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INTERNATIONAL  
**NEW ZEALAND**

**SURVEY OF COMMUNITY ATTITUDES  
AND PERCEPTION OF VIOLENCE  
ON TELEVISION**

**PREPARED FOR:**

Broadcasting Standards Authority

**DISTRIBUTION**

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1. BACKGROUND AND OBJECTIVES

1. INTRODUCTION AND OBJECTIVES

The Broadcasting Standards Authority was established by the Broadcasting Act 1989, with its role being defined as to work with broadcasters to develop codes of broadcasting practice.

One of the areas specifically mentioned by the Act as an area requiring a code of practice is the portrayal of violence. However, in order to define such a code it is firstly necessary to investigate the perceptions of, and attitudes held by, the general public with regards violence on television.

A great deal of research has already been conducted on this subject. This research includes a comprehensive study undertaken by the Australian Broadcasting Tribunal on Violence on Television late in 1989. Therefore, rather than reconsider this research topic in isolation from previous work, it was felt that any project commissioned should build upon the knowledge and experience gained from previous studies, particularly the very recent Australian study.

To this end, the Broadcasting Standards Authority wished to conduct a study very similar to the quantitative research study undertaken in Australia, with modifications to make it relevant to New Zealand. This quantitative research, particularly the questionnaire used, was developed at the completion of a comprehensive qualitative study. However, the Broadcasting Standards Authority felt confident that conducting such a qualitative study in New Zealand would not be necessary due to the similarity of the cultures, the recent nature of the Australian study and the fact that the Australian study produced results very similar to those found in similar studies in other countries.

Research International New Zealand was commissioned to conduct research, modelled upon the Australian study, that would achieve the following objectives :

1. Investigate public attitudes towards the portrayal, presentation and reporting of violence on television identifying what is perceived as violence and how violence is categorised.
2. Determine the level of community concern regarding violence on television and whether that concern is generalised across the entire community or is more pronounced among certain behavioural or demographic groups.
3. Examine what, if any, relationship exists between perceptions of violence and television viewing habits.
4. Identify what are the perceived effects of televised violence and which groups in the community are considered to be most at risk from exposure to violence.
5. Determine the level of public knowledge and awareness of existing methods of control and regulation of television content.

2. METHOD AND SAMPLE

2. METHOD AND SAMPLE

The Broadcasting Standards Authority stipulated that telephone interviewing be used to conduct interviews with a random selection of people aged 17 years or over.

The benefits of telephone interviewing vis-a-vis face-to-face interviewing are as follows :

- \* More cost effective - increased contact levels and interviews per interviewer hour. No travel time and costs incurred.
- \* Able to conduct more callbacks to interview difficult-to-contact respondents than would be feasible face-to-face.
- \* More timely - given quicker contact and interview time plus ability to interview in the evenings the duration of fieldwork is shorter.
- \* Non threatening to interviewees as opposed to entering some properties.

However, the random sample alone did not provide enough interviews with people living in 'rural' New Zealand. Therefore, in order to obtain the opinions of this group an additional 70 booster interviews were conducted amongst rural respondents. Rural was defined as living on a farm or a centre with a population of less than 1,000 people. With this booster of 70, a total of 100 interviews with people living in rural areas was achieved.

In addition, to obtain the opinion of teenagers, a separate questionnaire was administered to 100 children aged 13 - 16 years of age.



This study was carried out as follows :

1. Households for inclusion in this study were randomly selected utilising the telephone directory as the sampling universe.
2. All initial contacting of households was carried out on weekday evenings or on Saturdays, with up to three callbacks being made before that household was replaced.
3. Within each household, to ensure randomness, the person aged 17 years or over who last had a birthday was selected for interview.
4. From the outset, the interviewer introduced himself/ herself and Research International New Zealand and explained that the survey was being undertaken on behalf of the Broadcasting Standards Authority. The interviewer then explained the function of the Broadcasting Standards Authority in such a way as to maximise the chances of opinions being expressed openly and honestly as well as to serve a public relations function.

The introduction used was as follows :

"Today/tonight we are talking to people about their views on television. We are conducting this survey on behalf of the Broadcasting Standards Authority, which is the organisation set up by Government to provide guidelines to television channels about what sorts of things can be shown on television. In order for the Broadcasting Standards Authority to represent the opinion of the general public of New Zealand properly, they first need to find out what people's opinions are. We are talking to a large number of people all across New Zealand and everything people say to us is totally confidential, with results being presented in the form of statistics only".

All interviews were carried out by Research International New Zealand's exclusive team of fully-trained interviewers. These interviewers were briefed on the specifics of this project in a formal group training session. Interviewing took place between 5th - 14th July, 1990. The questionnaires used in this survey are included as an appendix to this report.

The sample framework below lists the centres where interviews were conducted for the sample of 670 adults.

	<u>Total Sample</u> (670) %
Auckland	32.8
Wellington	10.5
Christchurch	13.7
Dunedin	4.6
Napier / Hastings	6.5
Hamilton	6.1
Palmerston North	4.9
Invercargill	2.8
Rotorua	2.9
New Plymouth	0.7
Whangarei	2.1
Masterton	1.4
Tauranga	3.1
Timaru	1.5
Nelson	2.5
Blenheim	1.8
Wanganui	2.1
	<hr/> 100.0

The additional 70 booster 'rural' interviews were also achieved by randomly selecting phone numbers from the telephone directory. However, the sampling universe in this instance were numbers which, by their locality abbreviations, were clearly from a rural district. These interviews were conducted in many areas of New Zealand spanning from Northland down to Southland.

The Australian study weighted the sample according to area, age and gender. Consideration was given towards weighting the sample in this instance, although as the sample framework below shows, the actual sample achieved differed little from the total New Zealand sample. In addition, weighting the sample can artificially alter the data.

However, when analysing results, a slight over-representation of some groups should be borne in mind; specifically, females, and 35-54 year olds as identified in the sample achieved below.

	<u>N.Z. Population*</u> (Aged 15+ years)	<u>Total Sample</u> (Aged 16+ years)
	%	(600) %
<u>Gender</u>		
Male	49.0	46.3
Female	51.0	53.7
<u>Age</u>		
** 15 - 19 years	12.1	7.7
20 - 35 years	32.2	33.8
35 - 54 years	30.4	34.5
55+ years	25.3	24.0

\*Source : Key Statistics, July 1990 - Department of Statistics  
(Figures based on 1988 and 1989 estimates)

\*\*Note that our sample was recruited from the population aged 17 years and over while the Department of Statistics figures are based on ages 15 years and over, thus accounting for the apparent under-representation of 15-19 year olds in our survey.

\* Other Demographics

	<u>Total Sample</u>
	(600)
	%
<u>Ethnic Origin</u>	
European	91.2
N.Z. Maori	5.0
Other	3.8

This is also an under-representation of Maori respondents in our survey. This tends to be true of most samples recruited unless a specific quota for Maori is set.

Marital Status

Married	60.7
Single	39.3

Household Socio-Economic Level

High	22.2
Medium	65.3
Low	12.5

Socio-economic level takes into consideration a number of factors; specifically, income and educational level, occupation and household composition, the latter factor being used to make some adjustment to income on the basis of number of dependents.

Response Rate

Response rate is made up from the number of effective interviews, the number of refused interviews, respondents who were unavailable or did not understand the interviewer (due to language / hearing problems etc).

The following response rate was achieved :

	%
Effective interviews	41.0
Refusals	46.0
Not available	12.0
Did not understand	1.0

COMMENT : The rate of refusal appeared about average for a survey of this length. While we might have expected it to be a little lower given the interesting nature of the survey, two explanations were common when refusal occurred :

1. It would appear that, given the proximity to the elections, many households had been requested to assist with research to a much higher degree than usual.
2. There was also some indication that some did not wish to participate in the survey due to their disillusionment with television per se, illustrated in comments such as ..... "there is so much rubbish on T.V. I never watch it anyway !"

### Sampling Error

All surveys are subject to some degree of sampling error whereby the survey results may differ from the true figures which would have been obtained had the entire population been interviewed.

The standard error of the survey estimate indicates the degree to which the survey estimate might vary by chance from the true population figures.

These figures depend upon two factors :

1. the size of the sample
2. the size of the estimate

Because the sample has been divided into sub-groups such as teenagers and adults, rural and urban, the sample error will differ depending on the respective sample size.

The following table illustrates the maximum margin of error of these groups at the 95% confidence level.

	<u>Sample Size</u>	<u>Sampling Error</u>
Adult Sample (17 years of age and over)	600	± 4.0%
Teenage Sample (13 - 16 year olds)	100	± 9.8%
Rural Sample	100	± 9.8%
Urban Sample	570	± 4.1%

In other words, the degree to which the estimates based on the survey results for the total sample will vary from the true population figures will be no more than plus or minus 4.0% in 95% of cases.

SECTION A : EXECUTIVE SUMMARY AND CONCLUSIONS

The Broadcasting Standards Authority commissioned Research International New Zealand to conduct a survey designed to assess community attitudes and perception of violence on television. This project was closely modelled on an Australian study conducted by the Public Policy Research Centre during 1989.

A total of 670 interviews were conducted by telephone. Some 600 of these interviews were conducted with a representative sample of the New Zealand population, while 100 were conducted with teenagers aged 13 - 16 years. A booster sample of 70 was recruited from rural dwellers to allow comparisons of attitudes and behaviour of urban versus rural dwellers in New Zealand.

Interviewing took place between 5th - 14th July, 1990.



The key findings of this study are summarised as follows :

#### Television Violence As An Issue

- \* Television violence as an issue is currently one of concern to the majority of New Zealanders. Nearly one in two adults raised the issue of T.V. violence as a concern without being prompted in any way. Among teenagers, the proportion expressing concern about T.V. violence spontaneously was much lower at 19% yet remained the most frequently-voiced area of concern.
- \* Further, when prompted, three-quarters of adults expressed concern about the amount of violence shown on television and half actually described the amount to be excessive. The perception of 7 out of 10 adults was that the amount of televised violence had increased compared with five years ago. Although most teenagers as well as adults perceived T.V. violence as being on the increase, only a quarter of teenagers perceived the amount currently shown as being excessive.
- \* Certain demographic groups in the population expressed greater degrees of concern about T.V. violence. Specifically, these groups were females and those with strong religious beliefs. The level of concern also increased consistently with the age-group being considered. To a lesser degree, there was evidence to suggest the Maori population and people in the low socio-economic group were more concerned with some aspects relating to television violence.

#### Control Of Violent Televised Content

- \* Despite the fact that the issue of television violence was one eliciting considerable concern, just one-quarter of adults and one in every 20 teenagers reported that they frequently turned off the television or changed channels to avoid violence.
- \* Six in ten adults with children aged under 16 years in the household indicated they controlled their children's exposure to violence on T.V. by switching off or changing channels on a frequent or occasional basis.

- \* However, just 15% of the teenage sample reported parents who had ever prevented them from viewing programmes due to their violent content.
- \* The previous two points support a finding evident throughout this study that, once teenage years were reached, parents became less concerned about the need to supervise their children's exposure to violence, so that teenagers had a high degree of freedom with regards television viewing.
- \* There is widespread agreement among adults (94%), and to a lesser extent among teenagers (74%), that parents should control their children's viewing.
- \* In general, people wanted both the freedom to make their own decisions about what or what not to view, yet at the same time believed there should be some control exercised over the amount of violence shown on T.V.

#### Violent Programmes

- \* The wrestling programmes (Superstars of Wrestling / Main Event Wrestling) were the programmes most often described as violent by adults (21%) and teenagers (36%) alike.
- \* Other programmes to feature highly in this regard were 'Tour of Duty', '21 Jump Street', 'Wiseguy', 'China Beach', 'Cops' and 'Friday The 13th'.
- \* However, most of those who considered a programme violent did not actually cite the violent content as sufficient reason to deter them from viewing a programme.
- \* One-fifth of the parents of pre-school children were concerned enough about the violent content to prevent these children viewing cartoons in general and Teenage Mutant Ninja Turtles in particular.

### Role Of Realism In Perceptions Of Violence

- \* The Australian study indicated that 'the level of realism in televised violence has a demonstrable effect on perceptions of violence and the degree to which violence affects people on an emotional level. The perceived degree of threat to the person or family is a major determinant in the emotional impact of T.V. violence. The more depiction reflects real life events, the greater the degree of threat'.

Hence, this study tested whether real life violence (news / current affairs) has a different emotional impact than fictional depictions of violence.

While this was clearly true for the teenage sample, the adult sample only differentiated between factual and fictional violence to a small degree.

Nevertheless, violence depicted in situations that the respondent could personally identify with met with a high level of emotional response, whether these situations were factual or fictional.

### Perceived Effects Of T.V. Violence

- \* Most adults (82%) indicated that they believed children would be affected by T.V. violence, although close to half were concerned specifically about children primary school age or younger.
- \* The most commonly-perceived effects of viewing T.V. violence were desensitisation and increasing actual violence through imitation or copying.
- \* Close to two-thirds of both adults and teenagers believed there was a causal link between television violence and violence in society (agreeing with the statement that a lot of the violence in society is caused by what people watch on T.V.).
- \* Obviously related to the above finding, and supported by the fact that most New Zealanders perceived the news as showing the world as it really is, nearly two out of every three adults and teenagers felt that the world was becoming a very threatening place.

### Justification Of T.V. Violence

- \* While there is a high level of concern about television violence, it was evident that this did not translate into all violence on T.V. being seen as unacceptable.
- \* Approximately seven out of ten adults and just over half of teenagers identified circumstances in which they believed T.V. violence to be justified. These circumstances were predominantly those when the violence was factually based as in the news, current affairs programmes and documentaries.
- \* There was also acceptance of violence in fictional contexts sufficiently removed from reality; specifically, cartoons and comedies.
- \* Many also considered violence to be justifiable when it was important to the storyline.
- \* Finally, there were many people, including 60% of teenagers, who felt it was justifiable to screen programmes with violent content if control was imposed in the form of screening time.

### Violence And The News

- \* Two-thirds of adults were of the opinion that news programmes showed the world as it really was. This was despite the fact that there was mostly acceptance among adults that news programmes like to present violence in a spectacular way.
- \* Teenagers were even more likely to believe that what they saw on the news approximated reality and they also had more faith in television's integrity in not sensationalising violence.
- \* There was, however, general agreement that the news should not present violence in a spectacular way.
- \* There was some indication that showing occurrences on the news in a more clinical and detached fashion (blood, dead bodies) was viewed as less sensational and more acceptable than highlighting suffering or evoking strong emotional responses through interviewing victims and their families or showing close-ups of accidents or tragedies.

### Viewing Times - The 8.30 p.m. Standard

- \* To most teenagers the 8.30 p.m. cut-off point, after which adult-only programmes screened, had little impact on viewing. On a weekend, 83% of teenagers continued viewing until at least 9.30 p.m. and 55% continued until at least 10.30 p.m.
- \* Among adults with children in the household, 9.30 p.m. appeared to be a more acceptable cut-off time, with only 42% believing adult-only programmes should begin before 9.30 p.m.

### Awareness Of Regulations / Controls

- \* One-third of adults were unable to specify any regulations or controls regarding television. Censorship was the most frequently-cited control followed by classifications (e.g. A0).
- \* Just over one-third of adults had heard of the Broadcasting Standards Authority and proclaimed to know its functions once prompted. Half the sample had not heard of the Broadcasting Standards Authority.

### Urban Versus Rural New Zealand

- \* One of the objectives of the study was to ensure the views of rural New Zealand were adequately represented.
- \* For the most part, findings were very consistent when a rural/urban comparison was made. Any differences were small in magnitude.
- \* It would appear that more rural dwellers tend to react differently to factual and fictional violence, being affected more by the realism of the violence portrayed and more accepting of violence in fictional contexts. On the other hand, urban dwellers tend to view violence as violence irrespective of whether it is real or fictional and, hence, are more concerned about the amount of violence on T.V. and its influence on society.

CONCLUSIONS

CONCLUSIONS

- \* Television violence is an issue that evokes considerable levels of concern across a wide sector of the community. The extent to which televised violence is considered to be a problem and the degree of tolerance towards its presentation is linked to the key demographic variables of sex and age and, to a lesser degree, to socio-economic level and race. It is also linked to strength of religious conviction. It is the females, the older members of society, those in the lower socio-economic level and Maori New Zealanders who display more concern about this issue as well as those with strong religious beliefs.
  
- \* This concern does not translate into a high degree of active avoidance of violent television, nor does it translate into a wish for all violence to be removed from television. In other words, it appears to be an issue that people are concerned about from the viewpoint of keeping it to within acceptable levels, but without removing people's freedom of choice.
  
- \* Perceptions of violence, and the degree to which it has an emotional impact, is strongly influenced by the context in which it is presented. The more explicit and personally relevant the violence the more likely it is to have an emotional impact. While teenagers respond in a stronger way emotionally to factually-based violence, adult New Zealanders are less discriminating in their response to factual versus fictional violence, but rather, respond emotionally at a consistently high level to violence per se.
  
- \* This study also suggests that teenagers are more accepting of violence on television, less likely to see it as an issue of concern and more willing to accept violence in a wide variety of contexts. This tends to support the theory that children are particularly vulnerable to being desensitised by viewing violence.

- \* We would conclude that people adhere to beliefs that make it desirable for violence to be shown on television and, at the same time, perceive effects of televised violence that indicate some control or restraint is required.

Acceptability of  
Violence

More



Less

- \* Glorification/sensationalisation of violence
- \* Televised violence as the cause of actual violence in society
- \* Desensitisation/making violent behaviour acceptable and even expected
- \* Need to protect society members less capable of dealing with violence (children).

\* Freedom of choice

\* Role of T.V. in accurately reflecting society and informing public

\* The public's right to information

Thus, : a balance is achieved where televised violence is acceptable in the following situations :

1. It accurately reflects events that occurred (without an unacceptable degree of sensationalising)
2. It is important to the storyline
3. It is in contexts sufficiently removed from reality so as to avoid confusion between fact and fiction (e.g. cartoons)
4. It is screened at an appropriately late time to minimise the risk of children viewing.

- \* We would also conclude that the 8.30 p.m. time for screening adult-only programmes may need further consideration.



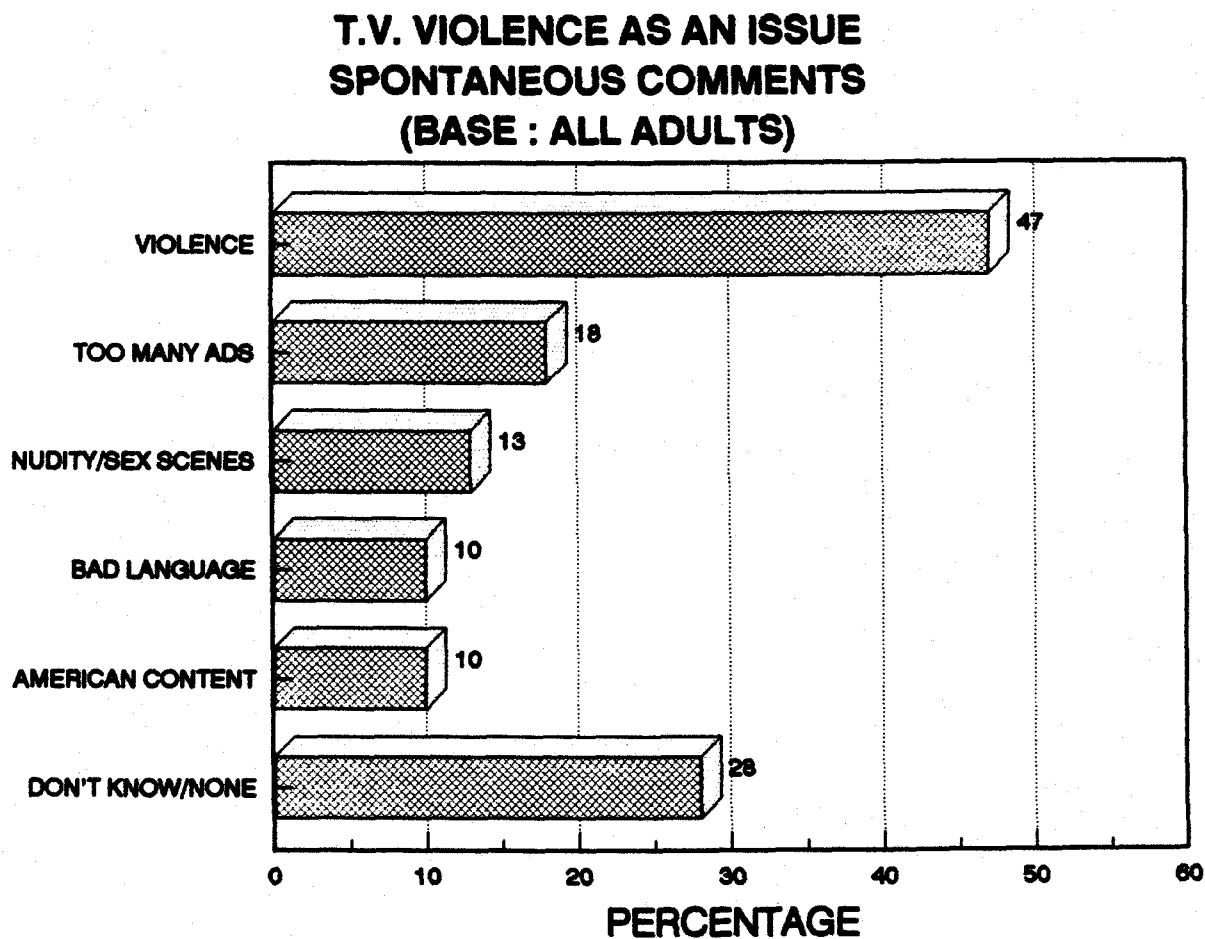
SECTION B : THE GENERAL POPULATION OF NEW ZEALAND

3. TELEVISION VIOLENCE AS AN ISSUE

3.1 TELEVISION VIOLENCE AS AN ISSUE - UNPROMPTED

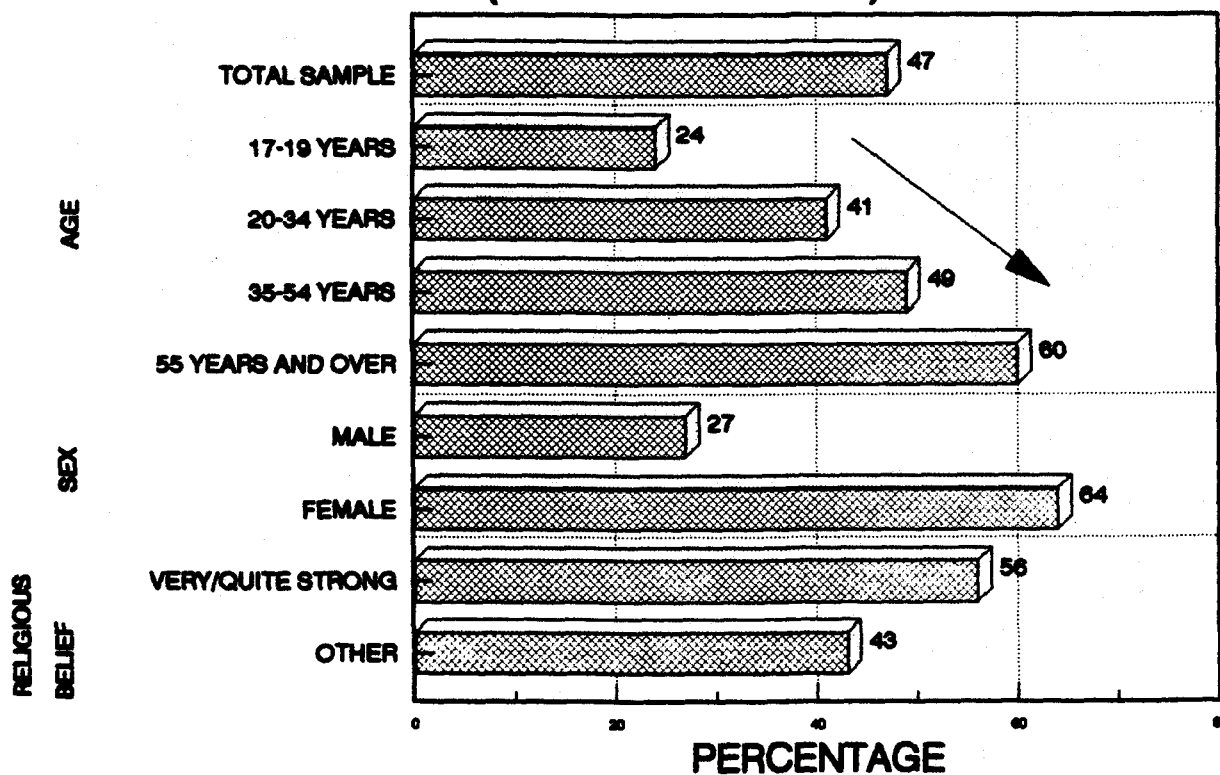
When asked what aspects of what was shown on television were of concern, nearly one in every two adult respondents expressed the issue of violence without being prompted in any way.

