, 50-59yrs)

Other comments about sexual activities tried by participants included:

I’ll be quite dominant, tying her up a bit. (male, 20-24yrs)

Oral sex with ice cubes. (male, 45-49yrs)

Where you use hands for penetration. (male, 35-39yrs)

104 Promotion or support of this activity in movies is illegal.
That’s where I got the idea for golden showers\textsuperscript{104} and tea bagging. (male, 18-19yrs)

All the time – things like doggy style, tea bagging. (male, 18-19yrs)

Some had tried everything they had seen.

It’s a fun game to play, we’re pretty liberal, we’ve tried everything. (male, 20-24yrs)

Get new ideas – tried everything I’ve ever seen. (male, 50-59yrs)

In fact, one participant commented:

I’ve been around for so long there isn’t anything I haven’t seen and at my age I don’t bend so well. (male, 50-59yrs)

Sexual activities viewers would not try

Participants were then asked if they have seen anything in a sexually explicit movie that they would not try\textsuperscript{105}. Forty-one (65%) said that there were some sexual activities that they had seen in sexually explicit movies that they would not try\textsuperscript{106}. Women were more likely to say this than men\textsuperscript{107}. Those under 25 years of age were also more likely to report that there were some activities they had seen in a sexually explicit movie that they were not willing to try\textsuperscript{108}. In addition, Māori viewers were more likely to report this than New Zealand European viewers\textsuperscript{109}. On the other hand, Māori viewers were also the group most likely to report being open to trying an activity they had seen in a sexually explicit movie.

There were three particular sexual activities that participants said they would not try: anal sex (12); sex between males (11); and bondage and/or discipline (9). Their comments provide examples of how they felt about these.

The one where the man puts his thing into her bottom. (female, 20-24yrs)

Anal – up the bum, it’s just not right. (female, 18-19yrs)

Butt sex. (male, 20-24yrs)

Anal sex and double penetration. (male, 45-49yrs)

Never try gay scene – guys with guys. Kind of open to a lot of things but not anal sex. (male, 20-24yrs)

Will try everything that’s legal but not male-on-male. (male, 20-24yrs)

Gay-on-gay action. (male, 18-19yrs)

Guy on guy – gay sex, otherwise nothing really. (male, 18-19yrs)

Guys having anal sex, and guys tied up. (male, 20-24yrs)

The rough stuff and when there’s too many people involved. (female, 35-39yrs)

Other activities participants said that they had seen but would not try themselves included: the use of sex toys (4); sex acts involving three people (4); group sex (3); defecating during sex (2); fisting (1); golden showers (1); role playing (1); violent acts (1) and double penetration (1). Their comments included:

[Using] sex toys. (male, 20-24yrs)

Female with a strap on. (male, 20-34yrs)
Nothing with violence. (male, 60+yrs)

[I’d] be timid with trying a threesome with another male. Wouldn’t be comfortable with another male. (male, 25-29yrs)

Clearly, there were individual differences in viewers’ sexual preferences. For example, although two viewers said they had tried golden showers, another said that he would not. One viewer said he had participated in a sexual act involving two other people, whereas four viewers said that they would not.

Twenty-two participants said there were no activities that they had seen in sexually explicit movies that they would not try. However, they usually said that this was because they did not watch any ‘hard-core’ movies.

Don’t watch anything unorthodox; mostly mainstream. (male, 20-24yrs)

Haven’t seen any extreme movies. (female, 18-19yrs)

Movies we watch are not that ‘out-of-it’. (female, 25-29yrs)

Nothing I’ve seen has been extreme. (male, 30-34yrs)

The ones we watch are generally mainstream, nothing dodgy. No chains or whips or stuff like that. (female, 25-29yrs)

They’re never coercive, so long as they’re consenting adults and they’re not too degrading. (male, 40-44yrs)

Other participants said that this was because they were ‘open-minded’ and, therefore, willing to try new and different sexual activities.

I don’t knock things until I’ve tried them. (male, 45-49yrs)

I’m fairly open, everything’s all right. (male, 18-19yrs)

Not really – pretty open. (male, 40-44yrs)

I’m into anything. (male, 25-29yrs)

Pretty open to new things. (male, 35-39yrs)

Not really, there’s nothing I wouldn’t try. (male, 20-24yrs)

I haven’t seen anything I wouldn’t do. (male, 30-34yrs)

One participant commented that changes in censorship laws have meant that ‘hard core’ movies are no longer available in New Zealand.

Heavy B&D 110 - I have seen it in the past before there was censorship in the early 70s/60s. What we saw came in off the oil rigs they were outside New Zealand waters. I was living in Taranaki – [videos] were copied on oil rigs and over time when someone came ashore they brought them with them. (male, 50-59yrs)

3.7 Views on the content of sexually explicit movies

Participants were asked a series of questions relating to the content of the sexually explicit movies that they watched. They were asked whether or not there were some legal sexual acts that should not be portrayed and how they felt about seeing actors having unprotected sex on film.

Should sexually explicit movies portray any legal sexual act?

Forty-eight (75%) participants felt that if a sexual act was legal then it could be portrayed in sexually explicit movies111. However, 16 (25%) participants (all aged under 40 years)

110 This refers to bondage and discipline.
111 Sixty-four participants responded to this question.
thought that there were some legal sexual acts that should not be portrayed in these movies.

The sexual acts that participants thought should not be portrayed included: sex between males; unprotected sex; violence; bad/demeaning language; double penetration; showing someone giving birth\(^\text{112}\); sexual acts involving three people; gonzo porn\(^\text{113}\); tea bagging\(^\text{114}\); and anal sex. However, some respondents referred to sexual acts that are, in fact, not legally allowed to be shown such as movies promoting bestiality, defecation during sex and the use of underage actors\(^\text{115}\).

Participants were then asked why these acts should not be portrayed. Respondents’ comments indicated that they felt these acts breached societal norms. However, as mentioned previously, depictions promoting sexual acts such as bestiality are, in fact, illegal.

*Actors with animals … Don’t think it’s right; it’s not a turn on.* (female, 30-34yrs)

*Ladies with animals; actors too young; aggressive behaviour; bad language; demeaning language … if someone watches these types of movies, their brain must be sick, it’s not normal. Normal people don’t do anything like that. Young people might think it’s OK if they see it.* (female, 35-39yrs)

*Ladies with animals; actors too young; aggressive behaviour … Not normal behaviour, young people might think it’s all right.* (male, 35-39yrs)

*Actors with animals and those that go into a town and film bystanders … Not acceptable to show animals and people. Also the voyeur ones might encourage people to overstep the boundaries, they might think its OK to do those sorts of thing.* (male, 30-34yrs)

Some participants felt that other sexual acts were distasteful or looked painful.

*Anal sex … It’s gross.* (male, 20-24yrs)

*Male dumping on the female’s chest … It’s just gross.* (male, 20-24yrs)

*Going toilet on the person at the same time as you’re having sex … Just not right.* (male, 30-34yrs)

*The art of tea bagging - with a bit of force a good tea bag can hurt someone. Defecation on male’s face. … It’s just disgusting, I don’t want to see it.* (male, 25-29yrs)

*Double penetration - one girl and two guys … It looks painful and really fake.* (female, 25-29yrs)

*The old giving birth scene … That’s pretty gross.* (male, 20-24yrs)

*Two men having sex … Not a pretty picture.* (female, 30-34yrs)

*Gay sex, or boy-on-boy … Makes men look disgusting.* (male, 20-24yrs)

*Gay sex, three ways two men and one woman. It’s all right if the man keeps to the woman … Don’t know. It’s a put-off.* (female, 18-19yrs)

Other participants were concerned about the lack of attention paid to safe sexual practices.

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\(^{112}\) This refers 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 High Court prohibited the use of images of the baby in a film and the Minister of Health prohibited the filming of the birth in a public hospital. The birth was not filmed. (New Zealand Herald, 23 October, 2002).

\(^{113}\) This is in fact a film technique rather than a sexual act and it involves close-ups of genitalia.

\(^{114}\) See footnote 104 for a definition.

\(^{115}\) In addition, two viewers said that they did not like the use of covert filming techniques. The Government has introduced “The Intimate Covert Filming Bill” in April of 2005 to address this very issue. The Bill proposes to make it an offence to surreptitiously film intimate situations involving nudity, partial nudity, or sexual or other intimacy where people would have a reasonable expectation of privacy. (Hon Phil Goff, Minister Of Justice; Press Release: New Zealand Government, April, 2005)
Lack of contraception, not giving kids a good role model … Already heaps of underage (people) getting pregnant and who are not ready for children. (male, 18-19yrs)

Showing sex without condom … It portrays a bad image, makes other people want to try and then they get STDs. (male, 20-24yrs)

Another participant commented that he thought that gonzo porn camera techniques should not be allowed:

Showing too much of the private bits of both partners … It's disgusting, a put off. (male, 35-39yrs)

Participants who replied that there were no sexual acts that should not be portrayed were not asked to qualify their responses. However, the comments of two participants indicated that they felt an individual had a choice whether or not to watch sexually explicit movies and should exercise this if these contained acts s/he found objectionable.

If people think they shouldn't be in there don't watch. (male, 20-24yrs)

If people want to watch in the privacy of their own homes and if too rough can stop watching. (male, 40-44yrs)

The portrayal of unprotected sex in sexually explicit movies

Participants were asked their views on sexually explicit movies showing people having unprotected sex. Their comments have been divided into those who thought it was not appropriate for movies to show people having unprotected sex and those that thought there were no problems with this. Thirty-five (56%) thought it was inappropriate and 28 (44%) thought there were no problems with sexually explicit movies showing people having unprotected sex.

Comments made by participants who thought it was not appropriate for sexually explicit movies to show people having unprotected sex fell into five broad categories.

• It was wrong or it did not portray a good image of sexually explicit movies;
• It provides a bad example for younger viewers of sexually explicit movies;
• It may increase the risk of sexually transmitted diseases or unwanted pregnancies among the actors;
• There was a level of hypocrisy exhibited by movie makers with regard to health warnings; and
• The adult film industry has a responsibility to promote safe sex.

Those who thought that the inclusion of unprotected sex in sexually explicit movies was wrong or that it did not portray a good image of adult movies, expressed their views succinctly.

Not very wise. (male, 25-29yrs)

It portrays a bad image. (male 20-24yrs)

It's not on. (male, 35-39yrs)

I don't like that. (male, 20-24yrs)

Don't agree with that. (male, 45-49yrs)

Rather see protected sex. (male, 25-29yrs)

I don't like it at all. (male, 50-59yrs)

I think it's wrong. (female, 35-39yrs)

Should always show protected sex. (male, 60+yrs)

I think it's gross. (female, 25-29yrs)

Don't agree with it. (male, 30-34yrs)

Don't recommend it, should always use contraceptives. (male 20-24yrs)

Two participants did not have an opinion on this topic.

116
I don’t think its right. (female, 30-34yrs)

I think they should be wearing condoms. (female, 18-19yrs)

It’s not good. (male, 18-19yrs)

One participant expressed surprise at the number of movies which showed actors having unprotected sex. He thought all sexually explicit movies would portray safe sexual practices.

It’s strange, thought all would. (male, 45-49yrs)

Comments made by those who thought that the portrayal of unprotected sex in sexually explicit movies provided a bad example for younger impressionable viewers, included:

I think they should use protection, especially as young people, 16 year olds, watch them, they might think it’s okay. (female, 18-19yrs)

That’s a good point. Think they should have protection on just for the kids, not good role model. (male, 20-24yrs)

They should be having protected sex, gives a bad look for younger people. (female, 20-24yrs)

There were also those who felt it may increase the risk of sexually transmitted diseases or unwanted pregnancies among the actors.

I dislike that, my girlfriend and I have unprotected sex but I think it shouldn’t be in movies because of STDs. (male, 20-24yrs)

They should be protected because it’s with other people. (male, 40-44yrs)

Definitely not a good idea. Usually ones I watch the man wears one, its the best way, can’t catch diseases. (female, 20-24yrs)

That’s dangerous but people will still watch. (male, 20-24yrs)

I think its wrong, should be showing them having protected sex especially with all the diseases going around. (female, 35-39yrs)

Never really looked at a movie that close, but think it’s unwise especially knowing they have multiple partners. (male, 20-24yrs)

It’s pretty stupid sometimes - I suppose it’s up to them if they want to get pregnant but..... (male, 18-19yrs)

Some participants felt that movie makers exhibited a level of hypocrisy in that, although they showed health warnings at the start of the movie the actors were shown indulging in unprotected sex.

At beginning of the movie there’s a blurb about safe sex, but they don’t practise what they preach. I don’t think that’s right. (male, 45-49yrs)

It’s hypocritical - at the start most of the movie, they promote safe sex, then you don’t see it. (female, 18-19yrs)

Participants also felt that those who made sexually explicit movies had a responsibility to promote safe sex.

