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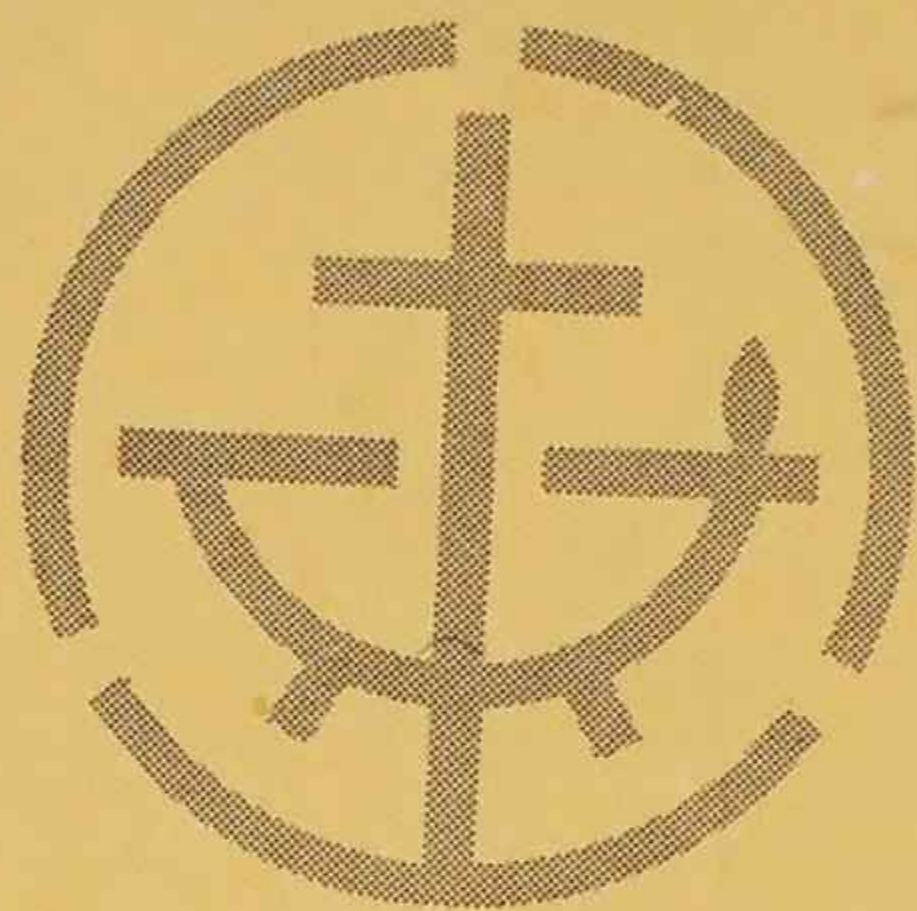


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Technical Report of The Commission on Obscenity and Pornography


Volume VI

NATIONAL SURVEY



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Volume VI

NATIONAL SURVEY

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Foreword

The members of the Commission on Obscenity and Pornography take special satisfaction in making available these Technical Reports of research undertaken at the Commission's request and under the direction of its staff.

These reports are an important part of the Commission's response to the directive from Congress to study and report on (a) constitutional and definitional problems relating to obscenity controls, (b) traffic in and distribution of obscene and pornographic materials, and (c) effects of such materials, particularly on youth, and their relationship to crime and other antisocial conduct.

Most of the Technical Reports are original work because, outside of the legal field, very little research on the questions assigned to the Commission had been undertaken by anyone prior to the funding of the Commission in the summer of 1968. At appropriate points in these volumes, reference is made to reports of earlier research, as well as to research projects undertaken independently of the Commission during the two years of its effective life. Primarily, however, the Commission found it necessary to rely on the original research reported here.

Although attention will initially focus on the findings and recommendations of the Commission and its four panels, the research reflected in these Technical Reports will have greater long-range importance. The findings by the Commission and its panels are necessarily limited and hurried distillations, and its recommendations are inevitably tempered by the give and take of seeking to reach a group judgment on a highly controversial subject. The research reported here, however, was subject to no such limitations and is being made available primarily for two purposes:

(1) We expect and invite critical examination and appraisal of these reports, for we have only begun the task of interpreting the wealth of information they contain.

(2) We hope that the Commission-sponsored research will stimulate and point the way to further scientific inquiry in this difficult and baffling field. There are still many unanswered questions, and these will require further research with more refined techniques and instruments.

For the Commission, I wish to express deep appreciation to all the individuals and teams whose research is reported here. We are most grateful both for their willingness to pioneer in this unexplored and controversial field and for their shouldering of the burden on such short notice and with such restrictive time schedules.

I also wish to express for the Commission our admiration and thanks to Dr. W. Cody Wilson, our executive director, and his excellent staff. Only through their valiant and effective efforts in planning and implementing this vast array of highly diverse research projects, all focusing on specific tasks assigned to the Commission, was it possible for us to bring our work to a timely completion.

WILLIAM B. LOCKHART
Chairman

General Preface

Many of the papers in these volumes share two characteristics: a focus on empirical description and a lack of refinement in presentation. Each of these characteristics is a product of both circumstance and deliberate policy.

The emphasis on empirical description reflects in part the nature of existing knowledge at the beginning of the Commission's work. Few empirical observations had been reported in the literature, and these were not sufficient to provide even a tentative description of the phenomena of concern to the Commission, nor to form the basis for research at a higher level of conceptualization.

The emphasis on empirical description also reflects the nature of the task assigned to the Commission. The policy questions posed by the Congress required primarily empirical description for guidance.

The overall research strategy and the specific research projects were guided, however, by ideas and concepts from more theoretically developed areas of the behavioral sciences such as socialization, personality, and social structure. Hopefully, the data compiled for purposes of empirical description of the phenomena of obscenity and pornography will be relevant to theoretical issues in these other areas.

Some of the empirical descriptions may appear to many social scientists as demonstrations of the obvious. This is often the case *after* an empirical description has been provided. Yet, it is never certain that "obvious" concepts and relations are valid until they have been tested empirically. As it turned out, there were a few surprises to a few people.

The policy implications of the findings of this research program may very well stir controversy and debate. Because of their crucial importance for policy discussion and decision, the Commission has presented the basic empirical observations with a minimum of complex statistical manipulation and conceptual analysis. The lack of refinement in presentation of several of the research reports is due in part to the Commission's desire to keep very close to the raw data.

Most of the researchers had less than nine months in which to establish a research team, arrange a research setting, develop measuring instruments, secure subjects, collect the data, reduce the data, and write a report. In several instances we are presenting, literally, the first draft of a report.

The Commission staff has refrained from all but very minor editing of these reports. The observations and interpretations are entirely the authors'. To insure that ideological standards were not imposed on the results of the reports, the Commission and its staff have also foregone the prerogative of imposing generally accepted standards of scientific reporting. To the same end we have also published all of the research that has been undertaken for us.

Nevertheless, most of the reports in these volumes quite satisfactorily reflect current standards, not only for conducting research but also for reporting on its results.

We trust that many of the authors will soon present to the behavioral science community reports based on these data but directed to more theoretical and conceptual issues and reflecting a higher degree of refinement of both data and presentation than has been possible here.

This series of volumes of Technical Reports is a joint effort of the Congress, the Commission, the Commission staff, the research teams headed by the authors of the several papers, and the many people who participated in the studies: Congress posed the general problems, authorized the Commission to contract with competent agencies to conduct research, and provided the necessary funds. The Commission specified the kinds of information that it required and worked closely with the staff in designing an appropriate research program. The Commission staff specified the details of the research program and, under the direction and guidance of the Commission, implemented it—partly by undertaking research directly, but more often by contracting with outside agencies to conduct research. The authors of the papers accepted responsibility for developing concrete research arrangements, collecting and analyzing data, and writing reports, all under tremendous time pressure. Several thousand people cooperated in collecting the data and devoted uncounted hours of time providing the information in these volumes.

On behalf of the Commission, its staff, the authors of the papers, and the people who read these volumes and make use of the contents, I express deep appreciation to the Members of Congress who initiated and make possible the gathering of this information, and to the people who participated in the various studies and contributed the basic information.

W. CODY WILSON
*Executive Director
and Director of Research*

Contents

	Page
Foreword	v
General preface	vii
NATIONAL SURVEY OF PUBLIC ATTITUDES TOWARD AND EXPERIENCE WITH EROTIC MATERIALS	
Findings. <i>H. Abelson, R. Cohen, E. Heaton, and C. Suder</i>	1
Introduction	1
Overview	4
Experience with erotic materials	7
Perceived and other effects of erotica	50
Attitudes toward legal and other forms of control	83
Attitudes toward sex information	114
Appendix	121
Methodological Report <i>L. LoSciuto, A. Spector, E. Michels, and C. Jenne</i>	139
Introduction	139
Sampling and study design	141
Field procedures	152
Nonresponse and contextual effects of the interview	159
Coding and editing procedures	180
Appendix	183

Public Attitudes Towards and Experience With Erotic Materials

Findings

H. ABELSON
R. COHEN
E. HEATON
C. SUDER

Response Analysis Corp.

INTRODUCTION

This is a report of the findings from a nationwide study of adults and young people conducted for the Commission on Obscenity and Pornography.

The study has three main objectives:

- (1) To determine the extent of public exposure to and experience with erotic materials, including the media in which erotica are experienced, circumstances of experience, and experience with particular types of erotic content.
- (2) To assess attitudes towards the desirability of controlling availability of erotic materials, the means for effecting such control, and the gradations of control for erotic materials in general, and for particular kinds of such material.
- (3) To examine some of the demographic and attitudinal correlates of experience with erotica as well as other relationships between individual and group characteristics, and attitudes and behavior related to erotic materials.

Study plan

A preliminary phase of assembling hypotheses and issues relevant to the study was aided substantially by work that the Commission staff had accomplished in developing some of the specific information needs of such a study and in relating this study to available research and to other studies contracted for by the Commission. The Commission staff also prepared a specimen questionnaire which reflected many of the interests of the Commission panels.

An examination of available literature and discussions with the Commission staff were supplemented by two new activities during the developmental phase. One was that of retaining two consultants who had had experience in conducting survey research on sex attitudes, sex behavior, and erotic materials. The consultants were Professor Hans Zetterberg of Ohio State University and Mr. Albert Klassen of Indiana University. Each met with us during the preliminary study period to share his experience and to comment on questionnaire drafts.

The second activity was to conduct three group interviews with people who live within a 30-mile radius of Princeton.

- (1) One interview with eight women, age range 30 to 50, from working class homes in Trenton, N.J.
- (2) One interview with 10 middle to upper middle class men, age range 30 to 40, from Belle Mead, N.J.
- (3) One interview with nine middle class young women from Kendall Park, N.J.

These interviews were helpful in deciding on some of the terminology that could be used in the later interviews and in understanding some methodological problems that might be encountered in conducting structured interviews.

The second and main phase of the study consisted of 2,486 personal, face-to-face interviews with a nationwide probability sample of adults, age 21 and older. Personal interviews were also conducted with 769 "adolescents" (age 15 to 20) including some who live in the same households as adult respondents and others from households not in the adult sample.

Interviewing was conducted during February, March, and April 1970. A detailed discussion and evaluation of the field experience is submitted with this report.

Interview forms

Three questionnaires were used in the data collection phase of the study:

- (1) A structured interview for adult respondents
- (2) A self-administered questionnaire for adult respondents to complete following the interview
- (3) A structured interview for the sample of 15 to 20 year olds

Copies of these forms appear in the Appendix of the second report in this volume ("Methodological Report").

Study administration

Two organizations participated in this research. Response Analysis Corporation was responsible for study design, developmental work, questionnaire preparation, analysis plan, data processing, and preparation of the text report.

The Institute for Survey Research at Temple University was responsible for all aspects of field work, for coding of free response questions, and for the preparation of a methodological report.

The two research agencies provided guidance and assistance for each other during the course of the research.

Organization of report

This report is in four separate parts, as follows:

- (1) A presentation and discussion of the main findings from the study. It includes only those notes on method and techniques which are necessary for the reader to have in understanding the findings.
- (2) A methodological report, which is largely an account of the interviewing experience, but which includes discussions of other aspects of method as well.
- (3) A set of the detailed tabulations which is the basis for the present report.
- (4) A magnetic tape recording of the data, for researchers who would like to use this study to help resolve issues that are not treated fully or at all in the present report, or to some extent in the methodological report.

Notes on reading of the report

A percent sign at the top of a column indicates that percentages read down. A percent sign at the beginning of a row indicates that percentages read across.

When percents add to one or two more or less than 100, it is because of data processing rounding error. When percents are based on multiple responses from the same respondent, the term "(multiple answers)" appears below the table.

For a difference between samples or subgroups to qualify to be discussed as a finding, the difference is meaningful at the 95% confidence level. (There is less than one chance in 20 that the difference is due to sampling variation.)

Several indices were constructed from combined responses to three or more items. These indices are used many times throughout the report. A description of each is included in the Appendix section of this report. The indices are: overall exposure to erotica; recent exposure to (or experience with) erotica; freedom of expression; restrictiveness; sex attitudes; media consumption; social and political activism; candor in the interview.

OVERVIEW¹

Scope

This report is intended to provide information that satisfies the objectives of the research and the needs of Commission members and staff. As hefty as it is, we ask the reader to think of the report for what it is: a first examination of the data.

Just from the data that we have, there is much more that could have been included. And, in addition, many questions and hypotheses would require other analyses beyond those that were accomplished for this report.

The matter of definition

This is not a study of pornography. It is a study of experience with and attitudes towards erotic materials. The subject matter is almost as broad as the experience and fantasies of respondents.

As is documented in the report, some stimuli which are regarded as "pornographic" by some respondents would not be classified that way by most other people. As much as possible, the interview content avoided terms such as "pornography" (introduced only at the very end) and "erotica" (never used). Instead, we tried to define subject matter by descriptions of particular erotic depictions and in some instances (such as "stag movies") by the setting and circumstance of exposure as well as by content.

Experience with erotica

A large majority of the population has had experience with erotic materials at some time during their lives. A smaller proportion have had "recent" experience (i.e., within the past two years) and a still smaller group make up the relatively heavy user category. The proportion of consumers reflected in the data is certainly more than enough to sustain a market for erotic materials.

Experience with erotica is more frequently remembered via movies than other media. Experience with erotic materials seems to take place within the individual's social milieu, the same social context in which he (or she) has other kinds of experiences unrelated to sexual behavior.

There are big generational (or at least age) differences which separate the more from the less frequent consumers of erotic materials. Among men, usage peaks during the decade of the 20's. Among women, exposure peaks during the very late teen years.

1. For the reader's convenience, at the beginning of each main section there is a summary of its contents, more detailed than this section.

People who have had the largest amount of recent experience with erotic materials also share characteristics other than age (relatively young as noted above) and sex (men more than women). They tend to be people who on the one hand are heavier consumers of newspapers, magazines, and movies than are others, and also people who have been more active in their communities than others on issues and problems quite apart from things related to erotic content.

Thus, instead of thinking of erotica as the organizing principle (as in fact it is for this report), we seem to have found that is just one element in a total life style. Among the disproportionately high user group, that life style is at least partly characterized by a relatively high level of media consumption and a relatively high level of activism in the community.

Effects of experience with erotic materials

Two percent of the population spontaneously mention concern about erotic materials as a serious problem, which positions it as less of an issue than some 13 other issues volunteered as serious problems by the public.

The "effects" of experience with erotic materials which are most frequently agreed upon as, in fact, effects, are that erotic materials lead to sexual arousal, provide information, are entertaining, and lead to a breakdown of morals.

In terms of the effects of erotica that people think have been operative on them personally, the one most often indicated is that erotic materials provide information.

Amount of experience with erotic materials does not appear to be related to reported degree of satisfaction with marriage or sex life. However, "liberal" sex attitudes and amount of experience with erotic materials do seem to be related.

Control over the availability of erotic materials

A majority of people approve of the availability of erotic materials for in-home consumption by adults. Nearly everyone is against erotic depictions on television. Between these two boundary points are many shades of feeling about the availability of sexual materials, with opinions differing as a function of the medium, the age range of potential consumers, and the presumed effects of such materials.

Overall, public sentiment is more on the side of restriction than on the side of availability.

The consensus seems clear in some respects. People favor controls over availability as follows:

No erotic depictions on television, whether as entertainment or as part of the story.

No erotic materials available, should it be demonstrated that these have harmful effects on people.

No erotic materials readily available to young people.

Two observations on attitudes toward the availability of erotica may help the reader to interpret the findings. First, the people who are most inclined to limit the availability of erotica include a disproportionate number who have never experienced any erotic depictions. Second, people who are most inclined to limit the availability of erotica are also most inclined to limit public criticism of God, government, and the police.

Other findings

Most people believe that parents, especially mothers, are the best source of sex information for boys and girls. On the other hand, most men and most adolescents actually got sex information predominantly from friends of about the same age. Women remember turning to their mothers for such information more than to other sources.

A majority of adults favor the idea of sex education in public schools.

EXPERIENCE WITH EROTIC MATERIALS

Summary

A very high proportion of both men and women report experience with erotica at some time during their lives.

The typical adult's experience with erotic depictions is infrequent: about once a year. The incidence is higher for adolescents.

Sexual intercourse (real or simulated) is the most often reported depiction.

Movies are the main medium in which people have seen erotic depictions recently.

About 1 man in 6 and 1 woman in 20 have seen one or more stag movies or skinflicks within the past two years.

Respondents name as "pornographic" a wide variety of magazines, books, and films. Some of these are well-publicized, popular items. Others have titles which suggest that they do focus on erotica.

"Friends" are the predominant source of erotic depictions in visual form. Curiously, more people get such items from friends than share them *with* friends.

Seeing erotic films is mainly a social activity. Women are likely to have seen such films with their spouses, men with friends of the same sex.

The people who have had the largest amount of experience with erotica during the past two years, also tend to have these characteristics:

They tend to be relatively young (peak period for consumption is 21 to 29 for men, 18 to 20 for women).

They are disproportionately people with some college training.

They live in the Northeast and in large metropolitan areas.

They are more likely than others to accept principles of freedom of expression and are more likely than others to have "liberal" sex attitudes.

They are heavier consumers of print media and movies than are other people, and also tend more than others to have taken an active part in expressing themselves on issues which concern them.

The extent of experience with erotic content

This section describes the extent to which erotic depictions in a variety of media have become part of the general experience of the population. The data should be useful not only in adding to an understanding of the size of the market for erotic content but also as the groundwork for all other sections of this report.

Throughout the report, we use three terms as though they were synonymous, and do so to introduce some variety into the text: exposure to erotica, experience with erotica, and, occasionally, *consumption* of erotica. The reader should not look for gradations of experience in these terms as they appear here. At a minimum, what they all have in common is a reference to reported perception of erotic content.

1. *More than 9 out of 10 men and 8 out of 10 women report experience with erotica at some time during their lives.*

This finding is from the question reproduced in Table 1 which asks about respondent's age at the time of first experience with erotic materials. More than 90% of men and 80% of women report an age of first experience.

Thus, the sexes have in common a high incidence of experience with some kind of erotica. The points difference column emphasizes the later age of first experience for women than for men.

About 3 out of 10 men and one-sixth of the women remember having had experience with erotica by age 14.

Three-fourths of the men and about half of the women have had experience with erotic materials by age 20.

Table 1

"Of all the sexual material we have talked about in photographs, snapshots, cartoons, movies or printed material, about how old were you when you first saw any of these things?" (Q 54A)

	Men	Women	Points difference
Number of people	993	1,493	
Age			
12 or younger	19%	9%	10
13-14	11	8	3
15-17	24	16	8
18-20	20	18	2
21 plus	17	29	-12
Have never seen any	4	13	
Don't know; no answer	5	7	

People who have had their first experience with erotic materials at a relatively young age (12 years old or younger) also tend to share other characteristics.

19% of men and 9% of women have had their first experience with erotic materials at age 12 or younger.

34% of men and 15% of women in the 21-29 age group at present report such experience.

25% of men and 11% of women with college training are in this group.

32% of men and 15% of women who have had recent exposure to the most number of erotic depictions are in this group.

30% of men and 13% of women whose attitudes toward sex are the most liberal are in this group.

Thus young adults, college-educated people, those with relatively liberal attitudes toward sex, and people who have experienced the most erotica recently are all disproportionately more likely than others to have had their first experiences with erotica at a young age. (Recent exposure and sex attitudes are based on indices developed for this study. The indices and their construction are described in the Appendix of this report.)

The converse of these findings tends to hold for people whose first exposure to erotica was relatively later in life (at age 21 or older).

INTRODUCTION TO DEPICTIONS OF EROTIC POSTURES AND ACTS

This section draws on conclusions about erotic content as experienced through specific media and through depictions of sex organs or erotic acts in visual and print media in general.

The particular depictions and the question wording which were used in the interview are described below. The wording of each depiction was developed from several sources including preliminary group interviews, pretests of the questionnaires, and suggestions from members of the study team and from outside consultants.

The five depictions which were used in the interview are intended to reflect some of the variety in available erotic materials and some of the range from less to more exotic. We are conscious of having omitted many possible depictions, some less exotic, some more exotic and less commonly experienced. Our intent is to provide a sample of depictions that most observers would agree accounts for a large proportion of what is portrayed in erotic materials in this country.

Visual media

Questions:

“If you are like most of us you may have seen sex portrayed in photographs, snapshots, cartoons, or movies. Please read through this card and for each item tell me if you have ever seen photographs, snapshots, cartoons or movies that show these things. Let’s start with the first one. Have you seen a *photograph, snapshot, cartoon, or movie* of it?” (Q 14)²

“And have you seen the ___ item on the card within the past two years, that is, 1968 or 1969?” (Q15)

2. When question numbers appear as they do here, they refer to the adult interview. A number that is keyed to the adolescent interview is followed by (ADOL); a number from the self-administered questionnaire is followed by (SAQ).

Depictions:

1. Scenes which are mainly for the purpose of showing the sex organs of a man or a woman.
2. Mouth-sex organ contact between a man and a woman.
3. A man and a woman having (or appearing to have) sexual intercourse.
4. Sexual activities between people of the same sex.
5. Sex activities which include whips, belts, or spankings.

Textual media

Questions:

“Sex also appears in printed materials. These could be stories in books, magazines, paperback books, or on typewritten pages. Let’s start with the first item on this card. Tell me if you have ever read all or part of a story which gave a detailed description of the first item.” (Q 23)

“And have you read a detailed description of the ___ item within the past two years, that is, 1968 or 1969?” (Q 24)

Depictions:

1. The sex organs of a man or a woman.
2. Mouth-sex organ contact between a man and a woman.
3. A man and a woman having sexual intercourse.
4. Sexual activities between people of the same sex.
5. Sex activities which include whips, belts, or spankings.

2. Substantial proportions of people of both sexes report having experienced one or more visual or textual erotic depictions at some time.

Table 2 shows that 84% of men, 69% of women, 91% of adolescent boys, and 88% of adolescent girls remember seeing or reading materials that included at least one of the erotic depictions in the list.

Table 2

Number of visual plus textual erotic depictions reported as ever having seen or read. (Q 14, 23; Q 2, 12 ADOL)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people	993	1,493	361	408
No erotic depictions	14%	32%	8%	10%
1-2	18	27	15	23
3-4	18	19	27	20
5-6	19	12	19	24
7-8	14	7	17	13
9-10	15	4	13	8
	84	69	91	88

Note: Although somewhat inappropriate, we use the terms “boys” and “girls” in referring to the adolescent sample in order to keep the distinction between adolescents and adults.

The adolescent interview included only a fraction of the questions that were asked of adults. Whenever relevant data from adolescent interviews were available, they have been included.

And last, the sample includes only boys and girls living at home, and leaves out household members age 15-20 away at school, in the Armed Forces, etc.

Adult women are less likely than any of the other groups to have had experience with erotica during their lives. However, adolescent girls are about as likely as boys or men to have had some exposure to erotic materials.

Because films, books, and magazines which portray sex activity typically include more than one type of behavior, people who report experience with several depictions might have had that experience from one source at one time or might be referring to experience with several sources at different times. For that reason we do not try to analyze the combined depiction data beyond the fact of no experience/some experience.

Notice from Table 1 that about 90% of men and 80% of women give us an age at which they first experienced erotic materials. However, from Table 2 we see that 14% of men and 32% of women report no experience with any of the visual or textual depictions. Why should there be this discrepancy?

First, the data on age of first exposure are from a question asked much later in the interview than are the questions on depictions. Reminders of other opportunities for exposure via direct mail, stag movies, and skinflicks are presented after the depiction questions but before the age of first experience question. So the age of first exposure question could encompass a more complete recollection than the depiction questions.

Second, for some people, it may be easy to remember a first encounter with erotica, but hard to remember what the content of it was in terms of depictions.

Third, and seemingly unlikely, some people may have had experience with erotic materials that does not fit any of the five depiction categories.

Last, definitions of erotica vary considerably within the population. For example, 34% of women age 60 or older say that they have seen erotic scenes on television.

Thus, our conclusion is that the age of first exposure question is very likely a more accurate gauge of the incidence of experience with erotica than are the separate depiction questions.

Both men and boys tend to have had somewhat more overall experience with visual than with textual depictions; the same is true of women and girls. The pattern is that of modest difference in reported exposure to erotica in visual as compared with textual media.

As reflected in Tables 3 and 4, 80% of men have had some exposure to visual erotica and 69% of men to textual erotica. The data for women show that slightly over half report some exposure to either visual (53%) or textual (50%) depictions.

A higher proportion of boys (87%) than of men (80%) report some exposure to visual erotica; the difference between boys and men is in the same direction for exposure to textual erotica (80% of boys; 69% of men).

Girls are far more likely than women to have had experience with either visual or textual erotic depictions; just over half of the women have experience with depictions in either type of media, whereas such experience is reported by at least three-fourths of the girls.

Table 3

Number of visual erotic depictions reported as ever seen. (Q 14; Q 2 ADOL)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people	993	1,493	361	408
No erotic depictions	21%	47%	14%	20%
1	14	21	16	21
2	17	15	24	23
3	15	8	17	18
4	16	6	17	12
5	18	3	13	6
	80	53	87	80

Table 4

Number of textual erotic depictions reported as ever read. (Q 23; Q 12 ADOL)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people	993	1,493	361	408
No erotic depictions	31%	49%	21%	22%
1	15	14	15	18
2	13	13	18	17
3	12	9	17	18
4	12	6	15	16
5	17	8	15	9
	69	50	80	78

3. *The typical adult's experience with specific erotic depictions is infrequent—only around once a year. Among adolescents, experience is more frequent.*³

Among adults who report having seen one or more specific erotic depictions during the past two years, nearly half of men and 6 women in 10 recall having seen such materials only once or twice during the past two years. Adolescents, however, report considerably more frequent experience with erotica than adults (Table 5).

Among adults who have had experience with erotic materials, only around 1 man in 4 and 1 woman in 7 report having had such experiences six or more times during the past two years. A higher proportion of adolescents—3 in 10 among both boys and girls—report this degree of experience.

4. *The most frequently reported depictions in recent experience are those of sex organs or real or simulated intercourse.*

Visual or textual depictions of both intercourse and sex organs are mentioned by a high proportion of men and women compared with the percent who indicate recent exposure to any of the other depictions. Depictions of bondage type sex activities (e.g., whips, belts, spankings) have been experienced the least by either sex (Table 6).

3. From this point on, all data in this section are for "recent" experience, which for this study means the past two years.

Table 5

“During the past two years, about how many different times have you seen photographs, snapshots, cartoons or movies of item (type of depiction) on this card?” (Q 16; Q 5 ADOL) (Asked of those who say they have seen one or more depictions in the past two years)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people	534	583	293	295
1-2 times	46%	61%	27%	42%
3-5 times	21	19	35	25
6 or more times	26	14	32	29
Don't remember; no answer	6	6	6	3

Note: Reduced percentage base for this table. People who have seen one or more depictions in the past two years = 100%.

Table 6

Recent experience with visual and textual depictions of erotica.
(Q 15, 24)

	Men (993)		Woman (1493)	
	Visual	Textual	Visual	Textual
Intercourse	40%	37%	26%	27%
Sex organs showing	40%	27%	23%	20%
Activities with same sex	22%	21%	12%	16%
Oral sex	22%	20%	9%	11%
Whips, belts	12%	15%	5%	9%

Note: Recent experience with each depiction was asked of people who previously had indicated experience at some time with the depiction.

The figures above are percentages. They show the percent of all men and of all women who report recent experience with each depiction. The table is a partial table in that it does not show the “No” and the “Don’t remember” responses for each depiction.

One datum, of course, that should not be overlooked, is the difference between the sexes in incidence of recent exposure to erotic materials. A much smaller proportion of women than men have had recent exposure to depictions in either medium.

Adolescent testimony reveals a somewhat different set of exposure patterns to erotic stimuli than was presented for adults.

Boys are more likely than girls to experience depictions in the visual media (as is true with men compared to women).

However, about the same proportion of girls as boys have had recent experience with erotica in textual form.

In comparing Table 7 with Table 6 we see that boys have a higher incidence of experience with visual or textual erotica than do adult men, and girls far more than do adult women.

The following two tables compare the recent experience with erotic materials of boys and girls with that of their counterparts in the 21 to 29 age group, the

Table 7

Recent experience of adolescents with visual and textual depictions of erotica. (Q 4; Q 14 ADOL)

	Boys (361)		Girls (408)	
	Visual	Textual	Visual	Textual
Sex organs showing	59%	45%	44%	43%
Intercourse	48%	53%	39%	50%
Oral sex	44%	37%	36%	34%
Activities with same sex	37%	35%	34%	33%
Whips, belts	25%	18%	20%	16%

Note: The figures above show the percent of all boys and of all girls who report recent experience with each depiction.

youngest age category of adults, and incidentally, the adult age group that has had the largest amount of recent experience with erotic depictions of any adult age category.

Tables 8 and 9 are included here because they reflect the peak period of exposure to depictions, which for both sexes spans the period of late adolescence through about age 30.

Table 8

Comparison of recent experience with erotic depictions of men age 21-29 with boys ages 18-20 and 15-17.

	Men 21-29	Visual		Men 21-29	Textual	
		Boys 18-20	Boys 15-17		Boys 18-20	Boys 15-17
Number of people	251	122	237	251	122	237
Intercourse	65%	57%	43%	61%	58%	51%
Sex organs showing	62%	55%	61%	48%	45%	45%
Activities with same sex	48%	45%	31%	35%	35%	35%
Oral sex	44%	43%	43%	38%	38%	37%
Whips, belts	26%	30%	22%	24%	22%	16%

Table 9

Comparison of recent experience with erotic depictions of women age 21-29 with girls age 18-20 and 15-17.

	Women 21-29	Visual		Women 21-29	Textual	
		Girls 18-20	Girls 15-17		Girls 18-20	Girls 15-17
Number of people	348	173	235	348	173	235
Intercourse	52%	52%	28%	44%	55%	47%
Sex organs showing	40%	52%	38%	33%	43%	43%
Activities with same sex	31%	46%	25%	29%	35%	31%
Oral sex	19%	32%	39%	19%	30%	37%
Whips, belts	13%	21%	18%	15%	15%	18%

Although this finding is not completely consistent for all depictions, among males it appears that recent exposure to erotic depictions increases into adulthood, so that men 21 to 29 have more experience with sexual materials than younger men do.

Again, taken as a finding which is suggested rather strongly, it appears that among females there is more experience with erotica among 18 to 20 year olds than among the 21 to 29 group.

5. Movies represent the main medium in which people have seen specific erotic depictions.

Based on their testimony regarding the "most recent" experience (see Table 10), about 4 adults in 10 (among those who report seeing specific depictions) name a movie as the source. Around 1 person in 4 in this same group reports that a magazine was the most recent source, and around 1 in 10 mentions either a book or various pictorial materials (pictures, cards, cartoons, etc.).

Table 10

"Let's take the most recent time you saw a photograph, snapshot, cartoon or movie of item (type of depiction) on the card. Was it in a book, a magazine, a movie or what?" (Q 17; Q 6 ADOL) (Asked only of those who say they have seen one or more depictions)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people	534	583	293	295
Movie	37%	47%	48%	68%
Magazine	30	21	35	14
Book	12	10	12	12
Picture/set of pictures/card/cartoon	13	8	3	5
Television	1	5	1	*
Underground paper	1	*	0	0
Other answers	6	8	1	*
Don't remember; no answer	2	1	*	*

* Less than 0.5%.

Note: Reduced percentage base for this table. People who say they have seen one or more depictions = 100%.

Women are somewhat more likely than men to report that their most recent experience with erotica was through a movie, while men are more likely than women to mention a magazine as the place where they saw an erotic depiction.

The general pattern of response by adolescents on this question is similar to that of adults, with these exceptions:

Both boys and girls are more likely than men and women to name a movie as the medium of their most recent viewing of an erotic depiction.

Women name magazines as the most recent source somewhat more frequently than girls.

Men are more likely than boys to cite pictorial materials (cards, picture sets, cartoons, etc.).

Note that some people—mostly women—name television as a source of the most recent exposure to erotic material. Interestingly, the bulk of the testimony on this point comes from women 60 years and over. Of the 45 women in this age group who report having seen an erotic depiction within the past two years, 34% name television as the medium of most recent experience.

Since most people would agree that commercial television offers relatively little erotic fare of the kind discussed or referred to in most of this study, the substantial proportion of elderly women who connect television with sexual materials are almost certainly applying a standard of what constitutes erotica that other and younger observers might find inappropriate.

6. A larger proportion of people have had experience with stag or party movies than with "skinflicks."

Although motion pictures were asked about as part of the series on visual depictions, there are also data for adults on whether they had ever experienced two types of movies: stag or party movies and skinflicks (Table 11).