As can be seen in the following diagram, this issue clearly outranked all other concerns spontaneously expressed, its closest rival being the concern of too many advertisements, mentioned by 18% of adults.



It is evident that violence is an issue of more concern to particular groups in the population; specifically, older age-groups, females and those with strong religious beliefs.

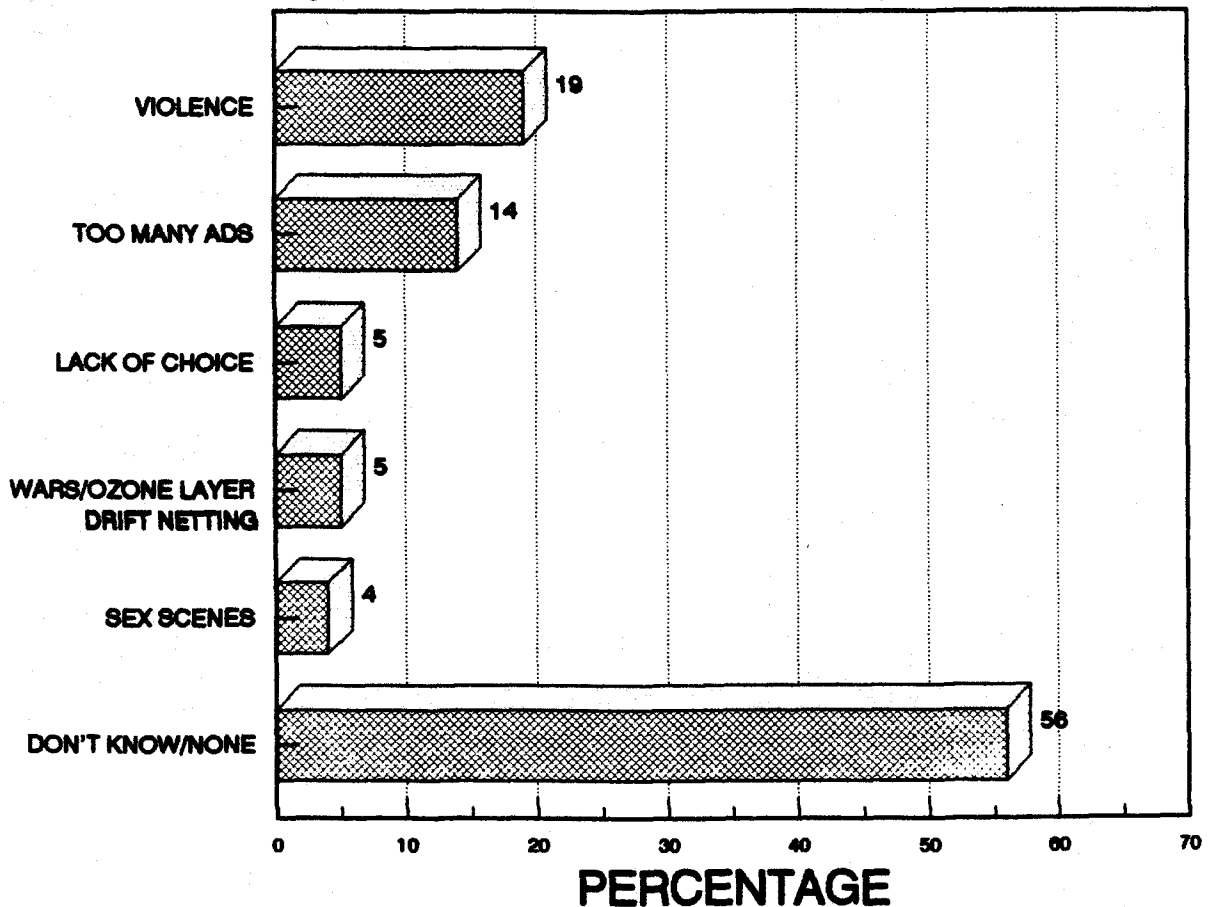
**T.V. VIOLENCE AS AN ISSUE  
SPONTANEOUS COMMENTS  
(BASE : ALL ADULTS)**



When teenagers were given the same opportunity of expressing aspects of television of concern to them, less than half (44%) identified any concerns at all.

However, violence still rated the most mentions albeit by only 19% of teenagers.

### T.V. VIOLENCE AS AN ISSUE SPONTANEOUS COMMENTS (BASE : ALL TEENAGERS)




### 3.2 IMPORTANCE OF VIOLENCE IN RELATION TO OTHER ISSUES

To determine how important the amount of violence on television was in relation to other issues pertaining to television content, the adult sample was asked to indicate the extent to which they were concerned about :


- the amount of abusive language
- the amount of nudity / sex scenes
- the amount of violence
- alcohol sponsorship / advertising.

Opinions were captured with the assistance of a 4-point scale (very concerned, quite concerned, not very concerned, not at all concerned).

<b>ASPECTS OF CONCERN ON TELEVISION BASE: ALL ADULTS</b>		
<b>PROPORTION EXPRESSING CONCERN ABOUT SPECIFIC AREAS WHEN PROMPTED</b>		
	<b>% VERY CONCERNED OR QUITE CONCERNED</b>	<b>% VERY CONCERNED</b>
<b>THE AMOUNT OF VIOLENCE</b>	<b>76</b>	<b>43</b>
<b>THE AMOUNT OF ABUSIVE LANGUAGE</b>	<b>54</b>	<b>20</b>
<b>THE AMOUNT OF NUDITY/SEX SCENES</b>	<b>41</b>	<b>17</b>
<b>ALCOHOL SPONSORSHIP/ADVERTISING</b>	<b>26</b>	<b>8</b>



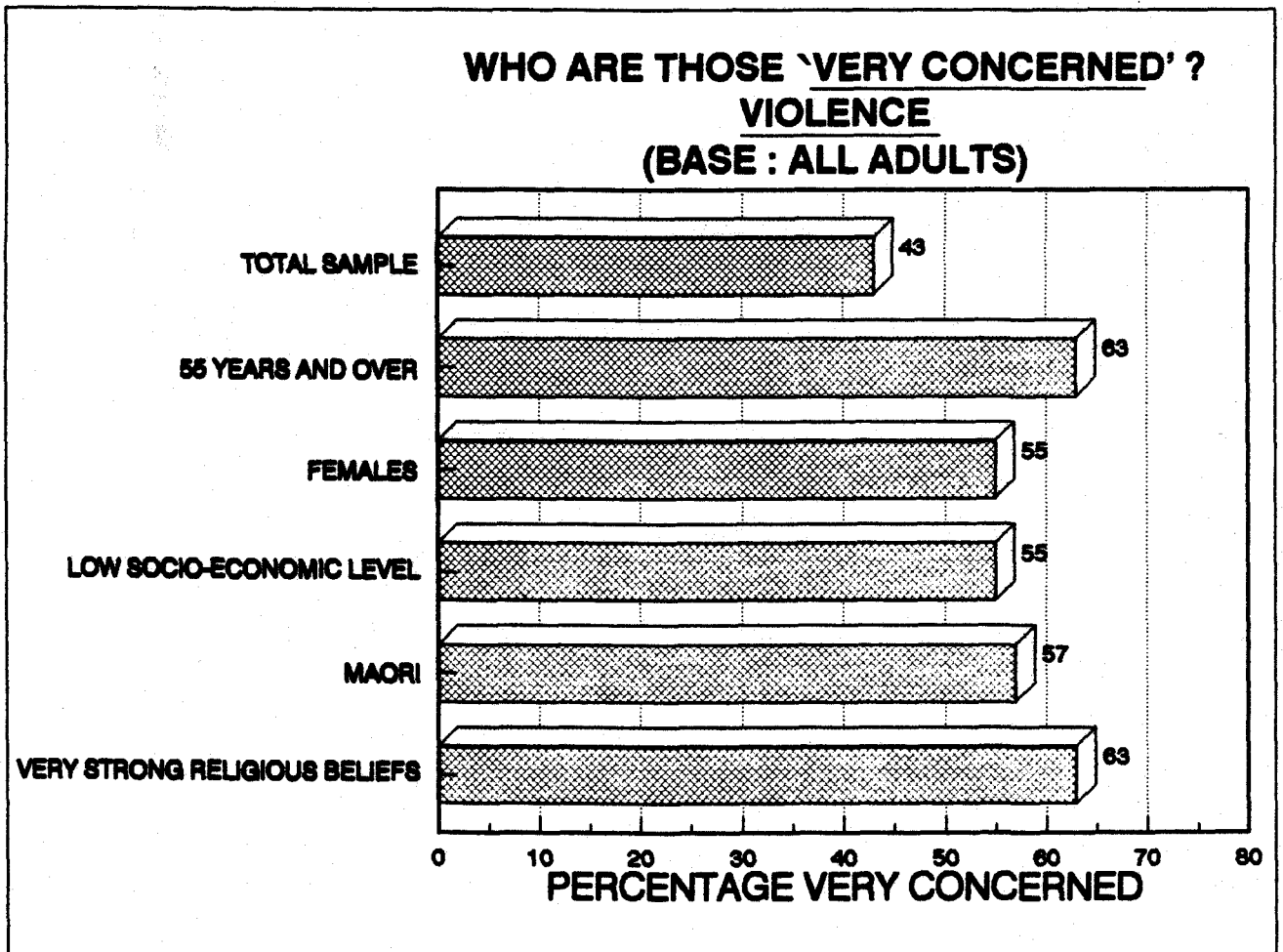
**RESEARCH  
INTERNATIONAL  
NEW ZEALAND**



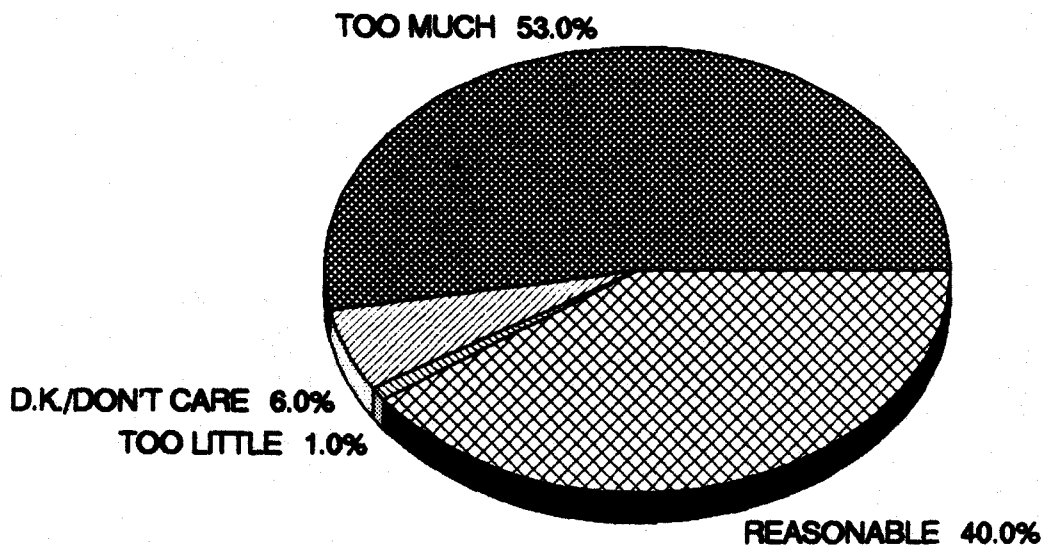
Three-quarters of all adults expressed concern about the amount of violence on television. Abusive language caused the next highest degree of concern followed by nudity / sex scenes.

Importantly, 43% of adults indicated that they were 'very concerned' about the amount of violence on television, more than twice as many as the proportion expressing strong concern about any other specific issue.

Higher proportions of certain groups within the population expressed strong concern about the amount of violence on television, as illustrated in the following diagram.



Indeed, these groups contained more members likely to be 'very concerned' about each of the four issues mentioned above.

3.3 AMOUNT OF VIOLENCE ON TELEVISION**OPINION OF AMOUNT OF VIOLENCE ON T.V.  
(BASE : ALL ADULTS)**

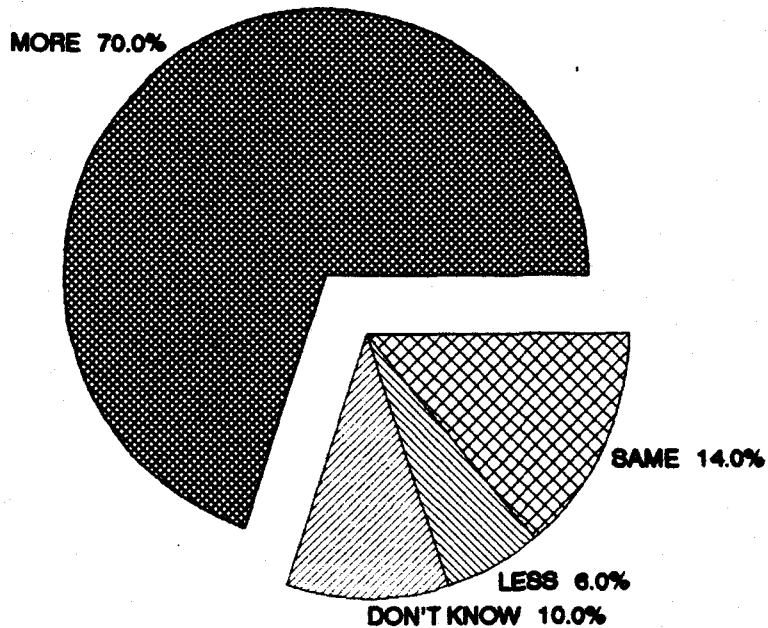
As can be seen from the above illustration, just over a half of adults believed that the amount of violence on television was excessive.

It was those groups expressing a higher degree of concern about violence on television (older age groups, females, strong religious beliefs) who were also more likely to be of the opinion that there was too much violence shown on television.



This was obviously influenced by the perception held by 7 out of 10 adults that there was more violence shown on television currently than there was five years ago.

**AMOUNT OF T.V. VIOLENCE COMPARED WITH  
5 YEARS AGO  
(BASE : ALL ADULTS)**



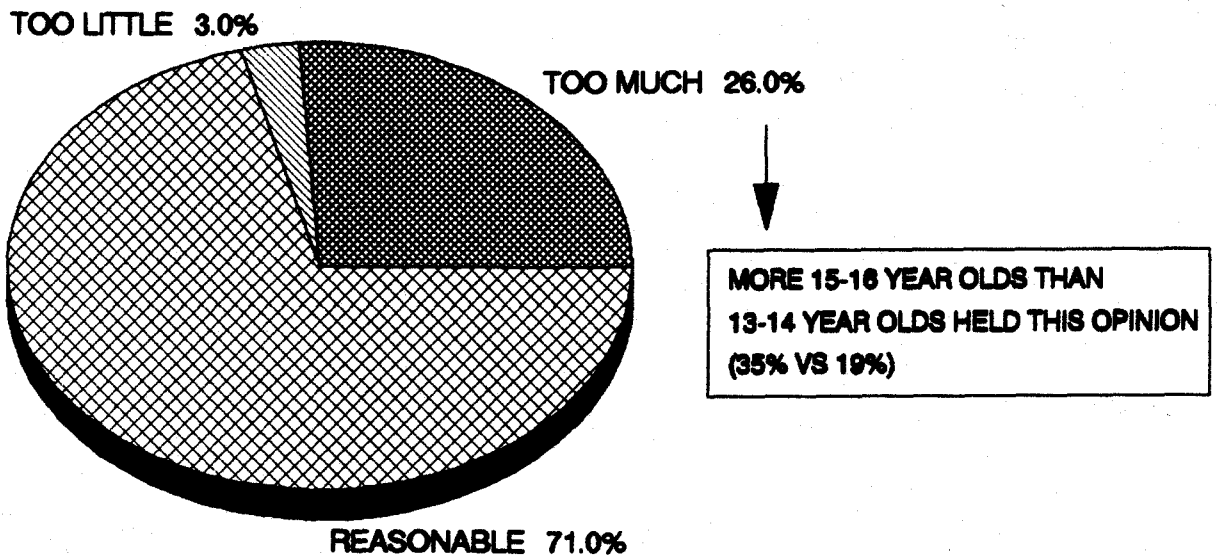
However, data available from the Mental Health Foundation's 'Media Watch' survey provides results that indicate the amount of violence, measured in terms of episodes of violence screened per hour, has actually decreased during this time period. Hence, in this instance it is possible that the perception, rather than the reality, is of more violent content on television. However, the definition used in the Media Watch survey excludes violence viewed in news, documentaries, sports and variety shows. It also measures violence in terms of episodes per hour, whereas the total number of episodes of violence does not reflect this decrease due to an increase in hours of dramatic programmes screened.

The findings of the Media Watch survey are summarised in the following table.

<u>Media Watch Surveys 1982 - 1989</u>			
	<u>Hours of Dramatic Programmes</u>	<u>Episodes of Violence</u>	<u>Episodes Per Hour</u>
1982	94h 18min	535	5.7
1983	107h 38min	724	6.7
1984	89h 30min	846	9.5
1986	121h 20min	781	6.4
1988	114h 15min	693	6.1
1989	170h 50min	742	4.3

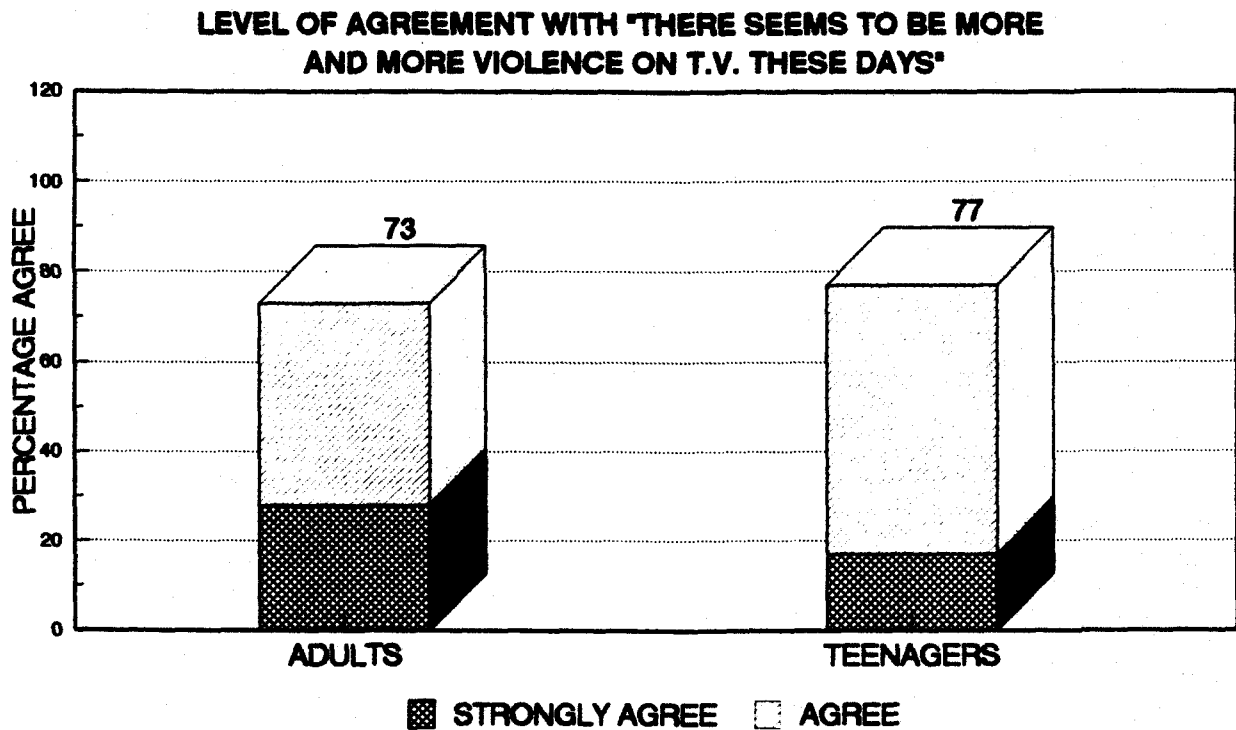
Among teenagers however, there was generally approval of the amount of violence shown on television, as evidenced in the following diagram :

**OPINION OF AMOUNT OF VIOLENCE ON T.V.  
(BASE : ALL TEENAGERS)**



This may be related to the fact that some teenagers had parents who censored their television viewing by not permitting them to watch programmes considered too violent and hence their perception of a reasonable amount of violence may be based on what they are allowed to watch rather than what is actually shown. Nevertheless, a trend emerges throughout this study that suggests teenagers are, or profess to be, more tolerant of violence in certain contexts than adults.

It would appear that most teenagers and adults alike are of the opinion that the amount of violence on television is constantly on the increase.



However, comparing the previous four diagrams, it would also appear that the perceived increasing amount of violence remains acceptable to teenagers but less acceptable to adults.