It’s ridiculous; these movies should be advertising ‘safe sex’ and their actors should be wearing condoms. (female, 18-19yrs)

I think it’s stupid, they should be advertising safe sex as well as what they’re there for. (female, 18-19yrs)

One participant felt that sexually explicit movies should not be showing actors having unprotected sex. He conceded that the actors get tested for sexually transmitted diseases.
Research for the Office of Film and Literature Classification

Another participant agreed that it did not send a good message but admitted that he preferred to watch men not using condoms.

*My theory is that usually it doesn’t send a good message, but to be honest I prefer not to see men with condoms.* (male, 35-39yrs)

Another participant also commented that it looked strange seeing a man wearing condom in a sexually explicit movie.

*I haven’t really given it too much thought. I don’t think it’s really a good thing. Saying that I did see one where a guy was wearing a condom and I thought that was a bit odd being in an adult film.* (male, 20-24yrs).

A woman viewer felt that more recent movies are now showing actors practising safe sex.

*A lot these days are having people using condoms, especially the new ones, which I think is a good thing.* (30-34yrs)

However, another participant stated that the use of condoms was standard practice in gay movies.

*A definite no no, should all have to wear condoms in all movies but until they change the rules in the States it won’t happen. Gay movies do.* (male, 50-59yrs)

Comments by participants who thought there were no problems with sexually explicit movies showing people having unprotected sex can, again, be broadly categorised into five main themes:

• Watching people having unprotected sex is more stimulating and enjoyable to watch;
• Actors are professionals, it is consensual sex and it is an integral part of sexually explicit movies;
• Actors are regularly tested for sexually transmitted diseases;
• It is just not an issue for the actors; and
• It is all right if the people watching are in relationships.

Some participants preferred watching people having unprotected sex as it was more stimulating and enjoyable to watch.

*Definitely prefer it, it adds to the fantasy. I’m not against safe sex, it just ruins the fantasy for me.* (male, 30-34yrs)

*Watching adults with condoms is horrible, it ruins the art of watching. So long as they say the blurb at the beginning about unprotected sex, it’s okay.* (male, 20-24yrs)

*I think protected sex is not as arousing to watch. It doesn’t worry me to watch unprotected sex - doesn’t affect me- just a movie.* (male, 20-24yrs)

*It’s a lot more natural; know it’s good for your health (to wear a condom) but the feeling’s not great. Most videos are more controlled than you would find with some of the chicks you meet at the pub.* (male, 25-29yrs)

*When see them it’s a put off especially for guys. My partner likes it and gets off when he sees a guy come on her [the actress’] face. We also know they have to be safe, cause they get tested.* (female, 20-24yrs)

*That’s always a catch 22. I’m totally into protected sex but I must admit I’m into watching unprotected sex, it’s more raunchy and I’m into buying older movies showing unprotected sex.* (male, 35-39yrs)

*I don’t mind, I don’t like it (wearing a condom). I don’t like to see it, it’s a turn-off and can ruin your fantasy.* (male, 35-39yrs)

*Personally I like seeing unprotected sex, it goes against the grain if I see protected sex, but I know they’re all safe. They’re all tested regularly and have no diseases.* (male, 20-24yrs)
Prefer to watch that, it’s a better look. It doesn’t worry me and not a lot of young ones get those sort of movies out. Also the movies advertise at the beginning that you should be ‘condommed’ when having sex. (male, 40-44yrs)

I’m up for that as long as they’ve been checked. (male, 18-19yrs)

I don’t have a problem. I know they’re all clean and tested all the time. (male, 20-24yrs)

Other participants viewed the actors as professionals and the sex as consensual sex. They felt that unprotected sex was an integral part of sexually explicit movies.

Don’t mind it, so long as in right conditions-people are in control and are professionals. (male, 18-19yrs)

I think that’s fine if they’ve both been trusted- as long as you act sensibly. (male, 25-29yrs)

It's part of the movie, to be expected. (male, 25-29yrs)

It's risky but if consenting, it's then all right. (male, 30-34yrs)

Each to their own. They're paid to do it and they're clean. (male, 35-39yrs)

I know actors are tested before the movies are filmed so it’s OK. (male, 20-24yrs)

I'm fairly open, so long as they have had checks on their health. (male, 60+yrs)

That's an interesting question. I think it's OK but younger people shouldn't be watching them. I hadn't really thought of that before - most people I know who watch are in relationships and so it's OK. (female, 25-29yrs)

Not an issue if person watching it is in a long-term relationship. (male, 60+yrs).

Some participants felt that the portrayal of unprotected sex by actors was less harmful if the people watching the movies were in monogamous relationships.

Yes- its okay so long as you make sure you’re not diseased- if you have consent its OK. (male, 40-44yrs)

Having unprotected sex is wrong but understand they are tested, so don’t have a problem with it so long a precautions have been taken before band. (male, 20-24yrs)

Most I see are ones where they’re having unprotected sex. It doesn’t personally bother me, I think it’s foolish. (female, 30-34yrs)

It's OK. (male, 20-24yrs)

It doesn’t bother me. (male, 20-24yrs)

It doesn’t worry me really. (male, 30-34yrs)

It doesn’t really worry me. (male, 20-24yrs)

Not much really. It doesn’t really worry me. (male, 20-24yrs)

I don’t have a problem. I know they’re all clean and tested all the time. (male, 20-24yrs)

Other viewers said that the portrayal of unprotected sex in sexually explicit movies was just not an issue for them personally.

It’s OK. (male, 20-24yrs)

It doesn’t bother me. (male, 20-24yrs)

It doesn’t worry me really. (male, 30-34yrs)

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It’s not a problem. (male, 20-24yrs)

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Not an issue if person watching it is in a long-term relationship. (male, 60+yrs).

Does the portrayal of unprotected sex in movies encourage unsafe sexual practices?

Participants were then asked if they thought that movies showing unprotected sex might encourage
some people to imitate this practice\textsuperscript{117}. Forty-six (73\%)\textsuperscript{118} said they thought it might. All of those under 20 were of this view as were most (83\%) participants over the age of 40. Conversely, seventeen (27\%) participants replied that they thought it would not encourage some people to have unprotected sex. This latter group was mainly comprised of those who held the view that there were no problems with movies showing people having unprotected sex\textsuperscript{119}.

Some participants felt that younger impressionable viewers might be influenced by the portrayal of unprotected sex in sexually explicit movies.

\begin{quote}
It may, especially with younger people; they see it and think it’s okay. (female, 30-34yrs)
\end{quote}

\begin{quote}
Especially the younger ones, they see it on the movies so think it’s okay to imitate. (male, 50-59yrs)
\end{quote}

\begin{quote}
Especially younger people might think it’s OK. (female, 20-24yrs)
\end{quote}

\begin{quote}
Especially young ones watching might think it’s all right to do. (male, 30-34yrs)
\end{quote}

\begin{quote}
Possibly, if younger person and if not properly educated. (male, 20-24yrs)
\end{quote}

\begin{quote}
16 year olds might think it’s okay to have unprotected sex, if they watch people doing it, but don’t think they’ll encourage them. (female, 18-19yrs)
\end{quote}

\begin{quote}
Especially if under age and if watch might think it’s OK to have unprotected sex, if the actors can do it why can’t I sort of think. (male, 18-19yrs)
\end{quote}

\begin{quote}
Gives the wrong idea that it’s all right to have unprotected sex. Wouldn’t want my kids to have unprotected sex. (female, 45-49yrs)
\end{quote}

Twenty-six participants also felt it might send the wrong message to some people and encourage them to copy or ‘act out’ what they had seen in the movie.

\begin{quote}
People watch it and then think it’s OK to copy what they do. (female, 30-34yrs)
\end{quote}

\begin{quote}
Possibly, “monkey see monkey do”. (female, 18-19yrs)
\end{quote}

\begin{quote}
People might want to act out what they’ve seen. (male, 20-24yrs)
\end{quote}

\begin{quote}
They see it happening in the movie and want to try it out. (male, 20-24yrs)
\end{quote}

\begin{quote}
People might think, “they do it, so, so why can’t I?” (male, 25-29yrs)
\end{quote}

\begin{quote}
Makes other people want to try and then they get STDs. (male, 20-24yrs)
\end{quote}

\begin{quote}
They see it on TV so they think they can do it. But this happens in other things also, not just when watching adult movies. (male, 45-49yrs)
\end{quote}

\begin{quote}
Shows people that if they can do it why can’t I? It gives a bad lesson. (male, 45-49yrs)
\end{quote}

\begin{quote}
See it in the movies and they think if they can get away with it why can’t I? Especially when they see the guy and he’s gone through 10 woman and he’s gotten away with it. (male, 35-39yrs)
\end{quote}

\begin{quote}
By seeing them [having unprotected sex] you might think you won’t catch anything or not get a girl pregnant. (male, 25-29yrs)
\end{quote}

\begin{quote}
They see it on TV so they mimic it I guess. (male, 20-24yrs)
\end{quote}

\begin{quote}
It might implant the thought for some people. (male, 35-39yrs)
\end{quote}

\textsuperscript{117} Two participants did not have an opinion on this topic.

\textsuperscript{118} Twelve were female and seven Māori (including two women).

\textsuperscript{119} Thirteen out of the 17 held this view.
Sometimes you watch an action movie want to be like your hero, would be same with these movies. (male, 18-19yrs)

They might think “they’re doing it so we should.” (male, 40-44yrs)

If the actor can have unprotected sex, then some people might think “it’s all right for them to have unprotected sex.” (male, 45-49yrs)

They see they’re having sex without condoms and they might think “why can’t I?” (female, 18-19yrs)

Some people watching might think “if they’re doing it why can’t I?” (male, 30-34yrs)

I reckon it could, they might think “if they’re doing it unprotected why can’t we?” (male, 18-19yrs)

As long as act sensibly you’re going to be all right. Might want to try what they see. (male, 25-29yrs)

On TV being told about safe sex and then see movies with people not wearing condoms, “they’re not wearing condoms, so why should I?” (male, 35-39yrs)

If they watch it they may think, they don’t have to use any protection. (female, 20-24yrs)

It may do - I have unprotected sex. My partner and I trust each other- have no diseases. Some people might see it and think will get away with it myself, it’s OK. (male, 40-44yrs)

It wouldn’t encourage me but I think it would send out a subtle message that is OK to some. (male, 20-24yrs)

Might get wrong idea – think it’s all right, not know what consequences are, pregnancy and that. (male, 20-24yrs)

Definitely- they see how easy it is. (male, 20-24yrs)

Depends on the individual, it could do. Although if you’re educated enough you will know that you’d be stupid if you don’t use protection. (female, 30-34yrs)

Six participants also felt that the actors appeared to enjoy sex more when not using condoms.

It looks better and feels better (I hear). (male, 18-19yrs)

Because it’s always better without one. (male, 20-24yrs)

By the ease it takes place and condoms cost a lot of money. (male, 20-24yrs)

When you’re talking with friends and stuff- they say condoms take away the feeling- wouldn’t use them- just guys talking rubbish. (male, 20-24yrs)

Some people may watch and think it feels better without a condom but I don’t see any difference. (female, 18-19yrs)

They’re seeing it there in front of them and they know it’s uncomfortable [for them] so they might think why not? (female, 25-29yrs)

Two participants were particularly concerned about the potential effects of the portrayal of unprotected sex in sexually explicit movies as the perceived norm.

It continues the normality of unprotected sex- whereas gay movies keep that there [by portraying] protected anal sex. (male, 50-59yrs)

Definitely - I was with a partner and after we’d finished he asked me why I wore a condom. I said to be safe - be presumed that you only wore one if there was something wrong. He is bisexual so he has to be even more aware [of safe sex practices]. It’s that whole fine line of parents not discussing these issues with their children. (male, 35-39yrs)

One participant was ambivalent.
I don’t want the [censorship] law to change but I don’t think people need too much encouragement to have unprotected sex. (male, 40-44yrs)

Another felt that although it might encourage some, he did not include himself.

I guess it does if people don’t stop to think- but I know that they’re movies- fantasy- wouldn’t have unprotected sex myself. (male, 20-24yrs)

Seventeen (27%) participants expressed the view that even though sexually explicit movies might contain actors engaging in unprotected sex this would not necessarily encourage some people to follow suit. Participants felt that the choice came down to individual responsibility.

All it does is turn me off, but not make me want to have unprotected sex. (male, 25-29yrs)

If you can’t teach people about unprotected sex, then they’re not going to change because of watching an adult movie. (male, 60+yrs)

Everybody’s own decision, no matter what’s on screen. (male, 35-39yrs)

Already giving the message at the start of movie. (male, 60+yrs)

People will do what they want. It’s guys who stop girls from using condoms cause it ruins their enjoyment and not because of what they see in the movie. (male, 20-24yrs)

Cause it doesn’t encourage me, though I do like sex without condoms. Also condoms are dear, that puts people off. (male, 20-24yrs)

Participants indicated that they thought that most people were aware of the importance of protection from sexually transmitted diseases and unwanted pregnancies. However they felt that individual responsibility had a part to play.