Approximately 4 men in 10 and 1 woman in 10 remember seeing a stag or party movie (Table 12).

Notice the lower incidence of experience with skinflicks than with stag movies. Skinflicks have been on the scene for a much shorter time than have stag films, which may explain why only about one-quarter of men and fewer than 10% of women report having seen them. Another possibility is that the term "skinflick" and the rest of the description of the type left some respondents uncertain about what was meant.

The notion that the recency of the availability of skinflicks is what accounts for the fact that fewer people have seen them than stag movies is borne out by comparing reports of people in varying age categories. Table 13 shows that experience with stag movies (either sex) drops off only slightly between the youngest age category and the next older one. However, experience with

Table 11

"There are some movies called stag movies or party movies. These are not shown in regular theaters, but are shown at private homes or private parties or at club meetings. Have you ever seen stag movies or party movies of this kind?"
(Q 44)

	Men	Women
Number of people	993	1,493
Yes, have seen stag movies	44%	9%
No, have not seen	55	90
Don't remember; no answer	1	1

Table 12

"Nearly every city has one or more theaters that specialize in showing movies that feature a lot of nudity and suggestions of sexual activity. These movies are sometimes called "skinflicks." Have you ever seen these kinds of films?" (Q 45)

	Men	Women
Number of people	993	1,493
Yes, have seen skinflicks	23%	7%
No, have not seen	75	91
Don't remember; no answer	2	2

Table 13

	Age category of respondent				
	21-29	30-39	40-49	50-59	60 plus
Number of men	251	203	198	138	195
Yes, have seen stag movie	54%	55%	44%	43%	27%
Yes, have seen skinflick	49%	28%	22%	12%	6%
Number of women	348	282	301	240	308
Yes, have seen stag movie	17%	12%	13%	5%	1%
Yes, have seen skinflick	15%	10%	6%	4%	1%

skinflicks shows a much more marked gap between the youngest age category and the next older one.⁴

Also note that there is not much difference between the proportion of men in the youngest adult age group who have seen stag films compared with skinflicks. Among women in the youngest age group, there is virtually no difference between the proportion who have experienced each type of movie. Older age groups of both sexes show more marked differences in experience between these two types.

The data suggest that the overall difference in exposure to these two types of erotic movies may be attributable largely to the recent availability of skinflicks.

4. The study corroborates other data which indicate that the audience for motion pictures of all kinds tends to be relatively young. During the four weeks before the day they were interviewed, 24% of all men went to the movies at least once (but 49% of men 21 to 29 years of age did so); 21% of all women went to the movies at least once (but 38% of women 21 to 29 years old did so).

About half of the men and about one-seventh of the women have had experience with either a stag movie or a skinflick (or both) (Table 14).

Table 14

"About how many different times have you seen skinflicks, stag or party movies?" (Q 46) (Asked of people who say "Yes" or "Think so" on Q 44 or 45)

	Have seen either or both stag movie, skinflick	
	Men	Women
Number of people	993	1,493
Percent ever seen either or both	50%	14%
Number of times ever exposed:		
1-2	18%	8%
3-5	9	2
6 or more	13	1
Don't know; no answer	10	3

About 1 man in 6 and 1 woman in 20 report experience with an erotic film in the recent past (Table 15).

Table 15

"In the past two years or so, about how many skinflicks, stag or party movies have you seen?" (Q 47) (Asked of people who say "Yes" or "Think so" on Q 44 or 45)

	Seen during the past two years	
	Men	Women
Number of people	993	1,493
Percent ever seen either or both	50%	14%
Number of times exposed in past two years:		
No times	26%	5%
1-2	11	4
3 or more	5	1
Don't know; no answer	9	3

7. *As might be expected, people who are the more likely consumers of erotic materials also know where to find them.*

Another section of the report analyzes characteristics of people who report recent exposure to erotica. The same pattern of characteristics of the people having more experience with erotic materials is also reflected in Tables 16 and 17.

First, as anticipated, people who have had more experience with sexual materials recently can recall more readily than others a source of supply.

Table 16

	Recent experience with erotica*		
	None	Some	Most
Know of a store that sells erotica (Q 31):			
Men (993)	14%	34%	55%
Women (1,493)	11%	22%	36%

*Based on an index of exposure developed for this study. See the Appendix for details of how the index was constructed.

Table 17

"Do you know of a store or bookshop or a section of a bookshop which specializes in books, magazines, films, or photographs that show sexual activity?" (Q 31)

	Number of people	Yes	No	Don't know; no answer
Men	993	31%	67	1
Women	1,493	18%	80	3
Men:				
21-29	251	46%	53	1
30-39	203	36%	61	2
40-49	198	33%	66	1
50-59	138	25%	75	1
60 plus	195	19%	79	1
Women:				
21-29	348	26%	73	1
30-39	282	20%	77	3
40-49	301	18%	81	1
50-59	240	17%	81	2
60 plus	308	10%	85	5
Men:				
8th grade	197	16%	83	1
High school	441	31%	67	2
College	347	43%	56	1
Women:				
8th grade	251	10%	85	5
High school	808	17%	81	3
College	425	25%	73	1

Thus, 14% of men with no recent exposure to erotic materials know of a store that sells them, but 55% of men in the "most" exposure group know of a retail source.

Table 17 shows that for both men and women, the younger age group and the higher the level of education, the more likely is the person to know of a source of erotic material.

With respect to a follow-up question, "Is that located near where you live, work or shop?" (Q32), 20% of men and 9% of women answer in the affirmative.

MAGAZINES, BOOKS, AND FILMS THAT RESPONDENTS THINK OF AS PORNOGRAPHIC

The key point that this section documents is that there are a variety of trade books, mass circulation magazines, and films intended for regular movie circuits which at least a few respondents name as pornographic.

To help make that point, we group in this section the only questions which include the concept of "pornography" rather than discussing the findings in connection with each of the media.

8. Comparatively few adults report having seen a movie they regard as "pornographic" during the past year.

About 1 adult in 6 (slightly more men than women) reports having seen such a movie (Table 18).

Table 18

"Some of the things we have talked about are described by some people as 'pornographic.' During the past year, have you seen a movie which you regarded as pornographic?" (Q 72)

	All adults	Men	Women
Number of people	2,486	993	1,493
Yes	15%	17%	13%
No	83	81	85
Not sure; no answer	2	3	2

As reported earlier, 16% of men say they have seen a stag movie and/or skinflick within the past two years. The figure for women is 5%. Obviously, and as reflected in the following data, there are films which women consider to be pronographic aside from stag films or skinflicks.

The 15% of adults who identified as pornographic a movie they had seen within the past year named 87 different films as being in that category. About one-third of the men and one-sixth of the women who reported a pornographic movie did not remember the title.

Here are examples of regular circuit movies named as pornographic. In the parenthesis after a title, an M or a W indicates that at least (and usually no more than about) 1% of men and/or women named the movie. Other titles are less often named.

Alice's Restaurant
A Man and a Woman
Barbarella
Blow-Up
Bob & Carol & Ted & Alice
Bonnie & Clyde
Butch Cassidy and the Sundance Kid
Cactus Flower
Candy
Easy Rider

Goodbye Columbus
The Graduate
I Am Curious (Yellow) (M,W)
I, A Woman (W)
I, A Woman Part II
The Killing of Sister George
Midnight Cowboy (M,W)
Paint Your Wagon
Rosemary's Baby
Suddenly Last Summer

A number of other films with less recognizable titles were also mentioned, which might more likely fall into the skinflick or stag movie category. These included:

The Ape Man
Babes in the Woods
Crazy, Wild, Crazy
The Degenerates
Fannie Hill (M)
The First Time
Hot Spur
Libertine

Office Loving
Papa Goes A-Hunting
Romeo & Juliet's Sex Life
Starless Night
Temporary Wives
The Village Bull
Vixen (M)

9. Reported exposure to "pornographic" books is about at the same level as exposure to "pornographic" movies.

About the same proportion of men and women—around 1 in 8—say they have read a "pornographic" book within the past year (Table 19).

Table 19

"During the past year, have you read a book which you regarded as pornographic?" (Q 74)

	All adults	Men	Women
Number of people	2,486	993	1,493
Yes	13%	14%	12%
No	85	84	86
Not sure; no answer	3	2	3

The "pornographic" books which people report having read appear to us to include a higher proportion with explicit erotic depictions than is true of the "pornographic" movies or magazines to which people report exposure.

About half the men and one-third of the women who reported reading a pornographic book did not recall the title. Nearly 100 different book titles were mentioned by respondents as "pornographic." An M or W indicates that at least

(and usually no more than about) 1% of men or of women name the book. Other titles are named *less* often. Some of the books mentioned as pornographic—but comparatively fewer than in the case of movies and magazines—are books in which sex is presumably presented as a part of the plot development rather than purely for entertainment. Such books include:

The Arrangement
The Carpetbaggers
The Godfather
Hotel
Justine
Couples

The Love Machine
Myra Breckenridge
Peyton Place
Portnoy's Complaint (M,W)
Valley of The Dolls (W)

Substantially more titles are mentioned of books which probably have sex as the central theme, such as:

A Crowded Bed
Bedrooms Have Windows
The Chinese Organ
Daddy's Girl
Doctors' Wives
Double-Up
House of Lust
Lash

Lust on a Slag Heap
The Odd Cult
Orgy Inspector
Phi Beta Fanny
Queer Trap
The Story of O
Swap
With Lips and Tongue

10. Men are twice as likely as women to report exposure to "pornographic" magazines within the past year.

Twice the proportion of men as women—28% versus 14%—say they have seen or read a magazine during the past year which they considered to be pornographic (Table 20).

Table 20

"During the past year, have you seen or read a magazine which you regarded as pornographic?" (Q 73)

	All adults	Men	Women
Number of people	2,486	993	1,493
Yes	20%	28%	14%
No	77	69	84
Not sure; no answer	3	3	2

Reported exposure to magazines labeled "pronographic" is thus somewhat higher among men than exposure to movies considered pornographic.

Among magazines, the highest proportion in agreement about an individual title is found in the 5% of men and 4% of women who think of *Playboy* as pornographic.

For women, reported exposure to all three types of pornography (movies, magazines, books) is about the same. For men, exposure to pornographic magazines is substantially higher than for pornographic books or movies (Table 21).

Table 21
Reported exposure to "pornographic" media (Q 72, 73, 74)

	Have seen during the past year		
	All adults	Men	Women
Number of people	2,486	993	1,493
Movies	15%	17%	13%
Magazines	20%	28%	14%
Books	13%	14%	12%

As with movies, people characterize a wide range of magazines as "pornographic." About half the men and one-third of the women who claimed to have seen a pornographic magazine during the past year were unable to recall the title. An M or W indicates that at least (and usually no more than about) 1% of men or of women name the magazine. Other titles were named *less* often.

Among the approximately 70 different magazine titles which were mentioned, a substantial number were general or special interest magazines of wide distribution, including:

<i>Confidential</i>	<i>McCall's</i>
<i>Cosmopolitan</i>	<i>Playboy (M,W)</i>
<i>Esquire (W)</i>	<i>Psychology Today</i>
<i>Good Housekeeping</i>	<i>Reader's Digest</i>
<i>Ladies Home Journal</i>	<i>Sunset</i>
<i>Life (W)</i>	<i>True</i>
<i>Look (W)</i>	<i>Vogue</i>

On the other hand, a number of other publications were mentioned which appear, from their names, to be more specifically oriented toward erotica.

<i>Berkeley Barb (M)</i>	<i>Nude Delights</i>
<i>Closeup</i>	<i>Pussy Willow</i>
<i>Cupcake</i>	<i>Screw</i>
<i>Eye Opener</i>	<i>Sex and the Sixties</i>
<i>Fun in the Sun</i>	<i>The Sinner's Trap</i>
<i>Garter Girls</i>	<i>Sunlore</i>
<i>Midnight</i>	

As with movies, then, the range of content embodied in what different people consider pornographic appears to be extremely wide.

Circumstances of exposure to erotic materials

In the "yes" column for question 15 (which of five visual depictions seen in past two years) and for question 24 (same but for depictions in text form) an "X" was randomly assigned to the cell representing one of the five depictions. Interviewer instructions explained how to use the position of this "X" to determine which of the five depictions to use as a referent for several questions about the most recent exposure to that depiction. Questions are:

Medium in which experienced (Q 17, 26)

Specifics of where experienced (Q 18—no comparable question for text)

How obtained (Q 19, 20, 27, 28)

To whom, if anyone, it was shown (Q 21, 29)

Thus, each respondent who had reported exposure to at least one visual depiction testified about circumstances of exposure to one depiction. If the respondent reported exposure to two or more depictions, he or she was asked these questions about only one of the depictions, as selected by the technique noted above. The same procedure obtained for the textual depictions. Questions about erotic movies overlap with but are not identical to the questions about visual or textual depictions.

On the following pages, first we provide combined data for all depictions, since each respondent who testified was asked about only one visual and one textual depiction. Then, we examine the circumstances of exposure separately by the medium in which the depiction appeared.

Adolescents were asked only about visual depictions, which explains why data for adolescents are on only some pages.

11. Both adults' and adolescents' typical experience with visual erotic materials⁵ has been in a movie theater.

Note especially the high proportion of boys and girls whose most recent experience with erotica was in a movie theater (Table 22).

The respondent's house, or a friend's house, is also a frequently named place for experience with erotic materials. For adolescents, school is another place for exposure to erotic materials.

Note that comparatively few of either adults or adolescents mention a newsstand or bookstore as the place where erotic materials were most recently seen. This could suggest that there are fewer "buyers" of erotic materials than "consumers"; the findings suggest a high "pass along" audience.

Few people say they buy visual erotic materials in comparison to those who experience visual erotica in a social context or have erotic materials given to them.

Only about 1 person in 20 among men, women, boys, and girls who have recent experience with visual erotic materials say that their most recent experience came as a result of purchasing a particular piece of erotica. Much more often the erotic materials were given to respondents or they were seen in a house, at school, or at work (Table 23).

5. Combined data, all five visual depictions.

Table 22

"Please use this card to tell me more about where you saw this the most recent time. If you're not sure, just give me your best recollection." (Q 18; Q 7 ADOL) (Asked only of those who say they have seen one or more visual depictions in the past two years)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people	534	583	293	295
Movie theater	29%	41%	43%	62%
At a friend's house	10	12	18	9
My own house	8	19	7	7
Newsstand or drug store	8	3	5	3
Television	3	9	2	4
In an advertisement	5	4	3	1
Bookstore	4	2	3	2
At a party	3	1	3	1
At school	1	*	12	6
On a wall (lavatory or other)	1	1	0	*
Other answers	24	7	3	2
Don't remember; no answer	3	1	1	1

* Less than 0.5%.

Note: Reduced percentage base for this table. People who say they have seen one or more visual depictions in the past two years = 100%.

Table 23

"The most recent time you saw (visual depiction mentioned) did you buy it, borrow it, get it free, or just see it someplace, or what?" (Q 19; Q 8 ADOL) (Asked only of those who say they have seen one or more visual depictions in the past two years somewhere other than in a movie theater or on television)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people who have seen a visual depiction in the past two years = 100%	534	583	293	295
Percent who most recently saw a visual depiction somewhere other than in a movie theater or on television	67%	50%	54%	34%

Table 23 (Continued)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Got it free, or was given to me	16%	15%	9%	4%
Saw it at school or work	15	4	12	6
Saw it in a house	11	12	13	9
Saw it someplace	8	4	3	3
Saw at newsstand or bookstore	8	4	6	3
Bought it	5	6	5	4
Borrowed it	3	2	3	5
Library	*	0	0	*
Other sources	*	*	*	0
Don't remember; no answer	2	2	3	1

* Less than 0.5%.

Note: Reduced percentage base for this table. People who say they have seen a visual depiction of erotica in the past two years = 100%.

The predominant source of visual erotic depictions is "friends."

Considerably more respondents say they obtained the visual erotic materials seen most recently from friends than say they obtained such materials from a bookstore, newsstand, drugstore, or through the mail.

Note also that few of those with recent experience with visual erotic depictions refer to other family members (spouse, parent, brother, or sister) as the source.

It is probably reasonable to conclude that visual erotic materials are obtained and consumed primarily in a social context and that there is a considerable "secondary market" for them. Not a great deal of the erotica (of the kind that could be consumed in the home) seems to be purchased by the individual who consumes it (newsstand plus bookstore plus magazine subscription: men 14%; women 8%; boys 11%; girls 7%) (Table 24).

Table 24

"Thinking of the item we have just been talking about, which of the ways shown on the card did you get it?" (Q 20; Q 9 ADOL) (Asked only of those who say they have seen one or more visual depictions in the past two years somewhere other than in a movie theater or on television)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people who have seen a visual depiction in the past two years = 100%	534	583	293	295

Table 24 (Continued)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Percent who most recently saw a visual depiction somewhere other than in a movie theater or on television	67%	50%	54%	34%
From a friend	26%	18%	28%	12%
From a newsstand or drugstore	9	3	6	3
Came in the mail without my asking for it	4	5	1	*
From a bookstore	3	1	2	2
It was in a magazine I subscribe to	2	4	3	2
From someone I didn't know	2	1	2	1
Sent away for it	*	*	0	*
From spouse	*	3	0	*
From a parent	0	*	2	2
From a brother or sister	0	*	*	1
Other answers	12	7	4	3
Don't remember; no answer	7	6	6	7

* Less than 0.5%.

Note: Reduced percentage base for this table. People who say they have seen a visual depiction of erotica in the past two years = 100%.

This next finding is not logically consistent. A comparison of Table 24 with Table 25 suggests that people get visual erotica from friends, but in turn are not as likely to pass it on to friends. For example, Table 26, which applies only to boys and girls (who tend more than men and women to say they passed visual erotica along to someone else), shows from whom erotica was obtained and to whom it was passed along.

Table 25

"Who, if anyone, did you show or give it to?" (Q 21; Q 10 ADOL)
(Asked only of those who say they have seen one or more visual depictions in the past two years somewhere other than in a movie theater or on television)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people who have seen a visual depiction in the past two years = 100%	534	583	293	295

Table 25 (Continued)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Percent who most recently saw a visual depiction somewhere other than in a movie theater or on television	67%	50%	54%	34%
No one	44%	29%	35%	18%
Male friend or friends	7	1	10	1
Spouse	4	8	0	3
Female friend or friends	2	3	1	4
Mother	*	*	1	2
Brother	*	*	2	1
Father	0	*	1	0
Sister	0	*	*	2
Other answers	2	4	1	*
Don't remember; no answer	10	7	7	7

* Less than 0.5%.

Note: Reduced percentage base for this table. People who say they have seen a visual depiction of erotica in the past two years = 100%.

Table 26

	Boys		Girls	
	Obtained from	Showed or gave to	Obtained from	Showed or gave to
Communications link:*				
Friend	28%	11%	12%	5%
Parent or sibling	2%	4%	3%	5%

*Example of how to read table—28% of boys obtained the item of visual erotica from a friend, but only 11% showed or gave the item to a friend.

After sifting several alternative hypotheses to explain this state of affairs, we think that just one likely explanation is that people (including adults although the comparisons are not shown here) tend to remember getting erotic materials—because of the anticipation of experiencing them—more than they remember showing or giving erotic materials to someone else.

12. Books represent by far the most frequently mentioned source of experience with erotic depictions in text form.

Between two-thirds and three-quarters of those who have recently experienced textual depictions say these were read in a book.

The only other source mentioned by more than a handful of respondents is magazines—by between 2 and 3 respondents in 10 (Table 27).

Table 27

“Let’s take the most recent story you read that described (textual depiction) in detail. Was this story in a book, a magazine, on typewritten sheets or what?” (Q 26; Q 16 ADOL) (Asked only of those who say they have read one or more textual depictions in the past two years)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people	444	528	242	283
Book	65%	71%	66%	75%
Magazine	27	25	31	22
Typewritten sheet	4	2	1	1
Underground newspaper	*	0	*	*
Other answers	3	1	*	*
Don’t remember; no answer	2	3	1	*

* Less than 0.5%.

Note: Reduced percentage base for this table. People who say they have read a textual depiction of erotica in the past two years = 100%.

There is no one predominant way in which the most recently experienced textual depictions were obtained. About equal proportions of men and women say they either bought, borrowed, or were given the literature in which such depictions were contained (Table 28).

Table 28

“The most recent story you read which gave a detailed description of (textual depiction), did you buy it, borrow it, or get it free or did you just read it someplace, or what?” (Q 27) (Asked only of those who say they have read one or more textual depictions in the past two years)

	Men	Women
Number of people	444	528
Got it free, or was given to me	27%	25%
Bought it	26	30
Borrowed it	26	31
Read it someplace	4	4
Read at newsstand or bookstore	4	1
Read at school or work	4	1
Read in a house	3	4
Read in library	*	1
Other answers	*	0
Don’t remember; no answer	5	4

* Less than 0.5%.

Note: Reduced percentage base for this table. People who say they have read a textual depiction of erotica in the past two years = 100%.

As with visual depictions, most material containing textual depictions is obtained from "friends" (Table 29). While some adults—both men and women—say they obtained the material containing textual depictions from a bookstore, newsstand, or drugstore, the way such materials are most often obtained is simply "from a friend." Comparatively few men report having obtained such materials from family members, either spouse, parents, brother, or sister. At least some women, however, say they obtained materials containing textual depictions from either a parent or a spouse. Also note that very few people who have recently experienced textual depictions say they sent away for such materials.

Table 29

"Thinking of the item we have just been talking about, which of the ways shown on the card did you get it?" (Q 28) (Asked only of those who say they have read one or more textual depictions in the past two years)

	Men	Women
Number of people	444	528
From a friend	44%	35%
From a bookstore	14	10
From a newsstand or drugstore	8	11
It was in a magazine I subscribe to	4	8
From someone I didn't know	3	1
It came in the mail without my asking for it	2	2
From a parent	2	6
Sent away for it	1	1
From spouse	1	6
From a brother or sister	*	3
Other answers	10	10
Don't remember; no answer	10	7

*Less than 0.5%.

Note: Reduced percentage base for this table. People who say they have read a textual depiction of erotica in the past two years = 100%.

As with visual depictions, and most likely for the same reasons, respondents remember getting the materials containing textual depictions, but are much less likely to say they passed them on to someone else (Table 30).

Having just reviewed some of the circumstances of exposure for all media combined, we examine now the data for movies, and in summary form, the data for magazines, books, and visual stimuli other than movies (such as pictures, cards, and cartoons).

CIRCUMSTANCES OF EXPOSURE TO EROTIC DEPICTIONS IN MOVIES

With movies we had a choice of data to present. We could show data for movies as a medium identified for visual depictions. However, we also have a separate section in the interview which treats stag movies and skinflicks in some detail as a separate medium. Since both sets of data correspond, and since the stag movie

and skinflick questions define the medium for the respondent, we use those findings on the following pages.

Table 30

“Who, if anyone, did you show or give it to?” (Q 29)
 (Asked only of those who say they have read one or more textual depictions in the past two years)

	Men	Women
Number of people	444	528
No one	62%	63%
Spouse	12	14
Male friend or friends	14	4
Female friend or friends	5	12

(Partial table—no other response more than 3%.)

Note: Reduced percentage base for this table. People who say they have read a textual depiction of erotica in the past two years = 100%.

13. The most frequently reported depictions from most recent erotic movies seen are intercourse and sex organs.

As shown in Table 31, these two depictions are recalled by about half or more of the men. Women remember intercourse to about the same extent as men do.

Table 31

“Thinking of the last such movie you saw, which of these things did it include?” (Q 50) (Asked of people who say they have seen a stag movie or skinflick on Q 44 or 45)

	Men	Women
Number of people who have seen stag movie or skinflick	509	216
Intercourse	66%	63%
Sex organs showing	48	38
Oral sex	33	23
Activities with same sex	23	28
Whips, belts	9	10
None of them	3	4
Don't remember; no answer	22	23

(Multiple answers)

Table 32 is intended for comparison with Table 31. The question is whether people who are most exposed to erotica have any different patterns of experience with depictions than do others.

Table 32

Depictions reported from last film seen by people in the group most exposed recently to depictions of erotica.

	Men	Women
Number of people in group most exposed to erotica recently	216	77
Intercourse	80%	77%
Sex organs showing	61	47
Oral sex	47	42
Activities with same sex	33	47
Whips, belts	13	21
None of them	3	4
Don't remember; no answer	10	14

(Multiple answers)

Note: Percentages in both tables are on reduced bases. Number of people shown at top of each column = 100%.

Among men, the distribution of depictions is about the same for the most exposed group as for everyone who has been exposed to erotic movies. The proportions are, of course, higher for the most exposed.

The most exposed women report a somewhat different pattern. A higher proportion of this group than of other women remember oral sex activity and homosexual or lesbian activity as part of the most recent erotic movie which they have seen. (Other differences between the two groups of women are not statistically meaningful because of the subsample sizes.)

14. Seeing erotic films is very largely a social activity.

The most recent experience of seeing a stag film or skinflick was in the company of others for about two-thirds of men and three-fourths of women (Table 33). Further, the social aspect of seeing erotic films is more prevalent for relatively young men (age 21 to 29) than for older ones.

Table 33

"Think of the most recent time you saw a skinflick, stag or party movie. Did you go to see it by yourself, or with someone else?" (Q 48) (Asked of people who say they have seen a stag movie or skinflick)

	Number who have seen movie	Went alone	Went with someone else	Don't remember; no answer
Men	509	14%	65	21
Women	216	2%	75	23
Men:				
21-29	166	12%	79	9
30-39	126	19%	65	16
40-49	100	16%	62	22
50-59	60	11%	55	34
60 plus	55	5%	59	36

Table 33 (Continued)

	Number who have seen movie	Went alone	Went with someone else	Don't remember; no answer
Women:				
21-29	87	0%	80	20
30-39	50	4%	71	25
40-49	51	0%	71	29
50-59	20	4%	83	12
60 plus	7	0%	68	32
Men:				
8th grade	63	18%	47	34
High school	234	12%	65	23
College	211	13%	72	15
Women:				
8th grade	19	6%	62	32
High school	135	2%	72	25
College	62	0%	86	14

Note: Reduced percentage bases for this table. People who say they have seen a stag movie or skinflick on Q 44 or 45 = 100%.

In relating amount of formal education to circumstances of seeing stag movies or skinflicks, note that the higher the educational level—for each sex—the more likely is the experience a social one.

There is a sex difference with respect to who tends to see these films alone. Fourteen percent of men and 2% of women report the last such experience as one in which they saw the film by themselves.

These data and other findings further on tend to suggest that the consumer of erotic materials may be the kind of person described by Berger, Gagnon, and Simon as emerging from their study of high school and college age people:⁶

The encountering of pornography occurs not in alienation from conventional social life, but as a normal aspect of involvement in conventional social life. . . . it is not unlikely that the meaning of the experience is not a function of the intrinsic qualities and powers of these materials as such, but of the definition provided by this surrounding social context. (p. 79)

Examination of the composition of the social groups who watched a stag movie or skinflick reveal different patterns for each sex, as shown in Table 34.

For men, the experience with erotic films is one that is shared largely with other men. For women, it is an experience shared with their spouses or in a mixed group.

CIRCUMSTANCES SURROUNDING EXPOSURE TO EROTIC DEPICTIONS IN BOOKS, MAGAZINES, AND VISUAL MEDIA OTHER THAN MOVIES

Because percentage bases for these media are not generally large, we show them in Table 35 to emphasize the point.

6. Alan Berger, John Gagnon, and William Simon: *Pornography: High School and College Years*, a monograph supported by the National Institute of Child Health and the Commission on Obscenity and Pornography.

Table 34

"Who was with you at that time?" (Q 49) (Asked of people who say they most recently saw stag movie or skinflick with someone else on Q 48)

	Say saw most recent stag movie or skinflick with someone else:	
	Men	Women
Number of people	335	165
Saw movie with:		
Same sex friend(s)	64%	10%
Spouse	10	55
Same sex social club	14	1
Mixed group both sexes	10	24
Opposite sex friend(s)	3	10
Not sure; no answer	0	0

Note: Reduced base for this table.

Table 35

	Number of:	
	Men	Women
Visual depictions:		
Books	61	64
Magazines	154	118
Pictures, cartoons, etc.	60	41
Textual depictions:		
Books	297	387
Magazines	110	115

The data that follow are all percentaged on a reduced base, where the number of people exposed to a depiction in the medium being reviewed equals 100%. Responses by small proportions of the population are omitted so the reader can grasp the highlights quickly.

15. *The most frequently reported depictions in books are textual depictions of intercourse and visual depictions of sex organs.*

The main depictions in books reported by both men and women are shown in Table 36.

Table 36

	Visual		Textual	
	Men	Women	Men	Women
Number of people who experienced depictions in books	61	64	297	387
Sex organs	41%	37%	10%	14%
Intercourse	27	23	48	49
Activities with same sex	3	16	17	15

The places where visual depictions in books are seen differ somewhat between the sexes. For men, it may be in a number of different places; for women, the place of exposure is usually in the person's own home or that of a friend (Table 37). (This question was not asked about textual depictions.)

Table 37

	Visual	
	Men	Women
Book seen at:		
Own house	18%	47%
Friend's house	16	22
Newsstand or drugstore	13	2
Bookstore	13	2

The way in which people obtain books containing *textual* erotic content is somewhat different from their reported experiences with *visual* erotic content. Most of those who saw visual depictions in books either say they were given the book, or say they saw it at one place or another. Only 6% of men and 11% of women recall having *bought* the book in which visual depictions were seen. Regarding textual depictions, however, about 1 person in 4 reports having bought a book containing such depictions, and even more say they borrowed such a book (Table 38).

Table 38

	Visual		Textual	
	Men	Women	Men	Women
Circumstances of exposure:				
Saw (read) at newsstand or bookstore	23%	3%	3%	1%
Saw (read) in a house	21	29	1	3
Got it free/was given to me	19	28	29	23
Saw (read) at school or work	11	11	2	1
Borrowed it	8	7	32	40
Bought it	6	11	24	26

Since books with erotic content are often borrowed or gotten free, a "friend" is not surprisingly the most often mentioned source for both visual and textual depictions. But bookstores and newsstands are also mentioned, by about the same proportion of men and women who report having bought the book, or having looked at it at a newsstand or bookstore (Table 39).

The majority of those exposed to erotic depictions in books report that they did not show the materials in question to anyone else. Women are more likely to report having shown visual depictions in books to their husbands than men are to report having shown visual depictions to their wives (Table 40).

Table 39

	Visual		Textual	
	Men	Women	Men	Women
Number of people who experienced depictions in books	61	64	297	387
Source of book:				
From a friend	36%	40%	52%	40%
From a newsstand or drugstore	19	3	7	10
From a bookstore	9	5	16	14

Table 40

	Visual		Textual	
	Men	Women	Men	Women
Showed it to:				
No one else	70%	56%	61%	64%
Male friend	7	6	16	5
Spouse	4	20	12	13
Female friend	2	7	6	15

16. In general, the circumstances of exposure to visual and textual erotic depictions in magazines are comparable to the circumstances of exposure to depictions in books.

The chief depictions seen in magazines are shown in Table 41.

Table 41

	Visual		Textual	
	Men	Women	Men	Women
Number of people who experienced depictions in magazines	154	118	110	115
Sex organs	32%	43%	14%	21%
Intercourse	30	34	44	38
Activities with same sex	17	10	16	20

As was true with books, men encounter magazines containing erotic material in a variety of situations; women tend to see them mainly in their own or a friend's home (Table 42). (This question was not asked about textual depictions.)

In terms of the way such magazines were seen or obtained, there are also differences between the sexes. A higher proportion of women than of men say they *bought* the magazine (Table 43). (As has been seen, a number of general

Table 42

	Visual	
	Men	Women
Magazines seen at:		
Newsstand or drugstore	18%	13%
Own house	15	45
Friend's house	12	24
Bookstore	6	3

Table 43

	Visual		Textual	
	Men	Women	Men	Women
Circumstances of exposure:				
Saw (read) at school or work	24%	4%	5%	1%
Got it free/was given to me	21	28	23	29
Saw (read) at newsstand or bookstore	15	13	6	1
Saw in a house	11	19	5	6
Bought it	11	22	33	45
Borrowed it	4	3	17	7

interest magazines are named, often by women, as "pornographic." It would appear that this is what women are referring to when they say they bought the magazine; that is, they may not have bought it for its erotic content but found, after buying it, that such material was included.)

As with books, friends are the most widely named source of magazines with erotic content. The only exception appears among women for textual depictions in magazines—one-third of women say they read textual depictions in a magazine they subscribe to (Table 44).

Most of those who saw or read erotic depictions in a magazine did not show them to anyone else. Some women, however, say they did show them to their spouse, while some men showed them to friends of the same sex (Table 45).

Table 44

	Visual		Textual	
	Men	Women	Men	Women
Number of people who experienced depictions in magazines	154	118	110	115
Source of magazine:				
From a friend	40%	35%	30%	24%
From a newsstand or drugstore	19	12	13	12
In a magazine I subscribed to	5	16	14	32

Table 45

	Visual		Textual	
	Men	Women	Men	Women
Showned it to:				
No one else	69%	64%	62%	63%
Male friend	10	1	12	1
Spouse	5	13	14	19
Female friend	2	4	3	4

17. The chief depictions reported in pictures, cards, or cartoons⁷ are intercourse and male or female sex organs.

Table 46

	Men	Women
Number of people who saw visual depictions in pictures	60	41
Intercourse	49%	45%
Sex organs	20	33

Very few people (1% of men and 2% of women) say they bought such pictures. The more likely ways they encountered the pictures were seeing them in someone's house, having the pictures given to them, or (in the case of men) seeing them at work (Table 47).