### 3.4 T.V. VIOLENCE IN PERSPECTIVE (Compared With Videos)

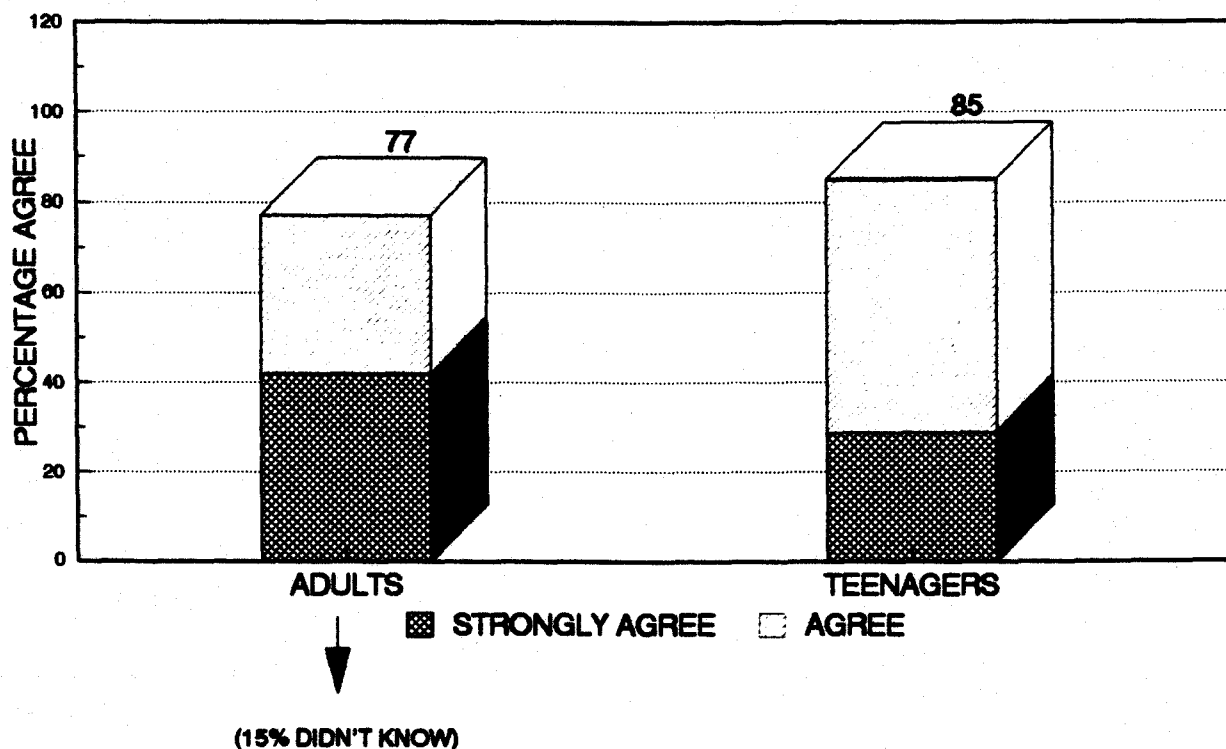
Clearly, there exists a significant degree of concern about violence, and the amount of violence, portrayed on television.

However, to put this in some perspective, it is evident that the level of violence seen on television is viewed comparatively favourably when video violence is considered.

In summary then, television violence as an issue is currently one of concern to the majority of the New Zealand population. This is despite the fact that, in reality, there is now less violence screened per hour on television in dramatic programmes. It is also despite the fact that perceptions that more alarming violence is portrayed on video are widespread. While the evident time lag between change and perception of change may mean the findings of this study appear more concerning than they actually are, the fact remains that, at present, television violence is an issue, evoking strong and consistent reaction among the public.

#### **T.V. VIOLENCE IN PERSPECTIVE : COMPARED WITH VIDEO VIOLENCE**

LEVEL OF AGREEMENT: "VIOLENCE YOU SEE ON T.V. IS NOTHING COMPARED TO WHAT IS AVAILABLE ON VIDEO THESE DAYS"



4. CONTROL OF VIOLENT TELEVISION CONTENT

4.1 SELF-IMPOSED REGULATION OF VIEWING

Despite the fact that the issue of television violence was one eliciting considerable concern, the extent to which self-imposed regulation of viewing of violent content was carried out was not high.

**DEGREE OF SELF-IMPOSED REGULATION OF  
PERSONAL VIEWING OF VIOLENT CONTENT**

**TURN OFF/SWITCH CHANNELS TO AVOID VIOLENCE**

	<b>ADULTS (600) %</b>	<b>TEENAGERS (100) %</b>
<b>FREQUENTLY</b>	<b>26</b>	<b>5</b>
<b>SOMETIMES</b>	<b>21</b>	<b>19</b>
<b>NOT VERY OFTEN</b>	<b>22</b>	<b>35</b>
<b>NEVER</b>	<b>30</b>	<b>41</b>

Just one-quarter of adults and only one in every 20 teenagers reported that they frequently turned off the television or changed channels to avoid violence. In fact, 41% of teenagers had never taken such action.

However, frequent self-imposed regulation of exposure to violence was more common among certain demographic groups; namely :

Those aged 55 years and over	(38%)
Adult females	(34%)
Those with very strong religious beliefs	(43%)

Clearly, these are the groups to which the issue of violence is of greatest concern, with this trend running through the entire study regardless of the specific aspect of this issue being discussed.

Frequent self-imposed regulation was also higher among those people very concerned about violence on television and among those who felt there was too much violence on television.

It is probable that this finding under-estimates the amount of control people impose on viewing violence, as some would not have been in a position to either turn off or switch channels, having not had the T.V. on in the first place, planning their television viewing to avoid those programmes considered unacceptable / uninteresting.



4.2 PARENT-IMPOSED REGULATION OF CHILDREN'S EXPOSURE  
TO VIOLENT CONTENT

Approximately six in ten adults with children under 16 years in the household indicated they controlled their children's exposure to violence on television, by switching off or changing channels, on a frequent or occasional basis.

(Again this finding probably under-represents the level of control imposed by parents as we do not know how many parents do not actually need to impose such control because there is no possibility of their children being exposed to violence due to strict bedtimes, television not being on, etc).

**DEGREE OF PARENT - IMPOSED REGULATION OF  
CHILDREN'S VIEWING OF VIOLENT CONTENT :**

**TURN OFF/SWITCH CHANNELS TO AVOID CHILDREN VIEWING VIOLENCE**

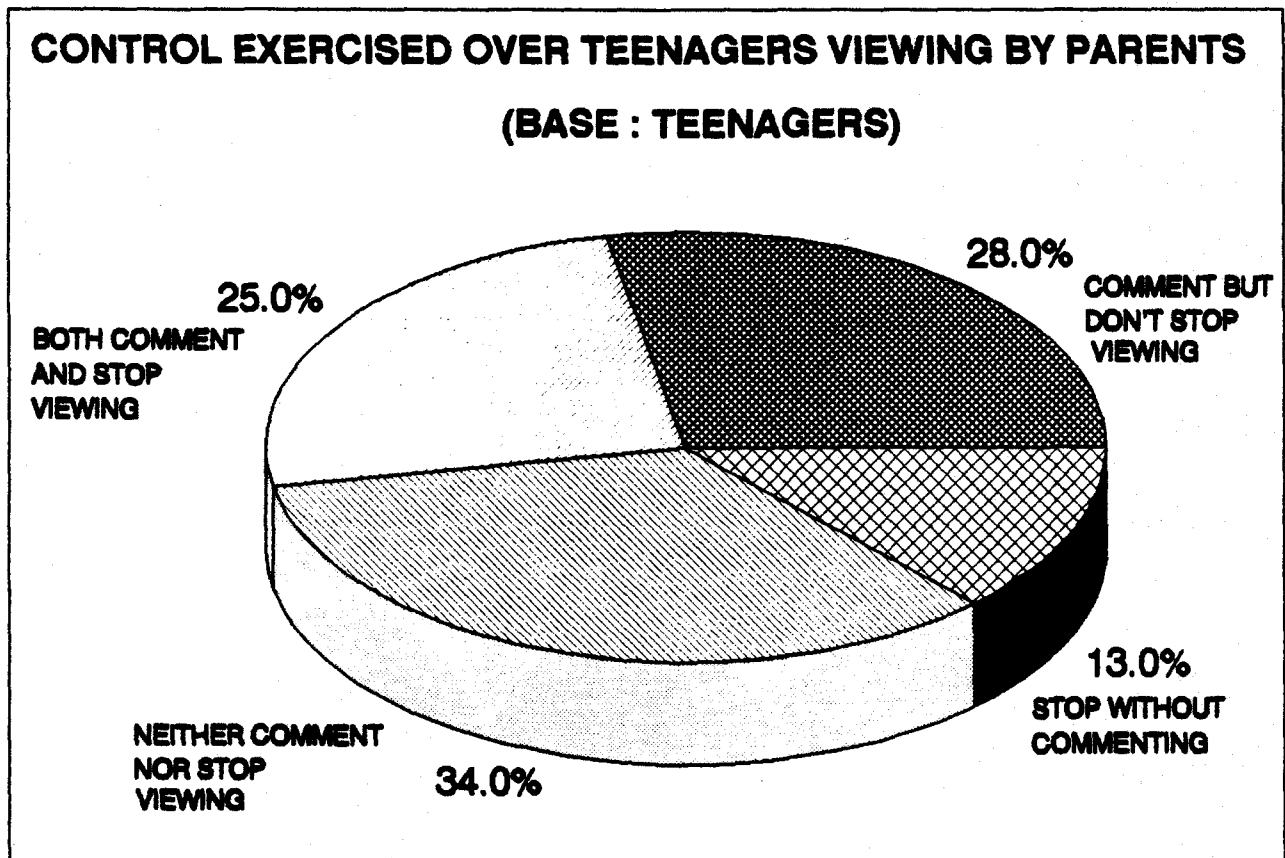
	<b>ADULTS WITH CHILDREN UNDER 16 (228) %</b>
<b>FREQUENTLY</b>	<b>28</b>
<b>SOMETIMES</b>	<b>31</b>
<b>NOT VERY OFTEN</b>	<b>16</b>
<b>NEVER</b>	<b>20</b>

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When the teenage sample was asked whether or not their parents ever commented on, or even prevented them from watching, any programmes on television, only 15% indicated they had ever been prevented from watching a programme due to its violent content while only 22% had received comments from their parents for this reason.

The following chart examines parental guidance on television viewing irrespective of issues :



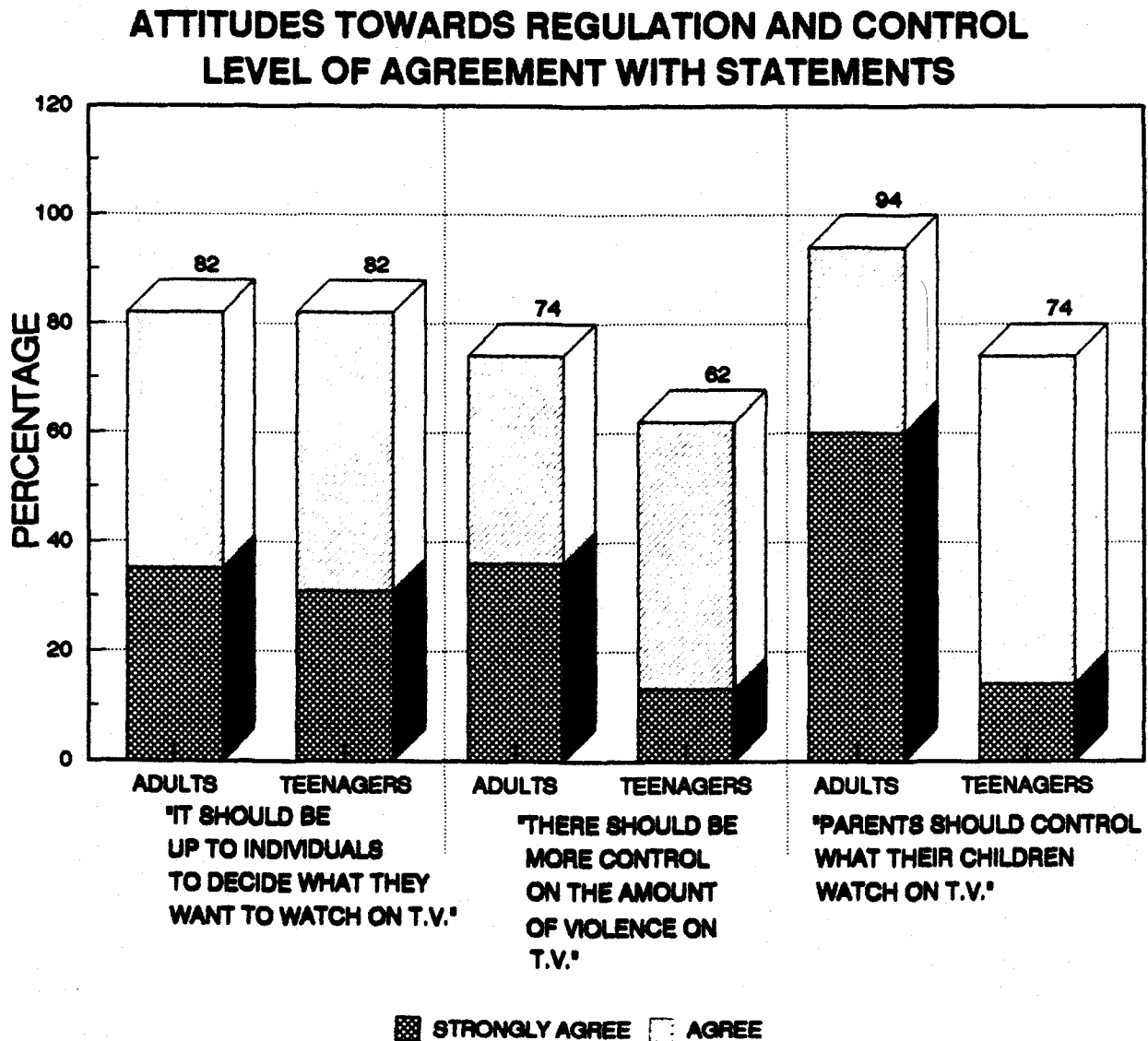
One-third of teenagers indicated they had never received any guidance concerning television from their parents. A further 13% had been prevented from watching certain programmes without discussion taking place while just over half had at some time received comments from their parents concerning programmes they were viewing.

Comparing these findings to the finding described earlier, of 6 in every 10 parents of children under 16 years controlling their children's viewing on a frequent or occasional basis, it would appear that teenagers are of less concern than younger children. In other words teenagers are seen as capable of making good judgements about, or at least able to cope with, violence portrayed on television without needing parent guidance.

## 4.3

ATTITUDES TOWARDS REGULATION AND CONTROL

Attitudes to regulation and control were gauged by the three statements in the following diagram :



It would appear that there are contradictory attitudes displayed here, with the majority of respondents agreeing that it should be up to the individual to decide what to watch but with the majority also agreeing that there should be more control of the amount of violence on television.

While many believe there is too much violence on television and, hence, express the attitude that there should be more control of the amount of violence on television it is apparent that New Zealanders felt capable of deciding for themselves whether or not to watch particular programmes. In other words, it might be seen as a question of addressing the balance to have fewer violent programmes rather than actually removing the individual's option of watching programmes containing violence of different intensities.


Finally, there is strong agreement that it is a parent's role to control what their children watch on T.V., with three-quarters of teenagers and 94% of adults expressing this view.

In summary, then, despite a high level of concern over the issue of violence on television, this concern does not appear to translate into a high degree of positive action taken to avoid exposure to such violence. There appears to be a balance to reach between control imposed externally on violent content, which most see the need for, and the right of the individual to freedom of choice.

5. PERCEPTIONS OF SPECIFIED PROGRAMMES  
IN RELATION TO VIOLENCE

In order to ascertain the specific programmes currently or recently viewing that are perceived as violent, respondents were asked to name the programmes they personally considered violent. Then, in order to understand whether or not this perception of violence was strong enough to influence behaviour, respondents were also asked which programmes they would not watch due to their violent content.


Clearly, the programmes considered by the highest proportion of people as violent were wrestling programmes, with one in 10 adults declining to view these programmes due to this perception. Approximately half the adult sample indicated that there was at least one programme on television they considered too violent to watch.

<b>SPECIFIC PROGRAMMES CONSIDERED VIOLENT (BASE : ALL ADULTS)</b>		
	<b>PERSONALLY CONSIDER VIOLENT (600) %</b>	<b>CONSIDER TOO VIOLENT TO WATCH (600) %</b>
* SUPERSTARS OF WRESTLING/ MAIN EVENT WRESTLING	21	10
* TOUR OF DUTY	13	5
* 21 JUMP STREET	11	4
* WISEGUY	10	3
* CHINA BEACH	9	3
* CARTOONS (GENERAL)	8	1
* MACGYVER	8	3
* TEENAGE MUTANT NINJA TURTLES	8	1
* COPS	8	1
* NEWS	7	1
* FRIDAY THE 13TH	6	3
* DON'T KNOW/NONE	20	52

The same programmes tended to feature in teenagers perceptions of violence as well. Over one-third of the teenage sample identified wrestling programmes as violent although just 13% of teenagers did not watch wrestling due to its violent content.


Nearly two-thirds of teenagers did not allow perceptions of violence to deter them from watching any specific programmes.

More teenagers identified 'Tour of Duty' as a violent programme, although just 2% did not watch this programme due to its violent content.

<b>SPECIFIC PROGRAMMES CONSIDERED VIOLENT - CHILDREN</b>		
	<b>TEENAGERS PERSONALLY CONSIDER VIOLENT (100) %</b>	<b>TEENAGERS CONSIDER TOO VIOLENT TO WATCH (100) %</b>
* SUPERSTARS OF WRESTLING MAIN EVENT WRESTLING	36	13
* TOUR OF DUTY	21	2
* 21 JUMP STREET	14	3
* COPS	13	4
* FRIDAY THE 13TH	11	1
* NEWS	9	3
* CHINA BEACH	7	-
* WISEGUY	7	1
* DON'T KNOW/NONE	19	64

Interestingly, 9% of teenagers and 7% of adults named the news as a violent programme.

When parents were asked to name programmes they considered too violent for their children to watch, the following responses were given :

<b>SPECIFIC PROGRAMMES CONSIDERED TOO VIOLENT FOR CHILDRENS VIEWING BY PARENTS</b>			
	PARENTS WITH CHILDREN UNDER 5 (109) %	PARENTS WITH CHILDREN 5-12 YRS (141) %	PARENTS WITH CHILDREN 13-18 YRS (79) %
	* SUPERSTARS OF WRESTLING/ MAIN EVENT WRESTLING	26	35
* CARTOONS GENERAL	20	11	-
* TEENAGE MUTANT NINJA TURTLES	21	15	-
* BATMAN	10	6	-
* TOUR OF DUTY	6	14	9
* 21 JUMP STREET	5	12	11
* COPS	8	8	8
* FRIDAY THE 13TH	7	11	8
* NEWS	7	6	-
* DONT KNOW/NONE	28	25	52

Obviously, this table should not be read at face value as many programmes received little or no mentions due to parents not even considering them in the context of children's viewing.



However, again wrestling programmes featured prominently and across all age groups, peaking in the 5 - 12 year age group.

It was also clear that many parents with pre-school children and, to a lesser extent, parents with primary school age children, had concerns about exposing their children to the violence portrayed in cartoons in general and 'Teenage Mutant Ninja Turtles' in particular. It would appear that, once teenage years were reached, parents had confidence in their children's ability to handle violence in the context of cartoons, as well as other types of violence. Over half the parents of teenagers did not single out any programmes they considered too violent for their teenage children to watch.

6. PERSONAL AFFECT / REALISM

6.1 FACT VERSUS FICTION

In the Australian Study upon which this survey was modelled, a key issue to emerge during qualitative research was the importance of realism in people's perceptions of violence. In other words, the more realistic the violence, and the more people could personally identify with the situation, the more likely it was to be considered violent and the greater its emotional impact on the viewer.

This led to the hypothesis that reactions to televised violence could, to a large extent, be explained or understood in terms of a fact/fantasy dimension. The more factual and realistic the violence, the greater the emotional impact.

In order to test this hypothesis in the New Zealand survey the technique used in Australia was imitated. Respondents were presented with two hypothetical cases of televised violence representing different levels of intensity. Respondents were then asked to indicate the extent to which they would be upset if they viewed this type of material on :

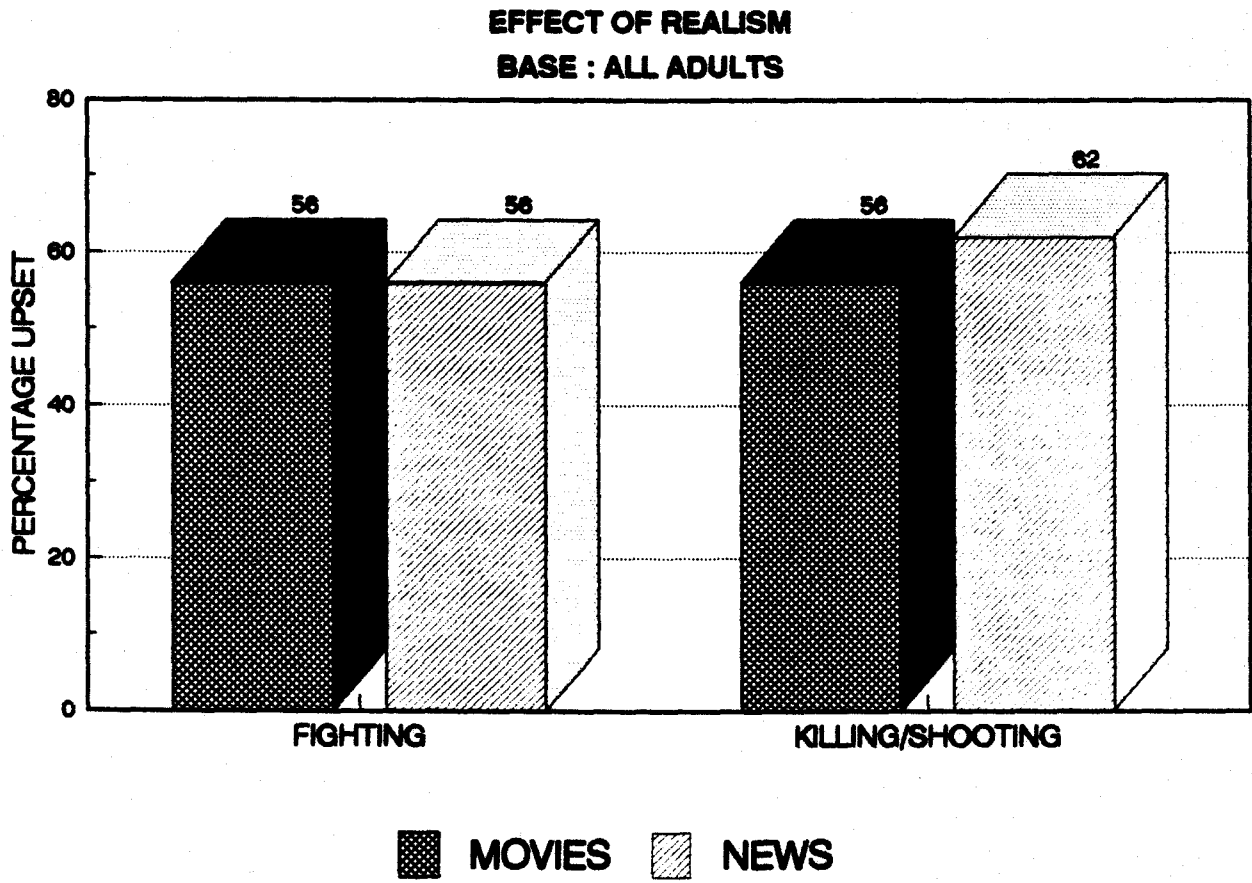
- (a) News or current affairs programmes
- (b) Movies or drama series.

The two scenarios were :

- (a) 'scenes containing physical violence including people being beaten'
- (b) 'scenes containing shooting and killing where you see the blood and bodies of the victims'.

Each scenario was presented in rotated order to avoid positional bias.