It’s people’s own responsibility. A parent should teach a child about sex and using protection. So when the child grows up they will know all about this. (female, 35-39yrs)

If you’re sensible enough with condoms before (watching) you will continue to use them. (male, 25-29yrs)

If making a choice to have sex then should know about protection already. (male, 20-24yrs)

I think most people would know how important it is to have safe sex - it wouldn’t encourage me. (female, 25-29yrs)

One participant felt that if people weren’t aware of safe sexual practices they should be.

If they don’t know now about having unprotected sex then they deserve to pick up STDs. (male, 20-24yrs)

Participants also expressed the view that if unprotected sex takes place it is because of other factors and not because people are influenced by watching sexually explicit movies.

More likely if they do it because it’s usually spur of moment – passion, don’t think it will come into their head that “it’s done in movies”. (male, 20-24yrs)

I believe if people are going to have unprotected sex, they’re going to anyway not because they see it in a movie. (male, 30-34yrs)

It’s just a movie. (male, 30-34yrs)

Two participants said that they thought sexually explicit movies depicting unsafe sexual practices were not responsible for influencing viewers’ behaviours.

Everyone knows unprotected sex is more enjoyable anyway. (male, 20-24yrs)
The Viewing Habits of Users of Sexually Explicit Movies

I haven't noticed, don't think that's what most people are looking for - I don't [have unprotected sex].
(female, 35-39yrs)

The two participants, who did not have an opinion on whether or not the portrayal of unprotected sex in sexually explicit movies might encourage unsafe sexual practices, commented:

Everyone has their own choices to make. I don't know, 'cause I've never watched with strangers only friends.
(female, 25-29yrs)

I'm not too sure, it hasn't encouraged me.
(male, 20-24yrs)

3.8 Internet usage

Thirty-five (54%) of those interviewed said that they had access to the Internet\textsuperscript{120}. Twelve (34\%) of these said that they used this medium to access sexually explicit material\textsuperscript{121}. All twelve said they accessed this through websites and one participant said that he also used chat rooms.

Comments made by participants describing their habits when accessing sexually explicit material through the Internet included:

My favourite is the Hunt - yellow pages of sex sites.
(male, 25-29 yrs)

Only when at a friend's and only for a bit of a laugh with mates, just look at the access corners.
(male 25-29yrs)

I use cell phone. (male, 20-24yrs)

I browse the websites. (male, 20-24yrs)

Only for lingerie. (female, 30-34yrs)

One participant, however, was not particularly computer literate.

We've tried but were unsuccessful; we're not very good with the computer. (male, 40-44yrs)

Two participants complained of the cost of accessing sexually explicit material on the Internet and three expressed concern with the risk of getting computer viruses and unsolicited emails or advertising (pop-ups).

Pissed off have to pay, didn't do it for me.
(male, 25-29yrs)

But don't mainly because of the cost. Have done, when looking for other partners. (female, 35-39yrs)

Also pop-ups come up when in your email.
(male, 20-24yrs)

But get virus and spam e.g. Trojan horse virus, when access porno sites and you get pop-ups all the time, even if you're not accessing a porn site.
(female, 20-24yrs)

There are too many viruses on it. (male, 20-14yrs)

When asked what was good about having access to the Internet, nine participants said ease of access to adult material and three said access to a wider range of adult material.

It's quick. (male, 20-24yrs)

Easy to access, simple. (male, 20-24yrs)

It's quick, you don't have to go out and get it, it's just there. (male, 18-19yrs)

\textsuperscript{120} Fifty-nine percent of female participants had access to the Internet. The majority (71\%) of participants with access to the Internet were under the age of 30.

\textsuperscript{121} Most (10 or 83\%) participants who accessed sexually explicit material on the Internet were under thirty years of age.
One participant, who said that you could gain access to a wider range of sexually material on the Internet, conceded that there was also a disadvantage.

It’s too much of a tease - just a tease before you have to start paying. I’m not too fussed with Internet porn. (male, 20-24yrs)

Two participants thought that there were no benefits to accessing sexually explicit material on the Internet.

The Internet is more of a disadvantage - you can’t sit back and relax with it. (female, 30-34yrs)

Nothing. (male, 25-29yrs)

Another commented that he would use the Internet to access sexually explicit material if it meant he did not receive unsolicited emails as a consequence.

If can get rid of spam and unsolicited stuff then would like to use it. But have children; don’t want them exposed to the spam. (male, 35-39yrs)

Participants who did not access sexually explicit material on the Internet gave the following reasons:

Tried but gave up, we’re pretty computer illiterate, we didn’t get what we wanted and it cost a fortune. But did in past. (male, 60+ yrs)

… also paying puts me off; it’s cheaper to go to the video store. (male, 20-24yrs)

Don’t use the Internet to watch sexually explicit material only because of the risk of unsolicited email and spam. But if we can stop that, we would like to use it, it would be more convenient. (female, 35-39yrs)

Used to, then found pop-ups were hard to get out of. The sites showed too much especially women with no clothes on, I prefer to use my imagination. (male, 35-39yrs)

3.9 Other media usage

Thirty-nine (60%)\(^{122}\) of those interviewed reported they accessed sexually explicit material via media other than videos/DVDs or the Internet. Of these, thirty-four (87%)\(^{123}\) reported they bought magazines that contained sexually explicit material; ten (26%) said that they watched sexually explicit movies on pay-per-view TV (predominantly SKY TV); and one (3%) participant said he accessed 0900 sex line phone numbers. One participant elaborated on his use of magazines.

I find a good written horny story when I’m by myself is a bigger turn on than films or pictures. I think most guys will tell you that, for that moment a good horny story is the biggest turn on. (male, 50-59yrs)

Also, three other participants who bought magazines said that pay-per-view TV was not explicit enough and, therefore, they no longer watched it.

\(^{122}\) Women were more likely than men (65% compared to 58%) to say they accessed sexually explicit material through other media. Most (83%) participants who said this were under the age of 30. The majority (67%) of Māori participants also said that they accessed sexually explicit material through other media.

\(^{123}\) Multiple responses were possible to these questions.
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Pay-per-view not hard enough. Turned over to golf, has to be hard core. (male, 25-29yrs)

Tried pay-per-view TV but not explicit enough. (male, 60+yrs)

Sky etc. - too soft core. I like the harder stuff. (male, 20-24yrs)

3.10 Views about watching sexually explicit movies

Participants were asked whether or not they thought there was anything wrong with watching sexually explicit movies. Sixty (92%) did not feel that there was anything wrong with this. Sixteen out of the 17 women and 11 out of the 12 Māori interviewed were of this opinion. Viewers felt that the decision of whether or not to watch sexually explicit movies was a matter best left to the individual with the proviso that he or she was over the age of 18.

So long as you’re the proper age. That’s the way I was brought up, with morals - shouldn’t be watching them if you’re under 18. (male, 50-59yrs)

So long as you are at a decent age - over 20. (male, 60+yrs)
Provided you’re over 18. Everyone has their own mind and if they want to view what they want, they should be allowed to. (male, 35-39yrs)

Adult movies show something everyone’s doing. So long as you’re over the age of consent and comfortable in yourself watching them. (female, 30-34yrs)

Adults are adults, so long as you’re old enough it should be OK. (male, 30-34yrs)

If over 18 it’s good, but it’s wrong if underage - not ready. (male, 18-19yrs)

It’s an adult thing, if you don’t like them you don’t have to watch them. (female, 35-39yrs)

It’s personal preference, same as smoking, so long as you’re not hurting anyone. (male, 20-24yrs)

It’s freedom of choice. (male, 20-24yrs)

Each to their own. (female, 20-24yrs)

Indeed, one participant confessed:

Nothing wrong [with watching] as an adult - I watched a few when I was younger for excitement and I felt naughty doing it. (male, 20-24yrs)

However, another felt that there was a double standard involved with the R18 restriction on sexually explicit movies.

If 18 years old, it’s all right. But there’s a conflict here between being able to have sex at 16 but unable to watch adult movies until you’re 18. (male, 20-24yrs)

After all, sex is just a part of life.

It’s just people having sex, there’s nothing wrong with people having sex. (male, 30-34yrs)

It’s just natural I guess. (male, 20-24yrs)

It’s natural having a bit now and then. (male, 25-29yrs)

Nothing wrong with it, all very normal. I’m open-minded. (female, 25-29)
It’s perfectly normal I reckon. (male, 18-19yrs)

So long as you’re with a mature crowd, it’s part of life. (female, 18-19yrs)

They’re just movies; it’s a way of life. Having sex is something people do every day. (male, 20-24yrs)

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124 The aim of this question was to find out whether or not viewers felt that there was a stigma attached to watching sexually explicit movies.
It's just natural, what people do in their own room.  
(male, 25-29yrs)

There’s a certain age meant to be watching them. It’s life, everyone does it. Helps with experimentation and you learn stuff.  (female, 20-24yrs)

Watching sexually explicit movies was seen by three viewers as just another form of entertainment.

Everyone should be able to make own choices, just like some people like to watch Coro Street. It’s not hurting anyone.  (male, 20-24yrs)

Each to their own. They’re great movies to watch, rather than action type movies.  (male, 20-24yrs)

Just like any other normal movie, they’re there to be watched, so long as you’re the legal age it’s fine.  (male, 20-24yrs)

Furthermore, seven participants thought that watching sexually explicit movies was healthy and could be therapeutic.

It’s healthy.  (male, 18-19yrs)

Its sign of freedom- liberates me.  (male, 20-24yrs)

Some are educational.  (male, 35-39yrs)

They’re out for a reason- to help people enjoy sex or help their sex life.  (female, 18-19yrs)

Some males find it easier to release their sexual tension by watching videos.  (male, 25-29yrs)

It enhances the sex. Possibly a different story for others, may affect others differently.  (male, 60+)

It’s quite beneficial, can help you to become quite confident, and also think it’s good for women, helps them figure out what gets them going also. So long as there’s no exploitation of people and animals.  (male, 20-24yrs)

A view expressed by nine viewers was that whether or not individuals watched sexually explicit movies in the privacy of their own homes was up to them.

It’s a private thing, what you do in your own home. 
It’s fantasy.  (female, 35-39yrs)

Sex is private and inside thing. Nobody’s business.  
(male, 35-39yrs)

Watch in own home for own pleasure and own enjoyment.  (male, 60+ yrs)

Its personal choice, I wouldn’t make a point and tell people [that I watch].  (female, 30-34yrs)

You can watch and do what you like in own home, it’s your business, some mainstream movies could be considered immoral.  (male, 45-49yrs)

For own private use.  (male, 20-24yrs)

It’s up to the individual, what you do in the privacy of your home. People should have the option, if you want to then should be able to, if don’t want to then shouldn’t have to.  (male, 30-34yrs)

It’s my choice. It’s not illegal and if I want to do it I should be allowed to.  (male, 20-24yrs)

It’s for own private use. (female, 25-29yrs)

However, some qualified this statement.

I like watching them and so long as you’re the right age. Sometimes I just think they’re just dirty, they’re all the same. But I never have them on when the children are around.  (female, 20-24yrs)

All adults should be sensible and not watch in front of kids. OK in own privacy - no problem with that.  (female, 45-49yrs)

Depends who you are - if a Christian it might offend you. Also wrong if you show to kids.  (female, 18-19yrs)
Two viewers wondered if we should be still having this debate in the 21st century.

It's 2004 and it's a laugh that there's still a taboo surrounding it. Some people worry about being seen getting the movies, but no-one cares. Sometimes I see people when I'm at the shop look very worried. 

(male, 20-24yrs)

If people have to go into an adult shop and hire movies good on them it's 2005 coming up. 

(male, 40-44)

Although most (92%) viewers clearly felt there was nothing wrong with watching sexually explicit movies, there was still a certain tension for some. One commented:

Don't want people to get the wrong impression about me. 

(male, 30-34yrs)

However, the common view was:

If you don't like them, you don't have to watch them. 

(male, 45-49yrs)

In contrast, a small number of participants (five or 8%) said that they felt that there was something ‘partly’ wrong with watching sexually explicit movies. They expressed their concern about excessive viewing habits and objectionable content.

Sometimes I do, sometimes I don't like watching, feels a bit yuk just a bit of a habit I guess- feel shouldn't been doing it for a while. 

(male, 20-24yrs)

In general- but I would say that some do have a problem. Sometimes it reflects people's social sexual problems. I've seen guys who've hired the booth for a day, watch up to 5 videos a week not at home and that's a problem. 

(male, 50-59yrs)

It's OK to do a certain degree if you don't let it rule you. It can be unhealthy to have it on your brain all the time. 

(male, 40-44yrs)

To a certain degree, it's not okay when they show people doing dodgy stuff- group sex; sex with animals; or with toys- that's just wrong. 

(female, 18-19yrs)

I have mixed feelings about it, it's OK if it's condoned…. Pornography has been around for a long time, but I think a world without porn wouldn't be so bad. 

(male, 35-39yrs)

Only four (6%) participants reported that they were not open with others about the fact that they watched sexually explicit movies. They felt this was a personal and private matter and so did not generally talk about it.