Table 47

	Men	Women
Circumstances of exposure:		
Got it free/was given to me	29%	31%
Saw at school or work	29	9
Saw in a house	13	42

For women particularly, a friend was the source of the pictures or cartoons in which erotic depictions were seen (Table 48).

The majority of both sexes who have seen pictures with erotic content did not show them to anyone else. Some men showed such pictures to friends, however (Table 49).

7. The full term used in the question was "picture by itself, set of pictures, deck of cards, cartoon by itself."

Table 48

	Men	Women
Number of people who saw visual depictions in pictures	60	41
Source of pictures:		
From a friend	42%	49%
Came in the mail without my asking for it	9	7
From spouse	0	5

Table 49

	Men	Women
Showed it to:		
No one else	61%	65%
Male friend	20	1
Spouse	5	10
Female friend	3	6

Relationships between amount of recent experience with erotic materials and consumer characteristics

In this section we examine demographic and other characteristics of respondents who have had the most amount of recent experience with erotic materials.

Questions 15 and 24 of the adult interview and questions 4 and 14 of the adolescent interview ask respondents whether they have seen or read material within the past two years that includes depictions of erotic postures or behaviors. The five types of erotic depictions described in the first section of this chapter were used in the interview.

A respondent who reports experience with five or more depictions out of a possible total of 10 (five visual, five text) is included in the group examined in this section.

Among adults, 26% of men and 11% of women are in this most exposed group. For boys and girls (15 to 20 years old), the figures are 36% and 38% respectively.

Thus a first finding (alluded to earlier in this chapter) is that among adults there is a higher proportion of men than women in the high consumption group. Among young people age 15 to 20 the high experience group includes about the same proportion of boys and of girls.

On the following pages, we discuss and portray graphically the composition of the group most exposed to erotica by these characteristics:

Demography:

Age

Education

Region of the country

Density of population

Attitudinal:

- Less or more accepting of principles of freedom of expression
- Sex attitudes

Behavioral:

- Media consumption
- Social and political activism

18. Experience with erotica achieves a consumption peak relatively early in adulthood and diminishes thereafter in a consistent fashion.

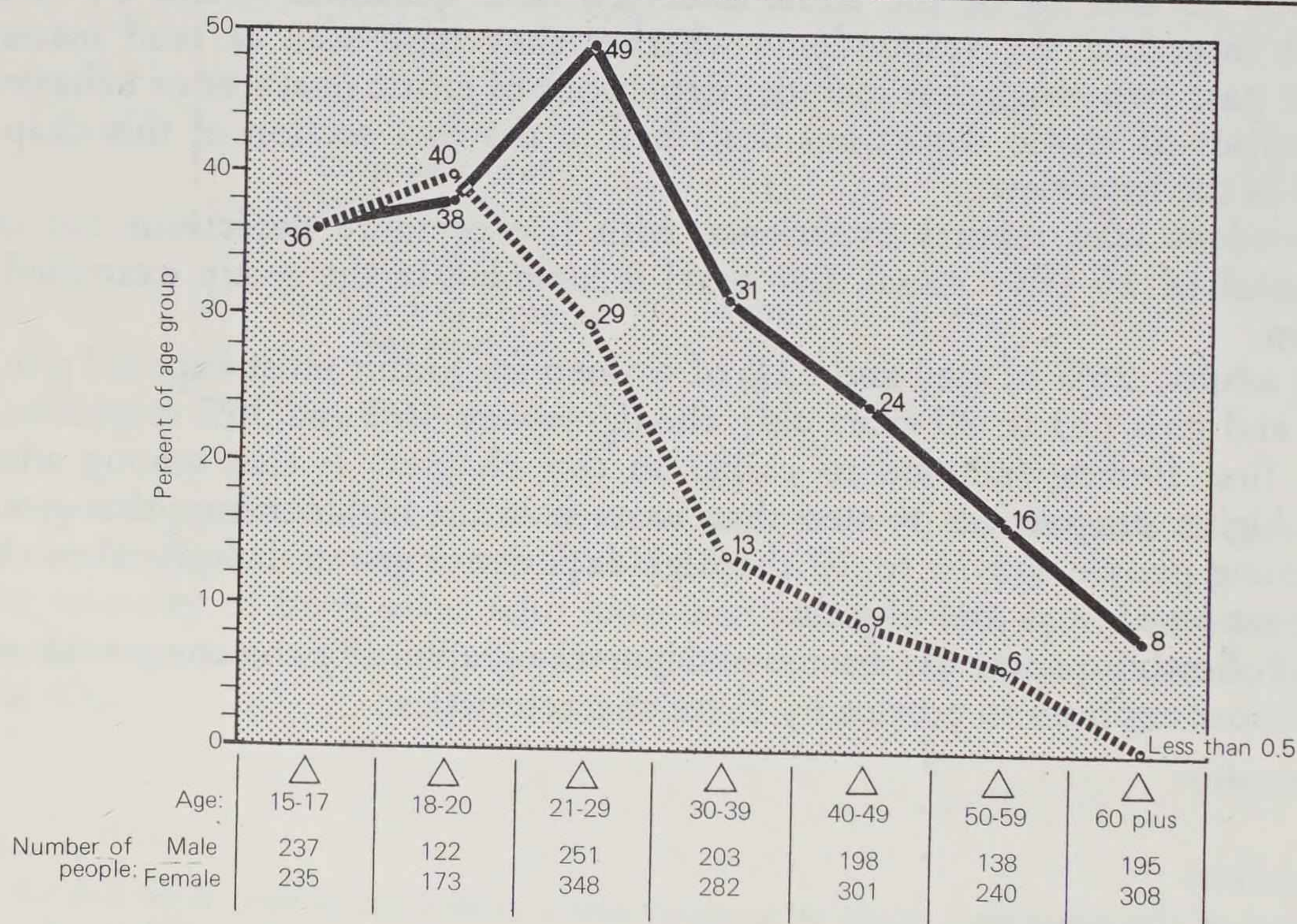
The general trend is similar for heavy consumers of either sex. However, there is a higher proportion of heavy consumers among men than among women in each adult age category.

There are no notable differences between the sexes during the 15 to 20 age period. The data do indicate that the high consumption age for women is a little before that for men, which may reflect sex differences among younger people in sexual maturity, in age differences at time of courtship and marriage, or in social experiences which include exposure to erotic films or other sexual materials.

At any rate, our data establish that the high consumers of erotica tend to be young adults under 30 years of age (Figure 1).

Figure 1

Age of Respondent. Proportion of respondents in each age group who are in the group most exposed recently to depictions of erotica.



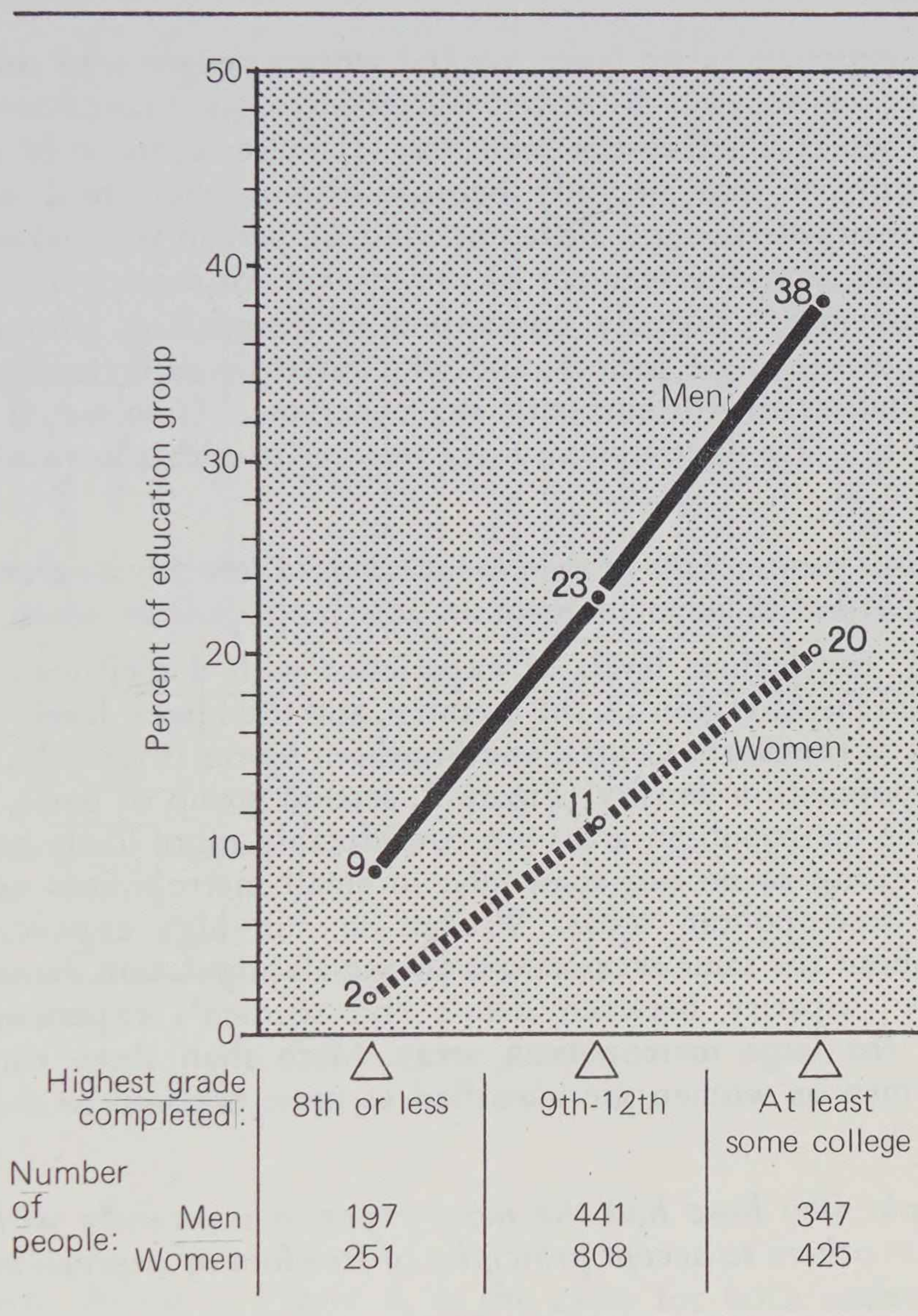
Key: solid line represents men; broken line represents women. Note: Data on 15-20 year old respondents are from the adolescent sample.

19. The people who have had the most experience with erotica during the past two years are disproportionately people with some college training.

Education and experience with erotica, a second relationship between personal characteristics and experience with sexual depictions, is shown in Figure 2. The group within the population that are the heaviest consumers of erotic materials

Figure 2

Educational Level of Adults. Proportion of adults in each education group who are in the group most exposed recently to depictions of erotica.



include a higher proportion of people who have at least some college training than of people with less formal education.

The pattern is consistent across educational levels and is consistent for each sex.

Again, as with the age relationships just discussed, there is a smaller proportion of women than men in the heavy consumption group in each category of education.

The marked relationships of age and educational level with experience with erotica correspond with findings documented elsewhere in this chapter: that exposure to erotica appears to be a social activity as well as a personal one, and that it is often connected with a general high level of "consuming" the world and being active in it.

Since many experiences are more marked among people who are in the more active segments of society, it is not surprising that experience with sexual depictions can be explained in the same way. If there seems to be anything new about this finding, it may be only because of a publicly held fantasy of the consumer of erotica as being a different kind of person than what is suggested here. It is possible that one segment of the market for erotica may very well be men, of "middle age," sexually unsatisfied or dissatisfied, who are somewhat outside the main stream of society, and who furtively avail themselves of erotic materials as a substitute for authentic sex experience. However, if such a group does exist it is of a size or complexity of characteristics that were not revealed by this study.

20. The highest proportions of men most exposed recently to erotica are found in the Northeast and in large or medium size metropolitan areas.

Among men, the highest levels of experience with depictions of erotica are found in the Northeast region of the country, and the lowest levels of experience with erotica are in the North Central and Southern States (Figure 3).

Looking at population density (Figure 3, second group of bars), men in large and medium size metropolitan areas are considerably more likely to fall into the most exposed group to erotica than men in small metropolitan areas or those living outside metropolitan areas. Women in the high exposure group are distributed in about the same proportions among all population density groups.

The greatest disparity between men's and women's experience is in the Northeast and the large metropolitan areas. More than three times as high a proportion of men as women are classified as most exposed to erotica in these areas.

21. The people who have had the most experience recently with erotica are more likely than others to accept principles of freedom of expression and to have liberal sex attitudes.

People who answer "yes" to these three questions about freedom of expression are more likely than others to be the heavier consumers of erotic materials:⁸

8. The freedom of expression index reflects combined responses to three questions related to approval or disapproval of freedom of speech or freedom of press in three situations (Q 71a, c, d). The sex attitudes index is based on responses to seven agree-disagree items. The indices are described more fully in the Appendix.

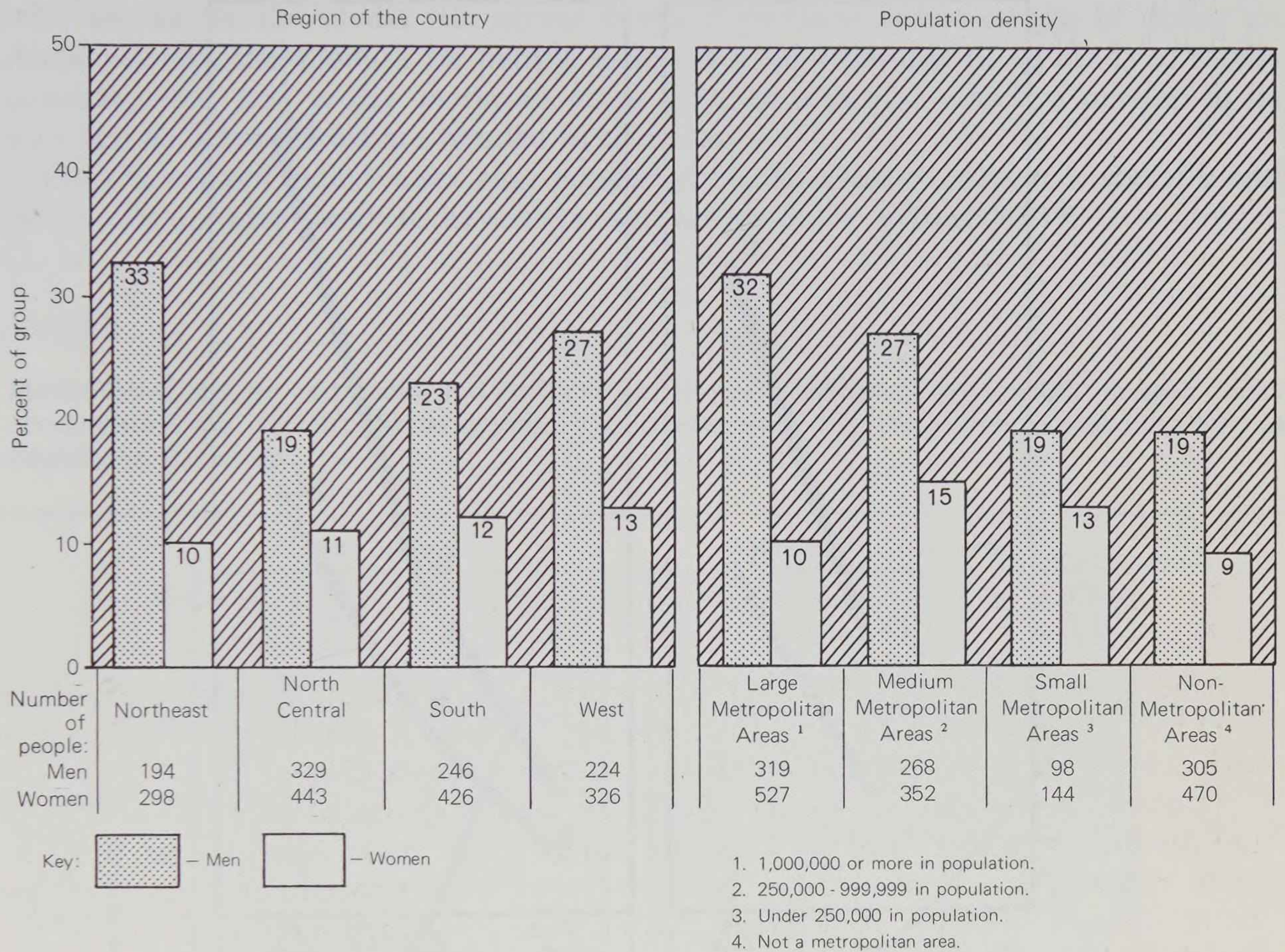
Should newspapers have the right to print articles which criticize the police?

Should people be allowed to make speeches against God?

Should people be allowed to publish books which attack our system of government.

Figure 3

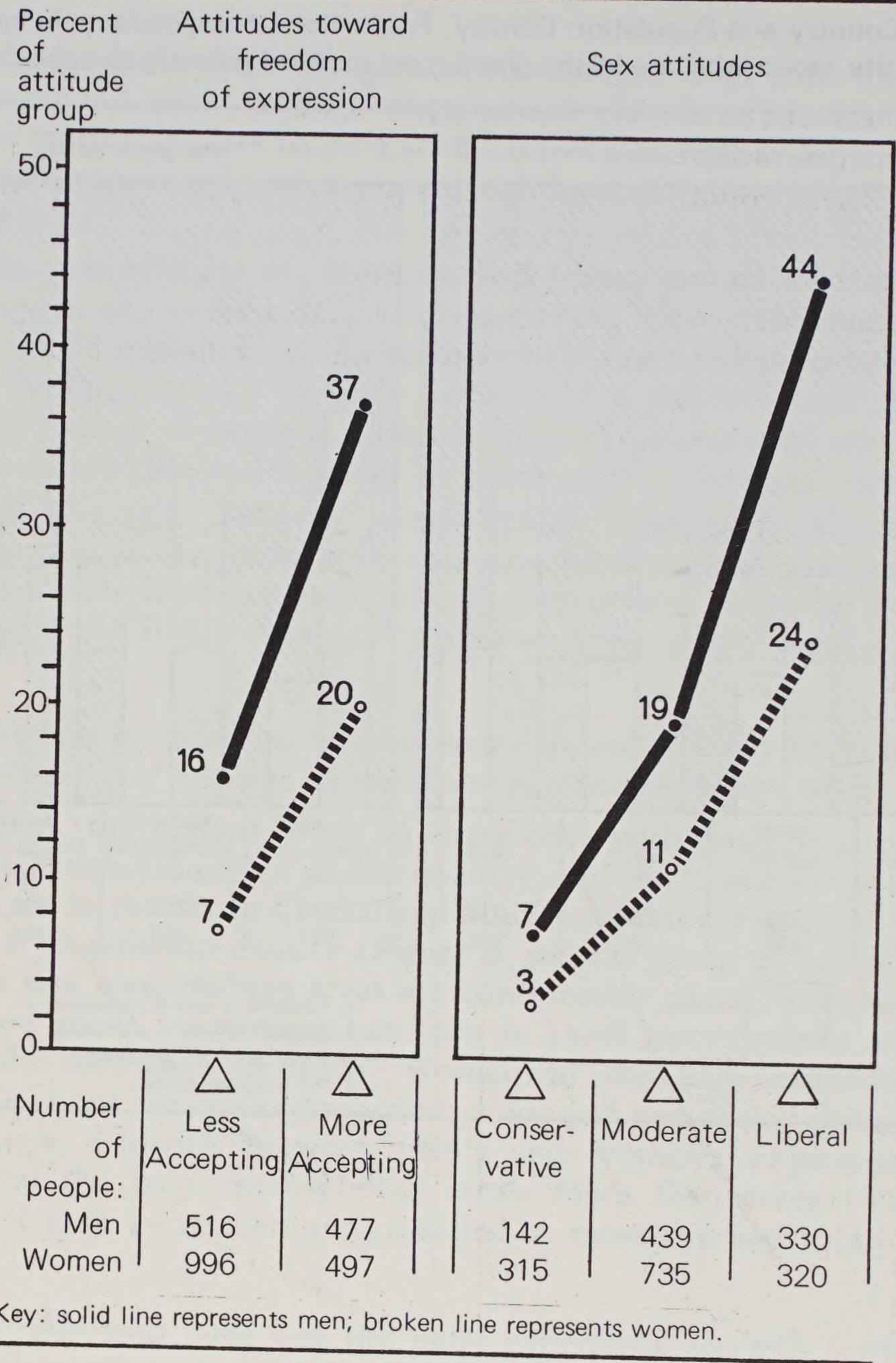
Region of the Country and Population Density. Proportion of respondents in each region and population density group who are in the group most exposed recently to depictions of erotica.



The pattern, shown in Figure 4, is the same for both sexes, although more marked among men. People whose sex attitudes were classified as liberal from their responses to several sex attitude questions are more likely to be heavy consumers of sexual materials than are people with more conservative sex attitudes. The finding that relates liberal sex attitudes to higher consumption of erotic material probably just documents what the reader might have expected. However, there is no immediately apparent reason for the freedom of expression index to be related to consumption of erotica.

Figure 4

Attitudes Toward Freedom of Expression and Sex Attitudes. Proportion of adults in each attitude group who are in the group most exposed recently to depictions of erotica.



22. The people with the most experience recently with erotica are heavier consumers of media and are more active socially and politically than others.

Figure 5 portrays the relationship between experience with erotica and a measure of input (extent of consumption of print and film media) and output (social and political activity).

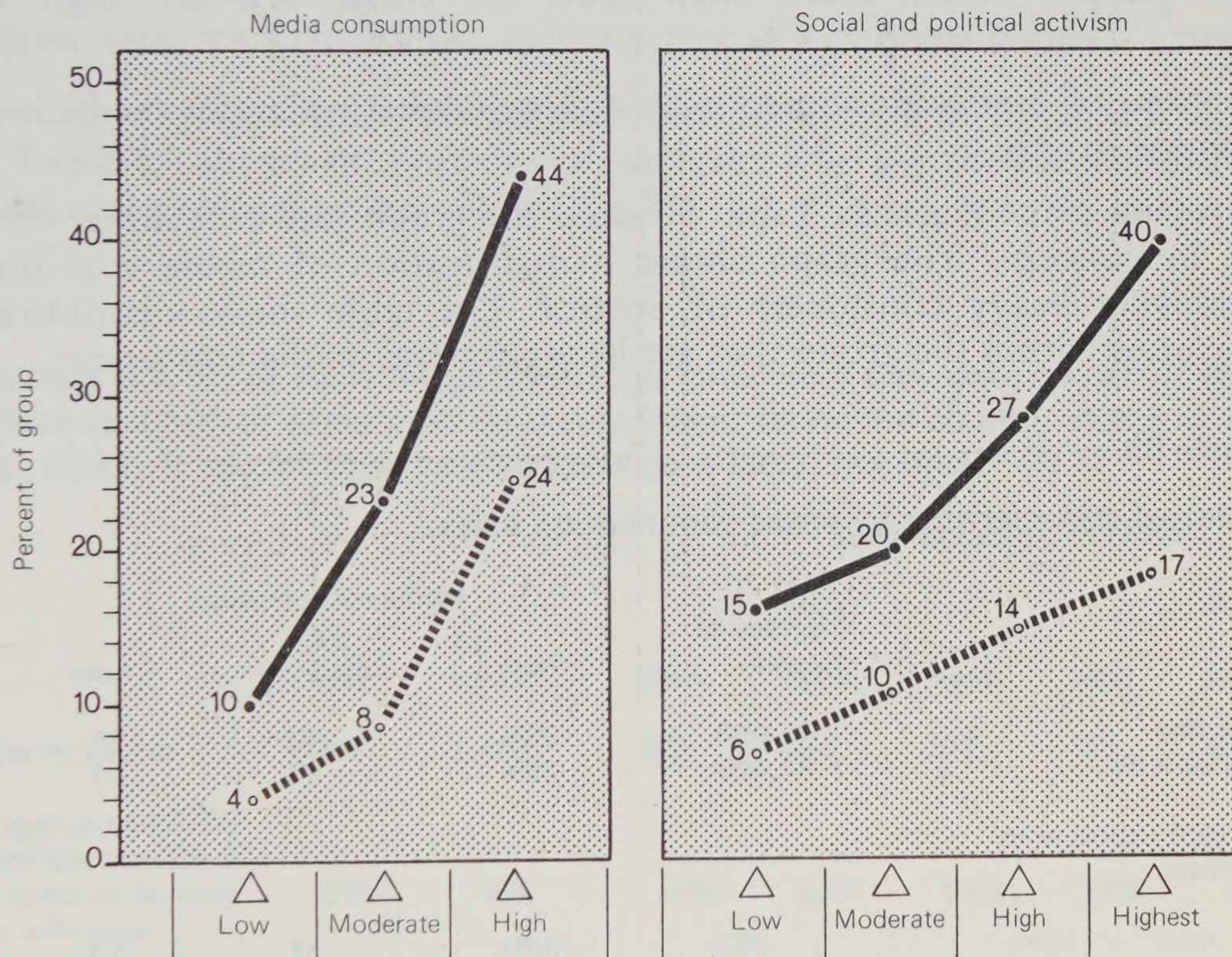
Both the "input" and the "output" measures show a marked relationship to consumption of erotic materials.

The relatively heavy consumers of erotica are also much more likely to be heavy consumers of the media. Among the possible explanations are that people who attend to the media run across erotic depictions in the course of doing so. Alternatively, these could be people who need the stimulus of all kinds of media consumption, and erotic materials are a form of stimulus which is needed in its way just as other media are needed in their way.

On the output side, we see that people who take a more active role socially and politically are also likely to have experience with erotic materials.

Figure 5

Media Consumption and Social and Political Activism. Proportion of respondents in each media consumption and social/political activism group who are in the group most exposed recently to depictions of erotica.



Key: Solid line represents men; broken line represents women.

Notes: Data based on indices of media consumption and of social and political activity constructed for this study. These indices are described in the Appendix.

Number of people in each group unavailable at time of writing.

With respect to both media consumption and social and political activism the reader should note that our comparisons are between a relatively specialized facet of life (experience with erotic materials) and a relatively broad one (media in general or a variety of activities). We suggest that if the phenomenon of erotica were as broad and encompassing as either of the things we are comparing it with, our comparisons would be more justified. As it is, we do not feel that far-reaching conclusions can be drawn from the coincidence of erotic consumption with broad aspects of life. The farthest we might go is to question one of the common assumptions about consumers of erotic materials: that they are somehow outside of the main stream of society. There seems to be evidence here to refute that view and suggest that its opposite may in fact be closer to reality.

FURTHER ANALYSIS OF MEDIA CONSUMPTION

The media consumption questions are the first five in the interview. They ask about number of books read in past two years, number of magazines read or looked into in past seven days, and number of times at a theater or drive-in to see a movie in the past four weeks.

The conclusions on the preceding pages are further supported by the data in Table 50. The data reveal that:

Half of the men and over half of the women in the high exposure to erotica group are in the high general media consumption group.

Younger people much more than older—of either sex—are high media consumers.

Half or more of men and women with college education are in the high media consumption group.

In comparing percentages in Table 50 with the graph just preceding, note the difference in concept. The graph shows a distribution of media consumption among relatively heavy consumers of erotica. The table shows distribution of exposure groups within the group that are heavy general media consumers.

Table 50

Selected characteristics by media consumption index:

		Number of people	Media consumption:		
			High	Medium	Low
All men		993	29%	40	31
All women		1,493	26%	47	27
Recent exposure to erotica:					
Men:	Most	267	50%	37	13
	Some	354	29%	42	29
	None	372	14%	41	45
Women:	Most	193	57%	34	9
	Some	578	31%	52	18
	None	722	15%	46	38

Table 50 (Continued)

		Number of people	Media consumption:		
			High	Medium	Low
Age of respondent:					
Men:	21-29	251	45%	39	16
	30-39	203	31%	43	25
	40-49	198	32%	36	33
	50-59	138	25%	40	35
	60 plus	195	10%	46	45
Women:	21-29	348	37%	48	16
	30-39	282	32%	45	22
	40-49	301	23%	50	27
	50-59	240	26%	46	29
	60 plus	308	16%	45	39
Education:					
Men:	College	347	58%	38	5
	High school	441	19%	49	32
	8th grade	197	4%	30	66
Women:	College	425	50%	44	6
	High school	808	22%	52	26
	8th grade	251	5%	32	62

FURTHER ANALYSIS OF SOCIAL AND POLITICAL ACTIVISM INDEX

As much to acquaint the reader with the index items as to present data for each item, Table 51 shows proportions of each sex who say they have taken each kind of social and political action on the list.⁹

Table 51

"Now here is a list of some things that people could do if they were concerned about such problems (the two or three most serious problems facing the country today) or any other issues. Which, if any, of these have you ever done about any issue?" (Q 7)

	Recent exposure to erotica:							
	All men	All women	Most	Men		Women		
				Some	None	Most	Some	None
Number of people	993	1,493	267	354	372	193	578	722
Vote against a political candidate because of his stand on an issue	59%	46%	64%	63%	51%	56%	53%	39%
Try to influence friends and neighbors about some issue	50	42	65	50	40	59	51	31

9. The question was asked before the subject of the study was known to respondents.

Table 51 (Continued)

	Recent exposure to erotica:							
	All men	All women	Most	Men			Women	
				Some	None	Most	Some	None
Sign a petition that someone brought to me	47	42	58	50	37	58	48	33
Write a letter to a newspaper, a magazine, or a political official	26	22	36	25	19	32	26	16
Give my opinion at a public meeting	26	18	35	26	20	25	23	14
Contribute money to an action group	24	20	32	26	16	25	27	13
Take a petition around to other people	12	9	18	12	7	13	11	6
Take part in a protest or demonstration	5	4	11	4	1	11	5	1
None	20	27	12	17	26	14	18	38
No answer	*	1	0	*	*	1	*	1

(Multiple answers)

* Less than 0.5%

The items are arranged in descending order of mention by each sex. Item order is almost the same for women as for men.

Notice that the first three items—activities performed by the largest proportions of respondents—require relatively little action or planning. Some of the other activities, performed by smaller proportions of respondents, require more action and in some cases more planning.

Looking over at the six columns at the right of the table, the columns showing relationship between exposure to erotica within the past two years and reported activity, notice the differences between the people (of either sex) in the high-exposure group and in the no-exposure group.

The activism items just discussed were combined into an index, and the resulting data for selected characteristics of respondents are shown in Table 52.

Looking down the column that shows the most active people as defined by the items, we make these observations:

The most marked relationships appear to be between activism and experience with erotica, and activism and formal education.

The age relationship with activism is not as notable as either of the other variables just mentioned.

Men are somewhat more active than women, by their own report.

The least active people are pretty much the mirror image of the most active, in terms of exposure to erotica, age, and education.

Table 52

Selected characteristics by social and political activism index:

		Number of people	Most active	Moderate		Least active
All men		993	20%	29	31	20
All women		1,493	14%	27	31	28
Recent exposure to erotica:						
Men:	Most	267	32%	31	25	12
	Some	354	19%	33	30	18
	None	372	13%	24	36	27
Women:	Most	193	22%	34	29	16
	Some	578	18%	31	33	18
	None	722	9%	23	30	38
Age of respondent:						
Men:	21-29	251	23%	28	33	16
	30-39	203	29%	27	30	14
	40-49	198	20%	36	26	18
	50-59	138	19%	25	31	25
	60 plus	195	11%	27	35	27
Women:	21-29	348	12%	28	39	21
	30-39	282	14%	32	33	20
	40-49	301	19%	32	24	25
	50-59	240	15%	28	28	29
	60 plus	308	10%	18	32	40
Education:						
Men:	College	347	39%	36	19	6
	High school	441	13%	29	38	21
	8th grade	197	7%	20	35	37
Women:	College	425	29%	35	26	11
	High school	808	10%	28	35	27
	8th grade	251	4%	14	29	53

PERCEIVED AND OTHER EFFECTS OF EROTICA

Summary

Relatively few people regard erotic materials as a "serious" problem. Higher proportions of adults name 13 other issues as more serious than concern about erotic materials.

Men think that sexual arousal, information, and entertainment are the most prominent effects of experience with erotic materials.

Over half of women feel that a breakdown of morals and incitement to rape are two consequences of erotica, along with sexual arousal and information.

Both men and women think that providing information has been an effect of erotic materials on them, more than any of the other effects suggested as possibilities.

People have a more positive reaction to erotica in textual form or in movies, than to visual materials other than movies.

A majority of both sexes indicate no sense of guilt about experiencing erotic materials.

Women are somewhat more conservative than men in their attitudes towards sex.

"Liberal" sex attitudes are found in much higher proportion among the heavier consumers of erotica than among other groups.

Sex attitudes are much more closely related to experience with erotica than to age.

Experience with erotica and a permissive attitude toward masturbation tend to go together.

Other positive relationships to experience with erotica: general self-designation as having liberal attitudes and also greater permissiveness toward freedom of expression on general issues.

Experience with erotic materials does not seem to be related to reported satisfaction with marriage or sex life.

More experience with erotica goes with a higher frequency of sexual intercourse.

Heavier consumers of erotica are also more likely than others to have started masturbating at a younger age.

Spontaneous mention of erotica as a serious problem

1. Relatively few people regard erotic materials as a serious problem.

Higher proportions of adults volunteer aspects of 13 other issues as more serious than the issue of erotic materials (Table 53).