Responses were as follows :



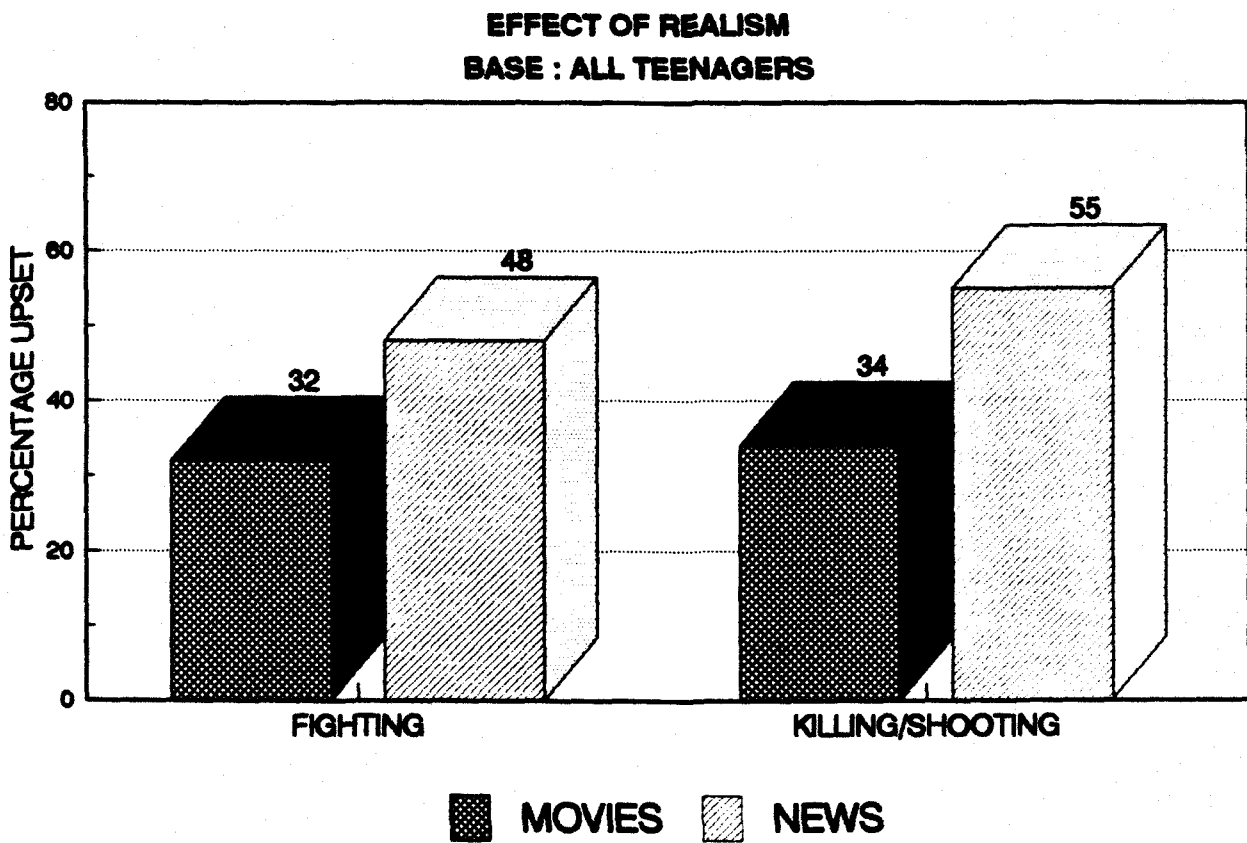
It should be noted that reactions should be assessed in terms of the relative difference in response between a factual and a fictional context. It should not be read as demonstrating that a given proportion of people would be upset about a particular type of violence as this would underestimate the potential for socially-acceptable response bias.

Among adults, there was little variation on the reaction to physical violence, whether it be shown in a factual (news) or fictional context.

There was also no increase in the level of concern expressed towards the viewing of graphic shooting/killing scenes in movies/dramas over the level expressed about physical violence in this context.

It was only in the portrayal of shooting/killing in the 'factual' situation of news or current affairs programmes that a slightly greater level of concern was evident.

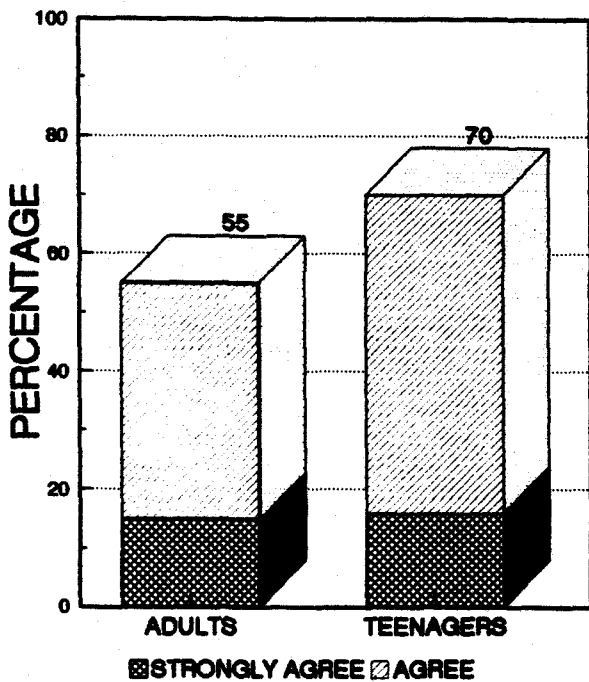
Among teenagers, the difference in response to factual and fictional violence is clearly significant. In addition, teenagers also reacted more to the intensity of violence as presented in the two scenarios.



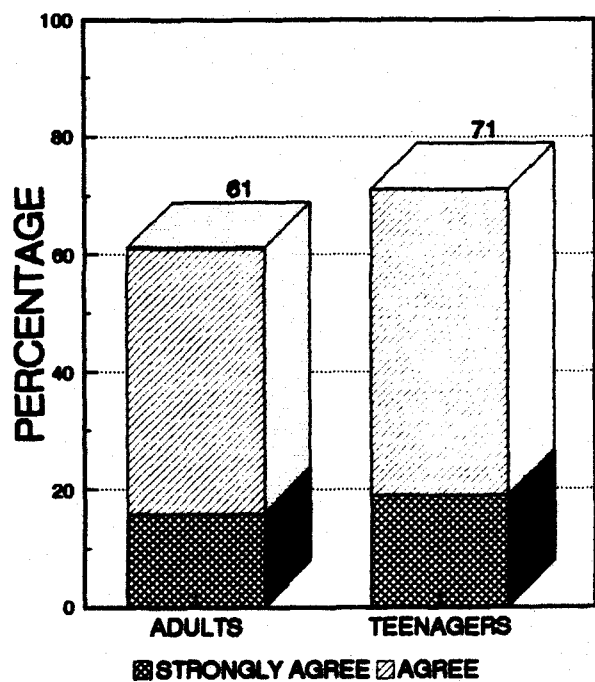
6.2 ATTITUDES TO VIOLENCE WITH REGARDS REALISM / PERSONAL AFFECT

In order to investigate the extent to which this hypothesis applied to the population at large; namely, that realistic violence and violence portrayed in situations a person could personally identify with had a greater emotional impact, respondents were asked to indicate their level of agreement with the following statements :

**ATTITUDES TO VIOLENCE WITH REGARDS  
REALISM/PERSONAL AFFECT  
LEVEL OF AGREEMENT WITH STATEMENTS**



**"PROGRAMMES THAT SHOW VIOLENCE THAT ACTUALLY HAPPENED WORRY ME THE MOST"**



**"SOME TYPES OF VIOLENCE ON T.V. UPSET ME MORE BECAUSE THEY COULD HAPPEN TO ME"**

Just over half the adult sample indicated that they were worried most by violence that actually happened, while a slightly higher proportion of adults (61%) professed to be more upset by violence occurring in situations they could personally identify with.

Teenagers were significantly more likely to be upset or concerned about realistic violence and violence portrayed in situations they could identify with. Similar levels of concern about realistic violence carried through to the 17 - 19 year age group.

Significantly more females than males expressed greater concern about these types of violence, as did more adults in the low socio-economic levels and Maori respondents.

In summary then, it would appear that New Zealand adults are not highly discriminating between violence that actually happened and fictional violence, in terms of their emotional reaction to it. There is a greater likelihood that they will be upset by violence portrayed in situations they are able to identify with. However, the hypothesis, that the more realistic and personally relevant the violence the greater its emotional impact, certainly stands for teenagers and young adults.





7. PERCEIVED EFFECTS OF VIOLENCE ON TELEVISION

7.1 WHO IS AFFECTED ?

In order to investigate whether or not New Zealanders believed T.V. violence to affect people in any way, the adult sample was asked who, if anyone, they thought might be affected by T.V. violence and what these effects may be.

<b>PERCEIVED EFFECTS OF VIOLENCE ON T.V. WHO IS AFFECTED ?</b>	
	<b>ALL ADULTS (800) %</b>
<b>CHILDREN (INCLUDING TEENAGERS)</b>	<b>82</b>
<b>CHILDREN (BUT NOT TEENAGERS)</b>	<b>48</b>
<b>PSYCHOLOGICALLY DISTURBED</b>	<b>18</b>
<b>EVERYBODY</b>	<b>15</b>
<b>ELDERLY</b>	<b>7</b>
<b>DON'T KNOW/NO ONE</b>	<b>4</b>


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There was almost universal belief that violence on T.V. affected some sectors of society, with just 4% unable to identify anyone affected by such violence.

The great majority of respondents (82%) indicated that they believed children would be affected by T.V. violence, although close to half were concerned specifically about children primary school age or younger rather than teenagers. Interestingly, a lower proportion of parents believed teenagers would be affected by violence, again supporting the hypothesis raised earlier that parents had confidence in teenagers' ability to cope with violence.

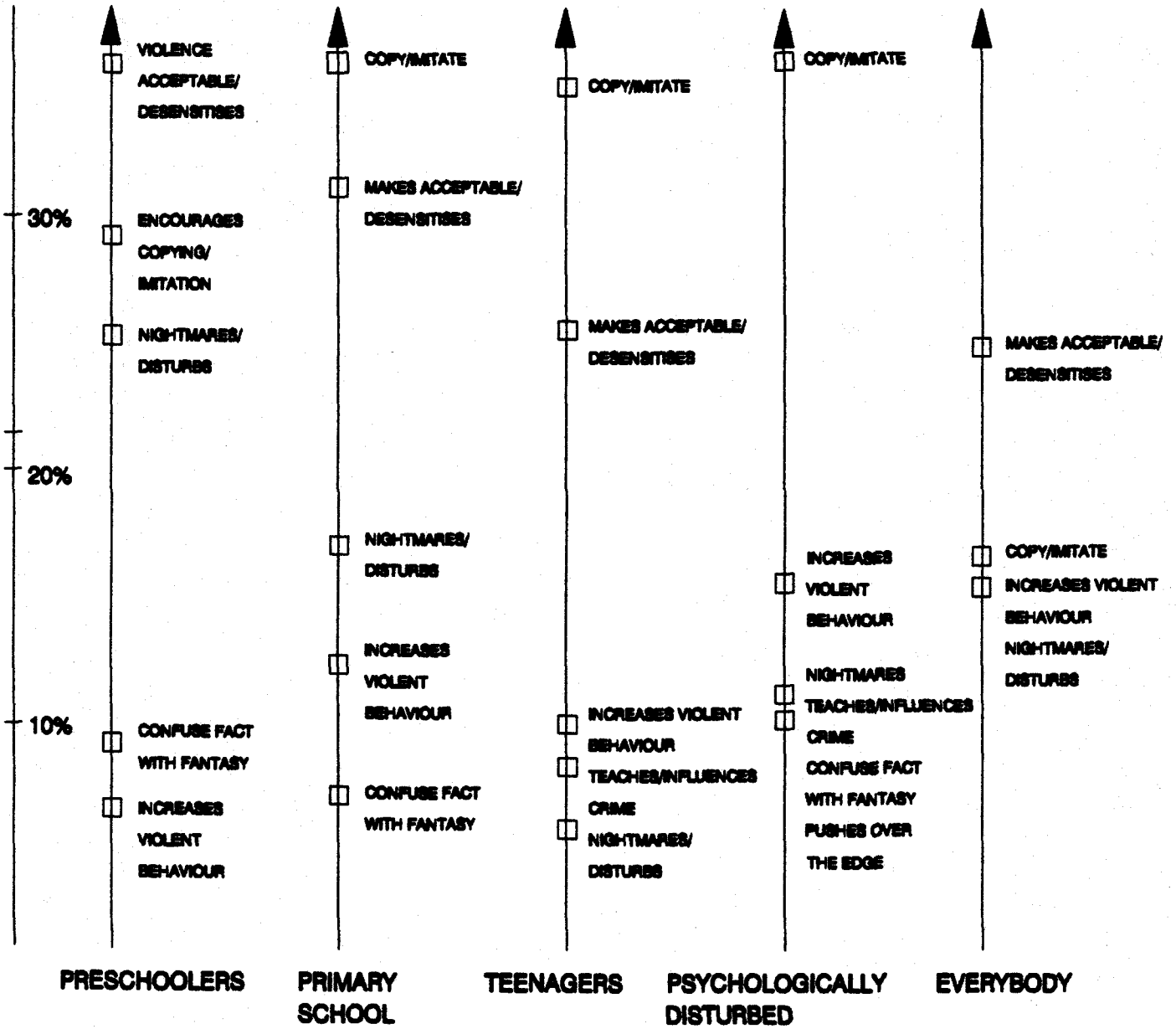
The psychologically disturbed was a group considered likely to be affected by T.V. violence by close to one-fifth of adults, while 15% believed everybody was affected by violence on television.

## 7.2 WHAT ARE THE EFFECTS ?

The most common effects attributed to television violence were clearly the effect of desensitising or making violence more acceptable and the effect of inviting imitation or copying of violent acts.

While these two effects were believed to be appropriate for all specific groups identified as being susceptible to T.V. violence, there were some differences in emphasis as illustrated in the following diagram.

## WHAT ARE THE PERCEIVED EFFECTS



It would appear that the younger the viewer, the more likely it was felt that he/she was in danger of being desensitised, or becoming more accepting of violence, by viewing violence on television. This desensitising effect was also the principal concern of those who believed everybody was affected by T.V. violence.

Another perceived effect related to age was the occurrence of nightmares or other disturbances, with the younger the viewer being considered, the more likely the belief that he/she would be unable to cope psychologically with T.V. violence.

To a lesser degree, there was also the concern that exposure to T.V. violence would hinder younger children in differentiating fact from fantasy.

When primary school children and teenagers were considered, more of those who believed these groups were affected by T.V. violence were of the opinion that the children would be encouraged to copy or imitate the violent behaviour televised or would simply exhibit more violent behaviour per se.

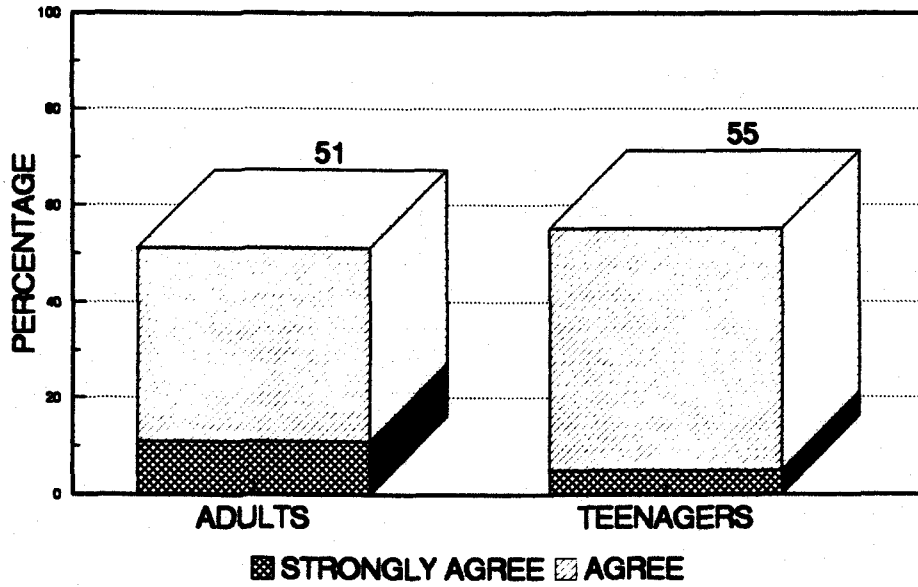
Those believing the psychologically disturbed would be affected by T.V. violence were predominantly of the opinion that such exposure increased the likelihood of violent behaviour, through imitation and sometimes through crime.

7.3

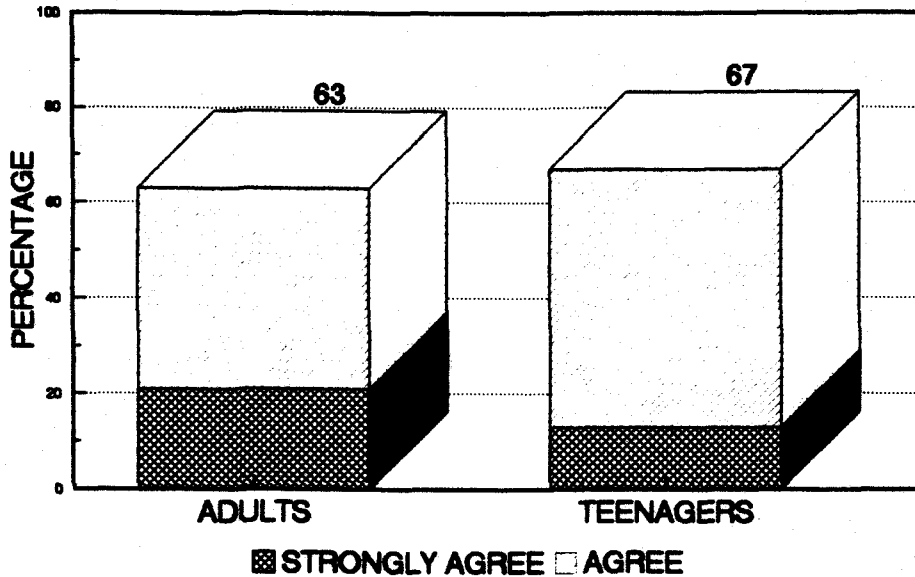
HOW WIDESPREAD ARE THESE PERCEPTIONS / ATTITUDES ?

In order to ascertain public perceptions with regards to the desensitising effect of T.V. violence and its ability to increase violent behaviour in society, all respondents were prompted about these issues.

**THERE IS SO MUCH VIOLENCE AROUND YOU JUST GET USED TO SEEING IT**



**A LOT OF VIOLENCE IN SOCIETY IS CAUSED BY WHAT PEOPLE WATCH ON TV**



Clearly, the majority of people (63% adults, 67% teenagers) believed there was a causal link between what people watch on television and violence in society, with this attitude increasing with age and with strength of religious conviction as well as being more prevalent among adult females.

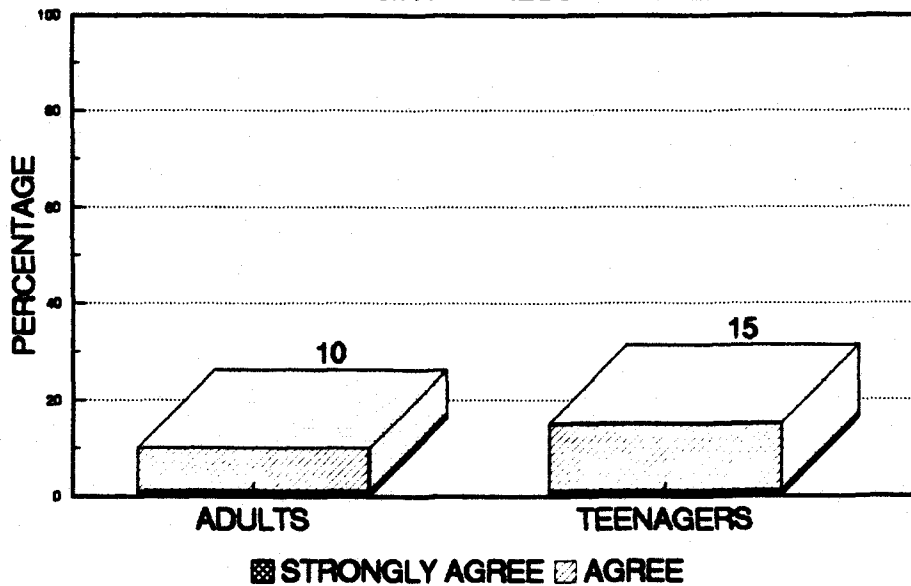
A lot of violence in society is caused by what people watch on T.V.										
Base : (All Adults)										
Total	Sex		Age				Religious Belief			
	Male	Female	17-19	20-34	35-54	55+	Very Strong	Quite Strong	Other	
(600)	(278)	(322)	(46)	(203)	(207)	(144)	(54)	(138)	(408)	
%	%	%	%	%	%	%	%	%	%	
% Agreeing	63	57	68	46	52	68	77	76	69	60

Just over half of both the adult and teenage sample agreed that 'there is so much violence around you just get used to seeing it', obviously linked to the concept of desensitisation.

Interestingly, there was little variation in the numbers agreeing with this statement when various demographic groups were considered, with the exception of age where there was some indication that the younger the (adult) age group the more susceptible they may be to desensitisation.

In order to identify the degree to which it was believed violence shown on television might have a positive spin-off, respondents were asked the extent to which they agreed with the statement below :

**SHOWING VIOLENCE ON TV CAN HELP SOME PEOPLE  
GET RID OF THEIR AGGRESSIVE FEELINGS**



Only a small proportion of adults and teenagers were of the opinion that T.V. violence could help some people get rid of their aggressive feelings and this opinion was unaccompanied by any strength of conviction (i.e. just 1% agreed strongly with this statement).



7.4 WHAT IMPACT DOES THIS HAVE ON ATTITUDES TO THE WORLD ?

It is highly probable that, there is a link between what is seen on television and attitudes to the world lived in / life in general.

People spend many hours watching television  
(Adults in our survey spent an average 16 hours  
per week while teenagers spent 27 hours per  
week watching T.V.)

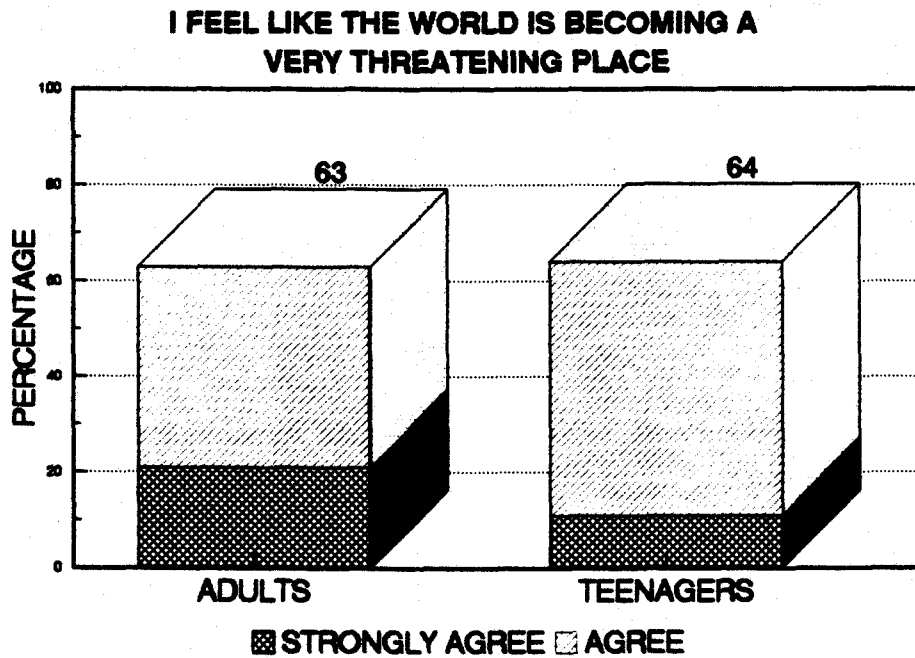


They perceive T.V. as having a high violence  
content, yet there is a relatively low level  
of action taken to prevent exposure to  
violence



They believe people are affected by violence  
on television and many attribute actual  
violence in society to what is seen on  
television. They believe television news  
shows the world as it really is.