Don't want people to know my viewing habits, it's personal what you do in your own home. 

(female, 30-34yrs)

It's a private thing, Don't discuss it with anyone. I think you should keep it to yourself. 

(female, 20-24yrs)

It's our business. 

(male, 60+)

Not something I talk about, it's personal and private. 

(male, 20-24yrs)

Most viewers (94%) said that they were either open (41 or 63%)

or partly open (20 or 31%) about watching sexually explicit movies. Viewers said that they were selective about who they shared this information with. Eighteen of the twenty viewers who were partly open about viewing sexually explicit movies said that there were some people who they definitely would not tell about viewing such movies. These were usually family members, such as parents, or people who they knew were not in favour of this genre of movie.

Women were just as likely as men to say this. Two were in the 20-24 age group, one in the 30-34 age group and the other was in the 60+ age group. They all identified as New Zealand European.
Family – wouldn’t ever tell them, not open with sex in our family. Friends and girlfriend know. (male, 20-24yrs)

Wouldn’t watch it with my Mum. (male, 20-24yrs)

My mates know but I wouldn’t tell my Mum. My brother knows and I know he and his girlfriend [watch] but I don’t talk about it with my Dad or sisters who are older than me. (male, 20-24yrs)

[Open] to selected family and friends. We have a friens who is very against them. (male, 25-29yrs)

Despite the fact that most viewers said that there was nothing wrong with watching sexually explicit movies and they were at least partly open about their viewing habits, they recognised that others may not hold the same views. They were concerned about how others might perceive them and were invariably discrete about who they told. Viewers only proffered this information if asked.

If someone asks, and depending on who asks, then will tell them. But not Mum and Dad. Yes, if friends. (male, 18-19yrs)

But it’s no-one else’s business. If someone asked I would tell them but wouldn’t go telling people, am private, think it’s a private thing. (male, 30-34yrs)

If somebody asks, I’ll tell them. But not going to go out and tell people. (male, 20-24yrs)

Don’t go around telling people, only if asked. (female, 20-24yrs)

[Open] to some friends and work mates who I know don’t mind. (male, 20-24yrs)

If someone asks I will tell them. But not strangers – won’t tell them, only people I know. (female, 20-24yrs)

Everyone’s curious about ‘porn’. We wouldn’t tell people we watch them but if asked we would be honest. (female, 35-39)

Nothing to hide – just another medium. Wouldn’t go and tell people but wouldn’t mind if people found out. (male, 20-24yrs)

I don’t hide it. If people ask I will tell them but I don’t bring it up in general conversation. (female, 35-39yrs)

Not something I’d go around telling people, though it seems to be the done thing these days. (male, 35-39yrs)

One young woman commented:

I watch with friends. They’re there to be watched. Wouldn’t be open if I only watched them on my own – but I don’t. (18-19yrs)

Those who said that they were completely open about watching sexually explicit movies were comfortable with their viewing preferences.

I’ve played in a rock and roll band. Also my parents were honest and open about sex – they were always out in the open about it. (male, 20-24yrs)

As a couple we’ve got nothing to hide. If friends see we have an adult movie, they might just ‘jib’ us and we just laugh it off. It’s nothing to be ashamed of. (female, 25-29yrs)

I don’t see why I should be embarrassed. It’s a fact of life. Everyone has sex. (female, 18-19yrs)

I’m that open about it that I’ve just sat down and written a 100 page ‘porn’ book and everyone who’s read it thinks it’s great and that I should get it published. (male, 35-39yrs)

126 Women were more likely than men (77% compared to 58%) to report this. Fifty-eight percent of Māori also reported this.

127 This group was predominantly male and under the age of 30. Only two women reported this.
The 24 people who said that they were either not open\textsuperscript{128} or only partly open\textsuperscript{129} about watching sexually explicit movies were then asked if they would be embarrassed\textsuperscript{130} if people knew that they watched this material. Fourteen out of these 24 (58\%) participants said that they would be either embarrassed or partly embarrassed. The latter group tended to be younger\textsuperscript{131}. For those participants who said that they would be embarrassed, this was dependent on the nature of their relationship with or the views of the person/s who found out.

If it’s family – not close to parents about this sort of thing. (male, 18-19yrs)

Maybe ex-lovers – wouldn’t want them to know. (male, 20-24yrs)

If employers and friends found out. (male, 18-19yrs)

Family might get the wrong impression. (male, 30-34yrs)

Viewers’ mothers were invariably mentioned:

If my Mum found out I’d be embarrassed. Maybe I wouldn’t be but I haven’t really thought about it before. (male, 20-24yrs)

If my Mum knew. (male, 20-24yrs)

If Mum came over and saw the [DVD] case I’d be embarrassed. (female, 18-19yrs)

One young man stated that he would be embarrassed:

If my local priest knew or my Grandma. (18-19yrs)

Several viewers were particularly concerned about the reactions of others. For example:

A little bit awkward until you know a person – not sure of their reaction. (male 60+)

If someone doesn’t watch them they may wonder why you have to watch them. (female, 20-24yrs)

Family – don’t want them to get the wrong impression. (female, 30-34yrs)

[I] don’t want to give the wrong impression. (male, 45-49yrs)

If strangers asked me I’d be [embarrassed] but generally I wouldn’t care. (male, 20-24yrs)

Some people do judge badly if they don’t really know you. So I wouldn’t want people I didn’t know well to know. (female, 25-29yrs)

One older viewer made the statement:

It’s a private thing. (male, 60+)

Ten out of the 24 (42\%) participants who reported not being completely open about watching sexually explicit movies said that they would not be embarrassed if people knew that they watched these. These were all men and all but one were under the age of 30. Examples of their comments included:

It’s my choice, it’s quite natural. Everyone’s seen something like that at one time. (male, 20-24yrs)

It’s a natural thing in life, it doesn’t matter what type of movie it is. (male, 20-24yrs)

\textsuperscript{128} Four participants reported this.
\textsuperscript{129} Twenty participants reported this.
\textsuperscript{130} This group comprised three men whose ages ranged from 20 to 60+.
\textsuperscript{131} This group was predominantly male (7 of the 11). Nine out of the 11 who said that they would be partly embarrassed were under the age of 30.
I'm an adult. If they don't like it they can go into another room and watch something else. (male, 35-39yrs)

However, one young man expressed concern about the feelings of others.

More worried about how our friend would feel, wouldn't want to upset her beliefs. (25-29yrs)

In spite of the fact that most viewers were discrete about who they told that they watched sexually explicit movies and some were concerned about how others would perceive this pastime, almost all of them (60 or 92%) said that they did not feel guilty about watching sexually explicit movies. This number includes all but one of the female participants. Men and women had similar views. They enjoyed sex.

I like watching them and I like sex. (female, 45-49yrs)

Pretty comfortable with my sexuality and not ashamed even though there's taboos surrounding it. (male, 20-24yrs)

If they were in a relationship they watched with their partners.

I watch with my partner so there's nothing to be guilty about. (female, 30-34yrs)

No, because I'm with my partner and I'm not cheating on her. (male, 45-49yrs)

They did not see it as an issue.

I don't see any reason to be guilty. (female, 18-19yrs)

What's to feel guilty about? (male, 20-24yrs)

The small number of viewers (5 or 8%) who said that they felt guilty about watching sexually explicit movies at least ‘sometimes’ made the following comments. Their reasons varied.

A bit weird like maybe I shouldn't be watching it. (male, 20-24yrs)

It depends on the situation – if guests are freaked out. (male, 35-39yrs)

Probably have once or twice, I've watched it and stopped watching it and gone to do something normal and it's still been on my mind. (male, 40-44yrs)

If I'm watching it by myself and my girlfriend's not with me – because she can't enjoy it. I don't feel guilty because of the intent [to watch]. (male, 20-24yrs)

The only woman in this group related feeling guilty to finding unexpected disturbing ‘acts’ in the movie rather than to viewing sexually explicit movies per se.

If we see something in the movie that we see as abnormal, we turn it off. (35-39yrs)

As a rule, participants kept sexually explicit movies at home out of sight. The majority (45 or 69%) said this. They gave two main reasons for doing so: having children in the home and the possibility of unexpected visitors.

We put away because we have children and don't want an accident. Once they turn 18 then it won't matter. (female, 35-39yrs)

I have grandchildren which come over, I don't want them to see them. (female, 45-49yrs)

We have kids and we don't want them to see those sorts of things. (male, 30-34yrs)

Because they're R18 and I have children. (male, 40-44yrs)

Don't want children looking at covers, or when people come to visit. (female, 20-24yrs)
Keep in a cupboard in case my flatmate’s children come around. Also wouldn’t want to embarrass people who come by. (male, 20-24yrs)

Because of visitors, especially nieces and nephews who visit and the pictures on the covers are very graphic and wouldn’t want them to come across them. (female, 25-29yrs)

Don’t want people finding them, none of their business and don’t want people to think I’m a porn addict. (male, 18-19yrs)

However, 20 (31%) viewers said that they were comfortable leaving these movies out in plain view. Most (15 or 75%) of this group were under the age of 30.

I put them on the shelf with the other videos. (female, 18-19yrs)

I treat them like a book. (male, 20-24yrs)
In the bedroom I have a VCR and TV, so I leave them out. (female, 20-24yrs)

I’ve got a collection just in the cabinet by the TV. (male, 25-29yrs)

These viewers clearly treated sexually explicit videos/DVDs as they would any other movie. However, another had a more idiosyncratic explanation.

I leave them out. I might have a visitor and one thing might lead to another – a bit of indiscretion leads to openness. (male, 35-39yrs)

Other viewers said that they could leave sexually explicit videos/DVDs in plain view because of who they lived with.

My flatmates don’t care, they’re regular watchers as well. (male, 20-24yrs)
Everyone likes to watch them in the flat. (male, 20-24yrs)

3.11 The impact of viewing sexually explicit movies

Forty-one (63%) viewers felt that viewing sexually explicit movies had had a positive effect on their lives. Eleven out of 12 Māori participants reported this. Older viewers were less likely than younger viewers to report this. The remaining 24 (37%) felt that it had not had any effect at all. Those who reported this positive effect invariably talked about the enhancement of their intimate relationships and their increased knowledge of sexual practices. They had become more confident in their relationships and more comfortable trying new things.

Hasn’t made me a sicko – just natural to do. Improved my sex life with my current partner. (male, 45-49yrs)

Made my sex life more exciting. I can talk about it and try new things. Stops our sex life from getting ‘normal’. (female, 20-24yrs)

Positive – lovely to be able to be free with your sexual life. (male, 20-24yrs)

Positively, makes you enjoy sex more and makes you open to try different things sexually. (female, 25-29yrs)

I feel more confident, not shy. Learnt a few tricks and feel more comfortable ‘letting it all hang out’. (female, 18-19yrs)

18 out of the 19 participants who lived in a household where there were children responded in this manner. Only one said that s/he left them out if the children were not around and that the videos/DVDs were usually only in the house overnight. However, sexually explicit movies were hidden away if there was a chance that the children might see them.

There was no real difference in the percentage of men and women reporting this (31% compared to 29%). Two viewers included in this number felt that it had both positive and negative effects.
In a very positive way, they’ve been a bonus for me and my partner. They allow us to spend more time together. (male, 40-44yrs)

It has improved my sex life – especially if I’m with someone else we will try things and this often leads to conversation about what we might like to try or have been thinking about trying. (male, 35-39yrs)

One viewer was quite enthusiastic in his comments.

For the better – it’s just absolutely wonderful! I don’t have any regrets. Spices relationship up a bit but I enjoy by myself as well. If I’ve got one I’ll tell my girlfriend and she’ll watch it with me or if she doesn’t want to I watch it by myself. (male, 20-24yrs)

Two women held similar views.

In a positive way. Helped me to experiment. It’s a little bit of light in your life. (female, 30-34yrs)

It’s a treat for us, we work all week and it’s something to look forward to. It spices up the relationship. (female, 25-29yrs)

However, another viewer was aware that although the effects of watching sexually explicit movies had been positive for him and his partner, this may not be the case for everyone.

Positively, both my partner and I enjoy them. Could see it the other way for someone who’s been abused, that for them it would affect your life negatively. (male, 20-24yrs)

Another two viewers were of the opinion that watching sexually explicit movies was, for them, somewhat of a ‘double-edged sword’ in that this had had both positive and negative effects on their lives.

I’m happy to watch with my partner and happy to make our sex life better. But in other ways it has made me feel jealous. It brings on bad feelings that I’m not good enough for him, not beautiful enough a wife for him. I always worry that the ladies in the movies are doing much more interesting things than what I do. I worry he wants more than I can give him. (female 35-39yrs)

Sometimes positively, when my girlfriend asks me where I got this idea from when having sex. Sometimes negatively when being caught watching by family members. (male, 35-39yrs)

3.12 Is the sexual behaviour shown in movies realistic?

Forty-nine (75%) of those interviewed said that sexual behaviour portrayed in sexually explicit movies is either realistic or ‘sometimes’ realistic. The majority of this group were under the age of 35. Men (35%) were more likely than women (24%) to think that the sexual behaviour shown in adult movies is realistic. Conversely, women (53% compared to 40%) were more likely to say that they thought the sexual behaviour is only sometimes realistic. Sixteen (25%) participants said that the sexual behaviour shown in adult movies is not realistic in any way. The majority (75%) of this group were under the age of 25 and were just as likely to be male or female. Sexually explicit movies were seen by to be mainly ‘fantasy’ by those who thought that these did not portray realistic sexual behaviour. Not only was the sex unrealistic, those involved were clearly acting.