About one-fifth or more of the population spontaneously mention each of the following issue areas as current serious problems:

- The war in Vietnam
- Racial issues
- The economy
- The youth rebellion
- Breakdown of law and order
- Drugs
- Pollution

Table 53

"We are also interested in your opinion on national problems. Would you please tell me what you think are the two or three most serious problems facing the country today?" (Q 6)

	All adults	Men	Women
Number of people	2,486	993	1,493
Vietnam War—all mentions (net)	54%	52%	56%
General statement of problem	27	25	30
Statements against the war	19	18	20
Statements in favor of the war	8	9	7
Racial conflict and civil rights—all mentions (net)	36	38	34
Against integration	9	12	7
Pro integration	8	7	10
Against bussing of school children	3	4	3
Other racial problems	15	17	14
The economy—inflation, taxes, unemployment	32	39	26
Rebellious and disrespectful youth	23	21	25
Breakdown of law and order in our society	20	23	18
Drug use and abuse	20	14	25
Pollution and misuse of resources	19	19	19
Poverty and failure of poverty programs	12	12	13
Dissatisfaction with government at all levels	9	12	6
Moral breakdown in society	9	8	10
Concern with international problems and foreign policy other than Vietnam	4	6	3
Failure of the education system	4	3	4
Overpopulation and birth control	4	4	4
Concern about erotic materials	2	1	3
Other problems cited	11	10	12
No answer	2	1	2

(Multiple answers)

The next order of concern (to at least 1 person in 11) includes:

- Poverty and poverty programs
- Moral breakdown in society
- General dissatisfaction with government

Education, overpopulation, and foreign policy other than Vietnam are mentioned as problems by 1 adult in 25.

Any kind of reference to erotic materials was made by 2% of the population. Obviously we instructed coders to be on the lookout for such allusions. Other problems at the 2% level were volunteered but are not shown opposite. There are too few mentions of sexual materials as a problem to implement any further analysis of the people for whom they are a concern.

Here are illustrative responses from the people who are concerned about erotic materials:

“Sex-going around everywhere. In the movie—bad shows—too many nude people. Ugly movie—bad morals on the screen. People doing bad things, nasty things. Nude people.”

“Sex—I don’t think views concerning sex and moralities have really changed drastically. It’s only coming only within a person’s mental makeup, which has just been heading for many years. In other words, just going back to the animal structure of man. They’re going back (for example) to wearing less clothes—exhibitionism.”

“I imagine the literature being put out—there seems to be a lot of emphasis on sex. Always using sex in advertisements, in movies, TV. Take a car—a beautiful girl somewhere. Sex—no moral standards at all.”

“Sex exploitation. The only place I come in contact with this is in the movie theaters. Many movies include unnecessary sex and abusive language. Seemingly for its shock emphasis rather than as an integral part of the scene. I don’t think sex in movies is a bad thing if it is a part of the theme and makes a profound statement.”

“TV—they are showing the young generation too much. Stealing, killing, sexy mess—too much for the young generation.”

“I don’t go to the movies. I hear talk about them. Nude movies. Nudity in the movies. It shouldn’t be in it.”

“Sex—I think it’s ruining our younger generation. I think it’s a bad thing bringing it into the schools. Dress is too immodest. TV is rotten.”

“Morals—the general low moral standards displayed in TV, movie theaters, fashions. People don’t seem to give a darn.”

“Moral decay—I feel that books nowadays—the popular books—there isn’t very much that is private in either books or movies. They talk about things that are private. It is the stamp of approval of society to accept any sexual behavior in public that I am against. I think that a story can be told without people going naked. Pornography is shown in magazines in even the neighborhood drug stores.”

Possible effects of experience with erotic materials

Part way through the interview, respondents were handed a card listing 12 possible outcomes of experience with erotic materials (Q 55, 55A, 56).

For each possible effect, a first question was to identify whether it is or is not an effect of experience with erotica. People who felt that an item is such an effect were further asked whether the effect is one that they themselves had experienced or an effect that they knew was experienced by someone whom they personally knew (a family member or other person).

The three categories imposed on the items as listed below are *a priori* and not relied upon heavily in the discussion on the following pages:

Possible effects of looking at or reading sexual materials:

Socially desirable

- Provide entertainment
- Provide information about sex
- Improve sex relations of some married couples
- Provide an outlet for bottled-up impulses
- Give relief to people who have sex problems

Socially ambiguous

- Excite people sexually
- Make men want to do new things with their wives
- Make people bored with sexual materials

Socially undesirable

- Lead to a breakdown of morals
- Lead people to commit rape
- Lead people to lose respect for women
- Make people sex crazy

The list used with respondents did not show any classification of items and presented the items in no particular order.

2. Arousal, information, and entertainment are seen by men as the most dominant effects of looking at or reading erotic materials.

As shown in Table 54, about 60% or more of men regard these three as effects of experience with erotica.

In addition, half or more of the men interviewed think that erotic materials improve sex relations in some instances and also lead to a breakdown in morals.

This last item, breakdown in morals, is the only socially undesirable item (as we classify them) which is seen as an effect of erotica by as many as half of the men.

Close to half of the men indicate four items are not effects of erotica. We classify two of these as disapproved by society: loss of respect for women and making people sex crazy. The other two are socially desirable outcomes: an outlet for sex impulses and relief for people with sex problems.

There is less consensus among women than among men about which of the items are or are not effects of experience with erotica.

As in the case of men, arousal, information, and breakdown of morals are regarded by over half of women as effects of experience with erotic materials (Table 55).

Table 54

"On this card are some opinions about the effects of looking at or reading sexual materials. As I read the letter of each one please tell me if you think sexual materials do or do not have these effects." (Q 55)

	Has that effect:		
	Men (993)		
	Yes	No	Not sure; no answer
Sexual materials excite people sexually	72%	16	12
Sexual materials provide information about sex	62%	29	9
Sexual materials provide entertainment	58%	38	5
Sexual materials lead to a breakdown of morals	55%	33	12
Sexual materials improve sex relations of some married couples	50%	32	19
Sexual materials lead people to commit rape	47%	34	19
Sexual materials make people bored with sexual materials	46%	39	16
Sexual materials make men want to do new things with their wives	42%	35	23
Sexual materials lead people to lose respect for women	41%	47	12
Sexual materials make people sex crazy	36%	50	14
Sexual materials provide an outlet for bottled-up impulses	35%	49	16
Sexual materials give relief to people who have sex problems	28%	49	23

Table 55

"On this card are some opinions about the effects of looking at or reading sexual materials. As I read the letter of each one please tell me if you think sexual materials do or do not have these effects." (Q 55)

	Has that effect:		
	Women (1,493)		
	Yes	No	Not sure; no answer
Sexual materials excite people sexually	63%	18	19
Sexual materials provide information about sex	60%	25	15
Sexual materials lead to a breakdown of morals	57%	27	15
Sexual materials lead people to commit rape	51%	25	24
Sexual materials lead people to lose respect for women	46%	35	19
Sexual materials improve sex relations of some married couples	44%	31	24
Sexual materials make people bored with sexual materials	42%	31	26

Table 55 (Continued)

	Has that effect:		
	Women (1,493)		
	Yes	No	Not sure; no answer
Sexual materials make men want to do new things with their wives	41%	21	39
Sexual materials provide entertainment	40%	52	8
Sexual materials make people sex crazy	39%	40	21
Sexual materials provide an outlet for bottled-up impulses	32%	44	24
Sexual materials give relief to people who have sex problems	27%	43	29

However, Table 56, which is based on data in Tables 54 and 55, shows that in general a higher proportion of men than women classify items as either having or not having effects. And by extension, a lower proportion of men than women respond "no opinion" or give no answer to the items.

Table 56

Mean average proportion of each sex responding "yes" (it is an effect), "no" (it is not an effect) or no opinion, to the 12 "effects" items.

	Yes		No		No opinion	
	Men	Women	Men	Women	Men	Women
All 12 "effects" items	48%	45%	38%	33%	15%	22%
Items classified as:						
Socially desirable (5 items)	47%	41%	39%	39%	14%	20%
Socially ambiguous (3)	53%	49%	30%	23%	17%	28%
Socially undesirable (4)	45%	48%	41%	32%	14%	20%

Table 56 also shows that men are more likely than women to feel that the socially desirable "effects" of erotica are in fact effects.

As in the case for men, women are least certain of the impact of erotic materials in the sphere of "making men want to do new things with their wives." As shown in Table 55, over a third of women are not sure whether this is or is not an effect of exposure to erotica.

3. Substantial proportions of men report that arousal, entertainment, boredom, and information about sex have been effects of erotica on themselves personally.

At least one-fifth of men say that these four presumed effects have actually been effects on themselves (second column in Table 57).

In this follow-up question to the overall responses to the 12 "effects" items, people were asked if the items they identified as effects applied to themselves, to someone they knew personally (family member or other person), or if they did

not know anyone to whom the item applied (even though it was just identified as an effect).

Table 57

"Have sexual materials had this effect on you, or someone you know personally, or neither?" (Q 55A) (Asked of people who say "Yes, had effect" on Q 55)

	Men (993)			
	% all men who say "yes, has effect"	Effect on respondent	On someone he knows personally	On no one he knows
Perceived socially desirable "effects":				
Provide information about sex	62%	27%	16%	19%
Provide entertainment	58%	29%	17%	17%
Improve sex relations of some married couples	50%	12%	14%	23%
Provide an outlet for bottled-up impulses	35%	6%	10%	20%
Give relief to people who have sex problems	28%	2%	8%	16%
"Effects" not clearly socially approved nor disapproved:				
Excite people sexually	72%	23%	25%	28%
Make people bored with sexual materials	46%	22%	8%	17%
Make men want to do new things with their wives	42%	11%	12%	18%
Socially undesirable "effects":				
Lead to a breakdown of morals	55%	2%	14%	35%
Lead people to commit rape	47%	*	10%	34%
Lead people to lose respect for women	41%	7%	13%	21%
Make people sex crazy	36%	*	10%	24%

(Partial table)

* Less than 0.5%.

A good clue to the rhetoric of the impact of erotic materials is in comparing those effects which respondents say are true of themselves (second column) with those effects for which they have no referent in personal experience (fourth column opposite). The larger the proportion in the fourth column over the proportion in the second column, the more likely it would appear that the effect is a part of the conversational currency about erotic materials rather than an actual event.

To make use of the above notion as a way of looking at the data, we added together the second and third columns, since they represent reported personal experience, and then looked for each instance in which the percent in the fourth column exceeded the sum of the second and third columns by at least 10 points (thus suggesting that the item tends to be a "hearsay" item). The following three "effects" were such instances:

Leads to a breakdown of morals
 Leads people to commit rape
 Makes people sex crazy

The "hearsay" items are all in the socially undesirable category.

Women see only one of the "effects" items as applicable to themselves to any degree: that sexual materials provide information.

Just over 1 woman in 5 reports this effect as true of themselves and over one-third of women report this effect as either being true of themselves or of someone whom they know personally (Table 58).

Table 58

Perceived effects of erotic materials on respondent and on other people whom she knows. (Q 55A)

	% all women who say "yes, has effect"	Women (1,493)		
		Effect on respondent	On someone she knows personally	On no one she knows
Perceived socially desirable "effects":				
Provide information about sex	60%	21%	14%	25%
Improve sex relations of some married couples	44%	8%	13%	23%
Provide entertainment	40%	9%	15%	18%
Provide an outlet for bottled-up impulses	32%	1%	8%	22%
Give relief to people who have sex problems	27%	1%	7%	18%
"Effects" not clearly socially approved nor disapproved:				
Excite people sexually	63%	8%	19%	35%
Make people bored with sexual materials	42%	18%	6%	19%
Make men want to do new things with their wives	41%	4%	13%	22%
Socially undesirable "effects":				
Lead to a breakdown of morals	57%	1%	11%	42%
Lead people to commit rape	51%	*	8%	39%
Lead people to lose respect for women	46%	3%	9%	31%
Make people sex crazy	39%	*	7%	29%

(Partial table)

* Less than 0.5%.

A lower proportion of women than of men ascribe the presumed outcomes of exposure to erotica as true of themselves or as true of someone whom they know. The "hearsay" score for women seems to be higher than it is for men (Table 59).

Table 59

Socially disapproved items which respondents identify as an "effect" of erotica but which are not ascribed to themselves or anyone they know personally:

	Men	Women
Leads to a breakdown in morals	35%	42%
Leads people to commit rape	34%	39%
Leads people to lose respect for women	21%	31%
Makes people sex crazy	24%	29%

Other findings:

A larger proportion of men than of women (48% to 27%) report arousal as an effect of erotica on themselves or on someone whom they know.

A somewhat larger proportion of men than women (30% to 24%) report boredom with sexual materials as an outcome they can vouch for personally.

And a slightly larger proportion of men than women (23% to 17%) report from their own or other personal experience with erotica makes men want to do new things with their wives.

4. Another way of estimating effects of erotica indicates that information, entertainment, and boredom are the main impacts of erotica on respondents.

The ratio column in Table 60 for each sex expresses the relationship between

$$\frac{\% \text{ who report the item as true of themselves}}{\% \text{ who say that the item is an effect of erotica}}$$

Thus if everyone who says that an item is indeed an effect of erotica also says that he (or she) has experienced that effect, the ratio would be 1.00.

For men, the highest effects-on-respondent ratios are for the outcomes of entertainment, information, arousal, and boredom.

For women, the highest effects-on-respondent ratios are for boredom, information, entertainment, and improving sex relations of some married couples.

As might be expected, the lowest effects-on-respondent ratios are for socially undesirable items.

Summary of subsection on 12 possible "effects" of exposure to erotica:

Arousal, information, and entertainment are regarded by men as the dominant effects of erotic materials. For women, arousal, information, and a breakdown of morals are the outstanding items.

"Providing information" is the only effect that both sexes see as applicable to themselves to any degree. Men also think of arousal and entertainment as part of the outcomes of erotica on themselves.

Boredom with sexual materials emerges from the analysis in Table 60 as another effect designated by respondents as true of their own experience.

We will now begin an examination of responses to the "effects" items by selected respondent characteristics in addition to sex. On the following pages are the variables of respondent age and education, extent of recent exposure to erotic

Table 60

Yes, have that effect:

	Men (993)			Women (1,493)		
	On re- spondent	All men**	Ratio	On re- spondent	All women**	Ratio
Sexual materials . . .						
Provide entertainment	29%	58%	.50	9%	40%	.23
Provide information about sex	27%	62%	.44	21%	60%	.35
Excite people sexually	23%	72%	.32	8%	63%	.13
Make people bored with sex- ual materials	22%	46%	.48	18%	42%	.43
Improve sex relations of some married couples	12%	50%	.24	8%	44%	.18
Make men want to do new things with their wives	11%	42%	.26	4%	41%	.10
Lead people to lose respect for women	7%	41%	.17	3%	46%	.07
Provide an outlet for bottled- up impulses	6%	35%	.17	1%	32%	.03
Give relief to people who have sex problems	2%	28%	.07	1%	27%	.04
Lead to a breakdown of morals	2%	55%	.04	1%	57%	.02
Make people sex crazy	*	36%	--	*	39%	--
Lead people to commit rape	*	47%	--	*	51%	--

* Less than 0.5%.

**Percent of each sex who say, "Yes, have that effect."

materials, and respondent sex attitudes. These are related to the proportion of each sex who regard each of the following as an effect of experience with erotica: arousal, providing information, entertainment, and breakdown in morals. Arousal and providing information are included because they are the two items that the largest proportions of both sexes say are effects of exposure. In addition, entertainment is a top item for men and breakdown of morals a top item for women.

5. Whether information, arousal, entertainment, or breakdown of morals are seen as effects of erotica depends more on the respondent's experience with erotic materials than it does on his age.

Table 61 shows that for both sexes, both exposure to erotica and the age of the respondent are related to whether the respondent feels that he or she has derived information from erotic materials.

Table 62 is somewhat different in outcome. It reflects strong connections between amount of recent exposure to erotica and testimony that erotic materials have aroused the respondent sexually. However, arousal seems to be far more likely to be related to experience with erotica than with the age of the person being interviewed.

Respondents who say that they have found erotic materials entertaining are to some extent younger than those who do not feel this way (Table 63). However, the relationship between age and beliefs about the entertaining aspects of erotica is much less marked than are the large and consistent differences related to extent of recent experience with erotic materials. These differences are evident within all but the oldest age groups.

Table 61

Sexual materials provide information about sex. Yes, had effect on respondent. (Q 55A)

Age	Recent exposure to erotica:					
	Men			Women		
	None	Some	Most	None	Some	Most
21-29	33%	41%	59%	22%	40%	63%
30-39	20%	30%	48%	12%	26%	34%
40-49	10%	24%	48%	12%	23%	34%
50-59	12%	20%	#	12%	24%	#
60 plus	8%	22%	#	2%	19%	#

Percentages not shown because sample size less than 20.

Table 62

Sexual materials excite people sexually. Yes, had effect on respondent. (Q 55A)

Age	Recent exposure to erotica:					
	Men			Women		
	None	Some	Most	None	Some	Most
21-29	9%	29%	52%	8%	14%	31%
30-39	15%	22%	49%	8%	10%	29%
40-49	6%	32%	45%	*	6%	26%
50-59	12%	16%	#	5%	6%	#
60 plus	6%	8%	#	3%	2%	#

* Less than 0.5%.

Percentages not shown because sample size less than 20.

Note: The percentages in the tables above are based on exposure group within age group for each sex. For example, of men 21-29 with no recent exposure to erotica, 33% say that sexual materials have provided them with information about sex. See the Appendix for the number of people in each exposure by age subgroup.

Table 63

Sexual materials provide entertainment. Yes, had that effect on respondent. (Q 55A)

Age	Recent exposure to erotica:					
	Men			Women		
	None	Some	Most	None	Some	Most
21-29	13%	36%	60%	3%	11%	38%
30-39	15%	30%	62%	2%	14%	34%
40-49	16%	31%	55%	2%	10%	15%
50-59	14%	24%	#	5%	12%	#
60 plus	4%	10%	#	0%	3%	#

Percentages not shown because sample size less than 20.

Experience with erotica is also strongly and negatively related to beliefs that erotic materials are responsible for moral breakdown (Table 64). The less experience, the more likely the belief. The reader may be able to find some age relationships: that is, older people are more likely than others to see moral breakdown as a consequence of erotica. But these age relationships are certainly minimal.

Table 64

Sexual materials lead to a breakdown of morals. Yes, have effect. (Q 55)

Age	Recent exposure to erotica:						
	None	Men			Women		
		Some	Most	None	Some	Most	
21-29	59%	54%	19%	45%	50%	36%	
30-39	61%	49%	40%	55%	60%	43%	
40-49	70%	66%	27%	66%	68%	49%	
50-59	66%	66%	#	58%	63%	#	
60 plus	67%	62%	#	57%	69%	#	

#Percentages not shown because sample size less than 20.

Note: See the Appendix for the number of people in each age by exposure subgroup.

Table 65 summarizes the views of people classified by formal education with respect to the four perceived effects under discussion. The more formal one's training, the more likely one is to think that arousal, information, and entertainment are effects of erotica, and, in the case of men, the less likely one is to think that moral decay is one of its consequences.

Table 65

Proportions of men and women at different educational levels who say that these items are effects of erotic materials

	Men		
	8th grade	High school	College
Number of men	197	441	347
Arousal	60%	71%	81%
Information	51%	64%	68%
Entertainment	38%	58%	71%
Breakdown of morals	66%	52%	51%
	Women		
	8th grade	High school	College
Number of women	251	808	425
Arousal	49%	63%	74%
Information	48%	62%	65%
Entertainment	26%	38%	53%
Breakdown of morals	56%	57%	59%

Table 66 reflects the finding that the more liberal the individual's attitudes towards sex, the more likely he or she is to regard arousal, information, and entertainment as effects of erotica. The more conservative one's attitudes towards sex, the more likely one is to believe that erotic materials lead to a breakdown in morals. In the matter of whether erotic materials are entertaining, 42% of men with conservative sex attitudes think so, but a far smaller proportion (27%) of women with conservative sex attitudes think so.

Table 66

Proportions of men and women in each sex attitude category who say that these items are effects of erotic materials.

	Men		
	Conservative	Moderate	Liberal
Number of men	142	439	330
Arousal	71%	74%	78%
Information	42%	62%	74%
Entertainment	42%	54%	75%
Breakdown of morals	74%	61%	39%

	Women		
	Conservative	Moderate	Liberal
Number of women	315	735	320
Arousal	56%	66%	74%
Information	53%	62%	71%
Entertainment	27%	41%	58%
Breakdown of morals	69%	60%	43%

Note: The Appendix includes a description of the sex attitude index and its construction.

Reported reactions to the most recent experience with erotic materials

Data on the following pages are based on three questions about reactions to three types of sexual material: visual, textual, and films.

Question 22: "Think back to your reaction when you last saw this (sex portrayed in photographs, snapshots, cartoons, or movies). Were you mostly aroused sexually, disgusted, pleased or what?" (Asked of people who say they have seen one or more of the visual depictions in the past two years in Q 15)

Question 30: "Think back to your reaction when you last read (sex in printed materials). Were you mostly aroused sexually, disgusted, pleased or what?" (Asked of people who say they have read one or more textual depictions in the past two years in Q 24)

Question 51: "What was your overall reaction to this movie? Were you mostly aroused sexually, disgusted, pleased, or what?" (Asked of people who say they have seen a stag movie or skinflick in Q 44 or 45)

Note that three possible reactions—aroused sexually, disgusted, and pleased—were *suggested* as appropriate responses to the questions. In the text and tables that follow, it would be misleading for the reader to assume that these were spontaneously mentioned by respondents. A “no effect” reaction is one that was spontaneously mentioned often enough to include. Other volunteered reactions which were offered to a limited extent include: amused, shocked, surprised, informative, and interesting.

6. *Erotic depictions in text or in movies elicit more positive types of reactions than erotic depictions in other visual materials.*

Although the modal reaction to the most recent depiction experienced is a negative one, regardless of medium, the negative response is more prominent to visual depictions than to erotic text or erotic films (Table 67).

Table 67

Reported reactions to last visual, textual, and filmed depictions of sex.

	Visual (Q 22)		Textual (Q 30)		Movies (Q 51)	
	Men	Women	Men	Women	Men	Women
Number of people who have experienced a depiction recently*	534	583	444	528	509	216
Disgusted	36%	54%	27%	41%	24%	40%
No effect	24	16	22	18	12	10
Pleased	9	3	17	10	17	5
Aroused sexually	8	3	15	6	12	4

(Partial table)

*Each respondent testified about one visual depiction, one textual depiction, and stag movies or skinflicks.

With respect to all three media, women react more negatively than men. A higher proportion of men than of women report pleasure as their reaction at the time of experiencing a recent erotic depiction.

And there are marked differences between the sexes in sexual arousal. The finding that men are more aroused than women by sexual materials has also been noted in other research.

The reaction that the experience with erotica had “no effect” was not one included among the alternatives suggested to respondents, yet it is the second most frequently mentioned reaction.

7. *In comparing groups of people with more and less experience with erotica recently, we find differences but none that lead to clear and consistent generalizations about their reactions to sexual materials.*

Although there are some similarities in the way that respondents report their reactions to the various media, there is no completely consistent pattern of reaction that cuts across visual, textual, and filmed material.

About the same proportion of men with the most experience recently with erotica reflect a negative reaction to all three media. However, men who have had lesser amounts of exposure to erotica recently reflect disproportionate "disgust" with visual depictions than with texts or films (Tables 68-70).

Table 68

Reported reactions to last visual depiction of sex by two categories of recent exposure (Q 22)

	Recent exposure to erotica:			
	Men		Women	
	Most	Some	Most	Some
Number of people who have seen a visual depiction recently	258	276	179	404
Disgusted	30%	41%	45%	57%
No effect	22	25	20	15
Aroused sexually	12	4	4	2
Pleased	11	8	6	3

(Partial table)

Table 69

Reported reactions to last textual depiction of sex by two categories of recent exposure (Q 30)

	Recent exposure to erotica:			
	Men		Women	
	Most	Some	Most	Some
Number of people who have read a textual depiction recently	249	195	187	341
Disgusted	28%	25%	33%	44%
No effect	18	26	15	19
Aroused sexually	22	7	9	5
Pleased	18	14	13	9

(Partial table)

Sexual arousal among the "most exposed" men as compared with others is more marked for both texts and films than for visual depictions.

A higher proportion of the "most exposed" men than of other men find films pleasurable.

Less experience with erotica is likely to lead women to react more negatively to visual and textual depictions than women with a higher incidence of recent exposure.

Table 70

Reported reactions to last stag film or skinflick seen by two categories of recent exposure (Q 51)

	Recent exposure to erotica:			
	Men		Women	
	Most	Some	Most	Some
Number of people who have seen an erotic film recently	216	184	77	101
Disgusted	20%	24%	41%	37%
No effect	11	16	11	10
Aroused sexually	17	8	7	4
Pleased	27	11	10	3

(Partial table)

The exposure categories in Tables 68-70 are based on an index of recent exposure (past two years) to erotic depictions. The index is described in the Appendix. It includes a "no exposure" category which is not shown because there is almost no one in this "no exposure" category who also qualifies to answer the question on reactions.

The reader should keep in mind that we have been discussing reactions to the most recent depiction or experience with the three media. In another part of the interview (Q 55A) discussed earlier, respondents were asked about the applicability to themselves of several possible "effects" of erotic material. Here the context was the whole span of experience with erotica, not a particular experience. Notice the higher proportions in Table 71 than in Tables 68-70 of people who remember being sexually aroused by exposure to erotic materials.

Table 71

"Sexual materials excite people sexually":

Recent exposure	Men		Women	
	Most	Some	Most	Some
Yes, have had this effect on respondent	45%	23%	27%	8%

8. Older adolescents are more like adults in their reactions to visual erotica than they are like younger adolescents.

This observation is characteristic of the data for both sexes as shown in Table 72.

In particular, negative reactions are far less likely to come from the youngest age group of either sex than from either the older adolescents or adults. The reaction of "disgust" is mentioned far less by the younger adolescents than by the older adolescents or adults. For the other reactions, however, the differences

Table 72

Self-reports of reactions to visual depictions of sex (Q 22; Q 11 ADOL)

	Men	Boys 18-20	Boys 15-17
Number who have seen a visual depiction recently	534	99	192
Disgusted	36%	30%	17%
No effect	24	25	29
Pleased	9	14	23
Aroused	8	13	13
	Women	Girls 18-20	Girls 15-17
Number who have seen a visual depiction recently	583	133	162
Disgusted	54%	56%	39%
No effect	16	19	27
Pleased	3	9	10
Aroused	3	4	1

(Partial table)

Note: Both tables above percentaged on a reduced base. People who have seen a visual depiction recently = 100%.

between successive age groups are much smaller, and are of borderline significance statistically, considering the sample size.

The following comparisons, based on the data presented in Table 73, apply only to adults because the adolescent sample was not asked their reactions to depictions in text or movies.

The older the person, the more likely he or she is to recall a negative reaction, and the less likely a positive reaction to the most recent exposure to erotic content in textual form.

A report of sexual arousal is also found to a somewhat higher degree among younger adults than among older ones.

College educated men and women choose the term "disgusted" less frequently than do men and women with less education.

Self-reported reactions to experiences with textual erotica can be summarized as follows:

More positive

Men
People under 30
College educated
People with more
exposure recently

More negative

Women
People over 30
High school educated or less
People with less exposure
recently

Table 73

Self-reported reactions to textual depictions of sex (Q 30)

		Number of people*	Disgusted	No effect	Pleased	Aroused sexually
All men		444	27%	22	17	15
All women		528	41%	18	10	6
Age of respondent:						
Men:	21-29	169	19%	17	23	18
	30-49	185	23%	25	16	17
	50 or older	89	42%	21	10	9
Women:	21-29	197	39%	15	16	8
	30-49	232	38%	19	8	5
	50 or older	97	48%	19	6	4
Education of respondent:						
Men:	College	206	22%	23	15	20
	High school or less	238	31%	21	17	12
Women:	College	202	33%	20	10	9
	High school or less	324	44%	17	10	5
Recent exposure to erotica:						
Men:	Most	249	28%	18	18	22
	Some	195	25%	26	14	7
Women:	Most	187	33%	15	13	9
	Some	341	44%	19	9	5

Note: Table reads across. For example, 19% of the men in the 21-29 age group say they were disgusted by the most recent text depiction that they read.

*Number of people who have had recent experience with textual depictions of erotica = 100%.

9. A majority of both sexes indicate no sense of guilt as a consequence of exposure to erotic materials.¹⁰

About two-thirds of men and over half of women contribute to this finding (Table 74).

Table 74 shows expressed feelings of guilt by extent of recent exposure to erotic materials. Here one is tempted to make a cause-effect judgment although to do so would be an extension of the data.

Only 5% of men with the most experience recently with erotica say they feel "very guilty" about such materials as compared with 20% of men with the least experience with erotica who say they feel "very guilty" about it. About the same relationship exists among women.

10. Data for these findings are from the Self-Administered Questionnaire, unlike the preceding material.

Table 74

"Some people feel guilty about reading sex stories or looking at pictures showing sex acts. How about you?" (Q 24 SAQ)

	All men	All women	Recent exposure					
			Most	Some	None	Most	Some	None
Number of people	911	1,370	256	342	313	189	556	625
No, don't feel guilty	68%	54%	81%	70%	57%	72%	57%	47%
Yes, guilty, but only sometimes	16	16	13	19	15	17	21	12
Yes, very guilty	12	17	5	10	20	8	15	20
No answer	4	13	1	2	8	3	7	21

Table 75 shows that the most likely people to reflect no sense of guilt about experiencing sex materials are:

Young adults rather than older ones.

College educated people rather than those with less formal training.

People who do not attend church services as compared with those who do.

Table 75

"Some people feel guilty about reading sex stories or looking at pictures showing sex acts. How about you?"

	Number of people	Percent who say, "No, don't feel guilty"	
		Men	Women
All men (women)	911 (1,370)	68%	54%
Age of respondent:			
21-29	244 (338)	82%	68%
30-49	187 (283)	64%	49%
50 plus	160 (252)	66%	43%
Education:			
College	334 (410)	74%	61%
High school	416 (758)	69%	55%
8th grade	157 (199)	55%	40%
Church attendance:			
None	468 (577)	78%	60%
Some	329 (590)	64%	51%
Most	108 (201)	38%	47%

Note: The reader should know that 82 men and 123 women who were interviewed did not fill out the Self-Administered Questionnaire (SAQ). An analysis of the characteristics of this group is in the Methodological Report (the second report in this volume). It is possible that the SAQ responses would be different in some respects had all respondents completed it.

Some attitudinal correlates of experience with erotic materials

In this section, extent of recent experience with erotic materials is related to these attitude areas:

Attitudes towards sex

Viewpoint on children masturbating

Self-designation as a liberal or a conservative on issues in general

Feelings about freedom to criticize established social institutions

Overall satisfaction with marriage

Sexual satisfaction

We urge the reader to interpret with caution findings anywhere in this report which utilize data from the Self-Administered Questionnaire (SAQ). Not all the adults who completed the interview also completed the SAQ. There may be a bias in the data from those people who selected themselves out of this part of the overall task.

10. Women are somewhat more conservative than men in their attitudes toward sex.

A higher proportion of men than women feel that sex is for fun, that there is an element of homosexuality in all of us, and that in sexual matters there is a difference between behavior and desired experience (Table 76).

Table 76

"Strongly agree" plus "Agree" responses to sex attitude items (Q 4-10 SAQ)

	Men	Women
Number of people	911	1,370
Q4. A girl who goes to bed with a boy before marriage will lose his respect.	56%	70%
Q5. Young people today have healthier attitudes towards sex than do their parents.	59%	56%
Q6. First of all, sex is for fun.	32%	25%
Q7. Homosexuals should be excluded from regular society.	44%	40%
Q8. There is an element of homosexuality in all of us.	34%	23%
Q9. It is important that the government strictly enforce existing sex laws.	69%	70%
Q10. When it comes to sex, there is a great difference between what most people do and what they would like to do.	69%	57%

Note: There are four answer alternatives provided for each item:

Strongly agree
Agree
Disagree
Strongly disagree

A lesser proportion of men than women feel that intercourse before marriage will result in a loss of respect for the girl.

However, majorities of both sexes agree that sex laws should be strictly enforced.

The items shown in Table 76 were combined into a sex attitude index whose construction is explained below. Relationships between sex attitudes as measured by the index and extent of exposure to erotica within the past two years are also treated below.

The index was constructed by assigning two points to each "strongly" answer that is in a liberal direction and one point to a plain "agree" or "disagree" answer that is in a liberal direction, thus generating a distribution with a possible range of 0 (conservative) to 14 (liberal) points.

For some questions, judgment as well as an examination of the correlation matrix among items was used to decide which direction would be a liberal or a conservative answer.

A "disagree" or "strongly disagree" on questions 4, 7, and 9 above are scored as liberal. For the other questions an "agree" or "strongly agree" are scored as liberal.

There is a more marked relationship for both sexes between their sex attitudes and their experience with erotic materials, than between sex attitudes and age or frequency of church attendance.

The three variables (exposure to erotica, age, church attendance) that are shown in Table 77 were selected as those which are the most likely correlates of attitudes towards sex.