The hypothesis that what is seen on television is directly related to attitudes to the world / life is supported by reactions to the following statement :



Close to two-thirds of adults and teenagers feel that the world is becoming a very threatening place, with one in five adults feeling strongly that this is the case.

The presence of a link between violence on television and what is felt about the world is reinforced when the demographic groups most likely to feel that the world is becoming a threatening place are identified :

<b>I feel the world is becoming a very threatening place</b>			
Base = (All Adults)			
		% Agree	% Agree Strongly
Total Sample	(600)	63	21
Males	(278)	56	19
Females	(322)	70	23
17 - 19 years	( 46)	67	17
20 - 54 years	(410)	59	18
55+ years	(144)	74	30
High socio-economic level	(133)	54	16
Medium socio-economic level	(392)	65	21
Low socio-economic level	( 75)	66	33
Maori New Zealanders	( 30)	73	43
European New Zealanders	(567)	62	19
Very strong religious beliefs	( 54)	78	35
Other	(546)	62	20

Females more than males, respondents aged 55 years or over, those from the lower (and middle) socio-economic levels, those with strong religious beliefs and Maori respondents were all more likely to express this attitude.

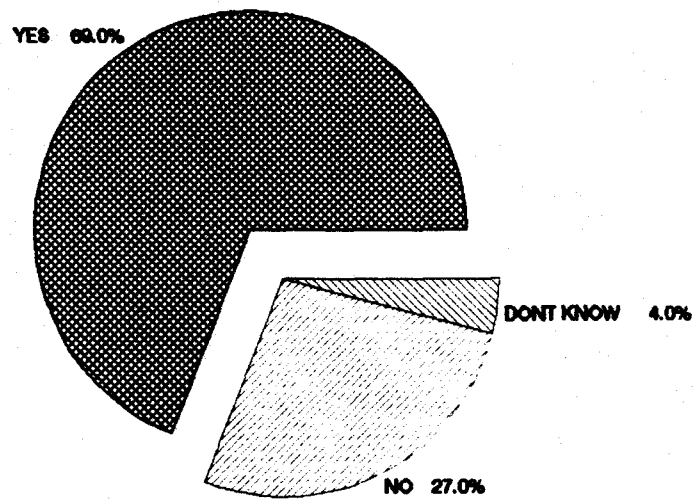
These demographic groups also tend to be those more concerned about television violence.

In summary then, there is almost universal agreement that the viewing of television violence affects viewers, with children and the psychologically disturbed perceived as being most at risk. It is the effects of desensitisation and incitement to violent behaviour (perhaps through imitation) that are most concerning to the public. A causal link between viewing violence on television and the actual violence in society is made and the violence seen on television also seems to contribute to negative perceptions of the world at large.

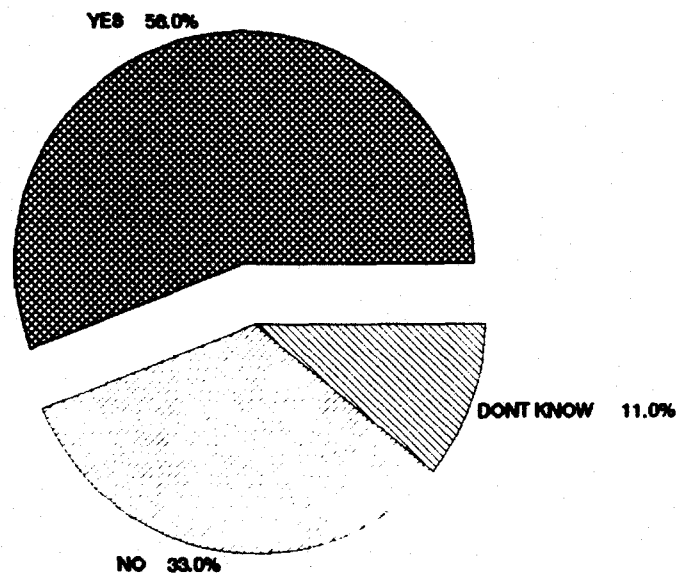
8. JUSTIFICATION FOR T.V. VIOLENCE

8.1 IS T.V. VIOLENCE EVER JUSTIFIED ?

While it is clear that the issue of T.V. violence is of widespread concern and that many feel there is too much violence on television, relatively few people regularly restrict their own viewing of violence. This indicates that there are circumstances when people feel it is justified to show violence on T.V.

**IS T.V. VIOLENCE EVER JUSTIFIED**

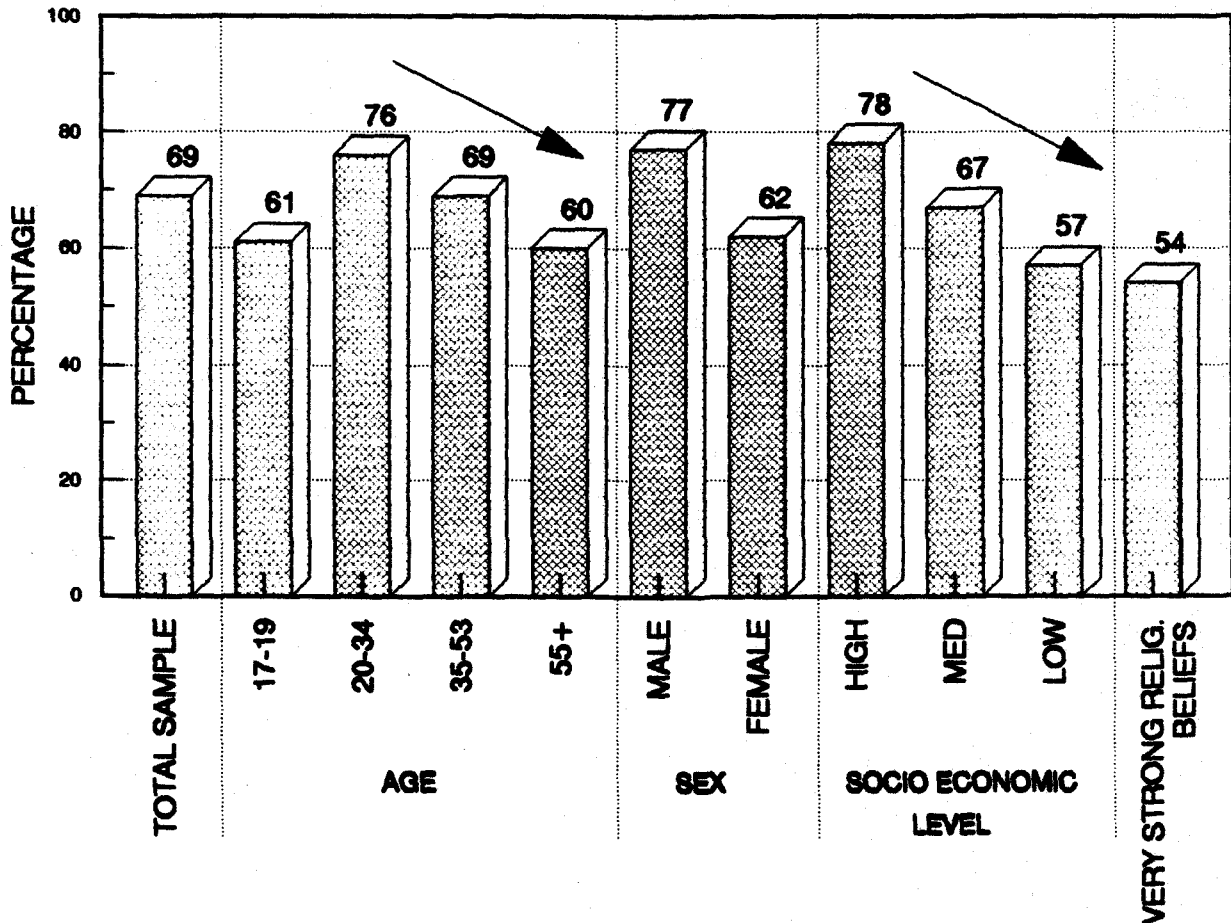
BASE: ALL ADULTS



BASE: TEENAGERS

Approximately seven in ten adults believe there are circumstances in which it is justified to show violence on television. Among teenagers, this proportion reduces to 56%; however, a higher proportion to teenagers are unwilling to commit themselves to a 'yes' or 'no' response to this question, perhaps indicating a greater desire to qualify such a response.

### T.V. VIOLENCE JUSTIFIED BASE : ALL ADULTS




Remaining consistent with other opinions expressed on this subject, more males, people in the high socio-economic level and those without strong religious beliefs believe that T.V. violence is ever justified. While a higher proportion of 17 - 19 year olds resemble teenagers in being less willing to answer the question affirmatively, belief that violence can be justifiable on T.V. peaks in the 20 - 34 year age group and declines consistently thereafter.


8.2

WHEN IS VIOLENCE ON TELEVISION JUSTIFIABLE ?

<b>CIRCUMSTANCES VIOLENCE IS JUSTIFIED (BASE : ALL INDICATING VIOLENCE JUSTIFIABLE)</b>		
	<b>ADULTS (411) %</b>	<b>CHILDREN (56) %</b>
<b>NEWS</b>	<b>68</b>	<b>46</b>
<b>CURRENT AFFAIRS</b>	<b>39</b>	<b>23</b>
<b>DOCUMENTARIES</b>	<b>43</b>	<b>-</b>
<b>PART OF STORYLINE/ IN CONTEXT</b>	<b>5</b>	<b>25</b>
<b>MOVIES/DRAMAS</b>	<b>25</b>	<b>-</b>
<b><u>LATER IN THE EVENING</u></b>		
<b>BEFORE 7.30 P.M.</b>	<b>1</b>	<b>9</b>
<b>7.30 - 8.29 P.M.</b>	<b>1</b>	<b>9</b>
<b>8.30 - 9.29 P.M.</b>	<b>10</b>	<b>13</b>
<b>9.30 - 10.30 P.M.</b>	<b>13</b>	<b>9</b>
<b>AFTER 10.30 P.M.</b>	<b>6</b>	<b>20</b>
	<b>} 31</b>	<b>} 60</b>



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As can be seen from the above table, the circumstances in which T.V. violence was felt to be justifiable were predominantly when the violence was factually based as on the news, current affairs programmes and documentaries.

More teenagers expressed the view that violence as part of a storyline or in context was justifiable. A quarter of these adults believing T.V. violence to be justified in certain circumstances found it acceptable in movies or drama series.



In addition, a third of adults and 60% of teenagers in this sub-sample of those believing violence to be ever justified felt violence was justifiable if exposure to such violence was controlled according to the time of screening.

Among teenagers there were polarised opinions as to when the cut-off point should be with 18% mentioning a cut-off point earlier than the 8.30pm guideline currently used and 20% mentioning 10.30pm as a cut-off point.



8.3 ATTITUDES TOWARDS CONTEXTUAL JUSTIFICATION

In order to ascertain the circumstances in which contextual violence is more acceptable, all respondents were required to react to a range of statements describing violence in context.

<b>CONTEXTUAL JUSTIFICATION</b>		
	<b>ALL ADULTS (600) %</b>	<b>ALL TEENAGERS (100) %</b>
<b>FIGHTS SHOWN ON SPORTS PROGRAMMES ARE O.K.</b>	43	66
<b>I DON'T TAKE VIOLENCE SCENES IN COMEDY SHOWS SERIOUSLY</b>	71	90
<b>FIGHTING IN CARTOONS IS SO DIFFERENT TO REAL LIFE YOU DON'T TAKE IT SERIOUSLY</b>	64	85
<b>I DON'T MIND THEM SHOWING VIOLENCE IF IT'S IMPORTANT TO THE STORY</b>	62	80
<b>I DON'T MIND SEEING VIOLENCE IF IT'S SHOWN THAT BAD PEOPLE GET PUNISHED</b>	39	52
<b>ACCEPTABILITY OF VIOLENCE IN CONTEXT IS RELATED TO</b>		
* AGE		
* SEX		
* RELIGIOUS BELIEFS		
		

The most noticeable aspect of the above table is that teenagers were consistently more accepting of contextual violence than adults. There was a reasonable degree of acceptance (ranging from 62% to 71% in the adult sample and 80% to 90% in the teenage sample) for violence in the context of comedy shows and cartoons as well as when violence was important to the story.

However, there was a lesser degree of acceptance of violence in sport. In addition, punishment of the 'bad people' was not seen to justify violence.

Males, younger people and those with weaker religious convictions were more accepting of violence in the above five contexts.

One factor contributing to teenagers' higher degree of acceptance of violence in context was the fact that teenagers, particularly males, expressed enjoyment of T.V. shows with 'lots of action, blood and guts'. While only 15% of the adult population (23% of adult males) expressed enjoyment of this kind of programme, 50% of teenage males indicated enjoyment from action shows on this type.

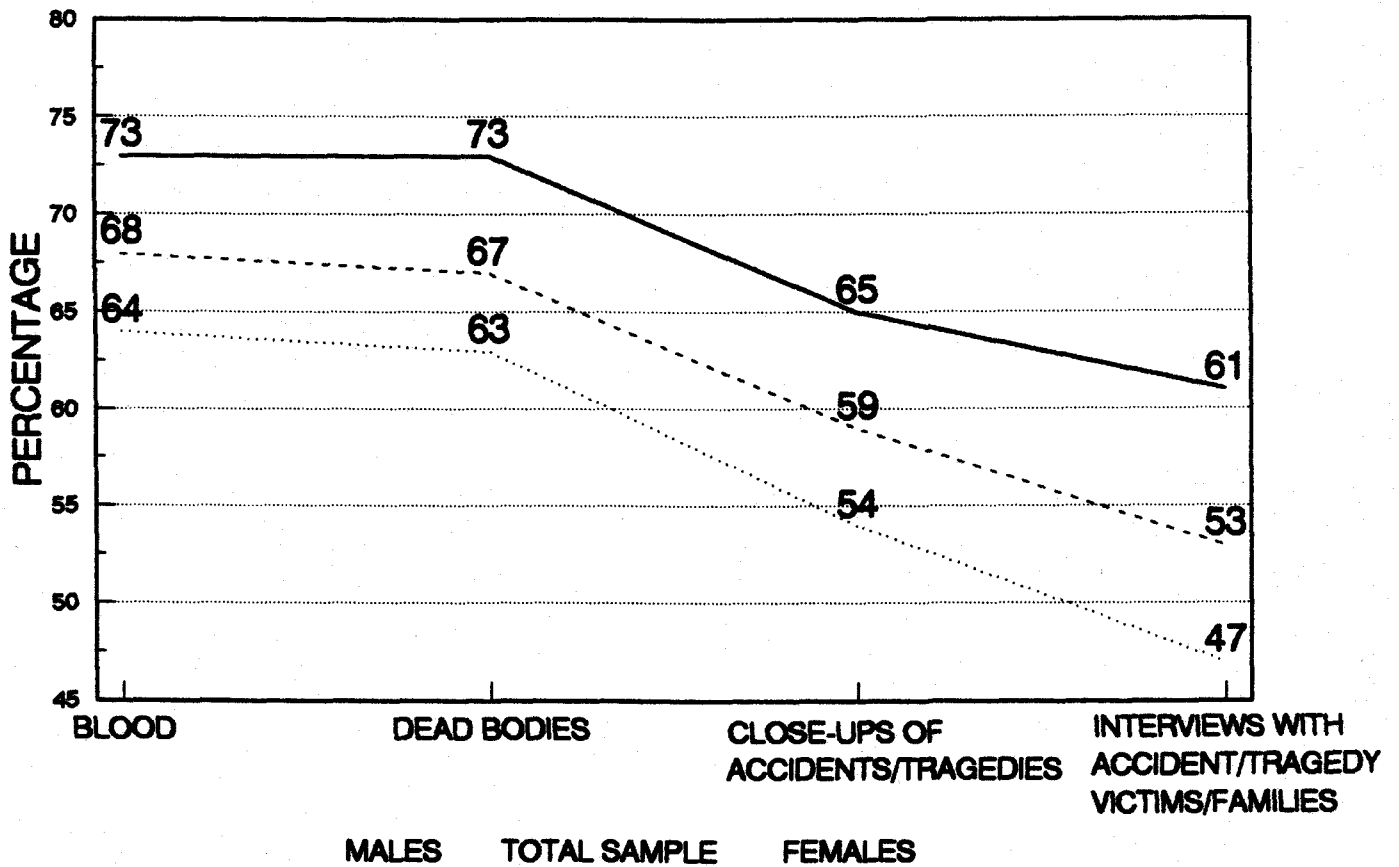
8.4 CONTEXTUAL VIOLENCE - NEWS

As shown earlier, many people felt that violence on the news was justifiable.

In order to ascertain the degree of detail justifiable in the cause of realism, adults were asked to indicate whether or not they believed it acceptable for news programmes to show blood, dead bodies and close-ups of accidents / tragedies and to interview victims or families of victims.

**CONTEXTUAL VIOLENCE - NEWS**  
**BASE : ALL ADULTS**

**AGREEMENT WITH 'IT'S O.K. TO SEE \_\_\_\_\_ ON THE NEWS BECAUSE IT SHOWS WHAT REALLY HAPPENS'**



As can be seen from this diagram, two-thirds found blood and dead bodies acceptable detail for the news to present. However, there was a lesser degree of acceptance for close-ups of accidents or tragedies. On the issue of interviewing victims or their families, opinion was clearly more divided as to whether or not this was acceptable.

Males were consistently more accepting than females of the news providing all the details examined in this analysis.

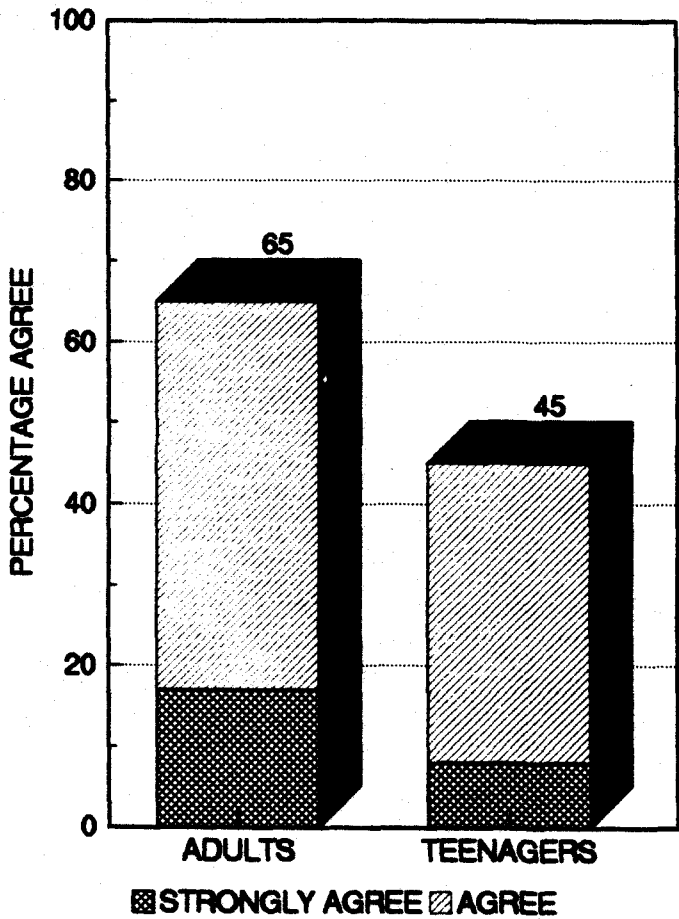
In summary then, most of the public feel that violence is justifiable, with the factors contributing to justification being :

1. Factual base presenting the world as it really is, people's right to know
2. In fictional contexts sufficiently removed from reality (cartoons, comedies)
3. When it is important to the storyline
4. When it is screened in an acceptably late time slot
5. Adherence to the 'freedom of choice' principal.

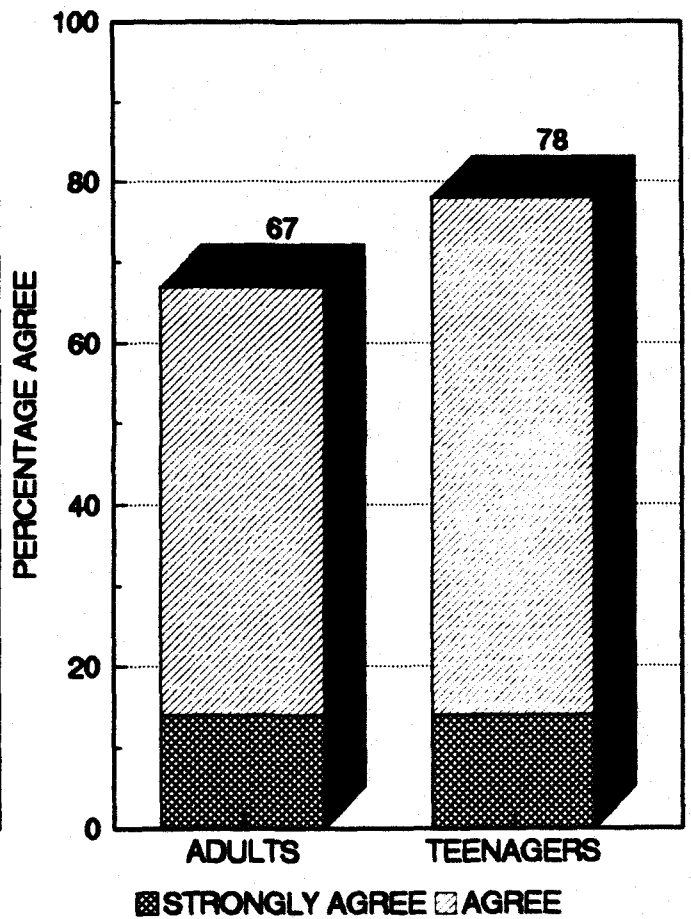
9. VIOLENCE AND THE NEWS

From earlier findings, it is evident that people react differently to violence on television when presented in a factual context, many believing that violence is in fact justifiable in this context.

**VIOLENCE AND THE NEWS → REALISTIC OR SENSATIONALISTIC?**



**NEWS PROGRAMMES LIKE TO PRESENT VIOLENCE IN A SPECTACULAR WAY**



**NEWS PROGRAMMES SHOW THE WORLD AS IT REALLY IS**

For this to remain true, it is necessary for people to have faith in the integrity of the news, believing it to reflect realistically the world around them without sensationalising to an unacceptable degree.