It’s fantasy and they’re just acting. (female, 18-19yrs)

It’s play acting, just fantasy. (male, 20-24yrs)

A lot of it is all made up and fake. It’s there for fantasy. (female, 30-34yrs)

In general the sex is not how it is – it’s definitely Hollywood. (male, 20-24yrs)

It’s dramatised, produced for a reason, not true to what goes on in my life. (male, 45-49yrs)
A lot is not, just acting and over the top. (male, 60+yrs)

Just acting, I try and find more amateur looking ones, they're more realistic. Like those ones Rosie magazine put out, a couples magazine. (male, 60+yrs)

They're fake and choreographed, doesn't look real half the time. (female, 18-19yrs)

You can tell it's been choreographed and they look like they're acting most of the time. (male, 18-19yrs)

Not really- if you try and get with a girl it's not that easy. (male, 20-24yrs)

I'm sure my friends don't do that many positions when they have sex. (male, 20-24yrs)

Nowadays porn is all pretty girls and big tits, it's not like that in real life. Also they do styles that aren’t comfortable. (female, 18-19yrs)

Things don’t really happen that easily or they don’t show real love between characters, it's fake. (male, 20-24yrs)

Viewers who said they felt that sexual behaviour shown in sexually explicit movies is realistic gave the following examples:

It’s real people having real sex. (male, 18-19yrs)

What they do can be done. (male, 25-29yrs)

Especially in amateur type porn. (male, 30-34yrs)

What you see, we’ve tried. Seen and done it all. It’s just sex. (male, 20-24yrs)

See them having sex and it’s the same as what people do. (female, 25-29yrs)

Most people do what you see in the movies. (male, 20-24yrs)

Know what they do, is what people do in real life. (male, 35-39yrs)

Especially a lot nowadays with the use of condom and pill now more available. (male, 40-44yrs)

One viewer thought it was just as mundane as real life and looked back nostalgically to an earlier era of adult movies.

It’s boring today - some do get you going, some don’t. Those back in the 80s [were great] - the other day we were watching the Devil and Mrs Jones - she masturbates with fruit, don’t get that today. (male, 40-44yrs)

And another felt that the illusion had been ruined for him.

Seen blooper pornos, they’ve ruined it for me. (male, 25-29yrs)

Viewers who said that they felt that sexual behaviour portrayed in sexually explicit movies is sometimes realistic usually related this to their own sexual experiences.

Some things are believable but they don’t have the passion of a real relationship. (male, 25-29yrs)

Sometimes can seem realistic but know it’s just fantasy, it’s not like that for me in real life. (male, 18-19yrs)

Most of the time it’s realistic, probably the same as what other people do, most of it. (female, 20-24yrs)

If it’s a movie with sex scenes but there’s those just all sex not realistic- it’s just there to arouse you. (male, 20-24yrs)
Definitely looks realistic - sounds realistic - maybe. Some people would be like that but in general people aren’t. (male, 20-24yrs)

Not real when there’s no feelings between man and woman. (male, 35-39yrs)

Some commented on the commercial nature of the industry.

To a point - most you watch are pretty realistic - some are just money makers - chicks being ‘starfished’. You can see them just lying there waiting for the money. (male, 20-24yrs)

Yes with amateur ones. No with paid private ones, the pros, one on the books first timers, see it in their expressions – bored. (male, 35-39yrs)

The comments of some women centred on the lack of any real emotion shown by actors in sexually explicit movies.

Sometimes looks natural, sometimes shows girls not enjoying, just going through the motions. (female, 20-24yrs)

Some are really fake, for example; fake moaning. It’s a turn off; some are revolting - just personal taste. (female, 18-19yrs)

You can see it on their faces if they’re not enjoying it, that they’re just acting, that there’s no feeling. (female, 35-39yrs)

Some yes, sometimes it looks like a job especially tell when women are faking it by the looks on their faces. (female, 35-39yrs)

Another viewer commented that the lack of foreplay in heterosexual sexually explicit movies made the scenarios seem more artificial.

In the straight movies a lot of the sex is devoid of prelude especially when it comes to anal sex, gives a more unrealistic approach they think you just have to grease it up and poke it in. But you’re likely to see that foreplay with gay movies but most of it is realistic. (male, 50-59yrs)

One of the male participants reflected on how society’s attitudes towards sex have changed over time.

It’s becoming more so. We have a society gradually becoming more accepting of different forms of sexual expression. I was reading Cleo the other day and they were talking about the etiquette for group sex. (25-29yrs)

3.13 Views on who watches sexually explicit movies

Nineteen participants felt that, generally, a wide range of people watched sexually explicit movies.

Variety of people - I’ve got some lesbian mates who asked if I’d borrow some then came back and said could they borrow some gay porn - I’m openly gay but enjoy heterosexual porn. (male, 35-39yrs)

General people, the everyday person that enjoys sex. (male, 25-29yrs)

All sorts, from teenagers to grandparents. (male, 35-39yrs)

Probably people from all walks of life. People you least expect. (male, 20-24yrs)

Although some viewers were of the opinion that a range of people watched sexually explicit movies, four thought that not all who did would admit this.

Every creed and kind. Some more ashamed than others. Some will but won’t admit to it. It’s primitive, it’s instinctual. Sex is interesting to everybody. (male, 20-24yrs)
The Viewing Habits of Users of Sexually Explicit Movies

Men, chicks like me, old people. 10% open about it, 90% in the dark about it. (female, 18-19yrs)

More than half the population, three quarters of adults- some are just private about it. (male, 30-34yrs)

Ninety-nine percent of adult population but only 1% will admit it. (female, 35-39yrs)

And one viewer felt that it was definitely not for everyone.

Definitely not everyone, have come across people who are absolutely disgusted but most people are OK watching them. (male, 25-29yrs)

Seven viewers felt that it was those who were curious about sex or wanted to ‘spice up’ their sex life.

Mainly people who want to add a bit of spice to their sex life. (male, 45-49yrs)

People who are 18, 15-16 year olds who can’t get it on with anyone; couples; married couples; e.g. My Mum and step-dad get out 1 blue movie a week to ‘spice up’ their sex life. (female, 18-19yrs)

Young people wanting to know about sex. (male, 35-39yrs)

Young couples who want to know more about sex. (female, 35-39yrs)

Probably sexually aroused people; curious people. (male, 60+)

Lonely people, people who want to experience something new they haven’t tried before. (female, 45-49yrs)

Adults, people who are curious about things, that’s why we started watching them. (female, 25-29yrs)

Twelve participants also felt that the majority of viewers were more than likely male.

Mainly males- any age, a large range of ages. (male, 18-19yrs)

I’m hoping a wide variety of people, though I don’t know who watches. I think mainly middle aged; older men; and know my wife does. (male, 40-44yrs)

More males than anything else between 20 right through. Although I have seen some females in the video shop. (male, 20-24yrs)

Quite a large variety of people. I imagine around my age 21 and suppose mostly guys. (male, 20-24yrs)

A lot of guys - more guys than girls. (female, 18-19yrs)

A wide spread, especially classic single guy who can’t get a girl and doesn’t like going out. (male, 20-24yrs)

Two viewers thought that men and women watched sexually explicit movies for different reasons.

Some are females that watch but to most it’s not a turn on. The male and female psyche is quite different. (male, 50-59yrs)

I’m 20, there are many people I know that wouldn’t have watched them – I didn’t when I was living at home but once I left [I did]. Guys would do it for arousal and to masturbate. Girls don’t think of it the same way, they just watch it and say “that would never happen.” (male, 20-24yrs)

Five participants thought that sexually explicit movie viewers belonged predominantly to particular age groups. The only consensus was that they assumed that the majority of viewers were around their own age.

A lot of people, around 25-40, my age group. (male, 30-34yrs)
Same age group as me and my friends - 18-25 year olds mostly, both sexes. (male, 20-24yrs)

I should imagine most of my mates do with their partners as well. Middle aged and younger people I think. (male, 20-24yrs)

Everyone does at some stage - but big group 18-24 year olds. Both guys and girls. (male, 18-19yrs)

Anyone that’s like me. (female, 20-24yrs)

Comments made by some participants challenged one stereotype about those who watch sexually explicit movies.

You’d generally think sleazes but it’s just males in general. (male, 18-19yrs)

Normal people- you don’t have to be a dirty old man or dirty old woman. (male, 40-44yrs)

You could generalise and say sleazy old men but just its ordinary blokes. I saw my father-in-law (hiring movies) the other day, that was an awkward moment. (male, 25-29yrs)

Most people my age - mainly blokes. The stigma is an old man isn’t it? I think it’s more the done thing for young people now. (female, 25-29yrs)

Dirty old men? No, some people for the same reasons as me, to provide enlightenment, ‘heightenment’ and satisfaction with sex. (male, 45-49yrs)

However, one participant validated this stereotype.

Old and middle-aged men. (male, 20-24yrs)

One older male viewer was not sure what type of people watched sexually explicit movies as he had never discussed this with anyone.

I don’t know, we don’t discuss it with other people. (male, 60+yrs)

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. Forty-six (71%) thought that the censorship of sexually explicit movies was ‘just right’. Twelve (71%) of the 17 women and eight (67%) of the 12 Māori participants were of this opinion. Ten (15%) participants felt that it was ‘too harsh’ and four (6%) felt that it was ‘too lenient’. Another five (8%) said that they did not have a view.

Those who agreed with the censorship decisions currently being made by the Office indicated that the content of sexually explicit movies made available for distribution in New Zealand and the R18 age restriction imposed were appropriate.

Shouldn’t have any in normal TV. Basically enough for me there. There’s other stuff not really sex just freak show stuff - peeing and things. (male, 20-24yrs)

Haven’t come across any that have shocked me. (male, 20-24yrs)

Because I haven’t seen any adult movies for hire that I thought were inappropriate. (male, 30-34yrs)

I’ve only seen one with parts cut out, didn’t watch all of it anyway. (male, 45-49yrs)

I think they’re about right they don’t go too overboard. (male, 50-59yrs)

Good some are restricted especially violent ones, wouldn’t want in your local video shop. (male, 20-24yrs)

Seen nothing that’s shocked me. (male, 45-49yrs)

I don’t take offence to anything in them, they look all right. Seen nothing disturbing in them. (male, 20-24yrs)
As far as I can see they’re getting it quite right. (female, 25-29yrs)

What I’ve seen is suitable, adequate to satisfy my curiosity. I’m quite happy with it the way it is. (male, 35-39yrs)

‘Though every now and then I have a twinge to find something unusual as I don’t see a lot of different types. I wouldn’t want more hard-core available. (male, 40-44yrs)

If you want to get one you can do it at the video shop, but they’re not out there for young children to see. Think the Internet is too lenient, too easy to access. (female, 18-19yrs)

Definitely don’t think people under 18 should get them out. (female, 20-24yrs)

I think 18 years is right age to view them. (female, 30-34yrs)

It’s a good age; you’re well switched on by that age. (male, 20-24yrs)

You have to be 18 and you know everything by then. I think 18 is about right. (male, 30-34yrs)

Kids can’t get them because of the age restriction and where they’re kept in video stores. 18 is appropriate. (male, 18-19yrs)

Should be only available to adults- not under 18. By 18 you’re old enough to cope with it. (male, 30-34yrs)

Never had a problem with it. The taboo can work to encourage people to watch it. It can also put people of going to get them, especially younger people. (male, 20-24yrs)

Three viewers mentioned the requirement to show ‘proof of age’ and how this was another safe-guard to ensure that only those 18 and over could hire sexually explicit movies.

Haven’t had any problems with it. Been ID’d and that’s fine. (male, 20-24yrs)

You have to have ID, if there’s doubt that someone’s the legal age. You can’t hide things from young people at 18; people should be mature enough to handle that sort of stuff. (female, 20-24yrs)

It’s 18 and you’re allowed to vote and drink so should be able to watch them also. Also you have to have ID as well to get them out (if look too young). (female, 18-19yrs)

One viewer agreed with the current censorship regulations with the following proviso.

Overall very good but in some aspects it doesn’t go far enough for those interested in bondage and golden showers- its the biggest thing we are asked for [at the shop]. Big demand. Some that are legally allowed that aren’t shown, should be, like golden showers and some of the bondage stuff. It should be shown, people are practising these and it might help with boundaries especially B&D they have signals to say enough but it never comes into it because never go that far. To me anybody that’s into either is not going to have a partner who isn’t in to it too. (male, 50-59yrs)

Participants who thought the current censorship laws are too harsh commented on what was available in other countries, the limited content of sexually explicit videos/DVDs, and compared sexually explicit movies available today with those available 10 or 20 years ago.