Table 77

Sex Attitude Index

		No. of people	Very liberal	Somewhat liberal	Somewhat conservative	Very conservative
Men		911	21%	27	36	16
Women		1,370	12%	25	39	23
Recent exposure to erotica						
Men:	Most	256	42%	29	26	4
	Some	342	18%	26	40	17
	None	313	11%	26	40	23
Women:	Most	189	31%	32	31	6
	Some	556	10%	28	40	21
	None	625	8%	22	41	30
Age of respondent						
Men:	21-29	244	33%	33	27	7
	30-39	192	21%	26	43	12
	40-49	187	18%	23	39	19
	50-59	123	16%	27	34	22
	60 plus	160	19%	25	34	21

Table 77 – Continued

		No. of people	Very liberal	Somewhat liberal	Somewhat conser- vative	Very conser- vative
Age of respondent						
Women:	21-29	338	23%	24	37	16
	30-39	270	10%	29	42	20
	40-49	283	5%	27	42	25
	50-59	218	12%	23	37	29
	60 plus	252	8%	22	42	29
Church attendance						
Men:	None	468	28%	29	34	11
	Most	108	12%	22	33	33
Women:	None	577	14%	27	39	20
	Most	201	5%	24	39	32

Note: The construction of the sex attitude index is described in the Appendix.

All of these variables do show marked relationships with sex attitudes, but experience with erotica more than the others: Among both men and women it is almost four times as likely that people with the most exposure to erotica recently have “very liberal” sex attitudes compared with people who have no experience with erotica recently.

Like most correlational data, these provide no direct clue to the direction of response. That is, to what extent has exposure to erotic materials affected sex attitudes, or pre-existing sex attitudes affected receptivity to erotica. Our intuitive feeling, just partly suggested by the fact that erotica in quantity has been only recently available, is that the degree of liberalism or conservatism of sex attitudes has much to do with being “uptight” or being receptive about exposure to erotica. A relatively “loose” orientation towards sexual matters (i.e., liberal attitudes) might lead to a feeling of being able to “take erotica or leave it” which in turn could result in not defending oneself against being exposed to situations which include exposure to erotic depictions.

When we examine the combined effects on sex attitudes of age and exposure to erotica, the findings just suggested become even more compelling. That is, sex attitudes are far more closely related to experience with erotica than to age of the individual.

If you look down the “none,” “some,” or “most” columns in Table 78, it is apparent that within each of these exposure categories there is only a suggestion of age differences in sex attitudes.

However, looking across each age category, notice the higher proportions of liberal sex attitudes found in the groups with more experience with erotic materials.

Table 78

Sex Attitude Index: "Very" or "Somewhat" Liberal

	Recent exposure to erotica:					
	Men			Women		
	None	Some	Most	None	Some	Most
Age:						
21-29	42%	54%	81%	29%	45%	66%
30-39	38%	33%	69%	29%	43%	60%
40-49	32%	41%	63%	26%	34%	64%
50-59	33%	51%	#	32%	34%	#
60 plus	40%	46%	#	27%	36%	#

Percentages not shown because sample size less than 20.

Note: The percentages in the tables above are based on exposure group within age group for each sex. For example, of men age 21-29 with no recent exposure to erotica, 42% are classified as "very" or "somewhat" liberal in sex attitudes. See the Appendix for the number of people in each exposure by age subgroup.

11. Experience with erotica and a permissive attitude towards masturbation tend to go together.

Over half of the men and the women who are in the relatively high exposure group for erotic materials say they would either discuss or ignore masturbation that a 12 or 13 year old child was known to be practicing (Table 79). Less permissiveness is evident in the attitudes of people with no recent exposure to erotica.

Again, in examining one facet of sexual attitudes—in this case feelings about children masturbating—we are probably tapping in to the overall viewpoint which underlies sex attitudes, sex behavior (see next section of this report) and receptivity to or experience with erotic materials.

Table 79

"Most children play with themselves sexually while they are growing up. If a young person does this and has a sexual climax, this is called masturbation. Suppose a 12 or 13 year old boy or girl does something like this. Which one of these statements comes closest to your opinion of what a parent should do?" (Q 15 SAQ)

	Recent exposure to erotica:							
	Men			Women				
	Men	Women	Most	Some	None	Most	Some	None
Number of people	911	1,370	256	342	313	189	556	625
Punish	5%	4%	1%	4%	8%	5%	2%	6%
Forbid, but not punish	12	10	7	10	17	4	9	13
Discourage, not forbid	28	20	26	34	24	21	23	17
Discuss, not discourage	34	36	50	33	23	48	40	29
Ignore	8	8	11	7	8	11	9	7
Don't know; no answer	13	21	5	13	20	12	17	28

Table 80 reveals attitudes toward masturbation by ages of respondents within the same exposure to erotica groups, and by respondents having differing amounts of exposure to erotica within the same age groups.

In this instance (attitudes toward masturbation), differences among respondents are apparent both with respect to age and to experience with erotic materials. Younger people and people with more experience with erotica are more permissive than other groups.

Table 80

Percent who say that a parent should not punish or forbid masturbation. (Q 15 SAQ)

	Recent exposure to erotica:					
	Men			Women		
	None	Some	Most	None	Some	Most
Age:						
21-29	61%	81%	92%	51%	82%	76%
30-39	75%	77%	82%	67%	74%	88%
40-49	58%	68%	81%	67%	75%	80%
50-59	47%	68%	#	46%	72%	#
60 plus	47%	68%	#	41%	54%	#

Percentages not shown because sample size less than 20.

Note: See the Appendix for the number of people in each exposure by age subgroup.

12. There is a positive relationship between extent of recent exposure to erotic materials and self-designated degree of liberalism/conservatism in general.

Respondents were asked the liberalism/conservatism question as part of demography, not in connection with erotica or sex attitudes.

Overall, a slightly higher proportion of men (35%) than women (29%) describe themselves as liberal on issues, but about the same proportions of both sexes regard themselves as conservative (Table 81).

Men and women with the most exposure to erotic materials are about twice as likely as those with no exposure to erotica to see themselves as liberal on issues in general.

Again, there is just the possibility suggested by the data that whatever a liberal viewpoint might be, people who think they have it are also more likely than others to be receptive to a lot of things, among them erotic materials.

The idea of accepting or not accepting principles of freedom of expression about issues in general is particularly relevant to attitudes towards control of the availability of erotica and is discussed in that context in the chapter on legal and other controls.

However, as another attitudinal characteristic, with no obvious relationship to consumption of erotica, we find that respondents who are less accepting of the idea of freedom of expression (as defined through three items) are less likely to be consumers of erotic materials.

The items are:

“Should newspapers have the right to print articles which criticize the police?”
(Q 71a)

“Should people be allowed to make speeches against God?” (Q 71c)

“Should people be allowed to publish books which attack our system of government?” (Q 71d)

Table 81

“In general, do you think of yourself as usually taking a liberal or a conservative point of view on issues?” (Q 84)

	No. of people	Liberal	Conser- vative	Both at different times	No opinion; no answer	
Men	993	35%	39	21	6	
Women	1,493	29%	42	21	8	
Recent exposure to erotica:						
Men:	Most	267	47%	31	19	3
	Some	354	38%	38	20	4
	None	372	25%	45	22	8
Women:	Most	193	55%	20	20	5
	Some	578	31%	44	21	5
	None	722	21%	45	23	11

Table 82

Freedom of Expression Score (Number of “Yes” answers to Q 71a, c, d)

	No. of people	Three	Two	One	None	
Men	993	26%	20	24	31	
Women	1,493	17%	14	24	45	
Recent exposure to erotica:						
Men:	Most	267	44%	23	20	13
	Some	354	26%	21	21	32
	None	372	15%	17	28	41
Women:	Most	193	41%	14	21	25
	Some	578	21%	17	22	39
	None	722	9%	12	26	53

Example of how to read table: 44% of the men with the most amount of recent exposure to erotica answer “yes” to all three “freedom of expression” items.

13. *Extent of experience with erotic materials does not appear to be related to reported satisfaction with marriage or with sex life.*

About the same proportion of the most-experienced group and the no-experience group report their marriages as happy or as unhappy (Table 83). Regardless of sex, about 6 people in 10 in either of the exposure groups being compared record their marriages as "very happy." Only a relatively small number of people indicate that their marriages are on the unhappy side.

Table 83

"Overall, how do you rate your marriage?" (Q 2 SAQ—Asked of married respondents)

	Recent exposure to erotica:								
				Men			Women		
	Men	Women	Most	Some	None	Most	Some	None	
Number of people now married	748	995	190	289	269	136	422	437	
Very happy	61%	62%	58%	64%	60%	62%	61%	63%	
Fairly happy	26	25	30	24	25	30	27	21	
Fairly unhappy	1	1	4	1	0	2	1	1	
Very unhappy	2	3	*	1	3	2	4	3	
No answer	10	9	7	10	11	4	7	12	

* Less than 0.5%.

Note: Reduced percentage base for this table. People who are married = 100%.

The distribution of responses is somewhat less skewed with respect to satisfaction with sex life (asked of everyone, not just married respondents). Slightly less than half of each sex report a "very satisfactory" sex life. Among men, sexual satisfaction does not appear to be related to extent of recent experience with erotic materials. Both the more experienced and the less experienced men think of their sex lives in about the same way.

Table 84

"Overall, how would you rate your sex life as it is now?" (Q 17 SAQ)

	Recent exposure to erotica:								
				Men			Women		
	Men	Women	Most	Some	None	Most	Some	None	
Number of people	911	1,370	256	342	313	189	556	625	
Very satisfactory	49%	46%	47%	53%	47%	47%	48%	44%	
Somewhat satisfactory	28	22	34	25	27	27	24	18	
Somewhat unsatisfactory	9	7	9	9	8	12	6	7	
Very unsatisfactory	10	11	9	10	11	13	14	9	
No answer	4	14	1	3	7	2	9	22	

We hesitate to interpret the data for the more and the less exposed groups of women because 22% of the women in the no-exposure group did not answer this question. The fact of this high nonresponse rate may lead the reader to conjecture that the nonresponders among women really were reluctant to rate their sex lives as unsatisfactory, but there is no evidence to test this viewpoint.

Behavioral correlates of experience with erotic materials

This section is based on information from the self-administered questionnaire. Reported frequency of intercourse, age at time of first intercourse, age at time of first masturbation, and erotic dreams or fantasies at the time of or apart from intercourse are all related to exposure to erotic materials and to other variables as well.

In general, and within the limitations of the data (see below), the findings in this section suggest that people who are more active sexually in other ways are also more active in their consumption of erotica. Erotic materials seem to be part of the total sexual experience, rather than—for example—being substitutes for sexual behavior.

The recent exposure to erotica index is utilized extensively in this section. We remind the reader that the index is based on a distribution of reported experience with five visual depictions and five textual depictions during the last two years. The index is more fully described in the Appendix.

As noted elsewhere, conclusions based on any of the data from the self-administered questionnaire should be regarded with caution. First, the findings are, of course, of *reported* behavior. Second, 205 adults who completed the personal interview did not fill out the self-administered questionnaire. This may mean that a certain type of respondent selected himself or herself out of the SAQ task.

Characteristics of respondents who did not complete the SAQ are presented in the separately bound methodological report.

14. Men and women with the most experience with erotica recently report a higher frequency of sexual intercourse than do people with no recent experience with erotica.

Table 85 shows men's and women's reports on frequency of sexual intercourse. Among men with the most exposure to erotica recently, 24% say they have intercourse three or more times a week, compared with 12% of the men with no recent exposure to erotica.

The percentages for women are comparable. Frequency of intercourse is reported to be three or more times a week by 27% of the women with the most recent exposure to erotica and 8% of the women with no recent exposure.

These differences between exposure groups should be regarded as only partly a function of exposure alone, since people with the most recent exposure to erotica also tend to be younger people (Table 86).

However, when we examine frequency of intercourse by age as well as by experience with erotica, it is apparent that, as might be expected, age is much more closely related to the frequency of intercourse than is experience with erotic materials.

Table 85

"In the past six months, how often, on the average, did you engage in sexual intercourse?"
(Q 12 SAQ)

	Recent exposure to erotica:								
				Men			Women		
	Men	Women	Most	Some	None	Most	Some	None	
Number of people	911	1,370	256	342	313	189	556	625	
Five or more times a week	3%	3%	7%	1%	3%	6%	4%	1%	
Three or four times a week	13	10	17	15	9	21	11	7	
Once or twice a week	35	30	40	39	26	35	35	24	
Once or twice a month	17	12	12	17	20	14	12	11	
A few times	16	11	13	15	19	4	10	12	
Not at all	7	18	3	4	14	12	14	24	
No answer	9	16	8	8	11	7	14	21	

Note: See footnote to Table 87 regarding "no answer" to questions about sexual intercourse.

Table 86 shows proportions of men and women in each exposure group within each age category who report intercourse at least once a week. Looking down the exposure columns, we see that for either sex, regardless of experience with erotica, the older the individual, the less frequently does he or she report having intercourse.

Table 86

Frequency of intercourse: once a week or more often (Q 12 SAQ)

Age:	Recent exposure to erotica:					
	Men			Women		
	None	Some	Most	None	Some	Most
21-29	56%	62%	76%	61%	67%	67%
30-39	68%	72%	70%	71%	63%	68%
40-49	60%	66%	63%	41%	60%	56%
50-59	30%	48%	#	26%	26%	#
60 plus	8%	8%	#	4%	11%	#

#Percentages not shown because sample size less than 20.

Note: See Appendix for number of people in each exposure by age subgroup.

Looking across the age categories, there appear to be some age groups where exposure to erotica is fairly strongly related to frequency of intercourse. For example, among the youngest group of adult men there is a 20 point difference between the no-exposure and the most-exposure groups in reported frequency of intercourse at least once a week. (Incidentally the sample includes unmarried as

well as married people, and the relatively low incidence of weekly or more than weekly intercourse in the youngest no-exposure group may be because the no-exposure variable includes people who are less active sexually, and the young age category includes unmarried respondents. The implication is that the less sexually active unmarried people do not seek out opportunities for intercourse as much as others do.) Among women, the highest degree of relationship across exposure categories is for those who are in their 40's.

15. Men and women with the most experience recently with sexual materials report sexual intercourse at an earlier age than do people with no such experience recently.

Table 87 shows that men report first intercourse at an earlier age than women do. Thirty-five percent of the men and 18% of the women say they first had intercourse at age 17 or younger.

Among men with the most exposure recently to sexual materials, a little over one-half say they first had intercourse at age 17 or younger, compared with less than one-quarter of the men with no recent exposure. The same relationship obtains for women—one-third of those with the most exposure recently and about one-sixth of those with no recent exposure say they first had intercourse at age 17 or younger.

Table 87

"How old were you the first time you had sexual intercourse?" (Q 11 SAQ)

	Recent exposure to erotica:								
	Men			Women					
	Men	Women	Most	Some	None	Most	Some	None	
Number of people	911	1,370	256	342	313	189	556	625	
17 or younger	35%	18%	52%	33%	23%	33%	16%	16%	
18-20	27	32	21	32	27	32	34	30	
21 or older	19	28	11	16	28	22	28	28	
Don't know; no answer	20	22	16	18	22	13	21	25	

Note: Respondents who never had sexual intercourse were instructed to skip SAQ questions 11-13. It is impossible to determine what proportion of the "no answers" to these three questions represents people who have never had intercourse and what proportion represents people who simply failed to answer the questions. In examining the pattern of nonresponse, it was found that people who left blank all three questions on intercourse and were never married amount to only 1% of men and 2% of women. This 1% or 2% is included with the "no answer" group for each question.

Younger men and women report first intercourse at an earlier age than do older people.

The majority of the men in their twenties *who answered this question* report that they first had sexual intercourse at age 17 or younger. The majority of the men in their forties who answered the question report first intercourse at age 18 or older. When studying the data in Table 88, the reader should take note of the differences in rate of nonresponse between various subgroups.

The pattern among women is similar: first intercourse is reported at age 20 or younger by about three-fourths of the women in their twenties *who answered the question*, compared with less than two-thirds of the women in their forties and about one-half of the women in their sixties who answered the question.

College-educated women are much less likely than those with less education to report first intercourse before the age of 18. Among men, those with a high school education report first intercourse at an earlier age than do either college educated men or men with less than high school education.

Table 88

"How old were you the first time you had sexual intercourse?" (Q 11 SAQ)

		No. of people	Up to 17	18-20	21 or older	Don't know; no answer
Age of respondent:						
Men:	21-29	244	46%	20	16	17
	40-49	187	35%	30	16	18
	60 plus	160	23%	31	19	27
Women:	21-29	338	25%	39	19	17
	40-49	283	14%	34	30	21
	60 plus	252	14%	19	31	37
Education:						
Men:	College	334	29%	29	25	18
	High school	416	43%	26	15	17
	8th grade	157	26%	28	19	27
Women:	College	410	7%	29	42	21
	High school	758	21%	33	23	22
	8th grade	199	26%	31	18	25

16. Men and women with the most exposure to erotica recently are more likely than others to report that they first masturbated before the age of thirteen.

Among men, there are considerable differences between those with the most exposure to erotica recently and those with no recent exposure. Thirty-five percent of the men with the most recent exposure to erotica and 15% of those with none say they first masturbated at age 12 or younger (Table 89).

Among women, 18% of those with the most exposure to erotica recently say they first masturbated before the age of 13, compared with only 5% of the women with no recent exposure. Note, however, the high rate of nonresponse among women with no recent exposure.

Table 90 shows responses to the question on age at first masturbation by age and exposure combined. Since such a high proportion of women either report that they never masturbated or fail to answer the question at all, data for women are not shown.

As you can see, age is not the compelling relational variable that exposure to erotica is. We know that masturbation has been documented to be a behavior which frequently accompanies or follows exposure to erotic materials. To the

extent that age at first masturbation is related to later frequency of masturbation, the table simply again documents the relationship between the two kinds of experiences (exposure to erotica and masturbation).

Table 89

"Thinking of when you were growing up, at what age did you first have the experience of masturbation?" (Q 16 SAQ)

	Recent exposure to erotica:							
				Men			Women	
	Men	Women	Most	Some	None	Most	Some	None
Number of people	911	1,370	256	342	313	189	556	625
12 or younger	23%	8%	35%	22%	15%	18%	8%	5%
13-14	25	5	32	30	15	10	6	3
15-17	18	4	17	17	20	5	5	2
18 or older	3	3	1	4	4	8	3	2
Never masturbated	14	57	8	11	21	44	59	59
Don't know; no answer	17	23	7	17	25	15	19	29

Table 90

Age at first masturbation 14 or younger. (Q 16 SAQ)

Age	Recent exposure to erotica:		
	None	Some	Most
21-29	33%	54%	66%
30-39	46%	47%	63%
40-49	32%	57%	77%
50-59	24%	46%	#
60 plus	24%	52%	#

#Percentages not shown because sample size less than 20.

Note: See the Appendix for the number of men in each exposure by age subgroup.

17. Men and women with the most recent experience with sexual materials are more likely than others to report having dreams or fantasies about sex.

Tables 91 and 92 present data from a question on frequency of dreams about sex. Men report having erotic dreams more frequently than women do—26% of the men say they have erotic dreams frequently or occasionally, compared with 17% of the women. Twice the proportion of women as men say they never have dreams about sex.

Of men with the most exposure recently to erotica, 37% report that they frequently or occasionally have dreams about sex, compared with 18% of the men with no recent exposure to erotica. The differences among women are

comparably large—31% of those with the most amount of recent exposure and only 11% of those with no recent exposure say they frequently or occasionally have erotic dreams.

Table 91

“How often do you dream about sex?” (Q 14 SAQ)

	Recent exposure to erotica:								
				Men			Women		
	Men	Women	Most	Some	None	Most	Some	None	
Number of people	911	1,370	256	342	313	189	556	625	
Frequently	2%	1%	4%	2%	1%	2%	1%	*	
Occasionally	24	16	33	24	17	29	17	11	
Seldom	51	38	53	52	48	48	45	29	
Never	18	38	9	17	27	20	33	47	
No answer	5	8	1	5	7	2	4	12	

* Less than 0.5%.

Men and women in their twenties report a higher frequency of erotic dreams than do older people. Thirty-five percent of the men in their twenties and 24% of the men in their thirties report having erotic dreams frequently or occasionally. A similar pattern is evident between age groups of women.

College educated men are somewhat more likely than men with less education to report having dreams about sex frequently or occasionally.

Table 92

“How often do you dream about sex?” (Q 14 SAQ)

	Number of men (women)	Percent who say frequently or occasionally	
		Men	Women
Age of respondent:			
21-29	244 (338)	35%	30%
30-39	192 (270)	24%	20%
40-49	187 (283)	26%	13%
50-59	123 (218)	22%	13%
60 plus	160 (252)	21%	8%
Education:			
College	334 (410)	31%	19%
High school	416 (758)	24%	18%
8th grade	157 (199)	21%	9%

A higher proportion of men (19%) than women (11%) say they have ever imagined during intercourse that their sex partner was someone else (Table 93).

There are large differences on this question between men and women with the most exposure to erotica recently and those with no recent exposure. Men with the most exposure recently are more than three times as likely as men with no

recent exposure to say they have imagined their sex partner was someone else (36% vs. 11%). The relationship between exposure to erotica and reports of erotic fantasies is just as strong among women as it is among men.

Table 93

"During intercourse have you ever imagined that your sex partner was someone else?" (Q 13 SAQ)

		Number of people	Yes	No	No answer
All men		911	19%	75	6
All women		1,370	11%	77	11
Recent exposure to erotica:					
Men:	Most	256	36%	59	5
	Some	342	16%	78	6
	None	313	11%	82	6
Women:	Most	189	22%	72	7
	Some	556	15%	74	10
	None	625	6%	80	14

Response patterns among age and education groups on the question of fantasies during intercourse generally correspond to those reported previously for the question on erotic dreams, particularly among men.

Men in their twenties are more likely than older men to report that they have imagined their sex partner was someone else. The difference between young women and older women is smaller.

College educated men tend more than others to report fantasies during intercourse. Among women, the differences between education groups are smaller.

Table 94

"During intercourse have you ever imagined that your sex partner was someone else?" (Q 13 SAQ)

	Number of men (women)	Percent yes:	
		Men	Women
Age of respondent:			
21-29	244 (338)	30%	15%
30-39	192 (270)	18%	16%
40-49	187 (283)	22%	13%
50-59	123 (218)	15%	9%
60 plus	160 (252)	11%	4%
Education:			
College	334 (410)	25%	15%
High school	416 (758)	18%	12%
8th grade	157 (199)	10%	5%

ATTITUDES TOWARD LEGAL AND OTHER FORMS OF CONTROL

Summary

There are sharp differences in the demographic characteristics of those who are tolerant in sexual matters versus those who are restrictive.

Attitudes toward possible restraints on the availability of erotic materials are closely related to people's overall orientation toward sexual materials.

Those who strongly favor controls tend to be those who have had little or no exposure to erotic materials.

Those who favor restraints on erotic materials are also far more likely than others to favor control of free expression on other points as well.

In terms of their overall orientation toward the availability of erotica, 1 out of 3 adults would favor no restraints; the remainder favor some form of restraints for some people.

The issue of the effect of erotic materials is crucial in positioning people on the issue of availability. Five adults in 10 would sanction availability of erotic materials if they were sure such materials were not harmful; however, 8 in 10 would oppose full availability if they were proven to be harmful.

Some of those who take a restrictive point of view regarding availability of erotica apply this viewpoint only to children; but a larger part of this group believe availability should be restricted at all age levels.

Half or more of both sexes would approve of the availability of erotic materials to adults for in-home consumption. On the other hand there is majority opposition to erotica in bookstores available to the public.

There is rather marked opposition to sexual scenes in movies even if they contribute to plot development. Opposition is even stronger to sexual scenes in movies if their purpose is entertainment.

Regarding television, there is strong opposition to sexual scenes even if they are an important part of the plot.

As of early 1970 the Motion Picture Association's movie rating system had attained wide visibility. And, among those aware of the rating system, nearly 2 in 3 claim to use the rating system for their children at least some of the time.

The person who opens mail varies from house to house, although the evidence suggests that the woman of the house is more likely than others to open mail. Regarding specific types of mail that might be opened by children or young people, however, parents do not appear strongly restrictive.

There is widespread public disfavor for direct mail advertising of erotic materials and for mail advertising in general.

There is significant public opposition toward the depiction in movies of specific sexual scenes. However, from one-quarter to nearly one-half of adults would sanction particular depictions at least for adults.

People's views regarding the permissible audience for sexual depictions in print are similar to their views regarding movies.

On balance, people consider their views toward erotic materials to be, if anything, more liberal than those of the community at large.

Men are evenly divided in their views about the effectiveness of laws governing the availability of erotica—some feel laws would be more effective than other means, while others feel laws would be less effective. Women, however, believe laws would be more effective than other possible restraints.

A minority of adults would favor laws limiting the availability of erotica to everyone. If laws were passed, there is a strong tendency to prefer action at the Federal, rather than at the State or local level.

There is strong support for a number of nonlegal approaches to controlling the flow of erotic materials and for parental indoctrination in particular.

General attitudes toward availability of erotic materials

To classify respondents according to their degree of receptivity or nonreceptivity to the availability of erotic materials, we used the data from Q 61 and 62 as the basis for a "restrictiveness" index.

Question 61 presents the five depictions which were utilized in the first chapter (depictions in movies of sex organs, intercourse, oral sex, homosexuality, bondage) and asks the respondent to indicate, for each depiction, the appropriate minimum age group for its availability that he would approve of (if any). Question 62 is the same, but for the five depictions in textual form.

The construction and score distributions of respondents on these questions are described in the Appendix. We assigned the scores to three categories as shown in Table 95.

Table 95

	All adults	Men	Women
Number of people	2,486	993	1,493
Restrictive	31%	28%	35%
Moderate	48	50	47
Tolerant	18	20	15

1. *The more restrictive and the less restrictive groups are different in other ways as well.*

As the "profiles" in Table 96 indicate, people who are tolerant in their views of sexual matters are much more likely than those who are restrictive to be:

- Men
- Under 30 years of age
- College educated
- Non-churchgoers
- Liberal in their views on other issues (in their own opinion)

In contrast, those classified as restrictive are much more likely to be:

- Women
- Over 40 years of age
- Grade school educated
- Frequent churchgoers
- Conservative on issues

Table 96

Characteristics of adults by their attitudes toward availability of sexual materials

	All adults	Restrictive	Moderate	Tolerant
Number of people	2,486	767	1,162	486
Sex:				
Men	47%	41%	49%	54%
Women	53	59	51	46
Age:				
21-29	19%	8%	18%	41%
30-39	20	16	20	21
40-59	38	41	40	29
60 plus	23	33	20	9
Education:				
8th grade or less	20%	26%	18%	14%
High school	50	49	54	42
College	29	23	28	44
Religion:				
Protestant	72%	76%	70%	69%
Catholic	23	21	25	24
Jewish	2	2	2	4
Church services per month:				
None	45%	39%	45%	57%
1-4	41	41	42	33
5 or more	13	19	12	8
Orientation toward issues:				
Liberal	32%	20%	33%	51%
Conservative	41	49	40	28
Both at different times	21	23	20	18

It is worth keeping these distinctions in mind throughout this chapter for two reasons:

(1) On many questions relating to sexual matters, there are marked differences between various segments of the population, along the demographic lines suggested above. (Some of these are shown in subsequent parts of the chapter, where they add meaning to the data.)

(2) The groups which are most heavily represented in the "tolerant" group in a very real sense represent those parts of the population that are growing in numbers, while those who make up the "restrictive" group are a diminishing proportion of the total public.

Relationships between "restrictiveness" and attitudes toward possible restraints on the availability of erotic materials.

Table 97 shows excerpts from a number of restraint-type issues as they relate to categories of restrictiveness.

As can be seen from the points difference column, the most marked disagreements between the relatively restrictive and relatively permissive adults are on the following:

Believe laws against distribution of sexual materials should apply to everybody.

Sexual scenes in movies as part of the story should definitely not be allowed.

Opposed to availability of sexual materials in bookstores.

Opposed to use of sexual materials by adults in their own homes.

A majority of both "restrictive" and "tolerant" attitude types agree on one issue opposite, although in different proportions:

Sexual scenes on television just to entertain should not be allowed.

Table 97

Relationships of key issues to restrictiveness scale

	All adults			Points difference*
	Restrictive	Moderate	Tolerant	
Number of people	767	1,162	486	
Sexual scenes on television just to entertain should definitely not be allowed (Q 43)	94%	86%	62%	+ 32
Sexual scenes in movies just to entertain should definitely not be allowed (Q 41)	90%	74%	41%	+ 49
Sexual scenes on television as part of the story should definitely not be allowed (Q 42)	87%	72%	41%	+ 46
Opposed to availability of sexual materials in bookstores (Q 64)	78%	51%	22%	+ 56

Table 97 (Continued)

	Restrictive	All adults		Points difference*
		Moderate	Tolerant	
Number of people	767	1,162	486	
Sexual scenes in movies as part of the story should definitely not be allowed (Q 40)	77%	48%	18%	+ 59
Some people should not be allowed to read or see some things (Q 57)	76%	69%	43%	+ 33
Believe laws against distribution of sexual materials should apply to everybody (Q 70)	75%	35%	15%	+ 60
Opposed to use of sexual materials by adults in their own home (Q 63)	63%	23%	8%	+ 55
Believe laws would be more effective than other means (Q 68)	61%	47%	34%	+ 27

*% restrictive minus % tolerant.

Note: The items above are stated in terms of one of the alternatives. For example, Q 43 (the first one on the list) has four answer alternatives: definitely be allowed; probably be allowed; probably not be allowed; and definitely not be allowed. The figures are the proportions of a restrictiveness group who agree with or select the alternative as stated above.

2. People who have not had any experience with erotic materials during their lifetimes are more likely than others to favor a variety of controls and restraints over the availability of erotica.

Nine different ways of expressing a desire for control of the availability of sexual materials are shown in Table 98, tabulated by the three levels of total (i.e., lifetime) exposure to erotica.

In every instance, for either sex, the pattern of response is the same: people with no exposure to sexual materials want control over their availability to a larger extent than people who have had such exposure.¹¹

Table 99 is an excerpt of Table 98, and it presents the points difference between the "none" and the "most" exposure columns.

3. People who favor some restraints on freedom of expression in general are also likely to favor restraints on the availability of erotica.

Three items make up the "freedom of expression" index. They are presented in Table 100 together with data for all men and all women:¹²

11. The "total exposure" index developed for this study is described in the Appendix.

12. The construction of the index is described in the Appendix.

Table 98

Attitudes on control by exposure to erotica

	Total exposure to erotica					
	Men			Women		
	None	Some	Most	None	Some	Most
Number of people	138	355	500	458	680	355
Sexual scenes on television just to entertain should definitely not be allowed (Q 43)	86%	85%	73%	92%	89%	79%
Sexual scenes on television as part of the story should definitely not be allowed (Q 42)	82%	78%	55%	84%	75%	58%
Sexual scenes in movies just to entertain should definitely not be allowed (Q 41)	74%	75%	55%	86%	81%	66%
Opposed to availability of sexual materials in bookstores (Q 64)	66%	60%	42%	64%	56%	46%
Some people should not be allowed to read or see some things (Q 57)	64%	71%	63%	66%	67%	61%
Sexual scenes in movies as part of the story should definitely not be allowed (Q 40)	62%	59%	31%	76%	56%	32%
Believe laws against distribution of sexual materials should apply to everybody (Q 70)	60%	49%	32%	53%	45%	34%
Believe laws would be more effective than other means (Q 68)	59%	52%	38%	57%	52%	40%
Opposed to use of sexual materials by adults in their own home (Q 63)	48%	41%	22%	44%	34%	17%

Note: The items above are stated in terms of one of the alternatives. For example, Q 43 (the first one on the list) has four answer alternatives: definitely be allowed; probably be allowed; probably not be allowed; and definitely not be allowed. The figures are the proportions of an exposure group who agree with or select the alternative as stated above.

Table 99

	Points difference	
	Men	Women
Opposed to sexual scenes in movies as part of plot	31	44
Laws against distribution of erotica should apply to everyone*	28	19
Opposed to sexual scenes on TV as part of plot	27	26
Opposed to use of erotica by adults at home	26	27

Table 99 (Continued)

	Points difference	
	Men	Women
Opposed to erotica being sold in bookstores	24	18
Laws more effective than other forms of control	21	17
Opposed to sexual scenes in movies for entertainment	19	20
Opposed to sexual scenes on TV just for entertainment	13	13
Opposed to complete availability of erotica to everyone*	1	5

In the above table, notice the substantial differences between exposure groups reflected in the data, and also the similarity between the "none" and the "most" groups regardless of sex. Regardless of experience with erotica, respondents tend to agree on the last item shown.

*The main difference between the way these quite similar items are presented is that one is in a legal context, while the other does not specify the control agent.

Table 100

	Men (993)		Women (1,493)	
	Yes	No	Yes	No
Should newspapers have the right to print articles which criticize the police? (Q 71a)	62%	27%	48%	36%
Should people be allowed to make speeches against God? (Q 71c)	39%	54%	25%	68%
Should people be allowed to publish books which attack our system of government? (Q 71d)	39%	50%	31%	54%

From these items we identified people who are less accepting of principles related to freedom of expression and those who are more accepting of such principles. In general, the data above reflect considerable sentiment in the population against free expression regarding the police, God, and government.

People who are less accepting of free expression on these general issues are much more likely than others to favor restraints of various kinds over the availability of sexual materials (Table 101).

On some ideas, the differences between the more-accepting-of-free-expression group and the less-accepting-of-free-expression group are small. For example, substantial proportions of both groups are against sex scenes on television just as entertainment. The two groups disagree considerably, however, regarding sex on television as part of the plot development.

But there are marked differences between the less-freedom-of-expression and the more-freedom-of-expression groups, for both sexes, on sexual scenes in the movies as part of story line, availability of erotic materials in bookstores, and whether laws against erotica should apply to everyone. In each case, the

differences on issues of erotica are in the same direction as respondents' sentiments pertaining to freedom of expression.