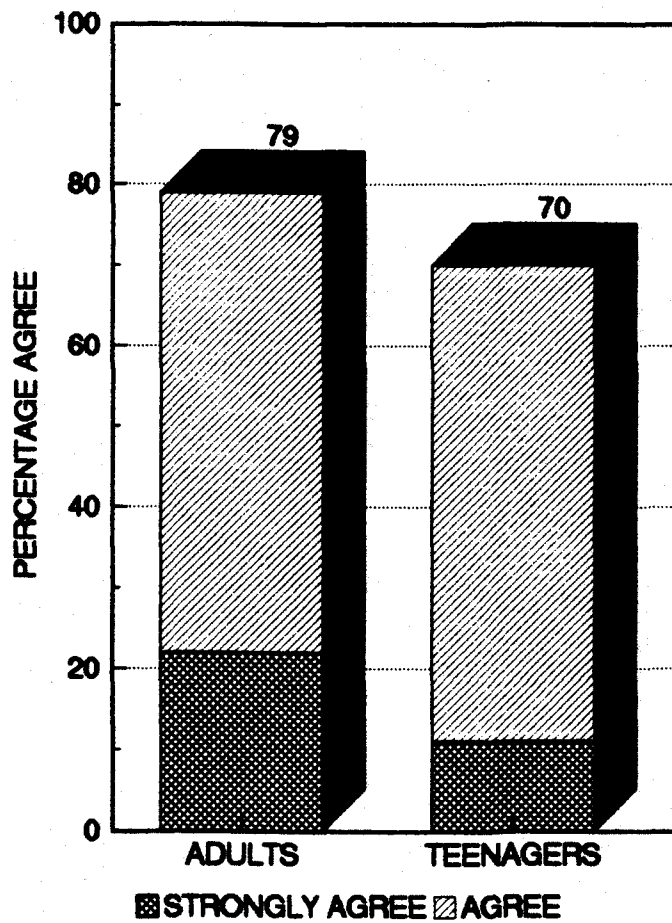
The above diagram illustrates the level of agreement with statements designed to measure the extent to which people have faith in the news.

Two-thirds of adults and over three-quarters of teenagers agreed with the statement that news programmes show the world as it really is. However, while two-thirds of adults also expressed the view that news programmes like to present violence in a spectacular way, just 45% of teenagers felt this way.

These findings tend to indicate that teenagers (and children) are more likely to believe that what they see on television approximates reality and, hence, television may in fact work to make violence appear as a normal occurrence in life, as suggested in an earlier section on 'Perceived Effects of Television'.

Other groups that appeared to believe more strongly in the integrity of the news were Maori people, those in the low or middle socio-economic level and those with children.

A further attitudinal statement was included to ascertain whether or not people objected to violence on news programmes being presented in a spectacular way.



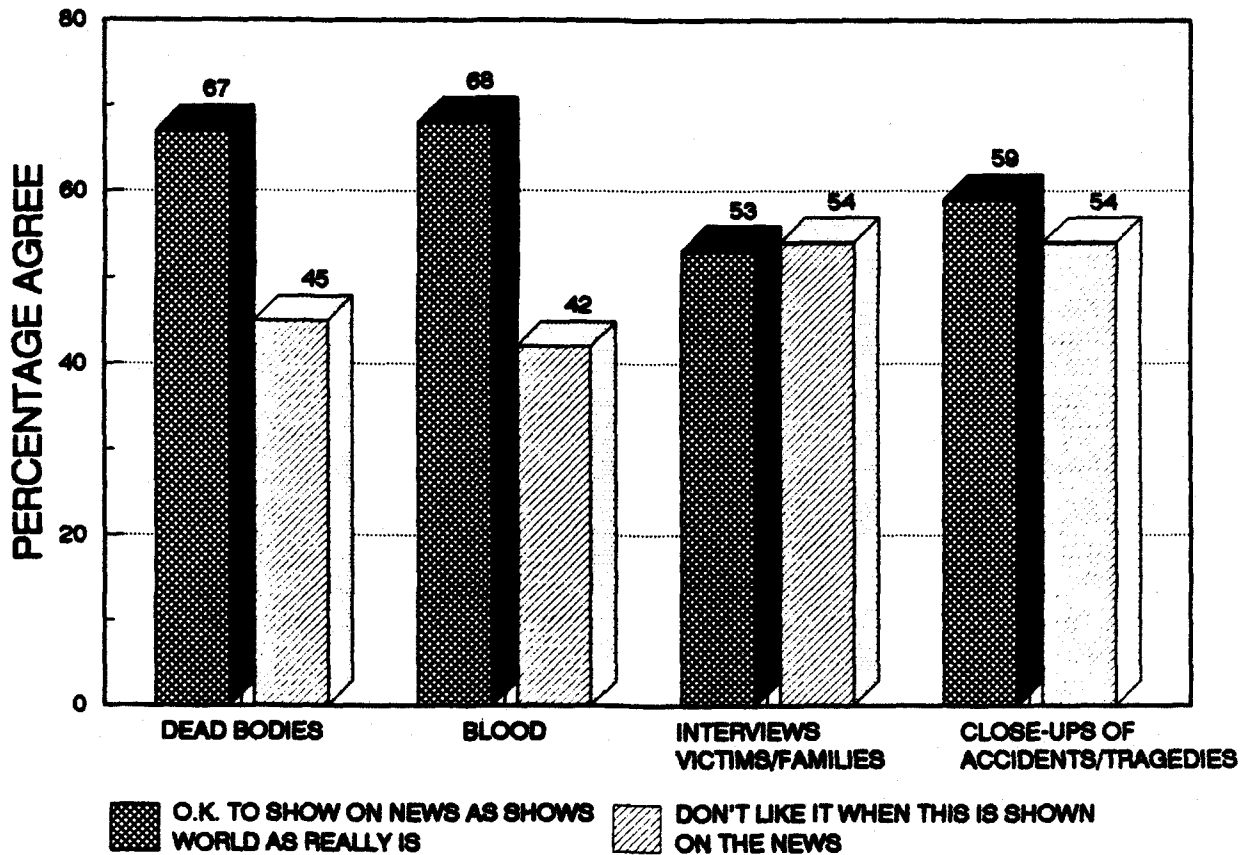
**I DON'T THINK NEWS PROGRAMMES  
SHOULD PRESENT VIOLENCE  
IN A SPECTACULAR WAY**

Clearly, most adults and teenagers were of the opinion that news programmes should not present violence in a spectacular way.



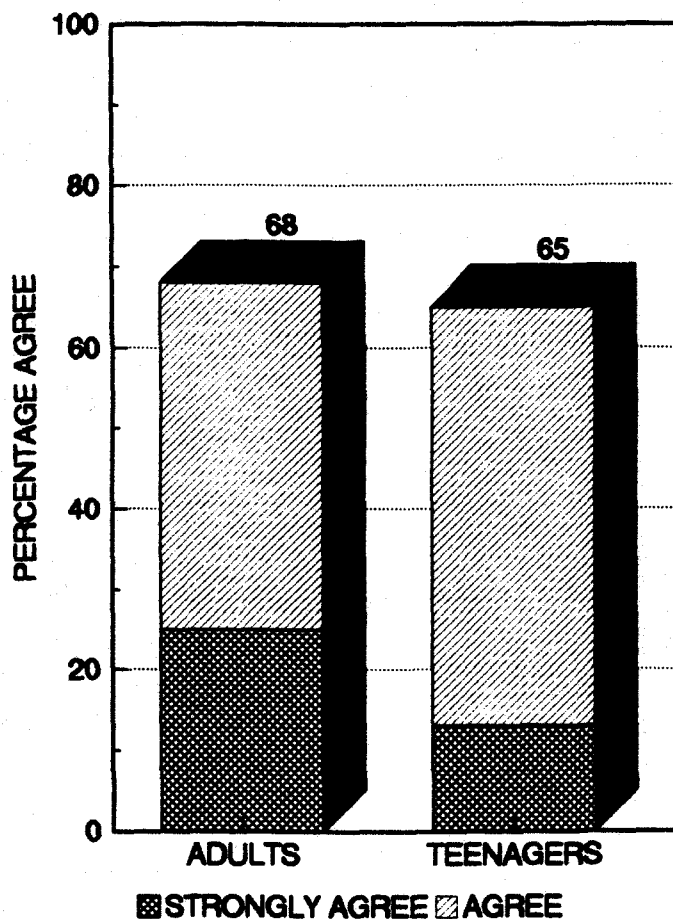
Differentiation between sensationalism and what is justifiable violence is a more difficult question. In order to gain some indication of what was acceptable, respondents were asked to indicate whether they believed certain illustrations of violence should be shown on the news in the cause of realism as well as how they personally reacted when viewing such items.

### VIOLENCE AND THE NEWS - THE RELATIONSHIP BETWEEN SHOWING WHAT HAPPENED AND PERSONAL REACTIONS



There is a small but significant variation in emotional response between various illustrations, with more people appearing to be able to detach themselves from scenes of blood and dead bodies than from interview or close-up situations. Therefore, this provides some indication that showing occurrences in a more clinical and detached fashion (blood, dead bodies) is viewed as less sensational and more acceptable than approaches providing greater exposure to human suffering or emotions (interviews, close-ups).

Females, older respondents and those from the lower socio-economic levels were more likely to express dislike for some of the scenes described.



### VIOLENT NEWS SHOULD BE ON LATER AT NIGHT

Despite the fact that many adults and teenagers believed violence on the news to be justifiable, two-thirds nevertheless believed some control needed to be exerted over who was exposed to such violence by way of viewing time, as shown in the above diagram.

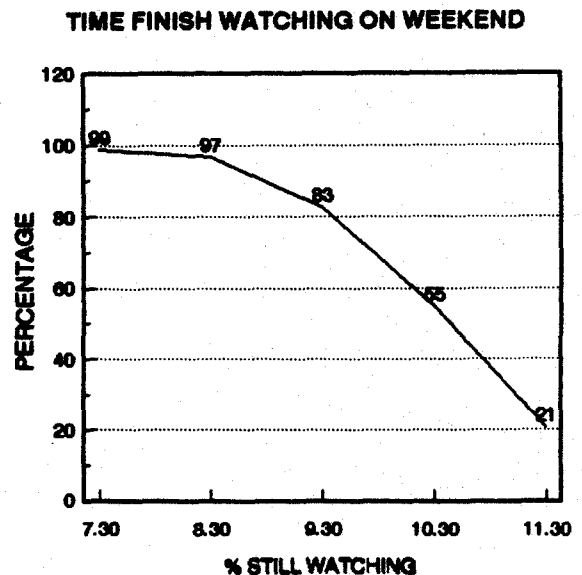
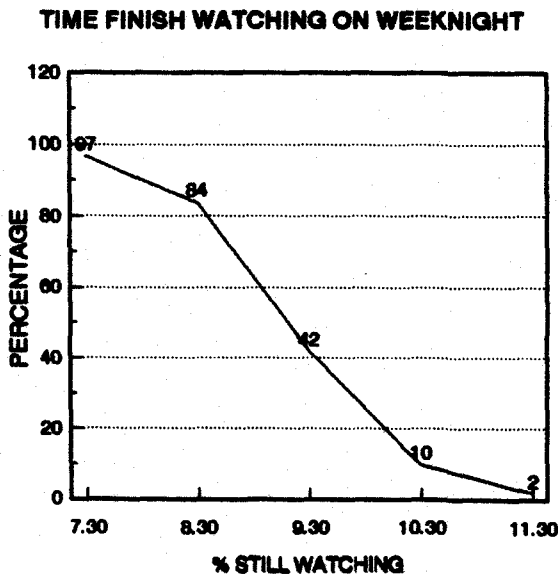
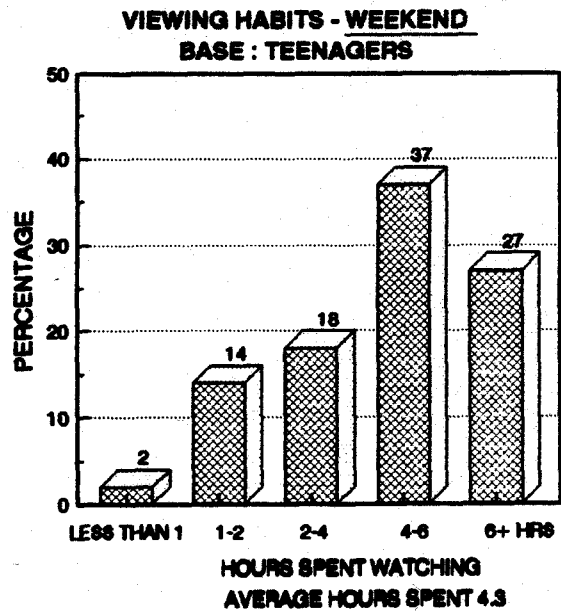
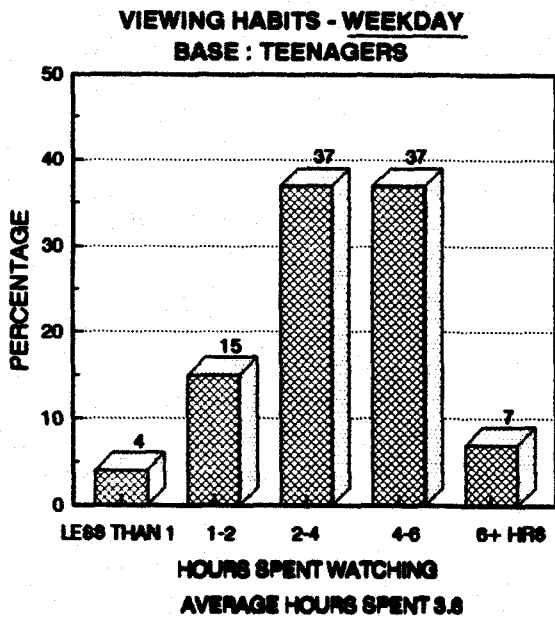
In summary then, New Zealanders, particularly teenagers, appear to have faith in the integrity of the news. However, sensationalising violence is not considered acceptable. At present, despite the fact that many adults see the news as presenting violence in a spectacular way, this has not translated to a large degree into the more negative aspects of 'sensationalism'.

10. CONTROLLING CHILDREN'S EXPOSURE TO ADULT VIEWING

At present, 8.30pm is defined as the time after which it becomes allowable to screen adult-only programmes.

In order to ascertain the appropriateness of this cut-off time, teenagers were questioned about their viewing habits. These are illustrated in the following diagrams.

### TEENAGERS - TELEVISION VIEWING



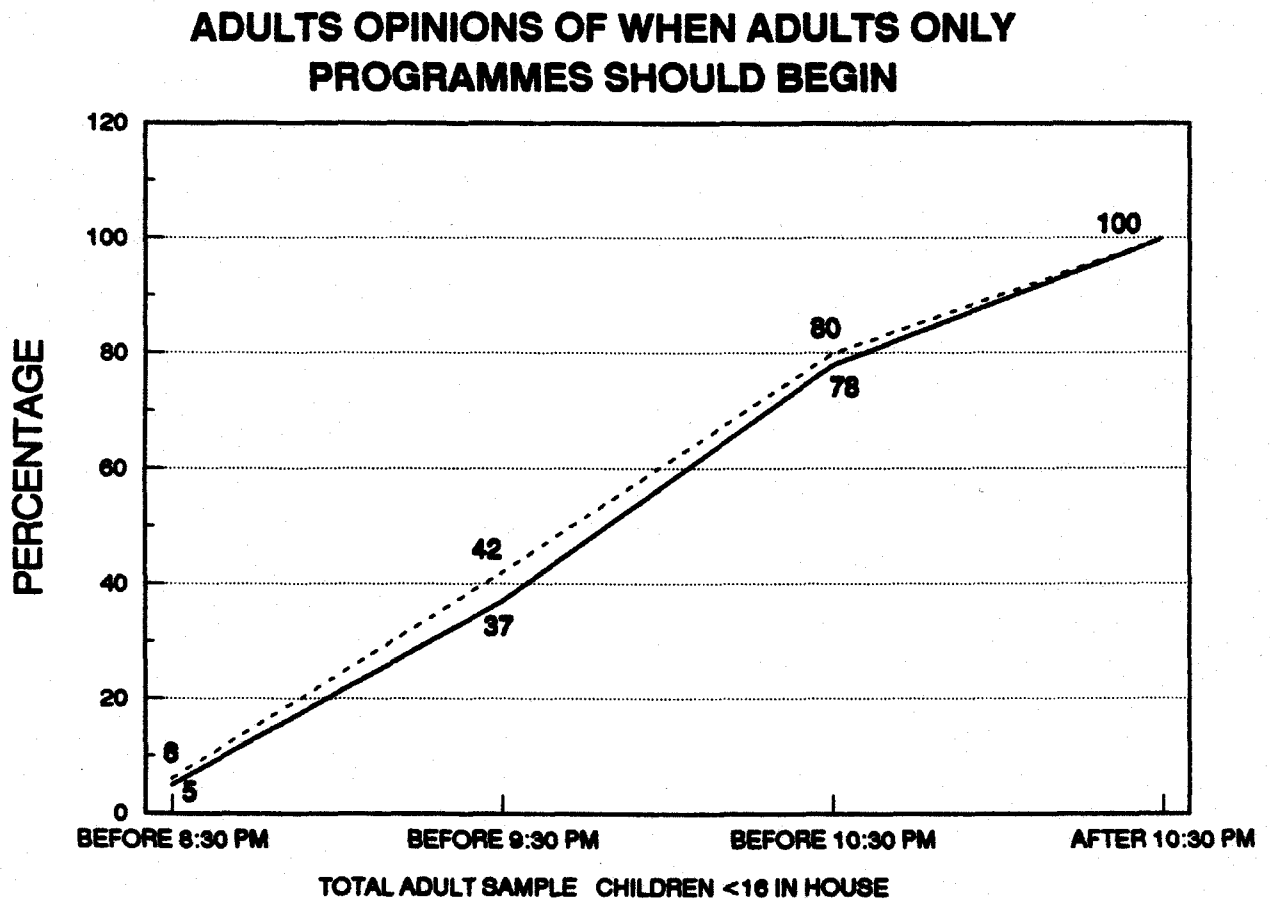
On average, teenagers spend 3.6 hours on a weekday viewing television. At 9.30pm on a weeknight, 42% of teenagers are still watching television.

Weekend viewing continues until at least 9.30pm for 83% of teenagers and 55% are still watching at 10.30pm.

It should be borne in mind that parents are less concerned about the effects on teenagers of viewing violence than about primary school age children or pre-schoolers, indicating more faith in teenagers' ability to handle violence in context. Teenagers also exhibit a higher degree of discrimination between various types of violence.

Therefore, it would be beneficial to investigate habits of primary school children with regards to time of viewing television.

Nevertheless, it does appear that the 8.30pm time stop is considered too early by adults, as evidenced in the following diagram :



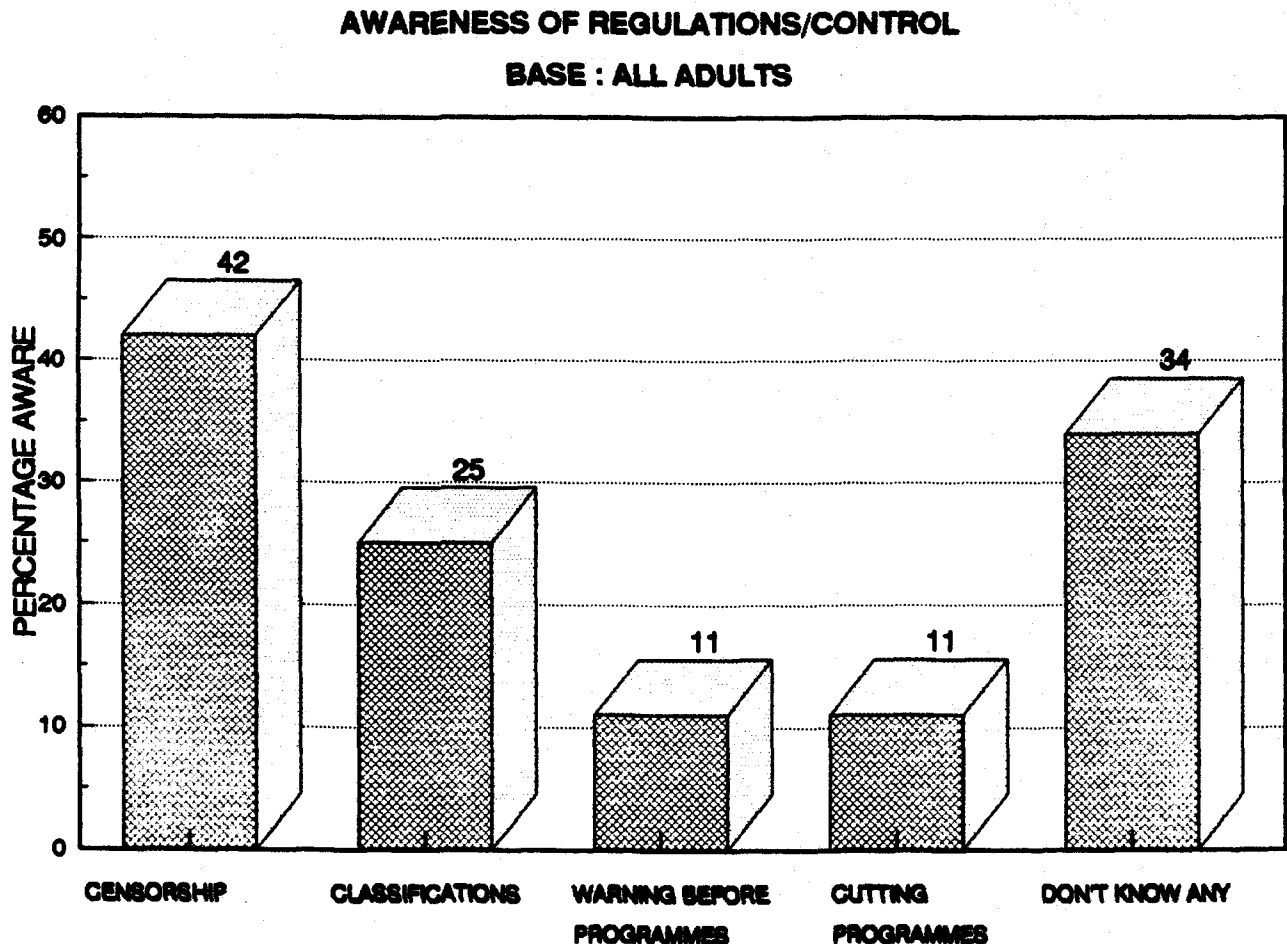
Only 37% of all adults, including 42% of people with children under 16 in the household, believe that adult only programmes should begin before 9.30pm.

11. AWARENESS OF REGULATIONS / CONTROLS

5. AWARENESS OF REGULATION / CONTROLS

As evidenced in an earlier section, the extent to which self-imposed regulation of viewing of violent content was carried out was limited. Three-quarters of adults were of the opinion that there should be more control of the amount of violence on television.