I went to Holland and Germany - saw stuff can’t get in NZ- some have group sex - 10-12 people, you get bored with just one or two people. (male, 25-29yrs)
I’ve been to Germany and Holland - nothing off the top of my head, but more lenient there. (male, 18-19yrs)

Ninety-nine percent of movies have all the same action, no stories to them, in Australia they’re more lenient on some sexual acts, e.g. ‘the water sports’ - its harmless should be allowed in^44. (male, 60+yrs)

Though pretty good- a bit harsh- they don’t show everything that goes on in the scene. They should include those scenes. (male, 20-24yrs)


In the 80s/90s many videos showed more than today - feels more explicit. (male, 40-44yrs)

Three viewers felt that censorship impacted on freedom of choice in a democratic society.

No freedom of choice. Should be allowed to watch them if you want, if don’t like certain ones then you don’t have to hire them. (male, 35-39yrs)

Should be able to look at cover and decide for themselves, we risk turning into a police state. (male, 60+yrs)

Some things they don’t show – male-on-male I don’t want to see them but everyone should have the choice. (male, 20-24yrs)

There were four participants who thought the current censorship laws are too lenient. One was concerned about the content of some movies.

Some of the material they show is a bit gruesome maybe. (male, 20-24yrs)

Another was concerned about under-age viewers.

They should be checking IDs, treat it like cigarettes, if people wanting to buy. Too many under-age getting their hands on them. Don’t think that’s good. (female, 18-19yrs)

And the other two thought that the age restriction should be raised^44.

Think 18 is too lenient, think 20 is more appropriate. (female, 35-39yrs)

I’ve seen teenagers who look 14 getting [sexually explicit] movies and school kids in the adult section having a laugh. Shops should ask for ID. Also age to get them should be 21. (male, 35-39yrs)

3.15 Reasons for taking part in the research

Participants were asked why they had decided to take part in this research. They said that they took part in the research because it sounded interesting; they wanted to give their views and they wanted to contribute to the censorship debate.

I thought it would be quite interesting. I thought you wouldn’t have many women phoning up. (female, 25-29yrs)

It’s all ongoing [the debate] – it’s progress. Want the info out to tell them it’s all right, it’s democratic, so long as it’s not doing anyone any harm. (male, 60+yrs)

Felt duty bound. (male, 50-59yrs)

I thought it would be interesting to give you an insight into what and why I watch. (male, 20-24yrs)

I wanted to give you a different perspective – a gay person’s perspective. (male, 30-34yrs)

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144 It is interesting to note that the law was changed in 2005 to make 18 the highest age restriction that the Office of Film and Literature Classification can give.
Those who mentioned censorship were primarily concerned that this could either become more restrictive or too liberal. They wanted to be heard in this debate.

I don’t want harsher censorship, especially when other people get enjoyment and pleasure out of it. (female, 45-49yrs)

Hopefully to change our censorship laws, things are cut that shouldn’t be cut. Seen movies from overseas e.g. ‘cum’ shots, these would have been cut here and there’s nothing wrong with them. (male, 35-39yrs).

To help out and there’s some movies that are not acceptable. The ones with animals shouldn’t be allowed. To help stop those ones. (male, 30-34yrs)

We’re open about this and if can help happy to do so. To try and make things better for the next generation. (female, 35-39yrs)

Happy to help in research if it will help to get better movies and take away bad movies. Those not good for young people can set the wrong impression of sex, if they watch these. (male, 35-39yrs)

One viewer was concerned with the potential for more restrictive censorship laws and likened this to the current law banning cigarette smoking in certain public venues such as bars and restaurants bars.

Because of controlled restrictions – not having a voice. This is an opportunity to have a voice regarding censorship. Wanted to voice my opinion on censorship. ie. smokers – [thinking] why didn’t we do something before [this happened]. It’s too late for them. (male, 60+)

Others took part because friends had recommended the experience.

A mate had mentioned it to me. He had a couple of forms and knew I watched [sexually explicit] movies so thought I might like to fill one in. (male, 20-24yrs)

It’s kind of fun, someone from work mentioned it, they had done it. (male, 20-24yrs)

Was asked by a friend and thought it would be a good opportunity to express myself. (male, 50-59yrs)

My friend was telling me about it and said it would make me think a bit. It sounded interesting. [I] was told about the condom questions and it made me curious. (female, 20-24yrs)

Heard about the research from one of my mates who said it was ‘all right’, so thought I’d try it. (male, 20-24yrs)

Some could not see a reason not to take part.

The guys at the video store just mentioned it and I thought ‘why not?’ I’ve got nothing else to do – nothing to hide. (male, 20-24yrs)

My partner brought it home for me and I thought ‘why not?’ (female, 30-34yrs)

The bloke at the shop asked if I’d be interested in taking part and I thought ‘why not?’ (male, 35-39yrs)

Just got the letter handed to me and I thought ‘why not?’ (female, 18-19yrs)

Four male viewers said that they only took part in order to get the koha offered.

I’m pretty cash-strapped at the moment. (male, 18-19yrs)

The $30. (male, 25-29yrs)

Nothing to lose, only something to gain - $30. (male, 60+)

A friend told me I get $35. (male, 20-24yrs)

However, seven viewers said the koha offered was an added incentive for taking part in the research.

The Viewing Habits of Users of Sexually Explicit Movies
My friend was interviewed and he told me about it and that you get $30 if you participate and [I] was curious. (female, 18-19yrs)

[I was] curious. Was given to me at the video store. Research sounded good. Was both curious and interested in the money and about the research. (female, 25-29yrs)

No harm, doesn’t hurt to help out and there’s the $30. (male, 20-24yrs)

Was handed the envelope and asked. I know the guy at the shop and the money was an incentive. (male, 25-29yrs)

Fifty percent helping out and 50% the money. It’s a win-win situation for you and me. (male, 20-24yrs)

Thought I’d take part in this sort of research and the gift helped motivate me. (male, 18-19yrs)

Was asked at the shop and the money tempted me. And also this sort of survey I would do anyway as it interests me. (male, 40-44yrs)

One young man had more personal reasons for taking part in the research.

My flatmate took part. I felt I needed to talk about it, you don’t talk about it to your average person. (male, 20-25yrs)

And others gave more altruistic reasons.

Someone’s got to do it. You need the answers to your questions; I’m happy to help out. (female, 18-19yrs)

It’s a good cause, you don’t learn unless you get information off people. (female, 30-34yrs)

Everyone’s views count. (female, 35-39yrs)

Probably because I watch them and if you’re going to do a survey you need statistics. (male, 40-44yrs)

To help you guys out. (female, 25-29yrs)

3.16 In summary

Those viewers of sexually explicit material who responded to our invitation to take part in this research were predominantly male. Only 17 of the 65 who were interviewed were women. The majority of the sample identified as New Zealand European. However, around one-fifth identified as Māori. Those interviewed were predominantly heterosexual, they were relatively young and usually employed. Most said that they had no religious affiliation. The majority reported being in a current relationship and two-thirds of them said that they lived with their partner. Only three participants lived alone. Almost a third of those interviewed lived in a household where there were children. Nine couples took part in the research.

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

Most of the participants hired sexually explicit movies. However, participants reported a range of methods for obtaining sexually explicit movies to watch; they hired them, borrowed them, bought them and swapped with friends. Viewers were more likely to hire videos/DVDs from mainstream video outlets. Women viewers who hired sexually explicit movies were more likely than men to patronise sex shops. Those who bought videos mainly purchased these at specialised sex shops. Most participants generally watched sexually explicit movies at least once every two weeks, although some watched more frequently. Participants watched sexually explicit movies alone, with their partner or with friends or flatmates. Those who only watched by themselves were significantly more likely to be older males who were in a current relationship. Almost a third of the sample said that they only ever watched sexually explicit movies with their partner. Most women viewers stated that they preferred watching sexually explicit movies with a partner.
Participants had individual viewing preferences. Some watched in stages and others watched from beginning to end. Generally their viewing habits varied depending on the situation and on the quality or content of the movie. Overwhelmingly, participants chose their movies based on what was on the cover of the DVD or video. This was true for more than three-quarters of the women and all but one of the Māori participants. Approximately half of viewers interviewed had a favourite sexual activity they liked to watch in sexually explicit movies. More than half said that they had a favourite style or type of sexually explicit movie. These included artistic, educational, fantasy, romantic and thriller genres. Around a third of viewers reported that they actually had a favourite sexually explicit movie.

The majority of participants said that they watched sexually explicit movies in order to become sexually aroused or to facilitate the sexual arousal of their partner. Women were significantly less likely than men to report this. Similar numbers, around a third, said that they watched for sexual gratification or to spice up their relationship. Others watched to add to their enjoyment of sex, for amusement or entertainment, or to find out more about sex in general. Those who said that they watched for entertainment or amusement were a predominantly younger group. It was not unusual for participants to give more than one reason for watching sexually explicit movies.

The majority of participants said that they had tried sexual activities portrayed in the movies that they watched. Māori participants were more likely to report this than other ethnic groups. Overwhelmingly, the most common sexual activities tried related to different positions for sexual intercourse. However, two-thirds of participants also said that there were some sexual activities that they had seen in movies that they would not try. Younger viewers, Māori viewers and viewers who were women, were more likely to be included in this group. Anal sex, gay sex and bondage were most often mentioned as taboo activities. Those who were willing to try anything that they had seen in a sexually explicit movie usually put this down to the fact that they did not watch any ‘hard-core’ movies, or that they were open-minded and somewhat adventurous.

Participants generally held the view that if a sexual act was legal then it could be portrayed in sexually explicit movies. However, there was some confusion around which sexual acts were legally allowed, for example, some viewers were unsure whether bestiality was legal. Those who took exception to the portrayal of some legal activities referred to sexual acts such as group sex and anal sex. Respondents’ comments indicated that they felt these acts breached societal norms, were distasteful or looked unpleasant for the actors.

More than half of the viewers interviewed thought that it was not appropriate for movies to show people having unprotected sex. It was generally felt that the adult film industry had a responsibility to promote safe sexual practices and by portraying unprotected sex they were setting a bad example for younger viewers. There were also health issues for the actors to consider, such as sexually transmitted diseases and unwanted pregnancies. Those viewers who did not have a problem with the portrayal of unprotected sex in sexually explicit movies often said that they preferred watching people having unprotected sex as it was more stimulating and enjoyable to watch. However, most participants thought that watching actors having unprotected sex might encourage some people to imitate this practice. Around a quarter of participants thought that depictions of unprotected sex would not necessarily encourage some people to follow suit — it was a matter of individual responsibility. It was felt that most people today were aware of the potential health risks involved. Although the majority of participants had access to the Internet not all of them used this medium...
to access sexually explicit material. Women viewers were more likely than men to have access to the Internet. However, younger viewers were more likely to have both access to the Internet and to use it to access sexually explicit material. The most common method for sourcing sexually explicit movies on the Internet was through websites, although one participant said that s/he also frequented chat rooms to find sexually explicit material. A disadvantage of the Internet was said to be the cost and the risk of contracting computer viruses or getting unsolicited advertising. Most of the viewers who accessed other mediums said that they bought sexually explicit magazines and a smaller number said that they watched sexually explicit material on pay-per-view TV – predominantly SKY. One participant patronised 0900 sex line numbers.

Most participants felt that there was nothing wrong with watching sexually explicit movies. They felt that this was a matter best left to individual choice providing one was over the age of 18. It could, in fact, be therapeutic. However, most were discrete about whom they discussed their viewing habits with as it was a personal and private matter rather than a topic of general conversation. For most, there were some people with whom they would not share this information. These were usually family members or others they knew who disliked sexually explicit movies. Those who said that they would be embarrassed if people knew that they watched sexually explicit movies were predominantly male and under the age of 30. Those who said that they would not be embarrassed were also men and all but one were under the age of 30. Almost all of the participants reported feeling no guilt about watching sexually explicit movies. But when they had them at home they were generally kept out of sight to prevent them being seen by unexpected visitors. Those who lived with children said that they would always keep sexually explicit movies hidden away if there was a chance that the children might see them. Around two thirds of those who took part in this survey reported that watching sexually explicit movies had had a positive effect on their lives. Younger viewers were more likely than older viewers to report this and almost all Māori participants reported this.

The majority of those who took part in this survey thought that the sexually explicit movies they viewed portrayed realistic sexual behaviour. Men were more likely than women to think that sexually explicit movies portrayed realistic sexual behaviour. The group of viewers who thought that sexually explicit movies were just fantasy was predominantly made up of those under the age of 25. Viewers felt that people about their own age watched sexually explicit movies. They also said that viewers were mainly men. Some were of the opinion that people were often not open to others about whether or not they watched sexually explicit movies.

The people in this survey were generally satisfied with the level of censorship of sexually explicit movies in New Zealand and felt that the R18 age restriction was appropriate. A few felt that the censorship process was ‘too harsh’ compared to other countries. Only four participants were concerned that it was ‘too lenient’.