Table 101

Relationship of responses on key questions to attitudes toward freedom of expression

	Freedom of Expression Index			
	Men		Women	
	Less accepting	More accepting	Less accepting	More accepting
Number of people	516	477	996	497
Sexual scenes on television just to entertain should definitely not be allowed (Q 43)	83%	75%	89%	84%
Sexual scenes on television as part of the story should definitely not be allowed (Q 42)	76%	57%	80%	60%
Sexual scenes in movies just to entertain should definitely not be allowed (Q 41)	72%	57%	84%	71%
Some people should not be allowed to read or see some things (Q 57)	71%	60%	69%	57%
Opposed to availability of sexual materials in book-stores (Q 64)	61%	41%	61%	46%
Sexual scenes in movies as part of the story should definitely not be allowed (Q 40)	57%	32%	67%	37%
Believe laws would be more effective than other means (Q 68)	56%	35%	55%	42%
Believes laws against distribution of sexual materials should apply to everybody (Q 70)	52%	30%	51%	33%
Opposed to use of sexual materials by adults in their own home (Q 63)	40%	24%	39%	22%

Note: The items above are stated in terms of one of the alternatives. For example, Q 43 (the first one on the list) has four answer alternatives: definitely be allowed; probably be allowed; probably not be allowed; and definitely not be allowed. The figures are the proportions of a freedom-of-expression group who agree with or select the alternative as stated above.

4. In terms of their overall orientation toward the availability of erotica, about one out of three adults—of either sex—would favor no restraints of any kind; the remainder think there should be some restraints on some materials for some population groups.

Confronted with a choice between two general positions regarding availability of erotic materials, adults say—by about a two-to-one margin—that there should be controls over some things for some people.

On this general issue, men and women are almost identical in their thinking, though on various specific matters of experience and attitudes a number of differences between men and women are shown in this report.

Table 102 positions adults on the matter of control in a very general way. As will be seen next and also later in this chapter, people's views are modified substantially when the issue of availability and control is posed in terms of more specific situations.

Table 102

"With respect to sexual materials of the kinds we have been discussing, which of these two points of view is closer to the way you feel?" (Q 57)

	All adults	Men	Women
Number of people	2,486	993	1,493
People should be allowed to read or see anything they want to	32%	31%	32%
Some people should not be allowed to read or see some things	66	66	65
Other answers	2	3	2
No opinion; no answer	1	1	1

Note in Table 103 that adolescents are more permissive than adults in their overall orientation toward availability of erotica. This difference is accounted for primarily by differences between adult men and adolescent males, since the opinions of adult women and adolescent females are similar.

Table 103

Adolescents' Opinions Regarding Sexual Materials (Q 23 ADOL)

	All adolescents	Boys	Girls
Number of people	769	361	408
People should be allowed to read or see anything	39%	44%	36%
Some people should not be allowed to read or see some things	58	54	62
Other answers	1	1	1
No opinion; no answer	1	1	2

Many of those who favor restraints on erotica feel they would modify their views if such materials were shown to have no harmful effects.

As already seen, about two-thirds of adults favor some restriction on availability of erotic material for some people. Among this group, however, a substantial proportion—around one-third—think they might change their minds if it could be definitely demonstrated that experience with erotica produces no harmful effects.

On this issue men take a more accepting point of view, being somewhat more likely than women to feel they would change their views.

Table 104

"You said that some things should not be allowed. Would you change your mind if it were clearly demonstrated that materials dealing with sex had no harmful effects?" (Q 60) (Asked of people who say "Some people should not be allowed to read or see some things" on Q 57*)

	All adults	Men	Women
Number of people	2,486	993	1,493
Percent who favor restraints	68%	69%	67%
Yes	23%	25%	21%
No	35	35	35
No opinion; no answer	10	9	11

*Question 60 was also asked of the 2% of the public who gave other answers to Q 57. Question 60 was not asked of those who said "People should be allowed to read or see anything they want to" on Q 57, nor of those who did not answer Q 57.

Thus, speaking of erotica in general terms, if it were shown that erotic materials have no harmful effects, a total of 56% of men and 53% of women would presumably favor no restraints on erotic materials.

On the other hand, among the approximately one-third of adults who take a "permissive" overall stand toward availability of erotic materials, many

Table 105

"Now in thinking about what you just said, would you change your mind if it were clearly demonstrated that materials dealing with sex had harmful effects?" (Q 59) (Asked of people who say "People should be allowed to read or see anything they want to" on Q 57)

	All adults	Men	Women
Number of people	2,486	993	1,493
Percent who favor no restraints	32%	31%	33%
Yes	21%	18%	23%
No	7	8	6
No opinion; no answer	5	5	4

acknowledge that they would modify their views if confronted with clear evidence that sexual materials had a deleterious effect on those to whom they were made available.

Thus, if it were clearly shown that erotic materials were harmful, 8% of men and 6% of women would still favor no restraints on availability, and 84% of men and 88% of women would favor restraints on availability.

Even though questions 59 and 60 were designed to get some estimate of the extent to which people would modify their overall attitudes toward erotic materials, it should be pointed out that these questions themselves are still rather general in the sense that they do not define the audience nor the type of harmful effects that erotic materials might or might not have on the audience.

5. The question of the effect of erotic materials is an important one in positioning people on the issue of availability.

Table 106 summarizes findings shown on the several previous pages, classifying people into four categories based on their expressed opinions:

Those who believe erotic materials should be fully available even if they were shown to be harmful.

Those who would sanction availability if it can be clearly demonstrated that such materials are not harmful.

Those who would oppose full availability of erotic materials if they were shown to be harmful.

Those who oppose widespread availability of erotica even if it were shown that such materials have no adverse effects.

Examined in this way, fewer than 1 adult in 10 can be classified as permissive without qualification, while a little more than 1 adult in 3 takes a strongly restrictive point of view.

Perhaps most significantly, however, nearly half of adults apparently condition their views regarding erotic materials on the alleged effects of such materials upon those who are exposed to them. In other words, the data suggest that about *one-half* of adults would be inclined to sanction availability of erotic materials if they felt sure that such materials would have no harmful effects, or, on the other hand, that *8 persons in 10* would oppose full availability of such materials if they were convinced that such materials were harmful.

Thus, the issue of the effects of erotica on those who experience it is a key one in determining adults' overall attitudes.

6. Some of those who take a restrictive point of view regarding availability of erotica apply this viewpoint only to children, but a larger part of this group believe availability should be restricted at all age levels.

Of the two-thirds of adults who hold the basic view that there should be some control of erotic materials, a significant proportion—around one-fourth of all men and women—say their views would apply just to children and young people rather than to people of all ages. A larger proportion of adults, however—nearly 4 in 10

among both men and women—say their views would extend to adults as well as children.

Table 106

Summary: Overall Orientation Toward Availability and Control of Erotic Materials (Q 57, 59, 60)

	All adults	Men	Women		
Number of people	2,486	993	1,493		
Permissive even if harmful	7%	8%	6%		
Permissive if not harmful	23	25	21		
Restrictive if harmful	21	18	23		
Restrictive even if not harmful	35	35	35		
Unclassifiable	14	14	15		
				Permissive even if harmful	Restrictive even if not harmful
	Number of people	Men	Women	Men	Women
All men (women)	993 (1,493)	8%	6%	35%	35%
Age:					
21-29	251 (348)	10%	10%	28%	27%
30-39	203 (282)	7%	4%	38%	35%
40-49	198 (301)	6%	4%	35%	32%
50-59	138 (240)	7%	4%	33%	37%
60 plus	195 (308)	10%	6%	38%	44%
Education:					
8th grade	197 (251)	8%	7%	47%	47%
High school	441 (808)	9%	5%	36%	34%
College	347 (425)	6%	7%	24%	28%
Recent experience with erotic materials:					
None	372 (722)	7%	6%	42%	40%
Some	354 (578)	7%	5%	32%	31%
Most	267 (193)	10%	8%	27%	28%

Note: "Recent experience with erotic materials" is based on an index developed for this study. The index and its construction are described in the Appendix of this report. "Recent" means within the past two years.

Table 107

	All adults	Men	Women
Total permissive if erotica not harmful	51%	51%	50%
Total restrictive if erotica harmful	79%	78%	79%

Table 108

"Should the restrictions you are thinking of apply just for children and young people, or should there also be restrictions on what adults are allowed to read or see?" (Q 58) (Asked of people who say "Some people should not be allowed to read or see some things" or who gave an "Other" answer on Q 57)

	All adults	Men	Women
Number of people	2,486	993	1,493
Percent who feel some restrictions needed	68%	69%	67%
Apply just to children	27%	28%	25%
Apply to adults as well as children	38	38	39
No opinion; no answer	3	2	4

The percent of adults who feel there should be restrictions at all age levels on erotic materials (38%) is similar to the figure for those who favor restrictions even if erotica is shown to have no harmful effects (35%). Thus, as will be seen elsewhere in the findings presented in this chapter, there appears to be a "hard core" of adults—between 3 and 4 in 10—who are opposed to widespread availability of erotic materials even to adults only, and even if these materials were shown to have no harmful effects.

7. Half or more of both sexes would approve of the availability of erotic materials to adults for in-home consumption.

Here, people's views regarding circumstances where erotic materials might be available were tested through asking them to react to the "for use by adults in the privacy of their own homes" proposition. Just over half of all adults (a somewhat higher proportion of men than of women) are willing to accept this proposition; and an additional 12% give qualified support of it.

On the other hand, about 1 adult in 3—the same proportion as shown earlier to represent a "hard core" of opponents to erotica—oppose the availability of sexual materials to adults for in-home use.

As would be expected, people with a restrictive overall orientation toward sexual materials (Q 47) are much more likely to be restrictive on this point as well. Forty percent of women and 39% of men who say "Some people should not be allowed to read or see some things" oppose availability of sexual materials to adults in their homes. In contrast, only 21% of women and 20% of men who say "People should be allowed to read or see anything they want to" disapprove of this proposition.

There is majority opposition to erotica in bookstores, available to the public. On this point, more than half of adults oppose the idea of sexual materials being sold in bookstores (presumably to anyone who wanted to purchase them). As on most similar issues, women are somewhat more likely to take a restrictive point of view than are men.

Table 109

"We may already have covered some of these next points, but we would like to make sure of your opinion. Would it be all right or not all right to have sexual materials available of the kind we have been discussing if they were looked at or read just by adults and just in their own homes?" (Q 63)

	All adults	Men	Women
Number of people	2,486	993	1,493
All right	52%	55%	49%
Not all right	33	33	33
Qualified answers	12	11	13
Other answers	*	*	1
No opinion; no answer	3	1	3

* Less than 0.5%.

Table 110

"Would it be all right or not all right if these sexual materials were available in bookstores just for people who wanted to buy them?" (Q 64)

	All adults	Men	Women
Number of people	2,486	993	1,493
All right	29%	32%	27%
Not all right	54	52	56
Some all right; others not	13	12	13
Depending upon age; just for adults	1	1	1
Other answers	1	1	*
No opinion; no answer	3	2	3

* Less than 0.5%.

There was no reference in this question to the age of persons who would be permitted to buy erotic materials. Note that 1% of adults specifically qualified their responses by the age of the person involved. If the question had referred just to adults, the pattern of responses might have been somewhat different.

Reactions to erotic materials in particular media: movies, television, mail

The plan for the next several pages is as follows:

A discussion of the degree of public acceptance of erotic depictions in movies and in television, either for purposes of plot promotion, or just for entertainment.

A review of the extent of public approval or disapproval of the availability to different age groups of erotica containing particular depictions.

Information on how mail is handled within the household, and attitudes toward receiving certain kinds of mail.

8. As of early 1970, the motion picture association's movie rating system had attained wide visibility.

About 3 adults in 4—somewhat more men than women—claim to have heard about or noticed the MPAA rating system (Table 111). (Among men and women under 40, nearly 9 in 10 claim to have heard of it.) Respondents were not asked to describe the system, however, or to explain what the various ratings mean.

Table 111

"Within the past year or so, the Motion Picture Association has started giving ratings to movies, so that some of the films that you see advertised have a "G" or an "M" or an "R" or an "X" rating included in the ad. Have you heard about or noticed this system of rating." (Q 38)

	All adults	Men	Women
Number of people	2,486	993	1,493
Yes	75%	77%	73%
No	24	22	26
Not sure; no answer	1	1	1

Among families who have heard about the ratings, nearly 2 in 3 use the rating system for their children at least some of the time. Also, a substantial proportion of those eligible to be asked Q 39 (more than half eligible women in the 30 to 39 age group in particular) say they *always* use the rating system to select movies for their children.

Table 112

"Do you use the rating system to select movies for your children?" (Q 39) (Asked of people who say "Yes" on Q 38 and who have children living at home)

	All adults	Men	Women
Number of people	2,486	993	1,493
Percent who have heard about or noticed ratings and have children at home	45%	46%	45%
Always	21%	20%	21%
Frequently	4	4	4
Sometimes	4	4	5
Never	15	17	13
No answer	1	1	1
	29	28	30

9. There is marked opposition to sexual scenes in movies even if they contribute to plot development.

Around half of adults contend that sexual scenes should "definitely not be allowed in movies" even in cases where they help to tell the story. In contrast, fewer than 10% feel such scenes should "definitely be allowed." Combining "definitely" and "probably" responses, opposition outweighs support by a ratio of about 5 to 2.

Table 113

"Assume that a sexual scene in a movie helps to tell the story. Do you think that whatever they need to show in the way of sexual scenes should:" (Q 40)

	All adults	Men	Women
Number of people	2,486	993	1,493
Definitely be allowed	7% → 27	10% → 33	5% → 22
Probably be allowed	20 → 27	23 → 33	17 → 22
Probably not be allowed	17 → 69	18 → 64	17 → 74
Definitely not be allowed	52 → 69	46 → 64	57 → 74
No opinion; no answer	4	4	2

Men are somewhat more accepting than women on this point, but the basic orientation of both groups is similar.

Although adults as a group tend to oppose use of sex in plot development, this is not the case among those adults who constitute a prime movie-going audience—those age 21 to 29. Among this group, men feel sex scenes should be allowed by a large margin, and women are almost evenly divided. This finding helps to explain the strong box-office appeal of "X"-rated movies. Note that the views of adolescents, who are also frequent movie-goers, correspond closely with the views of young adults. (Q 21 ADOL)

Table 114

	Age 21-29		Adolescents	
	Men	Women	Boys	Girls
Number of people	251	348	361	408
Definitely be allowed	21% → 63	12% → 44	27% → 69	10% → 51
Probably be allowed	42 → 63	32 → 44	42 → 69	41 → 51
Probably not be allowed	17 → 35	17 → 54	19 → 29	23 → 47
Definitely not be allowed	18 → 35	37 → 54	10 → 29	24 → 47
No opinion; no answer	2	2	3	1

There is even stronger opposition to sexual scenes in movies that are not important to the plot. Here, fewer than one adult in 20 believes sexual scenes should "definitely be allowed" and only around 1 in 10 expresses any degree of support for sexual scenes under such circumstances.

Table 115

"What about the sexual scenes that are sometimes put into movies just to entertain the audience but not because the story depends on these scenes. Should these scenes:" (Q 41)

	All adults	Men	Women
Number of people	2,486	993	1,493
Definitely be allowed	3% \rightarrow 10	4% \rightarrow 14	2% \rightarrow 6
Probably be allowed	7 \rightarrow 10	10 \rightarrow 14	4 \rightarrow 6
Probably not be allowed	15 \rightarrow 80	18 \rightarrow 83	12 \rightarrow 92
Definitely not be allowed	73 \rightarrow 80	65 \rightarrow 83	80 \rightarrow 92
No opinion; no answer	2	2	2

In this question as in the previous question, young adults (ages 21-29) are more likely than others to feel sexual scenes should be allowed purely for entertainment. However, there is only minority support (27% of men and 12% of women age 21-29). Adolescents follow about the same pattern, with 30% of boys and 12% of girls feeling that sexual scenes intended for entertainment should be allowed.

10. Regarding television, there is strong opposition to presentation of sexual scenes, even where an important part of the plot.

On this point about 7 adults in 10 say sexual scenes should "definitely not be allowed" and only around 1 in 30 feels that such scenes should definitely be permitted.

Table 116

"Now think about sexual scenes on television, and suppose such a scene helps to tell the story. Do you think whatever they need to show on television in the way of sexual scenes should:" (Q 42)

	All adults	Men	Women
Number of people	2,486	993	1,493
Definitely be allowed	3% \rightarrow 13	4% \rightarrow 16	3% \rightarrow 11
Probably be allowed	10 \rightarrow 13	12 \rightarrow 16	8 \rightarrow 11
Probably not be allowed	14 \rightarrow 85	15 \rightarrow 82	14 \rightarrow 88
Definitely not be allowed	71 \rightarrow 85	67 \rightarrow 82	74 \rightarrow 88
Don't know; no answer	1	2	1

The responses of men and women follow about the same pattern on this question as on the questions relating to sexual scenes in movies; men are slightly more permissive in their orientation.

Adults are clearly more permissive regarding use of sexual scenes for plot development in movies than they regarding sexual scenes on television. Attitudes towards sexual scenes in movies and television are summarized in Table 118.

Relatively few persons would agree to sexual scenes on television for entertainment purposes. There is more opposition on this count than on any of the three

previously reported ones. More than 8 adults in 10 declare themselves “definitely” against presentation of sexual scenes on television purely for entertainment.

Table 117

“What about sexual scenes on television just to entertain the audience but not because the story depends on these scenes. Should these scenes:” (Q 43)

	All adults	Men	Women
Number of people	2,486	993	1,493
Definitely be allowed	1% \rightarrow 4	2% \rightarrow 6	1% \rightarrow 3
Probably be allowed	3 \rightarrow 4	4 \rightarrow 6	2 \rightarrow 3
Probably not be allowed	10 \rightarrow 94	13 \rightarrow 92	8 \rightarrow 96
Definitely not be allowed	84 \rightarrow 94	79 \rightarrow 92	88 \rightarrow 96
No opinion; no answer	1	2	1

One factor, of course, which would have an influence on people’s orientation to sex on television is that television is such more accessible to young children than are movies, and television viewership is much more difficult to control.

To give an example of the range of opinion regarding availability of erotic materials, it is worth recalling that about one-half of adults approve of availability of such materials for the private use of adults; while fewer than 5% would condone sexual scenes on television in the context of entertainment.

In summary, there is considerable opposition to sexual scenes on television or in movies in any context.

Sexual scenes viewed as entertainment are clearly less acceptable to people than are sexual scenes which contribute to plot development. On television, however, the context in which a sexual scene appears does not make so much difference to people; the great majority are opposed to sex as a plot device or as entertainment.

There is distinctly more tolerance for sexual scenes in movies than on television—but only where the scene is a valid part of the story, not where it is intended simply for entertainment.

Table 118

Summary: Attitudes toward sexual scenes in movies and on television

	All adults (2,486)			
	Movies: Plot	Movies: Entertainment	TV: Plot	TV: Entertainment
Would definitely allow or probably allow	27%	10%	13%	4%
Would probably prohibit or definitely prohibit	69%	88%	85%	94%
No opinion; no answer	4%	2%	1%	1%

It is worth recalling the findings presented earlier on young adults' reaction to sexual scenes in movies. Their somewhat more permissive views suggest that in the future popular norms could change in the direction of greater tolerance for sexual expression.

11. There is significant public opposition toward depiction in movies of all of the five types of activities covered in the research.

Around half of adults—or more—believe that no one should be admitted to movies which contain any of the five depictions. There is less resistance to nudity (sex organs showing) and intercourse than to scenes of sadomasochism, homosexuality, or oral sex.

Relatively few adults believe that movies which include the five depictions should be open to *anyone*. Only around 1 person in 20 feels this way.

However, from about one-third to one-half of adults take the view that people 21 or older (or 16 or older, or people like themselves, or anyone) should be permitted to view these scenes, as shown in Table 119.

Table 119

	All right to view if 21 or over*
Sex organs showing	51%
Intercourse	46%
Activities with same sex	34%
Oral sex	33%
Whips, belts	30%

(All adults—2,486)

*Sum of categories B, C, D, E described in Table 120.

People's views regarding the permissible audience for sexual depictions in print do not differ very much from their views regarding movies.

For each of the items in Table 122, the findings regarding whom the material should be available to differ by only a few percentage points from those just shown regarding movies. There is a slight tendency for adults to be more permissive toward material appearing in print. But basically, adults' orientation toward sexual depictions does not differ very much between these two media.

Table 121 summarizes the findings in Table 122. From one-third to slightly over one-half of adults feel it is permissible for people 21 or over (or 16 or over, or anyone) to have access to literature which includes these depictions.

Also, as with the data on movies, men, once again, are consistently somewhat more permissive (though not to any great degree) than women.

These data do not appear to fully reflect the actual differences in availability between movies and print in terms of their sexual content. Currently it is possible to buy books with substantial and highly detailed sexual content almost anywhere; the same is not true of movies.

Table 120

Movies

"On top of this card are descriptions of sexual material sometimes shown in movies in regular theaters. On the bottom of the card are some opinions about who it is all right to admit to movies showing such material. For each description on top tell me which, if any, group on the bottom it is all right to admit to these movies. Let's start with Number 1. Which statement comes closest to your opinion about who it is all right to admit to these movies? Just tell me the letter." (Q 61)

	All adults (2,486)					No opinion; no answer
	A	B	C	D	E	
Whips, belts	65%	1	19	6	4	6
Oral sex	62%	2	21	7	3	5
Activities with same sex	62%	1	21	9	3	5
Intercourse	50%	1	31	10	4	5
Sex organs showing	45%	1	33	12	5	5

Key: A—None—there is no one it is all right to admit.
 B—It is all right to admit people like me but not others.
 C—It is all right to admit adults 21 and over but not persons under 21.
 D—It is all right to admit persons 16 or older but not persons under 16.
 E—It is all right to admit anyone who wishes to be admitted.

Table 121

	All right if 21 or over*
Sex organs showing	54%
Intercourse	48%
Activities with same sex	38%
Oral sex	37%
Whips, belts	35%

(All adults—2,486)

*Sum of categories B, C, D, E described in Table 122.

12. *The person who opens mail varies from house to house, although the evidence suggests that the woman of the house is more likely than others to open mail.*

As would be expected, a variety of different approaches to opening the mail are mentioned by adults. For example, in about 1 household in 7 "whoever gets the mail" is the person who opens it. And in a number of households (around 1 in 3) mail is opened by "the person to whom it is addressed." (This could be the husband, the wife, or someone else.)

Table 122

Texts

"On the top of this card are descriptions of sexual activities sometimes found in printed material. These could be stories in books, magazines, paperback books or on typewritten pages. For each description on the top tell me which, if any, group on the bottom for whom it is all right for the material to be available. Let's start with Number 1. Which statement comes closest to your opinion about for whom it is all right for this printed material to be available?" (Q 62)

	All adults (2,486)					No opinion; no answer
	A	B	C	D	E	
Whips, belts	60%	1	22	7	5	6
Oral sex	58%	2	24	7	4	5
Activities with same sex	58%	1	24	9	4	5
Intercourse	48%	1	32	11	4	5
Sex organs showing	41%	1	33	13	7	4

Key: A—None—there is no one for whom it is all right for this material to be available.
 B—It is all right for it to be available for people like me but not for others.
 C—It is all right for it to be available for adults 21 and over but not for persons under 21.
 D—It is all right for it to be available for persons 16 or older but not persons under 16.
 E—It is all right for this material to be available to anyone who wants it.

As the data in the table opposite suggest, however, the wife or homemaker may be the person most likely to open the mail. Note that well over half of female respondents say "I open it," and where males were interviewed as many say their wives open the mail as say they open it.

These findings—if they accurately reflect actual practice—suggest several things: Apparently mail is rather frequently opened by someone other than the person to whom it is addressed.

Women—whose attitudes regarding erotic materials are somewhat different from men—may be more likely to open mail containing advertising for erotica than are the men to whom such mail may be addressed.

When it comes to specific types of mail that might be opened by children or young people, parents do not appear strongly restrictive.

Adults were confronted with four different hypothetical situations in which children under 17 might or might not be permitted to open mail. Of the four, the only situation in which most adults would prohibit the child from opening the mail is when it is addressed to other people at the same address.

Based on adults' testimony, many young people are permitted to open a wide variety of mail, even if it is potentially unwelcome. Approximately 4 adults in

10—among both men and women—say they would permit the child to open mail addressed to the “occupant,” as well as mail addressed to the child from a source the parents disapprove of. An even larger proportion of adults—nearly two-thirds—say they would permit children under 17 to open mail addressed to the child from an unknown source.

Table 123

“We haven’t talked yet about mail that is delivered here. When mail is delivered here who usually opens it?” (Q 33)

	Men	Women
Number of people	993	1,493
Respondent	34%	58%
Spouse	37	16
Whoever gets it	18	13
Opened by person addressed to	35	30
Other answers	1	*
Don’t know; no answer	1	*

* Less than 0.5%.

Women in the 31 to 39 age group (the ones perhaps most likely to have younger children) are somewhat less likely than women generally to believe children should open various types of mail. They follow the same general pattern of attitudes, however.

Respondents were not asked whether they “screen” the mail for items that might be unwelcome or detrimental to children, although as the previous question indicated, this may happen in many households by virtue of who opens the mail. But, testimony on the question reported opposite suggests that if a young person is on a mailing list for erotic materials, or even sends for such materials, it might well be opened by the young person in many instances.

On the other hand, the evidence seems to indicate that erotic materials mailed to adults may be less likely to be opened by the child than by an adult.

Table 124

“We are interested in knowing when you would permit children or young people who are less than 17 years old to open mail. Would you let them open mail if it was:” (Q 34)

	Yes		No	
	Men	Women	Men	Women
Addressed to them but you <u>disapproved</u> of who sent it	41%	43%	43%	44%
Addressed to them and you did <u>not</u> know who sent it	64%	64%	24%	26%
Addressed to other people at this address	6%	4%	90%	91%
Addressed to “occupant” and not to anyone in particular	39%	40%	48%	46%

On another and related matter, respondents were asked if they had ever received direct mail advertising for erotic materials, including books, pictures, films, and devices to enhance sexual pleasure. (Q 35)

Table 125

	Men	Women
Number of people	993	1,493
Yes	27%	19%
No	72	80
Not sure; no answer	2	2

Thus about 25% of men and 20% of women have ever received such advertising. When we ask about the nature of the items, 12% of the men (over a third of those who say "yes" to above) name sex manuals: "diagrams of positions," "sex books fully illustrated," and so on. Likewise 8% of women name sex manuals.

No more than 8% of either sex name anything else, including: movies of girls, picture cards, magazines, devices for men to arouse a woman.

13. There is widespread public disfavor for direct mail advertising of erotic materials—and, in fact, significantly expressed disinterest in mail addressing in general.

Reacting to a list of points of view regarding mail advertisements for sexual materials, adults expressed these three points of view most strongly:

Prefer not to receive them (56%)

Definitely do not want to receive them—feel strongly about it (54%)

Don't want to receive any kind of mail advertisements (35%)

These three points of view clearly dominate the testimony and indicate that the prevailing public opinion on balance is in opposition to direct mail advertising for erotica (Table 127).

In addition to those who take a strongly negative point of view regarding such direct mail, about 2 adults in 10 assert that such advertising should be sent only to adults. To some degree, this represents a "mixed" response in that some adults may not mind receiving such advertisements as long as they feel that they are not being sent to children, while other adults might prefer not to receive such ads, but if they are sent, at least they should go to adults only.

There were several statements in the list which favor receipt of advertisements for erotic materials. These were selected by few adults. Fewer than 10% of adults say: "I don't mind getting them" or "I like to read them even if I don't buy anything."

Table 126 shows how people divide on the issue of direct mail advertising for erotica, based on a "net count" of various code categories in Table 127.

Table 126

	Men	Women
Number of people	993	1,493
Opposed to any kind of mail advertising	32%	37%
Positive toward mail advertising for erotica (Items #5, 6, and 7 in Table 127)	11	4
Negative toward mail advertising for erotica (Items #1 and 2 in Table 127)	49	54
Unclassifiable	6	4

Table 127

"Before we leave the subject of mail advertisements for sexual materials, please read each statement on the card. When a statement comes close to the way you feel, just give me the letter next to it." (Q 37)

Item Number		All adults	Men	Women
	Number of people	2,486	993	1,493
1	I would prefer not to receive them	56%	52%	60%
2	I feel strongly about it, and I would definitely prefer not to receive them	54	48	60
3	I don't want to receive advertising of any kind through the mail	35	32	37
4	These advertisements should only be sent to adults	18	21	16
5	I like to read advertisements for sexual materials even if I don't buy anything	6	7	5
6	I do not mind getting them	6	10	3
7	They are a good way of buying	1	2	1
	No statements picked	1	2	1

(Multiple answers)

Perceived normative support for views on erotic material

14. *By and large people consider their views toward erotic materials to be, if anything, more liberal than those of the community at large.*

When asked to compare their own views on the sale and distribution of sexual materials with those of "other people in the community," the great majority of adults believe that others' views would be at least as strict, if not more so. Only

around 1 adult in 8 feels that others would want fewer restrictions on availability of erotica than himself, versus about 3 in 10 who feel others would want more restrictions.

Thus, on balance, there is a tendency for people to consider themselves more permissive than others, rather than less permissive.

Table 128

"Think of your own opinions about the sale and distribution of sexual materials. Would you guess that most other people in this community would want more restriction on sexual materials than you do, or less restriction than you do, or what?" (Q 65)

	All adults	Men	Women
Number of people	2,486	993	1,493
About the same amount of restriction	44% 73	41% 74	46% 72
More restriction	29	33	26
Less restriction	12	12	13
Other answers	1	1	1
No opinion; no answer	13	13	14

Men—who are somewhat more permissive in their views than women—are more likely than women to consider themselves more liberal than other people.

Young people, as well as those who have been most exposed to erotic materials, and those with liberal attitudes toward sex, perceive less support for their positions.

Table 129

	Number of people	Men	Women
All men (women)	993 (1,493)	33%	26%
Age:			
21-29	251 (348)	49%	39%
30-39	203 (282)	31%	25%
40-49	198 (301)	32%	27%
50-59	138 (240)	31%	24%
60 plus	195 (308)	24%	16%
Recent experience with erotic material:			
None	372 (722)	26%	21%
Some	354 (578)	29%	27%
Most	267 (193)	49%	45%
Attitudes toward sex:			
Conservative	142 (315)	19%	15%
Moderate	439 (735)	29%	26%
Liberal	330 (320)	50%	43%

The younger a person, the greater the degree of a person's recent exposure to erotic materials, and the more liberal his or her views on sex, the more likely that person is to feel that others would take a more restrictive point of view regarding availability of sexual materials.

Similarly, those who are most conservative in their attitudes toward sex and who have had the least exposure to erotic materials are most apt to say that others would want "about the same amount of restriction" as they do (not shown in Table 129). In other words, at present, those most comfortable with their present attitudes are those most conservative regarding erotic materials.

Once again, the liberal orientation of younger adults could, if it continued as they grow older, indicate the possibility of major changes in future attitudes toward erotica.

ASSESSING PERCEIVED NORMATIVE SUPPORT FOR VIEWS ON EROTIC MATERIALS

As an additional way of getting at this point, respondents were asked the following open-ended question:

"In what ways do you think that your own feelings about the availability of sexual materials might be different from the feelings of most other people in this community?" (Q 66)

The purpose of this question was to provide additional guidance in positioning people in terms of their views on erotic materials, and also to gain insight into why people position themselves similarly to or different from other members of the community.

The next several pages analyze the thinking of adults who:

Feel others would be more restrictive than themselves.

Feel others would be less restrictive than themselves.

Feel their views are similar to others in the community.

The largest group of people feel they are not greatly different from others in their community in terms of orientation toward availability of erotic materials.

By far the most frequent response given to the open-ended question of how the respondent's views relate to those of others in his community is that, essentially, there is little or no difference in viewpoints. This response, with no further explanation or elaboration of viewpoints, was offered by 29% of men and 27% of women.

Some respondents add specific ideas as to why their views would be the same as others, along the lines that most people in the community (along with the respondent) would want restrictions for children and young people (3% of men and 4% of women).

There are also some respondents who think they are similar to others in the community *in feeling that more restrictions are needed* (6% of men and 8% of women). On the other hand, a small group feel that their views are the same as others in the community *in seeking less (or no) restrictions* (1% of women and no men).

When people feel others would be *more* restrictive regarding availability of erotic materials, this feeling is related to perceptions of social or psychological distance.

Among those who feel their own views on erotic materials are more permissive than others in the community, the reasons given have to do with differences in background, age, conservatism-liberalism, progressiveness-lack of progressiveness. One other factor that enters into respondents' self-positioning is their view regarding sex education for children.

Table 130 shows the types of responses elicited when people were asked to describe why they think others in their community would want more restrictions on erotic materials than themselves.

Table 130

	Men	Women
Number of people	993	1,493
The respondent has a broader background and experience than others in the community, making his orientation more liberal	9%	5%
Most people in the community would disagree (with the respondent's position) that there should be little or no restriction on erotic materials	5	3
Most people in the community are more concerned about availability of erotic materials because they have children	3	2
Most people in the community are old fashioned, narrow minded, provincial, conservative in their views	2	1
Most people in the community do not feel children or young people should have access to information or materials on sex	1	1

Those who feel others in their community would want *less* restriction on erotic materials consider themselves stricter or more conservative in their background and philosophy. Elements of the "generation gap" also are present here.

As seen earlier, comparatively few adults feel that other people would be more permissive than themselves in terms of attitudes toward erotic materials, so there were considerably fewer comments among this group.