In order to assess this finding in the light of levels of awareness of controls or regulations currently in place, respondents were asked to identify regulations or controls they knew of :

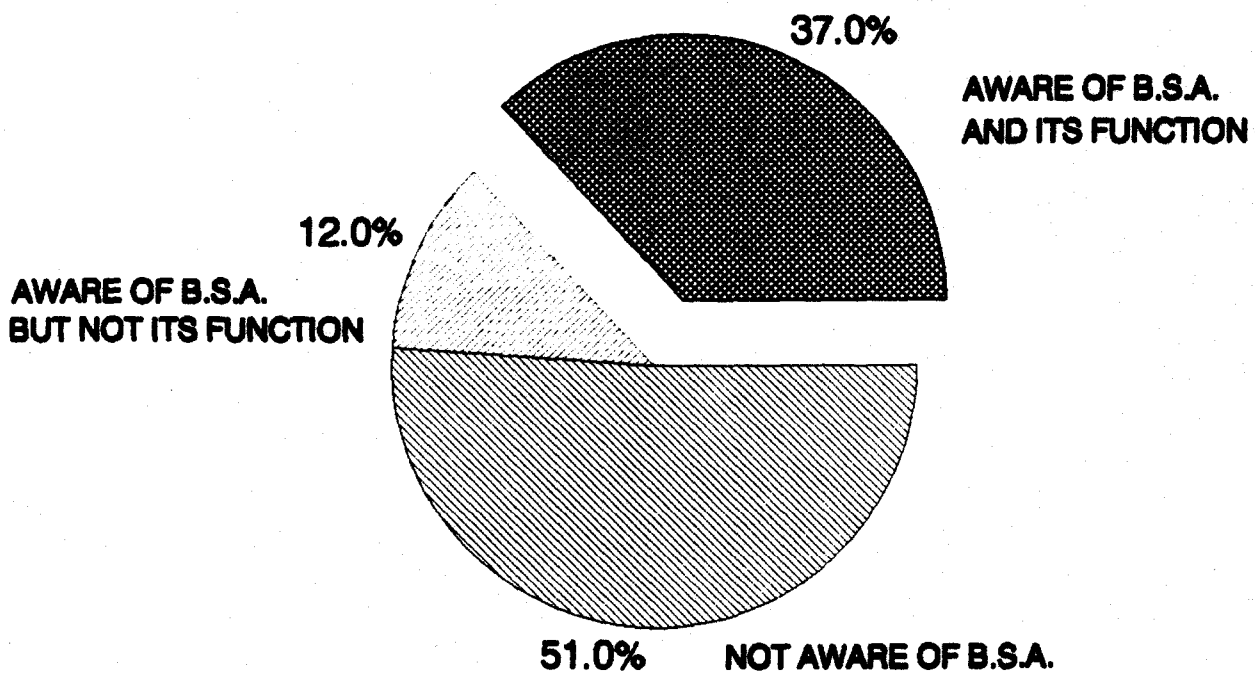


One-third of adults were unable to specify any regulations or controls regarding television. Censorship was the most frequently-cited control followed by classifications (e.g. A0) of programmes, mentioned by one in every four adults.



Respondents were also questioned about the Broadcasting Standards Authority specifically.

**AWARENESS OF BROADCASTING STANDARDS AUTHORITY  
BASE: ALL ADULTS**



Just over one-third of adults had heard of the Authority and proclaimed to know of its function once prompted. Half the sample had not heard of the Broadcasting Standards Authority prior to being interviewed.

SECTION C : URBAN VERSUS RURAL NEW ZEALAND

One of the objectives of this study identified by the Broadcasting Standards Authority was to ensure that the views of rural New Zealand were adequately represented. Hence, a booster sample of rural dwellers was recruited to allow an urban / rural comparison to be made.

In general, it can be said that the opinions and behaviour of rural and urban dwellers in New Zealand are very similar. Any differences that do exist are small in magnitude. These differences are outlined below :

### 1. Effect of Realism

Whereas urban dwellers do not profess to be significantly more upset by news / actual violence than by fictional violence, rural dwellers tend to be more discriminating between fact and fiction :

	<u>Rural Dwellers</u> (100) %	<u>Urban Dwellers</u> (570) %
Upset by physical fighting / news	59	56
Upset by physical fighting / drama	46	58
Upset by shooting or killings / news	63	62
Upset by shooting or killings / drama	45	58

### 2. Concern About Violence And Its Effects

More urban dwellers express concern about violence on television and more hold the opinion that the portrayal of violence on television increases violence in society.

	<u>Rural Dwellers</u> (100) %	<u>Urban Dwellers</u> (570) %
* <u>Very or quite</u> concerned about amount of violence on T.V.	66	77
* Strongly agree that violence on T.V. increases violence in society	14	21

3. Rural dwellers tend to display a higher degree of acceptance of contextual violence.

	<u>Rural Dwellers</u> (100) %	<u>Urban Dwellers</u> (570) %
* Don't take violent scenes on comedy shows seriously	77	72
* Fighting in cartoons so different you don't take seriously	74	64
* I don't mind them showing violence if important to story	69	62

4. Rural dwellers tend to display a greater degree of dislike for the explicit portrayal of violence on the news.

	<u>Rural Dwellers</u> (100) %	<u>Urban Dwellers</u> (570) %
Don't like interviews with victims or their families	67	53
Don't like dead bodies on news	51	45
Don't like blood on news	49	42

5. A higher proportion of rural dwellers express strong concern over issues other than violence; specifically the amount of abusive language and nudity / sex scenes on television :

	<u>Rural Dwellers</u>	<u>Urban Dwellers</u>
	(100)	(570)
	%	%
<u>Very concerned about amount of abusive language</u>	29	19
<u>Very concerned about nudity / sex scenes</u>	25	16

6. Rural dwellers tend to be more aware of regulations or controls regarding television.

	<u>Rural Dwellers</u>	<u>Urban Dwellers</u>
	(100)	(570)
<u>Type of Regulations / Controls</u>	%	%
Don't know any / none	26	34
Classification	35	25
Censorship	48	42

In summary then, it would appear that more rural dwellers tend to react differently to factual and fictional violence, being affected more by the realism of the violence portrayed. They are more accepting of violence in fictional contexts. On the other hand, more urban dwellers tend to view violence as violence irrespective of whether it is real or fictional and, hence, are more concerned about the amount of violence on television and its influence on society.

SECTION D : AUSTRALIA VERSUS NEW ZEALAND

1. INTRODUCTION

As mentioned in the introduction to this report, this study of Community Attitudes and Perceptions of Violence on Television was modelled upon a study carried out by the Public Policy Research Centre in 1989 in Australia.

While some areas of questioning were modified to be more relevant to New Zealand and some of the Broadcasting Standard Authority's specific objectives, many identical or highly similar questions were included in both studies and these form the basis of comparison for this section of the report.

Although general trends concerning the issue of television violence were very similar between the two countries, there were some differences in emphasis or level of occurrence in both behavioural and attitudinal considerations. These are now summarised.

## AUSTRALIA VERSUS NEW ZEALAND - ADULTS

1. **TELEVISION VIOLENCE IS AN ISSUE PROMINANT IN THE MINDS OF TWICE AS MANY NEW ZEALANDERS AS AUSTRALIANS. (47% NEW ZEALANDERS SPONTANEOUSLY EXPRESS CONCERN) (25% AUSTRALIANS SPONTANEOUSLY EXPRESS CONCERN)**
2. **A HIGH LEVEL OF T.V. VIOLENCE IS SLIGHTLY MORE NOTICEABLE TO AUSTRALIANS. (82% AUSTRALIANS THINK THERE IS MORE AND MORE VIOLENCE ON T.V. THESE DAYS COMPARED WITH 73% NEW ZEALANDERS (60% AUSTRALIANS THINK THERE IS TOO MUCH VIOLENCE COMPARED WITH 53% NEW ZEALANDERS)**
3. **NEW ZEALANDERS MAKE A GREATER DISTINCTION BETWEEN T.V. VIOLENCE AND VIDEO VIOLENCE. (77% NEW ZEALANDERS BELIEVE T.V. VIOLENCE IS NOTHING COMPARED WITH VIDEO VIOLENCE COMPARED WITH 61% AUSTRALIANS)**
4. **NEW ZEALANDERS ARE FAR MORE ACCEPTING OF VIOLENCE ON NEWS, CURRENT AFFAIRS OR DOCUMENTARIES AND ARE MORE TRUSTING OF THE INTEGRITY OF THE NEWS**

	<u>NEW ZEALAND</u> (800) %	<u>AUSTRALIA</u> (1815) %
* VIOLENCE IS EVER JUSTIFIED ON T.V.	89	51
* NEWS PRESENTS VIOLENCE IN SPECTACULAR WAY	85	75
* NEWS SHOWS WORLD AS REALLY IS	87	82
* DONT LIKE INTERVIEWS WITH VICTIMS OR FAMILIES	54	70
* IT'S O.K. TO SHOW ACCIDENTS/TRAGEDIES CLOSE-UP	59	43
* UPSET WHEN SHOOTING/KILLING SHOWN ON NEWS.	82	88



## AUSTRALIA VERSUS NEW ZEALAND - ADULTS

5. NEW ZEALANDERS EXHIBIT MORE SELF-CONTROL OVER EXPOSURE TO VIOLENCE WHILE MORE AUSTRALIANS REQUEST IMPOSED CONTROL

	<u>NEW ZEALAND</u> (800) %	<u>AUSTRALIA</u> (1818) %
* EVER CHANGED CHANNEL/TURNED OFF TO AVOID VIOLENCE	70	60
* AMOUNT ON VIOLENCE ON T.V. SHOULD BE CONTROLLED	74	84

6. AUSTRALIANS PERHAPS MORE PESSIMISTIC AND CONCERNED ABOUT DESENSITISATION :

	<u>NEW ZEALAND</u> (800) %	<u>AUSTRALIA</u> (1818) %
* SO MUCH VIOLENCE YOU GET USED TO SEEING IT	51	58
* THE WORLD IS BECOMING A VERY THREATENING PLACE	64	76

7. AUSTRALIANS MORE ACCEPTING OF VIOLENCE IN THE CONTEXT OF :

SPORT (60% VERSUS 43% NEW ZEALANDERS)  
STORYLINE (69% VERSUS 62% NEW ZEALANDERS)

## AUSTRALIA VS NEW ZEALAND TEENAGERS

	<u>AUSTRALIA</u>	<u>NEW ZEALAND</u>
<u>VIEWING HABITS :</u>	22 HRS WEEKLY	26.6 HOURS WEEKLY
<u>CONTROL EXERCISED :</u> <u>OVER LEVEL OF VIOLENCE</u>	38% HAVE TURNED TV OFF/CHANGED CHANNELS DUE TO VIOLENCE	58% HAVE TURNED TV OFF/CHANGED CHANNELS DUE TO VIOLENCE
	46% HAVE PARENTS THAT COMMENT ON VIOLENCE	53% HAVE PARENTS THAT COMMENT ON VIOLENCE
	29% HAVE PARENTS THAT STOP THEM VIEWING VIOLENCE	36% HAVE PARENTS THAT STOP THEM VIEWING VIOLENCE
	74% BELIEVE THERE SHOULD BE MORE CONTROL OF AMOUNT OF VIOLENCE ON T.V.	62% BELIEVE THERE SHOULD BE MORE CONTROL OF AMOUNT OF VIOLENCE ON T.V.
	64% BELIEVE PARENTS SHOULD CONTROL CHILDRENS VIEWING	74% BELIEVE PARENTS SHOULD CONTROL CHILDRENS VIEWING
<u>VIOLENCE AND SOCIETY :</u>	82% AGREE THERE IS MORE AND MORE VIOLENCE ON T.V. THESE DAYS	77% AGREE THERE IS MORE AND MORE VIOLENCE ON T.V. THESE DAYS
	76% AGREE THERE IS SO MUCH VIOLENCE YOU GET USED TO SEEING IT	56% AGREE THERE IS SO MUCH VIOLENCE YOU GET USED TO SEEING IT
	76% AGREE WORLD IS BECOMING A VERY THREATENING PLACE	64% AGREE WORLD IS BECOMING A VERY THREATENING PLACE

Consistent throughout both the adult and teenage sample, Australians tend to be more concerned about the amount of violence on television compared with New Zealanders, while New Zealanders are more concerned about the issue of violence and television per se. This may be related to the finding that Australians impose less control over the own, or their children's viewing. More Australians express the wish for external controls whereas more New Zealand adults and teenagers alike either control their own exposure to T.V. violence or have parents who control it for them.

It would be interesting to evaluate whether Australians' concern about violence on television is based on fact; in other words, whether or not Australian T.V. actually does have a higher violence content. Certainly in terms of intensity more New Zealanders perceive television violence as comparatively mild compared to video indicating that Australian television may allow the portrayal of more explicit fictional violence. There is also the suggestion that news programmes are perceived by more Australians as sensational, whereas more New Zealanders place faith in the realism and integrity of the news and hence, are more accepting of violence in this context.

Finally, it is clear that more Australians, both young and old, believe that the world is becoming a very threatening place.

APPENDIX : QUESTIONNAIRE

Card No : .....

1

Q'naire ID .....

2-5

Interview I.D. ....

6-10

APPROACH :

"Good morning / afternoon / evening. My is ..... from Research International New Zealand, an independent research agency. Today we are talking to people about their views on television. Are there any teenagers in this household aged between 13 and 16 years of age?"

IF NO, RECRUIT FOR ADULT QUESTIONNAIRE

IF YES :

"May I please speak to the parent of this teenager because we need to obtain permission before we can conduct an interview ?"

RE-INTRODUCE YOURSELF IF NECESSARY

"Today / tonight we are talking to teenagers about their views on television, their viewing habits, what they like about certain programmes and about the level of action, the fights etc., shown on television. We are conducting this survey on behalf of the Broadcasting Standards Authority, which is the organisation set up by Government to provide guidelines to television channels about what sorts of things can be shown on television. In order for the Broadcasting Standards Authority to represent the opinion of the general public of New Zealand properly, they first need to find out what people's opinions are. We are talking to a large number of people all across New Zealand and everything people say to us is totally confidential, with results being presented in the form of statistics only."

"It is important for this study that we talk to a large number of teenagers as their ideas and opinions are of great interest to us. Therefore, we would like to ask your permission to speak to one teenager aged between 13-16 in this household. If there is more than one teenager living here in this age group, we would like to speak to the one who last had a birthday."

IF UNAVAILABLE - ARRANGE CALLBACK

INTERVIEWER ONLY TO USE IF ABSOLUTELY NECESSARY TO OBTAIN INTERVIEW

"If you would like more information about the survey we could give you the name and phone number of someone to contact at the Broadcasting Standards Authority and we could arrange a time to call you back."

IF YES : GIVE NAME AND NUMBER, ARRANGE CALLBACK

INTRODUCTION TO CHILD

"My name is ..... and I work for a research company called Research International New Zealand. Today/tonight we are talking to lots of teenagers about television, what they watch and what they think about certain things. We are doing this survey for the Broadcasting Standards Authority which is an organisation that helps television channels decide what they should show on T.V. There are no right or wrong answers to the questions I will ask you, we are just really interested in your honest opinion."

"Before we start, I'd like to ask a few questions about yourself."

Q.1 Firstly could you please tell me how old you are ?"

- 13 ..... 1
- 14 ..... 2
- 15 ..... 3
- 16 ..... 4

11

Q.2 "And are you still at school ?"

- Yes ..... 1
- No ..... 2

12

Q.3 "And what jobs do your parent's have ?"

MOTHER : \_\_\_\_\_ (RECORD THEN CODE BELOW)

FATHER : \_\_\_\_\_ (RECORD THEN CODE BELOW)

	<u>Mother</u> (13)	<u>Father</u> (14)
Professional/Managerial .....	1	1
Other White Collar .....	2	2
Skilled .....	3	3
Semi/Unskilled .....	4	4
Retired .....	5	5
Housewife/Househusband .....	6	6
Student/Other non working .....	7	7

CODE SEX

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

15

Q.4(a) "Firstly, how many hours, on average, would you watch T.V. over the whole day on a normal weekday ?" CODE IN COL A

(b) "And, on average, how many hours of T.V. would you watch on a normal weekend day ?" CODE IN COL B

	COL A	COL B
	<u>Weekday</u>	<u>Weekend</u>
	(16)	(17)
Less than 1 hour .....	1	1
1 hour to 2 hours .....	2	2
More than 2 hours but less than 4 hours	3	3
4 hours to 6 hours .....	4	4
More than 6 hours .....	5	5
<u>DO NOT READ</u> Don't know .....	6	6

Q.5(a) "Do your parents ever comment on or talk to you about the programmes you watch on television ?"

Yes ..... 1 18

GO TO Q.6 No ..... 2

(b) "What types of programmes or parts of programmes do they comment on or talk to you about ?" PROBE TO NO

	19-20
	21-22
	23-24
	25-26

Q.6(a) "Do your parents ever stop you from watching any particular types of programmes ?"

Yes ..... 1 27

GO TO Q.7 No ..... 2

(b) "What types of programmes do they stop you from watching ?" PROBE TO NO

	28-29
	30-31
	32-33
	34-35

Q.7 "Are there any aspects of what is shown on t.v. which concern you at all ? IF YES; What in particular are you concerned about ?"

PROBE UNTIL NO AND TILL CLEAR. WRITE DOWN RESPONSES THEN CODE  
ONCE CATEGORY IS CLEAR

- \_\_\_\_\_ Bad language ..... 01
- \_\_\_\_\_ Nudity ..... 02
- \_\_\_\_\_ Sex scenes ..... 03
- \_\_\_\_\_ Violence ..... 04
- \_\_\_\_\_ Sexism / Stereotyping ..... 05
- \_\_\_\_\_ Racism ..... 06
- \_\_\_\_\_ Lack of variety/choice ..... 07
- \_\_\_\_\_ Not enough N.Z. content ..... 08
- \_\_\_\_\_ Too much American content ..... 09
- \_\_\_\_\_ Too much British content ..... 10
- \_\_\_\_\_ Too many advertisements ..... 11
- \_\_\_\_\_ Other (Specify) .....
- \_\_\_\_\_ .....
- \_\_\_\_\_ .....
- \_\_\_\_\_ .....

36-55



Q.8(a) "What programmes shown on television do you personally consider violent, if any ?" PROBE TO NO

- Cartoons (general) ..... 01
- Teenage Mutant Ninja Turtles ..... 02
- Sports programmes (General) ..... 03
- Rugby League ..... 04
- Superstars of Wrestling/Main Event Wrestling. 05
- News/Current Affairs programmes (general) ... 06
- News ..... 07
- Crime Watch ..... 08
- Tuesday Documentary ..... 09
- 60 Minutes ..... 10
- Drama series (general) ..... 11
- Batman ..... 12
- China Beach ..... 13
- Cops ..... 14
- Crime Story ..... 15
- Friday the 13th ..... 16
- Hunter ..... 17
- Jake and the Fat Man ..... 18
- Minder ..... 19
- Sidekicks ..... 20
- The Bill ..... 21
- Tour of Duty ..... 22
- Wiseguy ..... 23
- 21 Jump Street ..... 24
- Other (Specify) .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....

CARD  
1  
56-79  
COL 80  
BLANK

CARD 2

(b) "What programmes, if any, shown on television do you consider so violent that you personally would not watch them ?" PROBE TO NO


2-3  
4-5  
6-7  
8-9  
10-11  
12-13  
14-15

Q.9 "Now, I'd like to get your opinion on the content of various television programmes. I have a list of statements which describe various scenes shown on television from time to time. For each description I would like you to tell me whether or not you would be upset by seeing this sort of material on television ?"

ROTATE ORDER OF READING OUT STATEMENTS

"To what extent would it upset you to view scenes ..(STATEMENT)...  
Would you be very upset, quite upset, not very upset or not at all upset ?"

	Very Upset	Quite Upset	Not Very Upset	Not At All Upset	Don't Know	
<u>ROTATE</u> <input type="checkbox"/> ... Containing physical fighting including people being beaten if they were shown on news or current affairs programme	1	2	3	4	5	16
... Containing physical fighting including people being beaten if they were shown on movies or drama series	1	2	3	4	5	17
<input type="checkbox"/> ... Containing shooting and killing where you see the blood and bodies of the victims if they were shown on a news or current affairs programme	1	2	3	4	5	18
... Containing shooting and killing where you see the blood and bodies of the victims if they were shown on a movies or drama series	1	2	3	4	5	19

Q.9

"Now, I'd like to get your opinion on the content of various television programmes. I have a list of statements which describe various scenes shown on television from time to time. For each description I would like you to tell me whether or not you would be upset by seeing this sort of material on television ?"

ROTATE ORDER OF READING OUT STATEMENTS

"To what extent would it upset you to view scenes ..(STATEMENT)...  
Would you be very upset, quite upset, not very upset or not at all upset ?"

	Very Upset	Quite Upset	Not Very Upset	Not At All Upset	Don't Know	
<p><u>ROTATE</u> <input type="checkbox"/> ... Containing physical fighting including people being beaten if they were shown on movies or drama series</p>	1	2	3	4	5	16
<p>... Containing physical fighting including people being beaten if they were shown on news or current affairs programme</p>	1	2	3	4	5	17
<p><input type="checkbox"/> ... Containing shooting and killing where you see the blood and bodies of the victims if they were shown on movies or drama series</p>	1	2	3	4	5	18
<p>... Containing shooting and killing where you see the blood and bodies of the victims if they were shown on a new or current affairs programme</p>	1	2	3	4	5	19

Q.10 "Thinking now about the amount of violence on T.V., would you say there was too much, a reasonable amount, or too little ?"

- Too much ..... 1 20
- A reasonable amount ..... 2
- Too little ..... 3
- DO NOT READ** Don't care ..... 4
- OUT** Don't know ..... 5

Q.11 "How often, if ever, have you changed channels or turned off the T.V. because the content of the programme you were watching was too violent for you personally ?"

- READ OUT Frequently ..... 1 21
- Just sometimes ..... 2
- Not very often ..... 3
- Never ..... 4
- DO NOT READ Don't know ..... 5

Q.12(a) "Do you think it is ever justified to show violence on T.V.?"

- Yes ..... 1 22
- GO TO** No ..... 2
- Q.13** D.K. .... 3

(b) "And when do you think it is justified to show violence on T.V.?"  
PROBE TO NO AND TILL CLEAR

\* IF LATE IN THE EVENING MENTIONED, CLARIFY :

"And what time would you consider to be late in the evening ?"

- News ..... 01 23-40
- Current affairs ..... 02
- Documentaries ..... 03
- Late in the evening
- After 10.30pm ..... 04
- After 9.30 - 10.29pm ..... 05
- After 8.30 - 9.29pm ..... 06
- After 7.30 - 8.29pm ..... 07
- Before 7.30pm ..... 08
- Movies/drama series ..... 09
- Other (Specify) .....
- .....
- .....

Q.13

"Now, I am going to read you some statements that other people have made about television. For each one, I would like you to tell me whether you personally agree or disagree with the statement. Remember, there are no right or wrong answers, it is just your opinion that counts."

IF AGREE : "Is that strongly agree or just agree ?"

IF DISAGREE : "Is that strongly disagree or just disagree ?"