The aim of this study was to replicate that undertaken in 2004 with a sample of the viewers of sexually explicit material from the greater Wellington area. The brief was to find out more about the composition and viewing habits of users of sexually explicit material. The next chapter compares and contrasts the findings from the two studies. The data presents the views of two small non-representative samples of viewers of sexually explicit material from two different regions in New Zealand. Combining both studies permits analysis of a self-selected New Zealand sample of 111 frequent viewers of sexually explicit movies.
CHAPTER 4
COMPARING THE TWO STUDIES

4.1 Introduction

This chapter compares the results of this study with research carried out in the greater Wellington area in 2004. Clearly no comparisons can be made on the new areas of inquiry incorporated into the research with the Hawke’s Bay sample of viewers. The main differences between the two studies are the number of viewers of sexually explicit material interviewed – that is, 45 in Wellington and 65 in the Hawke’s Bay, the fact that the Hawke’s Bay area contained both rural and urban communities and the fact that fewer interviews with the Hawke’s Bay sample were carried out face-to-face.

4.2 Samples

As discussed in Chapter 2, there were differences in the two samples. There was a greater proportion of women in the Hawke’s Bay sample (26% as opposed to 13% in Wellington) and a slightly greater proportion of Māori viewers (19% versus 13% in Wellington). Viewers from the Hawke’s Bay were also generally younger than those from Wellington. Forty-eight percent of Hawke’s Bay viewers were under the age of 25 compared to 28% of Wellington viewers.

4.3 Sourcing sexually explicit movies

While the majority of viewers in both studies said that they hired sexually explicit movies, viewers from Wellington (91%) were more likely to report this than viewers from the Hawke’s Bay (69%). Conversely, more viewers from the Hawke’s Bay (12% compared to 4%) said that they both hired and purchased movies. Some viewers in the Hawke’s Bay said that they borrowed sexually explicit movies from work or friends. No one from Wellington reported this.

4.4 Viewing sexually explicit movies

Frequency

Hawke’s Bay viewers generally reported watching sexually explicit movies on a more frequent basis than Wellington viewers. For example, eight percent of Hawke’s Bay viewers reported watching sexually explicit movies on a daily basis whereas none of the Wellington viewers reported this. Moreover, around two-fifths of viewers from the Hawke’s Bay said that they watched sexually explicit movies at least once a week and sometimes more often, whereas only a quarter of Wellington viewers reported this. More viewers from Wellington reported watching either once a fortnight (39% compared to 31% of Hawke’s Bay viewers) or even less frequently.

Context

Seventy-four percent of viewers from the Hawke’s Bay said that they generally watched sexually explicit movies with their partner. Fewer (59%) Wellington viewers reported this. Similar proportions of viewers from both areas said that they watched these movies alone at times or

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146 New Questions asked included: whether or not participants had tried anything they had seen in a sexually explicit movie; what they had tried; what they would not try; how participants felt about the portrayal of unprotected sex in sexually explicit movies; whether they thought that this encouraged the practice of unsafe sex; whether there were any legal sexual acts that they thought should not be portrayed in sexually explicit movies.

147 Twenty (44%) of viewers in the Wellington sample were interviewed face-to-face while only three (5%) of the Hawke’s Bay sample were.

148 Twenty-six percent of Wellington viewers reported this compared to only 14% of viewers from the Hawke’s Bay.

149 Fifty-nine percent of viewers from Wellington and 57% of viewers from Hawke’s Bay reported this.
with friends and/or flatmates. None of the viewers from the Hawke's Bay watched sexually explicit movies with friends or flatmates of the opposite sex, although a small number of viewers from Wellington said that they did. Similar numbers from both areas said that when they watched sexually explicit movies they were generally with a group of friends or flatmates.

Participants’ preferred viewing companions or scenarios were much the same across both areas. Approximately 60% of viewers in both Wellington (28 or 61%) and the Hawke’s Bay (38 or 59%) said that they preferred to watch sexually explicit movies with their partner. Around 30% in both areas said that they preferred to watch alone.

However, the proportion from Wellington reporting that they always watched sexually explicit movies alone was more than double that from the Hawke’s Bay (20% compared to 8%). Although these viewers were mainly older men, those from the Wellington sample were less likely to have a partner and more likely to live alone; those from the Hawke’s Bay sample were more likely to be in a current relationship.

Similar proportions (approximately 30%) of viewers from both samples reported only ever watching sexually explicit movies with their partner. However, more of these viewers in the Hawke’s Bay lived with their partner and cared for children. Women from both areas were consistently more likely to watch sexually explicit movies only with their partner.

Patterns of viewing

Some patterns of watching sexually explicit movies were consistent across viewers from both areas. For example, more than half of the viewers from Wellington (52%) and the Hawke’s Bay (55%) said that, at times, they watched the whole movie. In addition, similar percentages of viewers from both areas said that this was their only method of viewing – 58% from Wellington compared to 53% from the Hawke’s Bay. Other patterns of viewing were somewhat dissimilar. For example 46% of the Wellington viewers said that they watched these movies in stages but less than 10% of Hawke’s Bay viewers reported this. Conversely, more Hawke’s Bay viewers (59% compared to 46% from Wellington) said that they fast forwarded the video or DVD to look for selected material. The reasons given for fast forwarding movies were similar in both samples: to look for sex scenes; to avoid the boring bits; to look for the things that they enjoyed or aroused them. Participants’ viewing habits very much depended on the content of the film, their mood and who they were watching it with.

150 Seventeen percent of Wellington viewers and 14% of Hawke's Bay viewers said that they watched movies with friends of the same sex; 15% of Wellington viewers and 11% of Hawke's Bay viewers said that they watched with friends of both sexes; seven percent of Wellington viewers and 11% of Hawke's Bay viewers said that they watched with same sex flatmates.

151 Three Wellington viewers said that they generally watched with friends of the opposite sex and one watched with flatmates of the opposite sex.

152 Five Wellington viewers and four Hawke’s Bay viewers reported this.

153 Thirty percent of Wellington viewers and 27% of Hawke’s Bay viewers stated that this was their preference.

154 Sixty-seven percent of viewers from Wellington who report this lived with their partner and 40% of this number lived with children. The comparable percentages for the Hawke’s Bay were 90% and 50%.

155 Most (>80%) of those reporting this from both areas were women.

156 In the Hawke's Bay this group was predominantly male.

157 Five out of six Māori viewers from Wellington cited this as their preference.

158 The majority of women and Māori viewers from the Hawke’s Bay said that this was their preferred method of viewing.
4.5 Viewing preferences

Choosing a movie

Most viewers commonly chose what sexually explicit movies they watched by what was on the cover of the video or DVD. Viewers from Wellington were more likely than those from Hawke’s Bay to mention other factors such as production style, the actors involved and ‘other’ features such as the ethnicity of actors, recently released movies and those set in exotic locations, when choosing a movie.

Favourites

Most viewers had a favourite style of sexually explicit movie and, indeed, some even had a favourite individual movie. Viewers from the Hawke’s Bay were almost twice as likely (32% compared to 17%) to report that they had a favourite movie. Although more Wellington (63%) viewers said that they had a favourite sexual activity that they liked to watch in sexually explicit movies, viewers from the Hawke’s Bay (49%) who said this were more likely to report that they enjoyed watching a variety of different sexual techniques. Viewing lesbian sex in sexually explicit movies was preferred by the largest number of Hawke’s Bay viewers who said that they had a favourite sexual activity. The largest number of Wellington viewers who said they had a favourite sexual activity to view preferred to watch heterosexual sex. A quarter of Hawke’s Bay viewers said that they enjoyed watching anal sex in sexually explicit movies, whereas fewer than 10% of Wellington viewers said this. Wellington viewers were more likely than viewers from the Hawke’s Bay (28% compared to 13%) to say that they liked to watch actors performing fellatio. The Hawke’s Bay sample was more sexually diverse than the Wellington sample in that more identified as bisexual or gay. ‘Favourites’ referred to by viewers from both Wellington and the Hawke’s Bay included directors, such as Seymour Butts and Rocco Siffredi, the actor Jenna Jameson, and series, such as The Private Collection and Buttman series.

4.6 Reasons for viewing sexually explicit movies

Viewers from both regions reported a similar range of reasons for watching sexually explicit movies. However, the number of viewers from the Wellington sample who reported these reasons was greater. The range of reasons included: to become aroused, to spice up or improve their relationship, to add to the enjoyment of sex, to find out more about sex in general, as entertainment or as a substitute for having a sexual relationship. Similar percentages

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159 Eighty-nine percent of Wellington viewers and 79% of Hawke’s Bay viewers reported this. The majority of women (all the women from Wellington sample and 76% from the Hawke’s Bay) and Māori (67% from Wellington and 92% from the Hawke’s Bay) reported using this method.
160 Thirty-three percent of Wellington viewers reported using this method.
161 Twenty percent of Wellington viewers reported this compared to 6% from the Hawke’s Bay.
162 Although the factors mentioned by both groups were similar, 20% of viewers from Wellington said that they chose videos based on ‘other’ factors whereas only 9% of those from the Hawke’s Bay reported this.
163 This was reported by more than half of the viewers from both regions.
164 Fourteen out of 32 (44%) Hawke’s Bay viewers said this compared to six out of 29 (21%) of Wellington viewers.
165 Ten out of 29 (34%) Wellington viewers said this compared to six out of 32 (19%) Hawke’s Bay viewers.
166 Seventy percent of Wellington viewers reported this compared to 59% of Hawke’s Bay viewers.
167 Fifty percent of Wellington viewers reported this compared to 39% of Hawke’s Bay viewers.
168 Forty-four percent of Wellington viewers reported this compared to 31% of Hawke’s Bay viewers.
169 Twenty-four percent of Wellington viewers reported this compared to 14% of Hawke’s Bay viewers.
170 Thirty-three percent of Wellington viewers reported this compared to 20% of Hawke’s Bay viewers.
171 Ten out of 29 (34%) Wellington viewers said this compared to six out of 32 (19%) Hawke’s Bay viewers.
(approximately 40%) in both regions said that they watched for sexual gratification\(^{172}\). However, overall, the sexual arousal of themselves and/or their partners was the reason most commonly reported for watching sexually explicit movies.

4.7 Internet usage

More viewers from Wellington (83%) had access to the Internet than those from the Hawke’s Bay (54%). However, a greater proportion of those with Internet access in the Hawke’s Bay (63%) used it to access sexually explicit material than in Wellington (56%). Viewers in both samples said that they accessed this material through websites. One viewer from Hawke’s Bay reported using chat rooms.

Viewers from both regions reported benefits and disadvantages to using the Internet to access sexually explicit material. Benefits mentioned included ease of access and the availability of a wider range of sexually explicit material. A few Wellington viewers talked about the privacy of being able to do this in your own home and also that using the Internet could inform your choice of what sexually explicit movies to watch. Reported disadvantages of using the Internet were the potential for contracting computer viruses, the receipt of unsolicited email and the cost of viewing sexually explicit material online.

4.8 Other media usage

Viewers from the Hawke’s Bay, especially women, were more likely than those from Wellington to report using media other than videos, DVDs and the Internet to access sexually explicit material. Fifty-two percent of participants from the Hawke’s Bay bought magazines compared to 37% of participants from Wellington and 26% of participants from Hawke’s Bay watched pay-per-view TV compared to 15% of Wellington participants. One viewer from the Hawke’s Bay also phoned 0900 sex lines.

4.9 Views about watching sexually explicit movies

Most viewers did not think that there was anything wrong with watching sexually explicit movies. Eighty-three percent of viewers from Wellington and 92% from the Hawke’s Bay stated this. Almost all women and Māori viewers were of this opinion\(^{173}\). Viewers from both regions said that they probably felt this way because they did not watch any sexually explicit movies they considered to be ‘hard-core’.

On the other hand, Wellington viewers were twice as likely as Hawke’s Bay viewers (15% compared to 8%) to report that there was something ‘partly’ wrong with watching these movies. The reasons given were consistent across both groups and usually related to excessive viewing and watching objectionable content which included violence.

Most viewers said they were open about the fact that they watched sexually explicit movies. Almost all of those from the Hawke’s Bay reported this\(^{174}\). Consequently, only 6% of Hawke’s Bay viewers and 22% of Wellington viewers felt that watching sexually explicit movies were a private matter. It was no-one else’s business and they did not want people to get the wrong idea about them. Overall, male viewers were generally less likely to be open about watching sexually explicit movies but their ages varied across regions. Those from Wellington were older (i.e. over 35) whereas those from the Hawke’s Bay were more likely to be younger (i.e. under 30). Despite the fact that most viewers said that they were open about watching sexually explicit material they were discrete about whom they told. They did not share this information with parents, colleagues or people they were aware

\(^{172}\) None of the women in Hawke’s Bay reported this.

\(^{173}\) Five out of six Māori and five out of six women viewers from Wellington reported this as did 16 out of 17 women viewers and 11 out of 12 Māori viewers from the Hawke’s Bay.