Table 131 shows the ideas most frequently expressed by those who do feel most people in their community would prefer less restriction of erotica.

Legal and nonlegal approaches to controlling erotic materials

15. Men are evenly divided in their views about the effectiveness of laws governing availability of erotica, but women on balance believe laws would be more effective than other possible restraints.

Table 131

	Men	Women
Number of people	993	1,493
Other people are less strict or more permissive (expressed in general terms)	7%	7%
The respondent is older, more conservative (idea of generation gap)	3	4
The respondent's upbringing or religious background might make him stricter (no reference to generation gap)	2	3
The respondent has more interest in safeguarding children than others might have	1	2

Asked specifically about legal—as opposed to nonlegal—approaches in dealing with erotic material, adults as a group show a tendency to feel legal approaches would work better than other approaches.

Table 132

"Now, how about the possibility of passing laws to restrict the availability of sexual materials. Do you think that laws would be a more effective way or a less effective way than any of the possibilities that we have just talked about?" (Q 68)

	All adults	Men	Women
Number of people	2,486	993	1,493
More effective	49%	46%	51%
Less effective	40	45	36
Other answers	4	4	4
No opinion; no answer	8	6	10

There are differences between the sexes on this point, however: women tend to feel that laws would be effective, while men are evenly divided on the issue.

As on other points dealing with control of erotica, better educated men and women are more permissive than the less well educated, and older men and women are more restrictive than younger adults.

16. Fewer than half of adults would favor laws limiting the availability of erotica to everyone.

As many people feel legislation should apply only to minors as feel it should apply to everyone. (As Table 133 shows, there is also some division over whether the cutoff age should be 21 or 17.)

Differences between men and women on this issue are slight. Younger adults are much more permissive, however, than adults in general.

Table 133

"Should the laws be against the distribution of sexual materials to everybody, or just to people under 21, or just to people under 17, or what?" (Q 70)

	All adults	Men	Women
Number of people	2,486	993	1,493
Everybody	44%	42%	45%
Just people under 21	29	29	30
Just people under 17	18	20	16
Other answers	4	5	4
No opinion; no answer	5	4	5

If laws to control erotic materials were passed, there is a strong tendency to prefer action at the Federal, rather than at the State or local level.

About 6 adults in 10 opt for Federal laws, as against less than 2 in 10 who believe statutes should be passed at the community level and only about 1 in 10 who favor State laws. On this point the views of men and women are almost identical.

The marked preference for Federal intervention is different from current practice, in which obscenity laws are usually matters of State and local statute.

This may be an illustration of the fairly common public tendency to turn toward the Federal government for solutions to abstract problems of concern, such as unemployment, pollution, medical care for the aged, etc.

Table 134

"If such laws are passed, should they be Federal laws passed by Congress for the whole country, or should they be State laws for each State, or should they be laws passed by each community who wants them?" (Q 69)

	All adults	Men	Women
Number of people	2,486	993	1,493
Federal	62%	65%	59%
Community	17	16	18
State	12	12	12
No opinion; no answer	9	7	12

17. There is strong support for a number of nonlegal approaches to controlling the flow of erotic materials and for parental indoctrination in particular.

Out of six different nonlegal approaches to dealing with the matter of sexual materials, five receive endorsement by 7 adults in 10, or more.

The only approach that is disapproved of by a substantial minority of people is the proposition that each person should be allowed to decide for himself what he or she will experience. Even on this point, more are in favor than opposed.

Paradoxically, there is almost universal acceptance of parents teaching children what is good for them and what is not, which implies that the child will learn standards for self-regulation.

Around 3 adults in 4 also approve of four other approaches that would give various other organizations or bodies of individuals discretion over what should and should not be available:

- Librarians
- Schools
- Local boards of citizens
- Companies that produce sexual materials

As already seen, opinion is divided among adults as to whether specific laws governing erotic materials would be more effective or less effective than the measures shown opposite. Thus, while there is a strong tendency for people to support some form of control of erotic materials there is not a clear-cut indication that legal measures are perceived as the best route to follow.

Note in the second part of Table 135 that men are somewhat less willing to endorse several of the suggested measures (librarians, local citizens' boards, and agreement by companies) than are women, through even here large proportions of both men and women favor such approaches.

Table 135

"One way to regulate sexual materials would be by laws. But I'm going to read you some other ways that regulation might be done. For each one tell me if you approve of it or you can disapprove of it as a way to regulate sexual materials." (Q 67)

	All adults (2,486)			
	Approve	Disapprove	Other answers	No opinion; no answer
Parents teaching children what is good for them and what is not	96%	2	2	2
Librarians keeping objectionable materials off the shelves	76%	18	2	3
Instruction in school that teaches children what is good for them	76%	14	6	4
Having companies that produce sexual materials get together and agree not to print certain things	72%	17	5	6
Local boards of citizens from different walks of life keeping objectionable things out of the community	72%	21	2	5
Every person should be allowed to decide for himself	49%	42	6	3

Table 135 (Continued)

	Approve		Disapprove	
	Men	Women	Men	Women
Number of people	993	1,493	993	1,493
Parents teach children	95%	96%	2%	1%
Librarians restrict objectionable materials	73	79	21	15
Instruction in school	77	75	15	14
Companies agree not to print certain things	69	75	20	15
Local citizens boards	66	78	27	15
Every person decide for himself	49	50	44	40

ATTITUDES TOWARD SEX INFORMATION

The topic is included in this report because of its possible long-term effect on motivations for consuming erotic material. There is some comfort in these pages for those who would increase the emphasis on sex information at an early age and for those who would curtail it.

Summary

Parents, especially mothers, are regarded as the best source of sex information for boys and girls.

However, thinking back to where they *did* get sex information, over half of men, and of boys and girls (ages 15 to 20) recall learning about sex from friends of the same age as they. But adult women remember turning to their mothers for sex information more than to any other source.

Comparing two groups, those with no experience with erotica within the past two years and those with the most experience (in our sample) within the past two years:

The same proportion of women in the no-experience group as in the high-experience group remember getting sex information from their parents.

A higher proportion of men in the no-experience group than in the high-experience group remember getting sex information from their fathers.

About 1 adult in 10, and at least 1 boy or girl in 3, remember a course in sex education in school.

A majority of adults favor the idea of sex education in public schools.

1. The more traditional institutions and sources of sex information are still regarded as the best places for young people to learn about sex.

As shown in Table 136, parents, especially mothers, are regarded as the best source of sex information for boys and girls. More than 8 respondents in 10, men or women, favor sex information coming from parents.

Family doctor and school are rated next after parents as the best sources of sex information.

More than 1 person in 4 also thinks that books and the church are likely places for young people to find sex information.

Brothers or sisters and the child's friends (of about the same age) are quite far down the list. Neither siblings nor friends are seen as appropriate sources of sex information by more than 1 person in 10.

As discussed below, actual sources of sex information are somewhat different from the preferred sources mentioned here.

Table 136

"Here is a list of places and some people who might give boys and girls information about sex. From which of these would it be best for the average boy or girl to get most of their information about sex?" (Q 10)

	Men	Women
Number of people	993	1,493
Mother	85%	89%
Father	80	80
Doctor	57	64
School	44	37
Church	27	28
Books	24	29
Siblings	9	10
Friends	5	5
Other answers	*	1
Don't know	*	*

(Multiple answers)

* Less than 0.5%.

Thinking back to where they actually *did* get sex information, over half of men, of boys and of girls (ages 15 to 20) recall learning about sex from friends of the same age as they.

The pattern is different for adult women, who turned to their mothers for sex information more than to any other source. As a matter of fact, a higher proportion of women got sex information from their mothers than did men from their fathers. Girls also went to their mothers more than boys to their fathers.

Compare the proportion of each of four in Table 137 who report getting sex information from same age friends. Notice that the tendency to turn to friends is even stronger among the young people (boys and girls ages 15 to 20) than among older people. What is surprising is that we might have assumed that a generation

ago young people looked to friends for advice because of presumed barriers between parents and children with regard to giving or seeking authentic sex information.

But these days with a freer attitude toward sex (presumably) and with more sex information taught in school (see Table 137) one might think that one's peers are a less prominent source of sex information these days. Apparently peers are at least as important now as formerly, although possibly in a different way.

Table 137

"From which of these did you get most of your information about sex when you were young?" (Q 11; Q 1 ADOL)

	Adults		Adolescents	
	Men	Women	Boys	Girls
Number of people	993	1,493	361	408
Friends	53%	35%	67%	59%
Mother	18	46	22	54
Father	25	10	27	9
Books	20	19	24	33
School	8	9	38	38
Siblings	5	10	10	12
Doctor	4	5	3	5
Church	3	3	6	4
Did not get any sex information	8	11	1	2
Other answers	4	4	1	2
Don't remember; no answer	1	1	0	*

(Multiple answers)

* Less than 0.5%.

Note: Data on boys and girls are from the adolescent sample. The interview with adolescents included only a fraction of the questions asked of adults which is why adolescent data are not available for many of the issues discussed.

Table 138 contrasts what men and women tell us are the "best sources" of sex information with the sources from which they received such information when they were young. Each column is in descending order of mention, and a line connects each best source with its counterpart actual source.

As you can see, among women, mother scores as number one for best source and for own source. Among men, father is in second place both as best source and own source.

But the main reason for setting up the table as it is is to demonstrate the considerable discrepancy between what is said to be desirable and what actually happened in the instance of the respondent.

Table 139 compares the sources reported by adults of their own sex information as related to consumption of erotic materials. The hypothesis tested is that people who have learned about sex from their parents are less likely than others to be consumers of erotica (the underlying assumption is that parental guidance in sex matters is related to a natural climate of feeling about sex and that people

with less strain about sex as youngsters do not turn to erotic materials for satisfaction when they grow older).

Table 138

A comparison of the most desirable sources of sex information for young people to turn to, compared with where respondents themselves actually got most of their sex information. (Q 10 and 11)

Men (993)			Women (1,493)		
Best source		Own source	Best source		Own source
Mother	85%	53%	Mother	89%	46%
Father	80%	25%	Father	80%	35%
Doctor	57%	20%	Doctor	64%	19%
School	44%	18%	School	37%	10%
Church	27%	8%	Books	29%	10%
Books	24%	5%	Church	28%	9%
Siblings	9%	4%	Siblings	10%	5%
Friends	5%	3%	Friends	5%	3%
		Friends			Mother
		Father			Friends
		Books			Books
		Mother			Father
		School			Siblings
		Siblings			School
		Doctor			Doctor
		Church			Church

(Multiple answers)

Table 139

Sources of sex information related to recent experience with erotic materials. (Q 11)

	Men		Women	
	None	Most	None	Most
Number of people	372	267	722	193
Mother	19%	18%	46%	47%
Father	29%	19%	10%	12%
Friends	44%	65%	29%	49%
Books	14%	29%	13%	31%
Did not get any information	13%	6%	14%	5%

(Partial table)

Note: The columns are excerpted from an index of recent experience with erotic depictions whose construction is explained in the Appendix. The extreme groups in terms of recent experience are shown.

Example of how to read table: 19% of men with no recent experience with erotica say their mothers were a source of sex information.

To the extent that the data in Table 139 are definitive they yield little support for the above hypothesis. That is, about the same proportion of women in the no-consumption-of-erotica group as in the high-consumption-of-erotica group remember getting sex information from their parents.

Notice, however, that some support for the hypothesis may be evident from the data for men. Of the no-consumption men, 29% remember getting sex information from their fathers, compared with 19% of the most-consumption men who remember the same source.

The data do yield other findings. For both sexes, notice the relatively high proportion of the high-consumption group that learned about sex from friends, and *also* learned about sex from books. As noted elsewhere in the report, the data suggest that erotica was experienced as part of the social process of being with friends.

About 1 adult in 10—of both men and women—remembers having a course in sex education in school (Q 12). For boys and girls (ages 15 to 20), the proportion who have had a sex education course is 34% and 44% respectively.¹³

Table 140

“Did you have a formal course in sex education in school?”
(Q 12; Q 1a ADOL**)

	Number of people	Yes	No	Don't remember; no answer
Men	993	10%	90	*
Women	1,493	11%	88	*
Boys (15-20)	203	34%	65	1
Girls (15-20)	217	44%	54	2

* Less than 0.5%.

**This question was asked of only 59% of the boys and 54% of the girls. It was not printed on all the questionnaires.

Table 141 shows the distribution of people who have had a sex education course by some background characteristics. College level people are much more likely than others to have had sex education, which suggests that it is taught in colleges. And adults who have had the most exposure to erotic materials recently are also the ones more likely to have had sex education.

2. *A majority of adults like the idea of sex education being taught in school.*

Roughly the same proportions of men and of women have this view, as shown in Table 142.

13. Curiously, these figures do not exactly match the responses to Q 11 (Q 1 ADOL) possibly because of different interpretations of what the questions ask for as well as the format of the questions themselves. Also a different number of adolescents were asked Q 1a (ADOL) than were asked Q 1 (ADOL).

Table 141

Yes, have had formal course in sex education in school.

	Number of people	Men	Women
All men (women)	993 (1,493)	10%	11%
Age:			
21-29	251 (348)	21%	19%
30-39	203 (282)	11%	16%
40-49	198 (301)	9%	10%
50-59	138 (240)	6%	8%
60 plus	195 (308)	5%	5%
Education:			
8th grade	197 (251)	2%	3%
High school	441 (808)	7%	11%
College	347 (425)	20%	17%
Recent experience with erotic materials:			
None	372 (722)	6%	7%
Some	354 (578)	10%	13%
Most	267 (193)	16%	24%

Table 142

	For	Sex education in public school (Q 9)		
		Against	Qualified	No opinion
Men (993)	58%	22	13	6
Women (1,493)	54%	23	16	7

Fewer than 1 in 4 of either sex express outright disapproval of the idea. Others suggest qualifications such as age at which taught or the nature of the curriculum.

Table 143 presents some characteristics of people who favor the idea of sex education in school. Among both sexes the pattern is almost the same:

Although favor for the idea is most marked among adults under 30, it remains quite strong up to age 50. Only adults 60 or older (particularly women) show any marked lack of approval for the idea.

A majority of men and women who have had at least some high school education approve.

As might be predicted, liberal attitudes toward sex and toward sex education tend to go together as shown in the last part of the table.

Table 143

"By the way, would you be for or against sex education in the public schools?" (Q 9)

For sex education in public schools:

	Number of people	Men	Women
All men (women)	993 (1,493)	58%	54%
Age:			
21-29	251 (348)	77%	67%
30-39	203 (282)	56%	62%
40-49	198 (301)	65%	52%
50-59	138 (240)	50%	55%
60 plus	195 (308)	44%	40%
Education:			
8th grade	197 (251)	46%	40%
High school	441 (808)	52%	54%
College	347 (425)	76%	66%
Sex attitudes:			
Conservative	142 (315)	38%	35%
Moderate	439 (735)	54%	57%
Liberal	330 (320)	77%	74%

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APPENDIX A

RESPONDENT CHARACTERISTICS

Respondent characteristics for developmental interviews

	Interview		
	#1	#2	#3
Number in group	10	8	9
Marital status:			
Married	10	7	9
Single (or other)	0	1	0
Age:			
18-29	1	0	3
30-39	8	5	6
40-49	1	3	0
Last grade completed:			
8th grade or less	0	0	0
9th, 10th, 11th	0	4	0
High school (12th)	0	3	2
Beyond high school	10	1	7
Religious background:			
Protestant	5	1	4
Catholic	5	6	1
Jewish	0	0	4
Other	0	1	0
Religious life at present is:			
Very active	2	2	2
Moderately active	7	5	5
Not active	1	1	2
Income for 1968:			
\$5,000-7,999	0	3	0
8,000-9,999	0	0	1
10,000-14,999	3	3	5
15,000-24,999	5	0	3
25,000 or more	2	0	0
No answer	0	2	0

#1 Ten men, Belle Mead, New Jersey, November 24, 1969.

#2 Eight women, Trenton, New Jersey, December 4, 1969.

#3 Nine women, Princeton, New Jersey area, December 16, 1969.

Respondent characteristics for structured interviews

1. The section labeled "adults" is for all adults who completed the interview. The weighted data for sex are 47% men, 53% women. The Methodological Report includes adult characteristics for this study compared with latest available census data.

2. The section labeled "adolescents" includes 48% boys and 52% girls (ages 15 to 20).

3. Last are the unweighted bases for adults and adolescents for the major cross-tabulation categories in the study.

ADULTS

	All adults	Men	Women
Number of people	2,486	993	1,493
Age on last birthday (Q 75):			
21-24	8%	8%	8%
25-29	11	10	11
30-34	10	10	9
35-39	10	10	9
40-49	21	22	20
50-59	17	18	17
60 plus	23	21	24
No answer	1	1	1
Last grade completed in school (Q 76):			
5th grade or less	5%	5%	4%
6th or 7th grade	5	7	4
8th grade	10	10	10
High school incomplete	17	15	16
High school graduate	34	30	38
1-3 years college	15	14	17
4 years college	8	11	6
5 or more years college	5	8	3
No answer	1	1	1
Marital status (Q 81):			
Married	81%	86%	76%
Divorced	3	3	4
Separated	2	2	2
Widowed	8	3	13
Never married	6	8	4
No answer	1	*	1

* Less than 0.5%.

	All adults	Men	Women
Number of people	2,486	993	1,493
Religion raised in (Q 79):			
Protestant	72%	71%	72%
Catholic	23	24	23
Jewish	2	2	2
None	2	3	2
Other answers	1	*	1
No answer	*	*	1
Number of church or religious services attended during January (Q 80):			
None	45%	51%	41%
1-3	20	19	20
4	21	17	24
5 or more	13	12	14
No answer	1	1	1
Labor force status of chief wage earner (Q 85):			
Employed	80%	84%	77%
Not employed	8	5	10
Unemployed, looking for work	1	*	1
Retired	11	10	11
No answer	*	*	*
Occupation of chief wage earner (Q 86, 87):			
Percent employed:	80%	84%	77%
Professional, technical workers	13%	14%	12%
Managers, officials, proprietors (except farm)	13	15	12
Clerical workers	6	6	7
Sales workers	5	5	6
Craftsmen, foremen (skilled workers)	18	19	16
Operatives (semi-skilled workers)	12	12	11
Farmers	5	5	5
Private household and service workers	6	5	6
Laborers	0	0	0
No answer	*	*	*
Total family income for 1969 (Q 88):			
Less than \$3,000	13%	10%	17%
\$3,000-\$4,999	10	9	11
\$5,000-\$7,999	16	15	17
\$8,000-\$9,999	15	15	15
\$10,000-\$14,999	22	27	19
\$15,000-\$24,999	14	17	11
\$25,000-\$39,999	3	3	2
\$40,000 or more	1	1	2
No answer	5	4	6
Race (Q 90—by observation):			
White	88%	90%	87%
Negro	8	7	9
Other	3	3	3
Not sure, no answer	1	*	1

* Less than 0.5%.

	All adults	Men	Women
Number of people	2,486	993	1,493
Number of brothers (Q 77):			
None	25%	25%	25%
One	26	25	28
Two	20	20	20
Three	12	12	13
Four or more	15	17	15
No answer	*	*	*
Number of older brothers (Q 77a):			

Percent with one or more brothers	75%	74%	75%
None	28%	28%	27%
One	23	23	24
Two	12	12	12
Three or more	12	12	11
No answer	*	*	*
Number of sisters (Q 78):			
None	25%	23%	27%
One	28	29	27
Two	19	19	20
Three	12	13	11
Four or more	15	15	16
No answer	*	*	*
Number of older sisters (Q 78a):			

Percent with one or more sisters	75%	77%	73%
None	27%	28%	25%
One	26	28	25
Two	12	12	12
Three or more	10	9	12
No answer	*	*	*
Number of boys 17 or younger in household (Q 82):			
None	64%	64%	64%
One	20	20	20
Two	10	10	10
Three or more	6	6	5
No answer	1	*	1
Number of girls 17 or younger in household (Q 83):			
None	64%	64%	65%
One	21	21	20
Two	9	10	9
Three or more	4	5	4
No answer	1	1	1
Region of the country:			
Northeast	20%	20%	20%
North Central	29	29	29
South	30	29	30
West	21	22	20

* Less than 0.5%.

	All adults	Men	Women
Number of people	2,486	993	1,493
Community size:			
Large metropolitan areas (population 1,000,000 or more)	33%	31%	35%
Medium metropolitan areas (250,000-999,999)	22	24	21
Small metropolitan areas (under 250,000)	8	9	8
Nonmetropolitan areas	36	36	36

Note: Community size categories are based on 1960 population of metropolitan areas.

* Less than 0.5%.

ADOLESCENTS

	All adolescents	Boys	Girls
Number of people	769	361	408
Age (Q 24 ADOL):			
15	16%	17%	15%
16	20	21	19
17	22	22	22
18	16	18	14
19	16	14	19
20	10	7	12
No answer	*	1	0
Race (Q 41 ADOL—by observation):			
White	87%	89%	85%
Negro	10	8	12
Other	3	2	3
No answer	*	*	1
"Which of these descriptions fits you best" (Q 28 ADOL):			
Married	10%	2%	17%
Engaged	5	4	6
Going steady	16	16	17
Just dating	42	47	38
None of these	25	30	21
Not sure, no answer	1	*	1
Primary current activity (Q 25, 26 ADOL):			
Full-time student	72%	77%	67%
Working at a job	17	18	16
Looking for work	3	2	4
Staying home or housewife	7	1	12
Other answers	1	1	1
No answer	1	*	1
Last grade completed in school (Q 27 ADOL):			
8th grade or less	7%	10%	5%
High school:			
1 year	19	17	20
2 years	23	23	23
3 years	20	22	18
4 years	19	16	22

* Less than 0.5%.

	All adolescents	Boys	Girls
Number of people	769	361	408
College:			
1 year	8	9	7
2 or 3 years	3	3	2
4 or more years	0	0	0
No answer	*	*	1
Number of brothers (Q 29 ADOL):			
None	25%	31%	19%
One	31	29	34
Two	25	25	25
Three	10	7	12
Four or more	8	8	10
No answer	*	1	0
Number of older brothers (Q 30, 31 ADOL):			
Percent with one or more brothers	74%	68%	81%
None	27%	29%	27%
One	29	24	33
Two	12	12	13
Three or more	4	3	6
No answer	1	*	1
Number of sisters (Q 32 ADOL):			
None	27%	26%	28%
One	38	42	33
Two	20	17	22
Three	9	9	9
Four or more	6	4	8
No answer	1	2	0
Number of older sisters (Q 33, 34 ADOL):			
Percent with one or more sisters	73%	72%	72%
None	35%	35%	33%
One	26	27	24
Two	8	7	8
Three or more	3	3	4
No answer	2	*	2
Religion raised in (Q 35 ADOL):			
Protestant	67%	63%	71%
Catholic	28	30	25
Jewish	1	1	1
None	3	4	3
Other answers	1	1	0

* Less than 0.5%.

	All adolescents	Boys	Girls
Number of people	769	361	408
Number of church or religious services attended during January (Q 36 ADOL):			
None	39%	43%	36%
1-3	22	22	21
4	23	23	23
5 or more	15	11	19
No answer	1	1	1
Adult interviewed in household:			
Yes	57%	58%	56%
No	43	42	44

Note: Data shown below on labor force status and occupation of head of household were asked only of those adolescents in households where an adult was not interviewed.

Labor force status and occupation of chief wage earner (Q 37 - 39 ADOL):

	All adolescents	Boys	Girls
Percent asked	43%	42%	44%
Employed	38%	35%	41%
Managers, officials, proprietors	7	6	7
Clerical workers	3	3	4
Sales workers	2	1	2
Craftsmen, foremen (skilled workers)	9	8	9
Operatives (semiskilled workers)	7	8	6
Farmers	2	1	3
Private household and service workers	3	3	3
Laborers	0	0	0
Not employed	3	5	1
Unemployed, looking for work	*	*	*
Retired	1	1	*
No answer	1	*	1

* Less than 0.5%

UNWEIGHTED BASES

(Actual number of cases in each subgroup)

	All adults	Men	Women
Age:			
21-29	599	251	348
30-39	485	203	282
40-49	499	198	301
50-59	378	138	240
60 plus	503	195	308
Education:			
8th grade	448	197	251
High school	1,249	441	808
College	772	347	425

	All adults	Men	Women
Community size:			
Large metropolitan area	846	319	527
Medium metropolitan area	620	268	352
Small metropolitan area	242	98	144
Nonmetropolitan	778	308	470
Region of country:			
Northeast	492	194	298
North Central	772	329	443
South	672	246	426
West	550	224	326
Church attendance:			
None	1,129	510	619
Some	1,007	361	646
Most	335	113	222
Recent exposure to erotica:			
None	1,094	372	722
Some	932	354	578
Most	460	267	193
Restrictiveness index:			
Restrictive	767	261	506
Moderate	1,162	483	679
Tolerant	486	228	258
Freedom of expression index:			
Less support	1,512	516	996
More support	974	477	497
Sex attitude index:			
Conservative	457	142	315
Moderate	1,174	439	735
Liberal	650	330	320

NUMBER OF ADOLESCENTS IN AGE SUBGROUPS USED AS PERCENTAGE BASES

	All adolescents	Boys	Girls
Age group:			
15-17	472	237	235
18-20	295	122	173

NUMBER OF PEOPLE IN EXPOSURE-WITHIN-AGE SUBGROUPS

Recent exposure to erotica:

Age:	Men			Women		
	None	Some	Most	None	Some	Most
21-29	29	100	122	82	162	104
30-39	64	75	64	105	137	40
40-49	76	75	47	141	129	31
50-59	67	52	19	156	68	16
60 plus	132	48	15	230	76	2

NUMBER OF PEOPLE WHO ANSWERED THE SELF-ADMINISTERED QUESTIONNAIRE IN EXPOSURE-WITHIN-AGE SUBGROUPS

Recent exposure to erotica:

Age:	Men			Women		
	None	Some	Most	None	Some	Most
21-29	27	98	119	77	157	104
30-39	55	74	63	98	134	38
40-49	71	74	42	127	126	30
50-59	57	48	18	138	65	15
60 plus	102	44	14	180	70	2

DESCRIPTION OF INDICES USED IN THE ANALYSIS

Total exposure index (adults and adolescents)

The total exposure index was based on the number of visual and textual depictions reported ever seen (number of "yes" answers to questions 14 and 23, adult questionnaire; questions 2 and 12, adolescent questionnaire).*

"If you are like most of us you may have seen sex portrayed in photographs, snapshots, cartoons, or movies. Please read through this card and for each item tell me if you have ever seen photographs, snapshots, cartoons or movies that show these things. Let's start with the first one. Have you ever seen a photograph, snapshot, cartoon, or movie of it?" (Q 14; Q 2 ADOL)

Scenes which are mainly for the purpose of showing the sex organs of a man or a woman.

Mouth-sex organ contact between a man and a woman.

A man and a woman having (or appearing to have) sexual intercourse.

Sexual activities between people of the same sex.

Sex activities which include whips, belts or spankings.

"Sex also appears in printed materials. These could be stories in books, magazines, paperback books, or on typewritten pages. Let's start with the first item on this card. Tell me if you have ever read all or part of a story which gave a detailed description of the first item." (Q 23; Q 12 ADOL)

The sex organs of a man or a woman.

Mouth-sex organ contact between a man and a woman.

A man and a woman having sexual intercourse.

Sexual activities between people of the same sex.

Sex activities which include whips, belts or spankings.

The scores on the total exposure index ranged from 0 to 10 (5 visual depictions plus 5 textual depictions) and were distributed as follows:

*Comparable indices were also developed for exposure to visual and textual depictions, separately, and appear in detailed tables.

Adults

Score range	Label	Percentage distribution		
		All adults	Men	Women
0	None	23%	14%	32%
1-4	Some	42	36	46
5-10	Most	35	48	23

Adolescents

Score range	Label	Percentage distribution		
		All adolescents	Boys	Girls
0	None	9%	8%	10%
1-4	Some	43	42	43
5-10	Most	48	49	45

Recent exposure index (adults and adolescents)

The recent exposure index was based on the number of visual and textual depictions reported seen in the past two years (number of "yes" answers to questions 15 and 24, adult questionnaire; questions 4 and 14, adolescent questionnaire).*

"And have you seen the (*depiction*) item on the card within the past two years, that is, in 1968 or 1969?" (Q 15; Q 4 ADOL) (Asked of people who say they have ever seen a visual depiction of erotica.)

Scenes which are mainly for the purpose of showing the sex organs of a man or a woman.

Mouth-sex organ contact between a man and a woman.

A man and a woman having (or appearing to have) sexual intercourse.

Sexual activities between people of the same sex.

Sex activities which include whips, belts or spankings.

"And have you read a detailed description of the (*depiction*) item within the past two years, that is, in 1968 or 1969?" (Q 24; Q 14 ADOL) (Asked of people who say they have ever read a textual depiction of erotica.)

The sex organs of a man or a woman.

Mouth-sex organ contact between a man and a woman.

A man and a woman having sexual intercourse.

Sexual activities between people of the same sex.

Sex activities which include whips, belts or spankings.

The scores on the recent exposure index ranged from 0 to 10 (5 visual depictions plus 5 textual depictions). The following tables indicate the distribution of scores.

*Comparable indices were developed for exposure to visual and textual depictions, separately, and appear in detailed tables.

Adults

Score range	Label	Percentage distribution		
		All adults	Men	Women
0	None	45%	39%	50%
1-4	Some	38	36	39
5-10	Most	18	26	11

Adolescents

Score range	Label	Percentage distribution		
		All adolescents	Boys	Girls
0	None	13%	12%	14%
1-4	Some	51	53	48
5-10	Most	37	36	38

Restrictiveness index (adults)

The restrictiveness index was based on 10 items in questions 61 and 62. Five items referred to "who it is all right to admit to movies showing" sexual material. Five additional items referred to printer materials. (The full wording of these questions is given below.) Each item was scored as follows:

Response alternatives	Points
A. None—there is no one (it is all right to admit)/(for whom it is all right for this material to be available)*	0
B. It is all right . . . people like me but no others	0
C. It is all right . . . adults 21 and over but not persons under 21	1
D. It is all right . . . persons 16 or older but not persons under 16	2
E. It is all right . . . (for) . . . anyone	3

*The phrase "it is all right to admit" was included in responses to questions about movies; the phrase "all right for (this material)/(it) to be available" was included in responses to questions about printed materials.

The total score range for the 10 items taken together was from 0 to 30. Groups used in the analysis were:

Score range	Label	Percentage distribution		
		All adults	Men	Women
0	Restrictive	31%	28%	35%
1-10	Moderate	48	50	47
11-30	Tolerant	18	20	15
	(Don't know, or no answer to all 10 items, not scored)	3	2	3

“On the top of this card are descriptions of sexual material sometimes shown in movies in regular theaters. On the bottom of the card are some opinions about who it is all right to admit to movies showing such material. For each description on top tell me which, if any, group on the bottom it is all right to admit to these movies.” (Q 61)

Scenes which are mainly for the purpose of showing the sex organs of a man or a woman.

Mouth-sex organ contact between a man and a woman.

A man and a woman having (or appearing to have) sexual intercourse.

Sexual activities between people of the same sex.

Sex activities which include whips, belts, or spankings.

“On the top of this card are descriptions of sexual activities sometimes found in printed material. These could be stories in books, magazines, paperback books or on typewritten pages. For each description on the top tell me which, if any, group on the bottom for whom it is all right for the material to be available.” (Q 62)

The sex organs of a man or a woman.

Mouth-sex organ contact between a man and a woman.

A man and a woman having sexual intercourse.

Sexual activities between people of the same sex.

Sex activities which include whips, belts, or spankings.

Sex attitude index (adults)

This index was based on seven questions in the self-administered questionnaire (questions 4 thru 10). Questions were scored in the direction of responses judged to be “liberal”:

Question	“Liberal” alternative
Q4. “A girl who goes to bed with a boy before marriage will lose his respect.”	Disagree
Q5. “Young people today have healthier attitudes towards sex than do their parents.”	Agree
Q6. “First of all, sex is for fun.”	Agree
Q7. “Homosexuals should be excluded from regular society.”	Disagree
Q8. “There is an element of homosexuality in all of us.”	Agree
Q9. “It is important that government strongly enforce existing sex laws.”	Disagree
Q10. “When it comes to sex, there is a great difference between what most people do and what they would like to do.”	Agree

Respondents were asked to indicate whether they “strongly agree, agree, disagree, or strongly disagree” with each statement. Two points were scored for each *strong* liberal response; one point was scored if the liberal response was not modified; zero points were scored for the conservative response, or no response. Those not answering the self-administered questionnaire were not scored.

The scores for the sex attitude index ranged from 0 to 14 and were distributed as follows:

Score range	Label	All adults	Percentage distribution	
			Men	Women
0-1	Conservative	20%	16%	23%
2-4	Moderate	53	51	54
5-14	Liberal	26	33	22

Freedom of expression index (adults)

This index was based on the number of “yes” answers to questions 71 a, c, d.

“For each of these opinions that I am going to read to you, please tell me “yes” if your own opinion leans towards the YES side, or tell me “no” if your opinion leans towards the NO side.” (Q 71)

- a. Should newspapers have the right to print articles which criticize the police?
- c. Should people be allowed to make speeches against God?
- d. Should people be allowed to publish books which attack our system of government?

The distribution of scores was as follows:

Score range	Label	All adults	Percentage distribution	
			Men	Women
0-1	Oppose	62%	55%	69%
2-3	Support	39	46	31

Media consumption index (adults)

This index was based on questions about books, magazines, and movies (questions 1-5). The scores for this index ranged from 0 to 5, as shown below.