ROTATE ORDER OF READING OUT STATEMENTS

	Strongly Agree	Agree	Neither/ Nor	Disagree	Strongly Disagree	Don't Know	
There seems to be more and more violence on T.V. these days	1	2	3	4	5	6	41
It should be up to individuals themselves to decide what they want to watch on T.V.	1	2	3	4	5	6	42
A lot of violence in society is caused by what people watch on T.V.	1	2	3	4	5	6	43
I enjoy watching T.V. shows with lots of action, blood and guts	1	2	3	4	5	6	44
Fights shown on sports programmes are OK	1	2	3	4	5	6	45
Programmes that show violence that actually happened worry me the most	1	2	3	4	5	6	46
Violence you see on T.V. is nothing compared to what is available on video these days	1	2	3	4	5	6	47
There is so much violence around you just get used to seeing it	1	2	3	4	5	6	48
I don't take violent scenes on comedy shows seriously	1	2	3	4	5	6	49
I don't mind seeing violence if it's shown that bad people get punished	1	2	3	4	5	6	50
There should be more control on the amount of violence on T.V.	1	2	3	4	5	6	51
Fighting in cartoons is so different from real life you don't take it seriously	1	2	3	4	5	6	52
I don't mind them showing violence if it's important to the story	1	2	3	4	5	6	53
Some types of violence on T.V. upset me more because they could happen to me	1	2	3	4	5	6	54
Parents should control what their children watch on T.V.	1	2	3	4	5	6	55
I feel like the world is becoming a very threatening place	1	2	3	4	5	6	56
Showing violence on T.V. can help some people get rid of their aggressive feelings	1	2	3	4	5	6	57

	Strongly Agree	Agree	Neither/ Nor	Disagree	Strongly Disagree	Don't Know
I don't like it when they show close ups of accidents and other tragedies on the news	1	2	3	4	5	6
News programmes show the world as it really is	1	2	3	4	5	6
News items showing violence should only be on later at night	1	2	3	4	5	6
News programmes like to present violence in a spectacular way	1	2	3	4	5	6
I don't think news programmes should present violence in a spectacular way	1	2	3	4	5	6
It's OK to see close ups of accidents and other tragedies on the news because it shows what really happens	1	2	3	4	5	6

58  
59  
60  
61  
62  
63

Q.14(a) "At what time do you usually stop watching TV on a week night ?"  
CODE IN COL A BELOW

(b) "And at what time do you usually stop watching TV on a weekend night ?"  
CODE IN COL B BELOW

<u>DO NOT READ OUT</u>	COL A Week (64)	COL B Weekend (65)
Before 7.30pm .....	1	1
7.30 - 8.29pm .....	2	2
8.30 - 9.29pm .....	3	3
9.30 - 10.29pm .....	4	4
10.30 - 11.29pm .....	5	5
11.30pm or later .....	6	6

"Thank you very much for your help in this survey.  
The company I work for is Research International  
and if you have any queries you can contact my  
Field Manager during office hours on :

Auckland ..... 765-117  
Wellington ..... 695-093  
Christchurch ..... 660-170

All other centres : may write to P.O. Box 30-441  
Lower Hutt. My name is ..... Again, thank  
you for your help. I hope you enjoyed taking part."

Respondent Phone No : .....

Interviewer : ..... Date : .....

66-73  
74-79

Card No : .....

1

Q'naire I.D.....

2-5

Interviewer I.D. ....

6-10

APPROACH :

"Good morning/afternoon/evening. My name is ..... from Research International New Zealand, an independent market research company. Today we are talking to people about their views on what sort of things can be shown on television. To make sure we have a cross section of people in our survey we need to randomly select one person aged 17 years and over from each household. May I please speak to the person in your household aged 17 years or over who last had a birthday ?"

RE-INTRODUCE YOURSELF IF NECESSARY

"Today/tonight we are talking to people about their views on television. We are conducting this survey on behalf of the Broadcasting Standards Authority, which is the organisation set up by Government to provide guidelines to television channels about what sorts of things can be shown on television. In order for the Broadcasting Standards Authority to represent the opinion of the general public of New Zealand properly, they first need to find out what people's opinions are. We are talking to a large number of people all across New Zealand and everything people say to us is totally confidential, with results being presented in the form of statistics only.

EXPLAIN INTERVIEW WILL TAKE 20-25 MINUTES AND RING BACK AT MORE CONVENIENT TIME IF NECESSARY

"Before we begin the interview, I would like to reassure you that there are no right or wrong answers and no one will be judging you by what your opinions may be. It is simply to make sure that the opinions of New Zealanders are taken into consideration by television.

Q.1(a) "Firstly, to ensure that we get a good cross section of people living in towns and cities, and in the country, which of these statements best describes the area that you live in ?"

READ OUT

I live on a farm ..... 1

11

I live in a small town that has a population of less than 1,000 people .... 2

I live in a town or city that has a population of more than 1,000 people .... 3

CHECK QUOTA FOR RURAL (1 or 2 CODED ABOVE) AND URBAN (3 CODED ABOVE)

(b) "Could you please tell me if there are any children in this household aged under 5 years ?"

(c) "And are there any children in this household aged 5-12 years ?"

(d) "And are there any children in this household aged 13-16 years ?"

Under 5 years ..... 1

12-14

5-12 years ..... 2

13-16 years ..... 3

INTERVIEWER, MAKE NOTE OF THIS FOR QUESTIONS PERTAINING TO CHILDREN

Q.2(a) "Firstly, how many hours, on average, would you watch T.V. over the whole day on a normal weekday ?" CODE IN COL A

(b) "And, on average, how many hours of T.V. would you watch on a normal weekend day ?" CODE IN COL B

<u>DO NOT READ OUT</u>	COL A	COL B
	<u>Weekday</u>	<u>Weekend</u>
	(15)	(16)
Less than 1 hour .....	1	1
1 hour to 2 hours .....	2	2
More than 2 hours but less than 4 hours	3	3
4 hours to 6 hours .....	4	4
More than 6 hours .....	5	5
Don't know .....	6	6

Q.3 "Are there any aspects of what is shown on t.v. which concern you at all ? IF YES; What in particular are you concerned about ?"

PROBE UNTIL NO AND TILL CLEAR. WRITE DOWN RESPONSES THEN CODE  
ONCE CATEGORY IS CLEAR

- |       |                                 |    |
|-------|---------------------------------|----|
| _____ | Bad language .....              | 01 |
| _____ | Nudity / sex scenes .....       | 02 |
| _____ | Violence .....                  | 03 |
| _____ | Sexism / Stereotyping .....     | 04 |
| _____ | Racism .....                    | 05 |
| _____ | Lack of variety/choice .....    | 06 |
| _____ | Not enough N.Z. content .....   | 07 |
| _____ | Too much American content ..... | 08 |
| _____ | Too much British content .....  | 09 |
| _____ | Too many advertisements .....   | 10 |
| _____ | Other (Specify) .....           |    |
| _____ | .....                           |    |
| _____ | .....                           |    |
| _____ | .....                           |    |

17-32



Q.4

"I am now going to read you out some aspects of television which some people have told us they are concerned about and others have told us they are not concerned about. For each one I mention, I would like you to tell me whether you personally are very concerned, quite concerned, not very concerned or not at all concerned about that particular aspect of T.V."

ENSURE RESPONDENT UNDERSTANDS BEFORE PROCEEDING

ROTATE ORDER OF READING OUT

"Now to what extent are you concerned or not concerned about ...  
Are you.... ? (..READ OUT SCALE..) CODE IN APPROPRIATE COLUMN

<u>ROTATE</u>		Very Concerned	Quite Conc'd	Not Very Conc'd	Not At All Conc'd	Don't Know	
	The amount of abusive language	1	2	3	4	5	33
	The amount of nudity / sex scenes	1	2	3	4	5	34
	The amount of violence	1	2	3	4	5	35
	Alcohol sponsorship/ advertising	1	2	3	4	5	36
						BLANK	37

Q.5(a) "What programmes shown on television do you personally consider violent, if any ?" PROBE TO NO

- Cartoons (general) ..... 01
- Teenage Mutant Ninja Turtles ..... 02
- Sports programmes (General) ..... 03
- Rugby League ..... 04
- Superstars of Wrestling/Main Event Wrestling. 05
- News/Current Affairs programmes (general) ... 06
- News ..... 07
- Crime Watch ..... 08
- Tuesday Documentary ..... 09
- 60 Minutes ..... 10
- Drama series (general) ..... 11
- Batman ..... 12
- China Beach ..... 13
- Cops ..... 14
- Crime Story ..... 15
- Friday the 13th ..... 16
- Hunter ..... 17
- Jake and the Fat Man ..... 18
- MacGyver ..... 19
- Minder ..... 20
- Sidekicks ..... 21
- The Bill ..... 22
- Tour of Duty ..... 23
- Wiseguy ..... 24
- 21 Jump Street ..... 25
- Other (Specify) .....
- .....
- .....
- .....
- .....
- .....
- .....
- .....

38-79  
COL  
80  
BLANK

(b) "What programmes, if any, shown on television do you consider so violent that you personally would not watch them ?" PROBE TO NO


CARD  
2  
2-3  
4-5  
6-7  
8-9  
10-11  
12-13  
14-15



Q.6 "Now, I'd like to get your opinion on the content of various television programmes. I have a list of statements which describe various scenes shown on television from time to time. For each description I would like you to tell me whether or not you would be upset by seeing this sort of material on television ?"

ROTATE ORDER OF READING OUT STATEMENTS

"To what extent would it upset you to view scenes ..(STATEMENT)... Would you be very upset, quite upset, not very upset or not at all upset ?"

ROTATE

	Very Upset	Quite Upset	Not Very Upset	Not At All Upset	Don't Know
<input type="checkbox"/> ... Containing physical fighting including people being beaten if they were shown on movies or drama series	1	2	3	4	5
... Containing physical fighting including people being beaten if they were shown on news or current affairs programme	1	2	3	4	5
<input type="checkbox"/> ... Containing shooting and killing where you see the blood and bodies of the victims if they were shown on movies or drama series	1	2	3	4	5
... Containing shooting and killing where you see the blood and bodies of the victims if they were shown on a new or current affairs programme	1	2	3	4	5

76

77

78

79

COL 8  
BLANK

CARD  
3

Q.7 "Who, if anyone, do you think might be affected in either a good or bad way, by seeing violence on television ? PROBE TO NO

*Children .....	01
Children - pre-school .....	02
- primary school .....	03
Teenagers .....	04
Adults .....	05
Everybody .....	06
Psychologically disturbed .....	07
Males .....	08
Females .....	09
Other (SPECIFY) .....	
.....	
.....	
.....	

2-21

\* IF CHILDREN MENTIONED

CLARIFY :

"Is that a particular age of children, or children in general ?"

GO TO No one .....	98
Q.8 Don't know .....	99

Q.6 "Now, I'd like to get your opinion on the content of various television programmes. I have a list of statements which describe various scenes shown on television from time to time. For each description I would like you to tell me whether or not you would be upset by seeing this sort of material on television?"

ROTATE ORDER OF READING OUT STATEMENTS

"To what extent would it upset you to view scenes ..(STATEMENT)...  
Would you be very upset, quite upset, not very upset or not at all upset?"

	Very Upset	Quite Upset	Not Very Upset	Not At All Upset	Don't Know	
<input type="checkbox"/> ROTATE ... Containing physical fighting including people being beaten if they were shown on news or current affairs programme	1	2	3	4	5	76
... Containing physical fighting including people being beaten if they were shown on movies or drama series	1	2	3	4	5	77
<input type="checkbox"/> ... Containing shooting and killing where you see the blood and bodies of the victims if they were shown on a news or current affairs programme	1	2	3	4	5	78
... Containing shooting and killing where you see the blood and bodies of the victims if they were shown on a movies or drama series	1	2	3	4	5	79

Q.7 "Who, if anyone, do you think might be affected in either a good or bad way, by seeing violence on television? PROBE TO NO

	*Children .....	01	COL 80
	Children - pre-school .....	02	BLANK
	- primary school .....	03	CD3
* IF CHILDREN MENTIONED	Teenagers .....	04	2-21
CLARIFY :	Adults .....	05	
"Is that a particular age of children, or children in general ?"	Everybody .....	06	
	Psychologically disturbed .....	07	
	Males .....	08	
	Females .....	09	
	Other (SPECIFY) .....		
	.....		
	.....		
	.....		
	.....		
<input type="checkbox"/>	GO TO No one .....	98	
	Q.8 Don't know .....	99	

Q.7(b) FOR EACH MENTIONED ABOVE, ASK :

"What do you think the effects on \_\_\_\_\_ (AS APPROPRIATE) might be ?"

PROBE TO NO AND TILL CLEAR

WRITE IN APPROPRIATE SPACE

CHILDREN :

- PRE SCHOOL :

22-29

- PRIMARY SCHOOL :

30-37

TEENAGERS :

38-45

ADULTS :

46-53

EVERYBODY :

54-61

PSYCHOLOGICALLY DISTURBED :

62-69

MALES :

70-77

78-80

BLANK

CD 4

FEMALES :

2-9

OTHERS : \_\_\_\_\_ (WRITE IN) \_\_\_\_\_

10-17

Q.8(a) "Thinking now about the amount of violence on T.V. at present, would you say there was too much, a reasonable amount, or too little ?"

- Too much ..... 1 18
- A reasonable amount ..... 2
- Too little ..... 3
- Don't care ..... 4
- Don't know ..... 5

(b) "Would you now say that there is more, the same amount or less violence on TV at present than there was 5 years ago ?"

- More ..... 1 19
- The same ..... 2
- Less ..... 3
- Don't know ..... 4

Q.9(a) "How often, if ever, have you changed channels or turned off the T.V. because the content of the programme you were watching was too violent for you personally ?" READ OUT - CODE IN COL A

(b) ASK IF CHILDREN IN HOUSEHOLD

"And how often, if ever, have you changed channels or turned off the T.V. because the content of a programme was too violent for the children ?" READ OUT - CODE IN COL B

	COL A	COL B
	Personally	Children
	(20)	(21)
Frequently .....	1	1
Just sometimes .....	2	2
Not very often .....	3	3
Never .....	4	4
<u>DO NOT READ</u> Don't know .....	5	5

20-21

Q.10(a) "Do you think it is ever justified to show violence on T.V.?"

	Yes .....	1 22
GO TO	No .....	2
Q.11	D.K. ....	3

Q.10(b) "And when do you think it is justified to show violence on T.V.?"  
PROBE TO NO AND TILL CLEAR

\* IF LATE IN THE EVENING  
MENTIONED, CLARIFY :

"And what time would you consider  
to be late in the evening ?"

News .....	01	23-40
Current affairs .....	02	
Documentaries .....	03	
Late in the evening		
After 10.30pm .....	04	
After 9.30 - 10.29pm .....	05	
After 8.30 - 9.29pm .....	06	
After 7.30 - 8.29pm .....	07	
Before 7.30pm .....	08	
Movies/drama series .....	09	
Other (Specify) .....		
.....		
.....		



Q.11 "Now, I am going to read you some statements that other people have made about television. For each one, I would like you to tell me whether you personally agree or disagree with the statement. Remember, there are no right or wrong answers, it is just your opinion that counts."

IF AGREE : "Is that strongly agree or just agree ?"

IF DISAGREE : "Is that strongly disagree or just disagree ?"

ROTATE ORDER OF READING OUT STATEMENTS

	Strongly Agree	Agree	Neither/ Nor	Disagree	Strongly Disagree	Don't Know	
There seems to be more and more violence on T.V. these days	1	2	3	4	5	6	41
It's OK to show dead bodies on the news because it shows what really happens	1	2	3	4	5	6	42
It should be up to individuals themselves to decide what they want to watch on T.V.	1	2	3	4	5	6	43
A lot of violence in society is caused by what people watch on T.V.	1	2	3	4	5	6	44
I don't like it when they show dead bodies on the news	1	2	3	4	5	6	45
I enjoy watching T.V. shows with lots of action, blood and guts	1	2	3	4	5	6	46
Fights shown on sports programmes are OK	1	2	3	4	5	6	47
Programmes that show violence that actually happened worry me the most	1	2	3	4	5	6	48
It's okay to show blood on the news because it shows what really happens	1	2	3	4	5	6	49
Violence you see on T.V. is nothing compared to what is available on video these days	1	2	3	4	5	6	50
There is so much violence around you just get used to seeing it	1	2	3	4	5	6	51
I don't like it when they show blood on the news	1	2	3	4	5	6	52
I don't take violent scenes on comedy shows seriously	1	2	3	4	5	6	53
I don't mind seeing violence if it's shown that bad people get punished	1	2	3	4	5	6	54
There should be more control on the amount of violence on T.V.	1	2	3	4	5	6	55
I don't like it when they show interviews with accident or tragedy victims and their relatives on the news	1	2	3	4	5	6	56
Fighting in cartoons is so different from real life you don't take it seriously	1	2	3	4	5	6	57
I don't mind them showing violence if it's important to the story	1	2	3	4	5	6	58

	Strongly Agree	Agree	Neither/ Nor	Disagree	Strongly Disagree	Don't Know	
Some types of violence on T.V. upset me more because they could happen to me	1	2	3	4	5	6	59
It's OK to see interviews of accidents or tragedy victims and their relatives on the news because it shows what really happens	1	2	3	4	5	6	60
Parents should control what their children watch on T.V.	1	2	3	4	5	6	61
I feel like the world is becoming a very threatening place	1	2	3	4	5	6	62
I don't like it when they show close ups of accidents and other tragedies on the news	1	2	3	4	5	6	63
Showing violence on T.V. can help some people get rid of their aggressive feelings	1	2	3	4	5	6	64
News items showing violence should only be on later at night	1	2	3	4	5	6	65
News programmes show the world as it really is	1	2	3	4	5	6	66
News programmes like to present violence in a spectacular way	1	2	3	4	5	6	67
I don't think news programmes should present violence in a spectacular way	1	2	3	4	5	6	68
It's OK to see close ups of accidents and other tragedies on the news because it shows what really happens	1	2	3	4	5	6	69

Q.12(a) "As we mentioned earlier, this survey is being conducted on behalf of the Broadcasting Standards Authority. Before I mentioned this to you at the beginning of the interview, had you ever heard of the Broadcasting Standards Authority ?"

	Yes .....	1
GO TO	No .....	2
Q.13	D.K. ....	3

70

(b) "And before the beginning of this interview, were you aware that the Broadcasting Standards Authority was responsible for providing guidelines to broadcasters about such things as sex content, violence, denigration because of race and gender and other issues relating to good taste and decency ?"

	Yes .....	1
	No .....	2
	D.K. ....	3

71

Q.13(a) "What types of regulations or control regarding T.V. programmes are you aware of ?"

DO NOT READ OUT

- Classification (e.g. AO or PGR or G) .... 1
- Warnings before programmes ..... 2
- Censorship ..... 3
- Cutting of programmes ..... 4
- Other (Specify) .....
- .....
- .....
- None .....
- Don't know .....

72-80

(b) "After what time do you think adult only programmes should be screened ?"

DO NOT READ OUT

- After 10.30pm ..... 1
- After 9.30 - 10.29pm ..... 2
- After 8.30 - 9.29pm ..... 3
- After 7.30 - 8.29pm ..... 4

CARD  
5

Q.14 "Would you describe yourself as having ....?" READ OUT

- Very strong religious beliefs ..... 1
- Quite strong religious beliefs ..... 2
- Not very strong religious beliefs ..... 3
- Or no particular religious beliefs ..... 4
- Refused (tick) .....

3

DEMOGRAPHIC SECTION

"So that we can get a good cross section of people in our survey, I would like to ask you some questions about yourself for statistical purposes ....."

PERSONAL DEMOGRAPHICS

Q.15 CODE SEX

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

4

Q.16(a) "Into which of the following age groups do you come ?"

READ OUT LIST

- 16-19 years ..... 01
- 20-24 years ..... 02
- 25-29 years ..... 03
- 30-34 years ..... 04
- 35-39 years ..... 05
- 40-44 years ..... 06
- 45-49 years ..... 07
- 50-54 years ..... 08
- 55-59 years ..... 09
- 60-64 years ..... 10
- 65 years or over .. 11

5-6

Q.16(b) "What is your ethnic origin ?"

- European ..... 1
- N.Z. Maori ..... 2
- Pacific Islander (Samoan,  
Tongan, Fijian etc) ..... 3
- Chinese ..... 4
- Indian ..... 5
- (Specify) Other .....

7

Q.17 "And are you married or single? IF NECESSARY EXPLAIN: By single we mean 'never married, widowed, separated or divorced and by married we mean living as a couple with a partner."

- Married ..... 1
- Single ..... 2

8

Q.18(a) "Do you go out to work or business at all ?"

IF WORKING

"Would that be for less than 10 hours a week, 10 hours to 20 hours a week or for more than 20 hours a week?"

- Non working/less than 10 hours ..... 1
- 10 hours to 20 hours ..... 2
- More than 20 hours ..... 3

9

Q.18(b) "Into which of these groups does your personal income fall, before taxation?"

- Up to \$15,000 ..... 1
- Over \$15,001 to \$20,000..... 2
- Over \$20,001 to \$30,000..... 3
- Over \$30,001 to \$40,000..... 4
- Over \$40,001 to \$50,000..... 5
- Over \$50,001 to \$60,000..... 6
- Over \$60,001 to \$80,000..... 7
- Over \$80,001 ..... 8

10

DO NOT READ OUT

- Refused ..... 9

Q.19 "What is your occupation?"

PROBE UNTIL CLEAR THEN CODE BELOW

- Professional/Managerial ..... 1
- Other White Collar ..... 2
- Skilled ..... 3
- Semi/Unskilled ..... 4
- Retired ..... 5
- Housewife/Househusband ..... 6
- Student/Other non working ..... 7

11

HOUSEHOLD DEMOGRAPHICS

Q.20(a) "How many people are there living in your household?"

WRITE IN NUMBER (2 DIGITS) ..... 12-13

(b) "Of these people, how many are aged ....."?

READ - WRITE IN NUMBER OF EACH (1 DIGIT)

13 years or over .....	14
5 - 12 years .....	15
Under 5 years .....	16

Q.21 "And which of these best describes your household?"

READ LIST

Single living with parents .....	1	17
Single living alone or sharing a house or flat .....	2	
Couple who have no children .....	3	
Single parent with child or children .....	4	
Couple with youngest child pre school .....	5	
Couple with youngest child still at school .....	6	
Couple with all children left school but some or all living at home .....	7	
Couple with all children living away from home .....	8	

Q.22 "Are you the main income earner for your household?"

Yes .....	1	18
No .....	2	

IF YES, TRANSFER ANSWER FROM Q.?? AND GO TO Q.??(b), IF APPROPRIATE

D.23(a) "What is the occupation of the main income earner for the household?"

PROBE UNTIL CLEAR THEN CODE BELOW

IF RETIRED ASK :

(b) "What was the occupation of the main income earner (AS APPROPRIATE) before retirement?"

PROBE UNTIL CLEAR THEN CODE BELOW

	Main Income (19)	Before Retirement (20)
Professional/Managerial .....	1	1
Other White Collar .....	2	2
Skilled .....	3	3
Semi/Unskilled .....	4	4
Retired .....	5	5
Housewife/Househusband .....	6	6
Student/Other non working .....	7	7

Q.24 "Now which of these best describes the highest level of education of the main income earner?"

READ OUT

- No secondary schooling .....1 21
- School exams .....2
- School Certificate exams .....3
- Technical/Trade Certificates  
Professional training (no tertiary  
qualifications) .....4
- University Entrance/Matriculation .....5
- University Diploma/Degree .....6
- Other (Specify) .....7

Q.25 "Into which of these groups does the total household income fall, before taxation?" READ OUT

- Up to \$15,000 .....1 22
- Over \$15,001 to \$20,000.....2
- Over \$20,001 to \$30,000.....3
- Over \$30,001 to \$40,000.....4
- Over \$40,001 to \$50,000.....5
- Over \$50,001 to \$60,000.....6
- Over \$60,001 to \$80,000.....7
- Over \$80,001 .....8
- DO NOT READ OUT Refused .....9

"Thank you very much for your help in this survey. The company I work for is Research International and my name is .... If you have any queries about the survey, you can contact the supervisor during office hours at:

Auckland ..... 765-117  
Wellington ..... 695-093  
Christchurch ..... 60-170

or write to P.O. Box 30-441, Wellington.

We appreciate your help and hope you enjoyed taking part."

(23-30)

Phone No.: ..... Interviewer: .....

31-36

Day: S M T W T F Sat

Date: .....