\(^{174}\) Ninety-four percent of viewers from the Hawke’s Bay said this compared to 78% of Wellington viewers. Women (77%) from the Hawke’s Bay were more likely than men (58%) from the same region to report this.
held strong views on the use of sexually explicit material; they did not want to offend people, or have people they did not know well think less of them.

Whether or not viewers would be embarrassed if people knew they watched sexually explicit movies very much depended on the view of the person on the nature of their relationship with the viewer. Viewers from Wellington were more likely than those from the Hawkes Bay to report that they would be embarrassed in these situations.

Despite the majority of subjects stating that they did not feel guilty about watching sexually explicit movies most would still not disclose their viewing habits to some people. Women from both areas were consistently more likely than men to report that they did not feel guilty about watching sexually explicit movies. This finding likely results from the fact that women usually watched sexually explicit movies with their partner rather than alone, and reported watching less often than the men who took part in the research. Moreover, viewers who said they felt somewhat guilty about watching sexually explicit movies usually said that this was because they watched alone despite the fact they were in a current relationship.

Participants in both regions generally kept sexually explicit movies at home out of sight. This was the case when the household contained children or when there was the possibility of unexpected guests. Similar percentages (approximately 30%) of viewers in Wellington and the Hawkes Bay said that they felt comfortable leaving sexually explicit movies out in full view at home. The composition of the household (i.e. only adults) or the location of the video or DVD player (e.g. in the bedroom) played a part in this decision.

4.10 The impact of viewing sexually explicit movies

Similar proportions of viewers from Wellington (65%) and the Hawke’s Bay (63%) reported that watching sexually explicit movies had had an effect on their lives. All of the Hawke’s Bay viewers in this group and most of those from Wellington (83%) stated that this effect had been positive. The positive effects were said to be improved intimate relationships and increased knowledge of sex. Almost all (11 out of 12) of the Māori viewers from the Hawke’s Bay reported that watching sexually explicit movies had had a positive effect on their lives. A small number (4) of Wellington viewers felt that watching sexually explicit movies had had a negative effect on their lives and impacted on their relationships. They perceived this predilection to be somewhat unhealthy. One respondent described his viewing of sexually explicit material as almost a compulsion, “being unable to resist the temptation to do it.”

4.11 Are sexually explicit movies realistic?

Viewers in the Wellington sample were asked: Do you think that adult movies portray real life? This question was re-phrased for the Hawke’s Bay sample to read: Do you think that the sexual behaviour shown in adult movies is realistic?

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175 Eighteen out of the 26 who said that they were not completely open about watching sexually explicit material said this.
176 Fourteen out of the 24 who said that they were not completely open about watching sexually explicit material said this.
177 Eighty-seven percent of Wellington viewers and 92% of Hawke’s Bay viewers reported this.
178 All of the six women viewers from Wellington and 16 out of the 17 women viewers from the Hawke’s Bay reported this. Ten out of 12 Māori viewers from the Hawke’s Bay also reported this.
179 Approximately 70% of viewers from both regions reported this. Women (five out of six) and Māori (all) viewers from Wellington were more likely to report this although no such differences were evident in the Hawke’s Bay sample.
180 Seventy-five percent of those from the Hawke’s Bay who reported this were under the age of 30.
181 This included two Māori participants.
Although the majority (75%) of viewers from the Hawke’s Bay thought that the sexual behaviour shown in adult movies is realistic, at least sometimes, Wellington viewers held a different view. They were more likely to think that sexually explicit movies did not portray real life in any way – 74% reported this. In addition, 75% of viewers from the Hawke’s Bay reported trying sexual activities that they had seen in a movie. It is possible, therefore, that as these viewers were more willing to try what they had seen in sexually explicit movies they were more likely to perceive the sexual behaviour shown in these movies as realistic. This is an interesting result and could possibly be a function of the younger age and possibly more liberal views of the Hawke’s Bay sample. Another contributing factor could be that the question was rephrased for the Hawke’s Bay sample and this could have some bearing on the responses given. Viewers could have been more likely to think that the sexual behaviour itself shown in adult movies was realistic but less likely to hold the view that adult movies, in general, portrayed real life situations. Nevertheless, when we consider the reasons given by viewers from each region for attributing a degree of realism to adult movies, there was very little difference in the views of the two groups.

4.12 Views on who watches sexually explicit movies

Viewers of sexually explicit material from Wellington and the Hawke’s Bay who took part in this research had similar opinions on what types of people watch these movies: people like themselves and around their own age. However, some Hawke’s Bay viewers thought people are not always open about this fact. Viewers from both regions also expressed the opinion that most viewers are male.

4.13 Views on censorship of sexually explicit movies in New Zealand

Most viewers interviewed had an opinion on the censorship process. Those from Wellington and the Hawke’s Bay who took part in this research generally agreed with the censorship decisions being made by the Office. Most women and Māori viewers were of this opinion. Few felt that the censorship process was either ‘too harsh’ or ‘too lenient’. Fewer than 20% of viewers thought that the New Zealand censorship process was ‘too harsh’. Even fewer (6% in Hawke’s Bay and 4% in Wellington) felt that it was ‘too lenient’.

Those viewers who considered the censorship process to be too harsh usually referred to the limited the range of sexually explicit videos or DVDs available. Some Hawke’s Bay viewers referred in particular to those that had been available in previous decades. Viewers from the Hawke’s Bay also talked about how censorship had the potential to impact on an individual’s freedom of choice to decide what she or he watched. Wellington viewers did not mention this. Viewers’ concerns about the leniency of the censorship process invariably related to the potential harm of exposing underage viewers to sexually explicit movies and, indeed, some Hawke’s Bay viewers thought that the R18 age restriction should be raised.

Most comments from both samples indicated that viewers generally thought that R18 age restriction and the content allowed was appropriate. At least one participant in each sample commented on the irony in the age of consent to sex being 16 while the age at which a person can watch sexually explicit movies is 18.

4.14 Reasons for taking part in the research

Although only Hawke’s Bay viewers were asked systematically about their reasons for taking part in the research the views of both samples were consistent. Participants said that they were interested in or curious about the research. They wanted to give their views and they wanted to contribute to the censorship debate. A number of viewers from the Hawke’s Bay said they had taken part because others had recommended it.
A few Wellington viewers had also mentioned this. The number of viewers in both areas who said that the only reason they had taken part was for the money was minimal but others said that the $30 koha was an added incentive.

4.15 In conclusion

This research into the viewing habits of users of sexually explicit material has involved two diverse, non-representative samples of viewers from different regions in New Zealand. Nonetheless, consistent themes have emerged. Viewers watched sexually explicit movies for a number of reasons in a range of different situations. The majority did not feel guilty about this pastime and considered that people who watched sexually explicit material were just like themselves. Viewers were generally content with the level of censorship in New Zealand and the decisions made by the Office about classifying sexually explicit movies. However, they wanted to air their views and to inform the censorship debate. Some regional differences emerged. For example, viewers from the Hawke’s Bay were more likely than viewers from Wellington to think that sexually explicit movies contained a degree of realism. However, such differences may be explained by the rephrasing of this question, the differences in the numbers interviewed and the characteristics of the samples from the two regions. For example, in comparison to those interviewed from Wellington, viewers from the Hawke’s Bay tended overall to be younger and there were also more female and Māori viewers in this sample.

The aim of the research was to find out more about regular users of sexually explicit material. The findings from this research have provided the Office with more information on the viewing habits and opinions of New Zealand users of sexually explicit material. The data will also inform future research into this complex area. Although the extent to which the research findings can be generalised to New Zealand users of sexually explicit material as a whole is limited, some interesting themes have emerged from this research. Further investigation of these would enable comparisons to be made with other populations of viewers of sexually explicit material.
References


*New Zealand Herald*, 10 October, 2002.


Appendices
Appendix 1

Safety procedures for Survey of the viewing habits of regular users of adult movies: a Hawke’s Bay sample

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

Confidentiality

It is crucial that all information given to interviewers by participants is kept 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 also should be told 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 overleaf).

The need to breech 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 (in the Hawke’s Bay) about their video viewing habits.

Invitation

All regular customers of video shops who hire adult videos/DVDs 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/DVD 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): ________________________________________________
Appendix 3

Victoria University of Wellington
Te Whare Wananga o te Upoko o te Ika a Mani

Viewing habits of regular users of adult movies: A Hawke’s Bay sample

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 .............................
Appendix 4

Survey of the viewing habits of regular users of adult movies: A Hawke’s Bay sample

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 2-3 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/hen nights etc)
   f) Other (Specify)

(Elaborate)

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

7. 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 7 is b) or c) ask Q 8)
8. What sorts of things are you looking for when you fast forward the movie? (Elaborate)

**Viewing preferences**

9. 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)

10. 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) (If Yes, prompt for favourite directors/actors/series/production companies etc) (Elaborate – tease out reasons for response given)

11. Do you have a 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)
Effects on person

12. 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
e) ‘Spice up’/improve sexual relationship
f) Compensation for poor sexual relationship (eg “partner won’t do what I’m into”)
g) Substitution for sexual relationship
h) Other (Specify)
(Elaborate)

13. Do you ever try out an activity you have watched in an adult movie? Yes/No
(Circle which)
(Elaborate – if Yes, ask what they have tried)

14. a) Is there anything that you have seen in an adult movie that you wouldn’t try? Yes/No
(Circle which)

b) If Yes, what?

c) If No, why not?

15. a) Are there any sexual acts that are legally allowed that you think shouldn’t be portrayed in adult movies? Yes/No
(Circle which)

b) If Yes, what are these?

c) If Yes, why do you think these shouldn’t be portrayed in adult movies?

16. a) Sometimes adult movies show people having unprotected sex – what do you think about this?

b) Do you think that it might encourage people to have unprotected sex? Yes/No
(Circle which)
c) If Yes, how?

d) If No, why not?

**Internet usage:**

If the response to Q 17 is No go straight to Q19

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

b) If Yes, do you use it to access sexually explicit material? (Circle which) Yes/No

c) If Yes, how do you access this?
(Ask the open ended question, record the answer and then tick/code the following options as appropriate)

i) Chat rooms

ii) Websites

iii) Peer-to-peer (eg networks – live wire etc)

iv) Mailing lists

v) Other (Specify) ________________________

(Elaborate)

18. 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)

**Other media usage**

19. a) Do you access sexually explicit material in any other way? (Circle which) Yes / No

i) Magazines

ii) Pay-per-view TV

iii) Other (Specify) ________________________

(Elaborate)
Perceived stigma attached to viewing adult movies

20. Do you think that there is anything wrong with watching adult movies? (Circle which) Yes / No / Partly
   (Elaborate – ask why - 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, is there a healthy level, how often is too often etc)

21. Are you open about the fact that you watch adult movies? (eg do friends/family know?) (Circle which) Yes / No / Partly
   (Elaborate – Ask why - tease out reasons for response given)
   (If the response is No or Partly to Q21 ask Q22)

22. Would you be embarrassed if people knew that you watched adult movies? (Circle which) Yes / No / Partly
   (Elaborate – tease out reasons for response given)

23. When you watch an adult movie do you ever feel guilty? (Circle which) Yes / No / Sometimes
   (Elaborate – Ask why - tease out reasons for response given)

24. 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 – Ask why – tease out reasons for response given)

25. Do you think that watching adult movies has affected your life? (Circle which) Yes / No
   (Elaborate – Ask why – tease out reasons for response given)

General

26. Do you think that the sexual behaviour shown in adult movies is realistic? (Circle which) Yes / No / Sometimes
   (Elaborate – tease out reasons for response given)

27. Who do you think watches adult movies? (Elaborate)
28. 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
29. 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)

30. Which age group do you belong to: (Tick only one)
   1 Under 18 years
   2 18-19 years
   3 20-24 years
   4 25-29 years
   5 30-34 years
   6 35-39 years
   7 40-44
   8 45-49
   9 50-59
   10 60 or over

31. 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 Q31 a) ii) is part time – probe to find out whether or not this is the main source of income, if not ask Q31 b))

   b) If you are not in paid work, what category best describes you?
   1 Beneficiary (eg sickness or DPB)
   2 Unemployed
   3 Home duties
   4 Retired
   5 Student
   6 Other (elaborate):
32. What is your religion?
   a) None  □
   b) Christian (Specify which)______________________  □
   c) Other (Specify which)_________________________  □
   (Elaborate)

33. What is your sexual orientation?
   a) Heterosexual  □
   b) Bisexual  □
   c) Gay or lesbian  □

34. Do you have a current partner?
   (Circle which) Yes / No

35. Are you currently caring for/living with any children?
   (Circle which) Yes / No

36. 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)

37. Does this arrangement change at any time? (eg shared custody of children etc)
   (Circle which) Yes / No
   (Elaborate – tease out reasons for response given)

38. Why did you decide to take part in this research?
   (Elaborate)

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 6 months time – where would be the best place to send this – to your address or to a family member or friend?

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