Question	Points
Number of books read in past two years (Q 1, 2):	
None	0
1-10, or number unknown	1
11 or more	2

Number of magazines read, or looked into for five minutes or more, during past seven days (Q 3, 4):

None	0
1-2, or number unknown	1
3 or more	2

Went to see motion picture in last four weeks (Q 5):

No	0
Yes	1

The following table shows the distribution of the scores for the media consumption index.

Score range	Label	All adults	Percentage distribution	
			Men	Women
0-1	Low	29%	31%	27%
2-3	Moderate	44	40	47
4-5	High	27	29	26

Social and political activism index (adults)

This index was based on question 7. Scores ranged from 0 to 12, as follows:

“Now here is a list of some things that people could do if they were concerned about such problems or any other issues. Which, if any, of these have you ever done about any issue?” (Q 7)

	Points
a. Contribute money to an action group	1
b. Sign a petition that someone brought to me	1
c. Take a petition around to other people	2
d. Write a letter to a newspaper, a magazine or a political official	2
e. Try to influence friends and neighbors about some issue	1
f. Give my opinion at a public meeting	2
g. Take part in a protest or demonstration	2
h. Vote against a political candidate because of his stand on an issue	1

The distribution of the scores for this index is shown in the following table.

Score range	Label	All adults	Percentage distribution	
			Men	Women
0	Least active	24%	20%	28%
1-2	Moderate	31	31	31
3-5		28	29	27
6-12	Most active	17	20	14

Sex activism index (adults)

The sex activism index was based on question 8. Scores ranged from 0 to 12, as follows:

“One of the issues that some people are talking about is sex education. To some people sex education mean a teacher in a public school teaching students about the biology of sex, male and female sexual behavior and sexual morals in the United States. If someone in your community were to take a position on sex education in the public schools which is opposite to your own, which of these things would you most likely do, if any?” (Q 8)

	Points
a. Contribute money to an action group	1
b. Sign a petition that someone brought to me	1
c. Take a petition around to other people	2
d. Write a letter to a newspaper, a magazine or a political official	2
e. Try to influence friends and neighbors about some issue	1
f. Give my opinion at a public meeting	2
g. Take part in a protest or demonstration	2
h. Vote against a political candidate because of his stand on an issue	1

The following table shows the distribution of scores on the sex activism index.

Score range	Percentage distribution		
	All adults	Men	Women
0	30%	28%	31%
1-2	33	34	32
3-5	27	27	27
6-12	10	10	10

Candor index (adults)

This index was based on three questions in the self-administered questionnaire (questions 20, 21, and 23).

Respondents to the self-administered questionnaire were divided into two groups: “more candid” and “less candid.” Respondents included in the “more candid” group are those who gave all three of the answers indicated by (*) below:

“During the interview or in this questionnaire about how often did you hold back and not answer the questions completely even though you knew what you should have said?” (Q 20 SAQ)

Held back a great deal

Held back some of the time

Held back a little bit

*Did not hold back at all

“Remember, no one is going to follow up these questions or ask you anything else. The interview is over. Please help us by giving us an idea of how much during the interview, you actually changed your answers or told the interviewer something different from the truth?” (Q 21 SAQ)

I did not tell the truth a great deal of the time

I did not tell the truth some of the time

I told the truth nearly all of the time

*I told the truth all of the time

“Have you had more or have you had less exposure to sexual materials than you told the interviewer?” (Q 23 SAQ)

A lot more than I told about

A little more than I told about

*No more or less than I told about

A little less than I told about

A little more than I told about#

The following table shows the distribution of scores for the candor index.

Label	Percentage distribution		
	All adults	Men	Women
More candid	52%	48%	55%
Less candid	38	43	34
Not scored (did not answer SAQ)	10	9	11

#This response alternative is as it appeared in the questionnaire, due to a printing error.

Public Attitudes Towards and Experience With Erotic Materials

Methodological Report

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INTRODUCTION

This is a report on the methodological procedures employed in conducting a national study of adults and adolescents for the Commission on Obscenity and Pornography during the winter of 1969 and the spring of 1970. The interviewing phase was accomplished during February, March, and April 1970.

The three major objectives of the study were:

- a. To identify the amount, frequency, and circumstances of the public's exposure to erotic materials, including investigation of media of erotica and circumstances surrounding exposure to particular types of erotic material.

b. To describe community standards and norms pertaining to distribution, consumption, and control of erotic materials, including opinions bearing on possible legal and nonlegal means for their control.

c. To examine possible demographic, attitudinal, and behavioral correlates of exposure to erotic material.

Study plan

A preliminary phase of assembling hypotheses and issues relevant to the study was aided substantially by preliminary work that the Commission staff had accomplished in developing some of the specific information needs of such a study, in relating this study to other available research and to other studies contracted for by the Commission, and in the preparation of a specimen questionnaire by the Commission staff which reflected many of the interests of the Commission panels.

An examination of available literature and discussions with Commission staff were supplemented by two new activities during the developmental phase. One activity was that of retaining as consultants two people with experience in conducting survey research on sex attitudes, sex behavior, and erotic materials. These consultants were Professor Hans Zetterberg of Ohio State University and Mr. Albert Klassen of Indiana University. Each consultant met with us during the preliminary study period to share their experiences and to comment on questionnaire drafts which had been produced.

The second developmental activity was to conduct three group interviews with people who live within a 30-mile radius of Princeton.

a. One interview with eight women, age range 30 to 50, from working-class homes in Trenton, New Jersey.

b. One interview with 10 middle to upper middle-class men, age range 30 to 40.

c. One interview with nine middle-class young women from Kendall Park, New Jersey.

These interviews were helpful in deciding some of the terminology that could be used in the later interviews and in understanding some of the methodological problems that might be encountered in conducting structured interviews.

The second and main phase of the study consisted of conducting 2,482¹ personal, face-to-face interviews within a nationwide probability sample of adults, age 21 and older. In addition to the adult sample, personal interviews were also conducted with 769 adolescents, ages 15 to 20. This included adolescents who lived in the same households as adult respondents, supplemented by additional interviews with 15 to 20 year olds from households not in the adult sample.

The substantive findings of the study, including some notes on scales and indices, appear in the first report in this volume.

1. Totals in the report of substantive findings and in basic demographic tables show 2,486 adult interviews, since deletions of four questionnaires through final quality control procedures are not reflected in that total.

Study administration

Two organizations participated in this research. Response Analysis Corporation was responsible for study design, developmental work, questionnaire preparation, analysis plan, data processing, and preparation of the text report.

The Institute for Survey Research at Temple University was responsible for all aspects of field work, for coding of free response questions, and for the preparation of this methodological report.

The two research agencies provided guidance and assistance for each other during the course of the research.

Organization of complete report

The complete report is in four separate parts, as follows:

Part 1. A presentation and discussion of the main findings from the study. It includes only those notes on method and techniques which are necessary for the reader to have in understanding the findings. (See first report in this volume.)

Part 2. The present methodological report. This is largely an account of the interviewing experience but includes discussions of other aspects of method as well.

Part 3. A set of the detailed tabulations which is the basis for the report of substantive findings.

Part 4. A magnetic tape record of the data for researchers who would like to use this study to help resolve issues that are not treated fully or at all in the report.

SAMPLING AND STUDY DESIGN

National probability sample description

For this study, the Institute for Survey Research's general purpose national probability sample was used, with some modifications and specific adaptations. The sample is designed to be a self-weighting area sample, representative of all housing units in the conterminous United States. It is stratified by the nine census regions (see Appendix for a definition of these regions) and within each of these regions by six population or community size groups.

The sample consists of 126 primary sampling units (PSU's) in 43 of the 48 States comprising the conterminous United States. The five States not included in the sample are Idaho, Wyoming, Colorado, South Dakota, and Rhode Island. The distribution of the PSU's by region and community size strata are detailed in Table 1.

Table 1

STRATUM

Region number	1	2	3	4	5	6	Total
One	0	2	1	2	2	2	9
Two	9	6	1	1	2	2	21
Three	5	4	4	3	3	5	24
Four	1	2	1	1	3	4	12
Five	2	2	2	4	3	6	19
Six	0	0	2	1	1	3	7
Seven	1	0	3	1	2	3	10
Eight	0	0	2	2	1	1	6
Nine	4	5	2	3	1	3	18
Total	22	21	18	18	18	29	126

Definitions for the community size strata in each of the census region strata are as follows:

Stratum 1. Metropolitan Center City over 1 million in population. These cities are defined as those in which the entire Standard Metropolitan Statistical Area (SMSA) contains 1 million in population or more. There are 24 such cities in the United States. The number of dwelling units (DU's) representing the center city portion of a SMSA are those included in the corporate boundaries of the city itself and are obtained from the appropriate block statistics book. For example, the Philadelphia SMSA contains a total of 1,333,618 DU's. Of these, 648,942 are within the city of Philadelphia and the remaining 684,658 are considered the suburbs and would be placed in the third stratum.

If a region contained more than one SMSA with 1 million in population or more, then the cities were listed in descending numerical order, that is, from largest to smallest. Within a particular city, the DU's were listed in the same order as they appeared in the Census publications.

Stratum 2. Metropolitan Center City under 1 million in population. These cities are the remaining SMSA's with 50,000 or more in population. The number of DU's attributed to the center cities and to the suburbs is determined in exactly the same manner as described in Stratum 1, above. Again, these cities were listed in descending numerical order within each regional stratum.

Stratum 3. Suburbs of Cities over 1 million in population. See Stratum 1 for definition.

Stratum 4. Suburbs of Cities under 1 million in population. See Stratum 1 for definition.

Stratum 5. Nonmetropolitan urban. The remaining counties in the conterminous United States not included in the SMSA's were then listed by census region and within each region by State. The counties within a State were listed from east to west and north to south by contiguity.

Within each county the total number of dwelling units are allocated into Strata 5 and 6 which are, respectively, the nonmetropolitan urban and nonmetropolitan

rural strata. The number of dwelling units within a county to be allocated to each of the strata are determined in the following manner:

From the *1960 Census of Housing, State and Small Areas, Volume 1, Parts 2-8* can be obtained the total number of dwelling units classified as rural nonfarm and the number of dwelling units comprising occupied farm. The combination of these two dwelling unit types comprises the total number of nonmetropolitan rural DU's for each county which are allocated to Stratum 6. The total nonmetropolitan rural DU's are then subtracted from the total number of DU's in the county. The remainder, if any, constitutes the nonmetropolitan urban DU's for that county which are allocated to Stratum 5.

Stratum 6. Nonmetropolitan rural. See Stratum 5 for definition.

The basic sample design of ISR's general purpose national probability sample is outlined in W. Edward Deming's book *Sample Design in Business Research*. As such, it is a stratified area probability sample of the replicated type. Inherent in its design is equal probability of selection for all DU's in the conterminous United States. The design allows sampling efficiency and ease in calculation of the sampling error estimates.

Equal probability of selection of dwelling units is achieved through the creation of "paper zones." Each of these zones contains 940,000 dwelling units. The 940,000 figure was chosen when the sample was being drawn, as it was desired to end up with approximately 125 primary sampling units (PSU's). A larger zone size would cause fewer PSU's in the sample, while a smaller zone size would increase the number of PSU's. The desired number of PSU's in turn is determined in part by efficiency: efficiency here is defined by the cost of interviewing balanced against the precision of the estimate or sampling error. Staffing and interviewing in many areas increases the cost of taking a sample. In terms of cost therefore, it is more efficient to obtain a larger number of interviews per PSU. Balanced against this consideration must be the problem of increased sampling error due to intraclass correlation. It is felt that the selection of a zone size of 940,000 DU's and 126 PSU's properly balances the problems of cost and sampling error.

The word "paper" used in conjunction with the zones defined in the preceding paragraph indicates that the cumulation of dwelling units in a zone crosses political boundaries within region and community size strata. A zone does not, however, cross over from one region stratum nor from a community size stratum into another. Obviously, the last zone of a community size stratum within a regional stratum may be an incomplete zone, that is, one which does not contain 940,000 DU's. Wherever this occurs, the zone is filled out with "paper" DU's. These paper DU's are given the same chance of being selected as any real DU and through their inclusion in the last zone the probability of selection of all DU's is kept constant.

Each zone is further subdivided into 94 local frames of 10,000 DU's each. It is these local frames which, when selected, become PSU's. In the same manner as a zone may cut across local political boundaries, so too may a local frame. For example, a local frame could fall partly in Philadelphia and partly in Pittsburgh.

The local frames are in turn divided into 200 workloads. A workload is defined as being a compact land area containing 50 DU's. In metropolitan areas for which block statistics are available, this area will be a block or blocks. In those

metropolitan and nonmetropolitan areas which are broken down only into enumeration districts (ED's), the workload will be a portion of the ED.

The selected workloads are detail listed and then subsampled to obtain the actual interviews. Subsampling, that is, selecting every k'th household from the detail listing, tends to reduce the problems of intraclass correlation.

Selection of an individual respondent in a DU which contains more than one eligible respondent is made through use of probability selection tables printed on the screening forms. These tables are designed to give all eligible respondents within a DU an equal chance of being selected. Thus, at all levels of selection, probability methods are used.

Modifications of procedures for the current study

The preceding pages detailed ISR's general purpose national probability sample and the procedures for its use. In order to attempt to carry out this study of public attitudes and exposure to erotic materials on a sample of approximately 3,000 adults (21 years of age and older) and 1,200 adolescents (15 to 20 years of age) several specific adaptations and modifications of the general procedures were employed as described below.

Reduction of nonmetropolitan PSU's. The number of PSU's in the 5th and 6th strata (nonmetropolitan) were reduced by 25%. Since there were 47 PSU's in these strata, 12 PSU's were systematically selected out after a random start to accomplish this reduction. This left a total of 114 PSU's in the sample for this study.

Supplementary sample of adolescents. It was requested that the number of interviews obtained from adolescents be increased from an earlier figure of 800 to 1,200. As this was more than the number of adolescent interviews expected to be obtained from the 3,000 DU's in which adult interviews were to be conducted, a subsample of DU's in which only adolescents would be interviewed was drawn. It was expected that about 2,000 DU's would have to be screened to yield these 400 additional adolescent interviews. Accordingly, from approximately 4,500 DU's not selected (as described on the following pages) in the adult sample, a sampling rate of 1 in 2.2 DU's was applied to select the adolescent subsample.

Expansion of workloads. Due to the number of interviews desired, the workloads for this study were expanded. In tracted areas, the entire tract in which the workload fell was included. This tract was then broken up as closely as possible into portions, called listing areas, containing approximately 350 DU's each.

This division was guided by the fact that each area had to have clearly definable boundaries and, as such, no blocks were split between listing areas. A random selection by probability according to size was then made and this portion of the census tract became the listing area used for this study. In the non-tracted areas, that is, those designated as enumeration districts, the entire ED in which the workload fell was designated as the listing area for this study. Again, this was done to ensure clearly definable boundaries so that the prelisting would be done correctly.

Prelisting. Prelisting of dwelling units within each listing area was then carried out in such a way as to avoid interviewer control over those households which were to be selected into the sample. First, the households in each listing area were chunked into segments of 25 dwelling units. After a random start, a systematic sample of chunks was then drawn for detail listing. The sampling fraction employed for selecting these chunks was based on the number of DU's contained in the listing area according to the 1960 Census. This method of selection spread the chunks to be detail listed over the entire listing area. It also ensured that, on the average, three chunks would be detail listed in each listing area. However, two additional chunks were selected to take care of growth which had undoubtedly occurred in some areas since the 1960 Census. The prelisters had instructions to call ISR should their chunking run beyond the last chunk selected for detail listing. This occurred in a few PSU's although the actual number of chunks detail listed was very close to the expected—on the average 3.1 chunks per PSU were detail listed.

The selected chunks to be detail listed were done as the prelisters reached them. When the entire listing area had been chunked, the lists were returned to ISR for checking by the Sampling Department. The lists were checked to determine such things as whether the entire area had been listed, whether the chunking had been done in the specified manner, and whether the prelisters had strayed out of their listing area.

Early selection of DU's. Due to the need for moving into the field as quickly as possible, the Sampling Department selected the DU's in which interviewing was to take place when only 105 of the 114 PSU's in the sample had been received and accepted.

Based on the number of DU's received in the 105 PSU's, the total number of DU's which would be detail listed was projected as being about 8,500. To obtain 3,000 adult interviews, more than 4,000 DU's were systematically selected after a random start. That is, a sampling rate of 1 in 2.1 DU's was used.

Male-female experiment. In order to measure the effects of interviewer-respondent sex differences on interview results, it was decided that a male-female interviewer experiment should be conducted. Eighteen PSU's were selected on a convenience basis for this experiment.

In these PSU's, the detail listed chunks were broken into four parts and randomly allocated to male, female, and control portions (two portions were allocated for control). In the male portion, males were to interview only males, and in the female portion, females were to interview only females. Due to the specifications of the experiment (males not interviewing females and females not interviewing males), it was determined that the sampling rate would have to be increased to 1 in 1.8 in the male-female portions to allow for ineligible DU's. The sampling rate used in the control portions was kept at 1 in 2.1—since no ineligible DU's were expected.

Subsampling plan. In order to raise completion rates, a subsampling and weighting procedure was adopted during the sixth week of field work (the second week of April 1970). A systematic random sample of one-third (38) of the PSU's

was drawn, and concentrated efforts made to complete more interviews in these PSU's. The plan required stopping all field work in the nonselected PSU's followed immediately by concentrated efforts in the 38 selected PSU's to interview nonrespondents.

Only households originally designated as adult (XDU's) were included in this sample.

Details of the field procedures associated with the plan may be found in the section "Field Procedures."

Respondent selection. The actual respondent within a DU was determined by means of a random selection table on the screening form. The tables were so designed that each eligible respondent in a DU had an equal chance of being selected. Interviewers had strict instructions as to the manner in which the screening forms were to be used so that the selection probabilities could not be changed.

Weighting procedures

Adult sample. Weighting of survey data was designed to accomplish two purposes: (1) compensate for disproportionate sampling procedures at different points in the survey process, and (2) adjust for apparent variations in rate of interview completion among different groups of designated respondents.

Disproportionate sampling procedures. Probability sampling methods were used at each step in the selection of survey respondents. At three points in the survey procedure, however, disproportionate methods were used—that is, some groups of designated respondents were sampled at higher rates than were others:

a. Metropolitan area residents were sampled at a somewhat higher rate than nonmetropolitan residents. The actual field procedure was to delete some nonmetropolitan rural locations from the sample. The effect was to introduce a variation in sampling rates, with metropolitan area residents sampled at 1.5 the rate used for nonmetropolitan residents.

b. In each household designated as part of the survey sample, persons eligible for selection as part of the adult sample were listed on a "face sheet," and one person was randomly selected as the survey respondent. This is the method normally used in survey research when probability procedures are used to designate samples of individuals. As a consequence, however, individuals in small households are given a greater chance of appearing in the sample (are sampled at a higher rate) than are persons in large households.

Thus, when there was only one eligible person in the household, that person was automatically designated as part of the survey sample. When there were two eligible persons in the household, each person had one chance in two of being in the survey sample, and so on for larger households.

c. In an effort to maximize interview complete rates in the final stages of interviewing, a subsample of one-third (38) PSU's was selected; all field activity

after approximately April 12 was concentrated in those PSU's. One effect of this procedure was to reduce the sampling rate for those designated persons who had not been interviewed prior to the cut-off date for implementation of the subsample. Respondents interviewed in the late phase are therefore weighted up to compensate for the decrease in sampling rate.

In general, weights introduced in the data processing phase are inversely proportionate to the probabilities of selection assigned at each of the three steps described above. Illustrative of the general procedure are the samples below:

	Characteristic of respondent	Relative sampling rate	Weight
Geographic location	Metro	1	1
Eligible persons in household	1	1	1
Interviewing phase	Late	1/3	3
Total weight			3*

Example #2

Geographic location	Nonmetro	2/3	1.5
Eligible persons in household	3	1/3	3
Interviewing phase	Early	1	1
Total weight			4.5*

*The total weight is the product of the three detailed weight factors.

In practice, the weights assigned to respondents in different groups of geographic locations were made specific to sampling schemes actually used for non-metro urban and nonmetro rural locations.

Adjustments for apparent variations in interview completion rates. Weights described above were applied to unweighted frequencies and certain demographic characteristics of the sample compared with estimated population characteristics. The sample included:

- a. somewhat fewer men than expected, and more women
- b. more persons in the youngest age group (21 to 29), and fewer in the older age group (50 and older)
- c. fewer persons in large metropolitan areas (over 1 million population) and more persons in smaller metropolitan areas and nonmetropolitan areas.

For each of these characteristics, adjustments were made to the weights to provide approximately the same distributions in the weighted samples as in estimated population characteristics.

Adolescent sample. Weighting procedures described for the adult sample also apply to the adolescent sample except as noted below:

- a. Within PSU's selected for the late phase of interviewing, the interviewing of adolescents continued only in that group of households that had also been included in the adult sample. The weight factor for late respondents was adjusted accordingly.
- b. Population estimates were not available by size of community for the specific population of adolescents covered by the survey. However, the same variation in completion rate by size of community was assumed for both adolescents and adults, and weight factors used for this characteristic were the same for both samples.
- c. Interview completion rates appeared to be similar for males and females, and no adjustment was made for this characteristic.
- d. Interview completion rates appeared to be somewhat lower for older females (18 to 20) than for younger females (15 to 17), and weight factors for females were adjusted accordingly. No age adjustment appeared necessary for male adolescents.

Demographic characteristics of sample

On the following pages are tables showing the demographic characteristics of the unweighted and weighted samples used in this study. The first three tables (2, 3, and 3A) also show the demographic characteristics of the civilian population of the United States. These are Bureau of the Census estimates as of July 1, 1969.

Since the original sample was weighted according to estimates for the civilian population as of July 1, 1967, it is to be expected that the weighted sample characteristics closely approximate civilian population estimates for July 1, 1969.

In Tables 2, 3, and 3A, the estimates of population parameters are in parentheses.

Table 2

DEMOGRAPHIC CHARACTERISTICS OF WEIGHTED AND UNWEIGHTED SAMPLES AND OF POPULATION: AGE AND RACE* (MEN ONLY)

	Total	Total men	21-29	30-39	40-49	50-59	60+
Unweighted	2,486	993	251	203	198	138	195
Weighted	8,000	3,749	676	761	830	667	790
White	88% (90)	90% (90)	88% (88)	87% (89)	93% (90)	93% (91)	90% (91)
Nonwhite	11% (10)	10% (10)	11% (11)	12% (11)	7% (10)	6% (9)	10% (9)

*Estimates of population parameters appear in parentheses.

Table 3

DEMOGRAPHIC CHARACTERISTICS OF WEIGHTED AND UNWEIGHTED SAMPLES AND OF POPULATION: AGE AND RACE* (WOMEN ONLY)

	Total women	21-29	30-39	40-49	50-59	60+
Unweighted	1,493	348	282	301	240	308
Weighted	4,250	819	778	849	730	1,036
White	87% (89)	87% (88)	89% (89)	84% (89)	86% (90)	89% (92)
Nonwhite	12% (11)	12% (12)	9% (12)	16% (11)	13% (10)	11% (8)

*Estimates of population parameters appear in parentheses.

Table 3A

DEMOGRAPHIC CHARACTERISTICS OF WEIGHTED AND UNWEIGHTED SAMPLES AND OF POPULATION: AGE AND SEX*

	Total	Total men	Total women
Unweighted	2,486	993	1,493
Weighted	8,000	3,749	4,250
21-24	8% (10)	8% (9)	8% (10)
25-29	11% (11)	10% (11)	11% (11)
30-34	10% (9)	10% (10)	9% (9)
35-39	10% (9)	10% (9)	9% (9)
40-49	21% (20)	22% (21)	20% (20)
50-59	17% (18)	18% (18)	17% (17)
60 and older	23% (23)	21% (22)	24% (24)
No answer	1%	1%	1%

*Estimates of population parameters appear in parentheses.

Table 4

DEMOGRAPHIC CHARACTERISTICS OF WEIGHTED AND UNWEIGHTED SAMPLES: AGE AND COMMUNITY SIZE (MEN ONLY)

	Total	Total men	21-29	30-39	40-49	50-59	60+
Unweighted	2,486	993	251	203	198	138	195
Weighted	8,000	3,749	676	761	830	667	790
Large metro	33%	31%	36%	38%	23%	25%	34%
Medium metro	22%	24%	27%	21%	25%	24%	22%
Small metro	8%	9%	7%	11%	10%	10%	6%
Nonmetro	36%	36%	29%	30%	42%	41%	38%

Sampling errors

On the following pages are presented the approximate sampling tolerances for survey percentages at the 95% confidence level for adults and adolescents.

Sampling errors are greatest for small subsample sizes and for items on which there is an approximately equal dichotomous division of respondents.

Table 5

DEMOGRAPHIC CHARACTERISTICS OF WEIGHTED AND UNWEIGHTED SAMPLES: AGE AND COMMUNITY SIZE (WOMEN ONLY)

	Total women	21-29	30-39	40-49	50-59	60+
Unweighted	1,493	348	282	301	240	308
Weighted	4,250	819	778	849	730	1,036
Large metro	35%	35%	37%	35%	30%	37%
Medium metro	21%	22%	23%	21%	26%	17%
Small metro	8%	10%	10%	7%	9%	4%
Nonmetro	36%	34%	30%	36%	36%	41%

Table 6

DEMOGRAPHIC CHARACTERISTICS OF WEIGHTED AND UNWEIGHTED SAMPLES: AGE AND REGION (MEN ONLY)

	Total	Total men	21-29	30-39	40-49	50-59	60+
Unweighted	2,486	993	251	203	198	138	195
Weighted	8,000	3,749	676	761	830	667	790
North East	20%	20%	17%	24%	16%	24%	19%
North Central	29%	29%	32%	27%	31%	28%	27%
South	30%	29%	30%	22%	34%	25%	32%
West	21%	22%	20%	26%	18%	23%	22%

Table 7

DEMOGRAPHIC CHARACTERISTICS OF WEIGHTED AND UNWEIGHTED SAMPLES: AGE AND REGION (WOMEN ONLY)

	Total women	21-29	30-39	40-49	50-59	60+
Unweighted	1,493	348	282	301	240	308
Weighted	4,250	819	778	849	730	1,036
North East	20%	19%	23%	22%	19%	18%
North Central	29%	33%	29%	30%	28%	26%
South	30%	29%	25%	30%	34%	33%
West	20%	19%	23%	18%	18%	23%

Sampling errors were computed in accordance with procedures recommended by Hansen, Hurwitz, and Madow, *Sample Survey Methods and Theory* (pp. 440 ff.) and Kish, *Survey Sampling* (pp. 576ff.). These errors were computed on the basis of questions 1, 8a, 8b, 8c, 12, 14-1, 23-1, 31, 35, 55h, 75, and 90 on the adult interview form; questions 1, 9, and 20 on the self-administered questionnaire; and questions 2-1, 12-1, 17, 19, 21, 22, 25, and 41 on the adolescent interview form.

These questions were chosen to select a range of topical areas within the questionnaires, since sampling errors are a function not only of subsample sizes and response divisions, but of variation in response due to different questions and content areas.

If it is desired to compare any two proportions in the sample and to test the differences between them for significance, approximate standard errors for the

differences between two proportions can be easily computed from those sampling errors given for individual proportions. Such standard errors are approximately the square root of the sum of the squares of the individual standard errors:

$$S.E.\text{diff.} = \sqrt{(S.E.)_1^2 + (S.E.)_2^2}$$

Since sampling errors given are equal to two standard errors, the standard error of the proportion is equal to one-half the quantity listed in Tables 8 and 9.

Table 8

APPROXIMATE SAMPLING TOLERANCES (95% CONFIDENCE LEVEL)
FOR SURVEY PERCENTAGES—ADULT

	Sample size	Percentage near				
		10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Total	2,500	2	3	3	3	4
Female	1,500	2	3	3	3	3
	1,200	2	3	3	4	5
	900	3	3	4	4	4
	600	3	4	5	5	5
	300	4	6	7	7	7
	100	8	10	12	12	13
Male	1,000	3	4	4	4	4
	800	3	4	5	5	5
	600	3	5	5	6	6
	400	4	6	6	7	7
	200	6	8	9	10	10
	100	8	11	13	14	14

Table 9

APPROXIMATE SAMPLING TOLERANCES (95% CONFIDENCE LEVEL)
FOR SURVEY PERCENTAGES—ADOLESCENT

	Sample size	Percentage near				
		10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Total	750	3	4	5	5	6
Female	400	4	6	7	7	7
	300	5	7	8	8	9
	200	6	8	10	10	11
	100	9	12	14	15	15
	50	13	17	19	21	21
Male	350	4	6	7	7	7
	300	5	6	7	8	8
	200	6	8	9	9	9
	100	8	11	12	13	13
	50	11	15	17	18	19

FIELD PROCEDURES

The questionnaires

Three different questionnaires were used in the data collection phase of the study:

- a. A structured interview for adult respondents.
- b. A self-administered questionnaire for adult respondents to complete following the interview.
- c. A structured interview for the sample of 15 to 20 year olds.

Copies of these forms are bound into this report and are discussed briefly below.

Nearly any topic area is likely to be a sensitive one for some people, and it was anticipated that the areas of the research concerned with erotica might be even more problematic in this regard. It was therefore attempted to desensitize the interview situation to some extent through attention to questionnaire construction as well as through interviewer training.

The developmental research activities described in the Introduction were thought to be necessary preliminaries to the main phase of the study in order, among other things, to mitigate against the operation of biases and distortion in questionnaire design. Including each draft by the Commission staff and revisions by the two research agencies, the final version of the central questionnaire was in fact the 10th draft of the instrument.

Language and terminology used in the interviews, in many cases, represented attempts to avoid potentially biasing phrases and response alternatives. For example, the phrase "sexual activities between people of the same sex" was used rather than "homosexual activity." Other terms such as "sex education" and "masturbation" were defined for respondents to give a common frame of reference.

Use of the word "pornography" was generally avoided by substituting "sexual materials," hopefully providing both a more specific frame of reference and a less directed stimulus. When the word "pornography" was used, it was for purposes of comparability to previous research in which the term was employed, and in a general definitional context.

Still other terms were avoided because it was felt that they might not be universally understood. For example, "mouth-sex organ contact" was used in place of "oral-genital contact." Introductory phrases such as "If you are like most of us . . ." and "Many people have . . ." were intended to ease the respondent into questions which might be of particular sensitivity.

For many potentially sensitive items, cards containing response alternatives were handed to respondents, from which they were asked to choose a letter. Thus verbalizations and repetitions of phrases or terms concerning sexual activities were not required of the respondents.

In addition, the items in the questionnaire were often ordered so that those appearing less potentially sensitive to social desirability and other response biases occurred before those considered more potentially sensitive.

The adult questionnaire, for example, began with general questions on book and magazine readership and movie theater attendance which might be expected to present minimal difficulty to respondents. This section is followed by questions on involvement and activity with regard to a number of social issues, with emphasis on sex education. The next section deals directly with questions of exposure to sexual materials in photographs, cartoons and movies. Following items referring to sources and disposition of this material, the same series of questions is repeated for printed sexual materials.

Next, attitudes, postures, proposed restrictions and judgments about effects of erotic materials are examined.

The final section of the adult interview deals with demographic and other classification information.

This instrument required an average of about one hour to administer.

The self-administered questionnaire was filled out only by adults. It was felt that the context of privacy afforded by this self-administered portion would lend itself to more candid answers to questions concerning sexual behavior and attitudes. This questionnaire also contained a candor scale, involving several items in which the respondent was asked to report on his or her frankness during the interview and the extent to which the interviewer influenced responses. The self-administered questionnaire required approximately 20 minutes to complete on the average.

The adolescent questionnaire was analogous to, though shorter than, the adult questionnaire. This instrument proceeded from items on sex information and education to questions on exposure to erotic materials in photographs, cartoons and movies. This was followed by items concerning sources and disposition of these materials. As in the adult questionnaire, the questions were then repeated for erotic materials in print media, and the next section of the interview called for judgments regarding possible restrictions. The last series of items on the adolescent questionnaire also contained demographic or classification questions.

The adolescent interview required approximately 30 minutes to administer on the average.

Interviewer selection

Recruitment and selection of the interviewers used for this study was accomplished mainly through mailing of availability notices and newspaper advertisements. Copies of the newspaper advertisement used to recruit interviewers and our interviewer availability inquiry are included in the Appendix. Other screening procedures used were less formal or came from our application blank. Central items of information were those regarding willingness to interview at various times (i.e., flexibility), previous experience, and expressed motivations for interviewing work. The word "pornography" was used in the advertisements to help avoid interviewers who might have quit as soon as the subject matter was revealed.

Prior to their selection for this study, interviewers were screened to determine how at ease they would be when they asked sensitive questions, and their willingness to do this. From the interviewer's application form it was known if she had objections to interviewing on any subject; in addition, each interviewer was

asked her feelings about using specific words and asking particular questions. Every interviewer who was recruited through an advertisement was screened on the telephone.

Before interviewers were offered an assignment, all were told that they would be working on a study to measure people's exposure to and attitudes toward pornographic materials in print, the movies and in television. Any hesitation on the part of an interviewer disqualified her for purposes of this study.

All of the interviewers were female with the exception of 11 males employed for the cross-sex interviewer experiment. Although substantial variability existed among the interviewers, the majority were middle-class housewives who became professional interviewers largely because they were interested in the work itself and because of the flexibility the work scheduling offered.

Of the 226 interviewers who worked on the study, 143 had had survey research experience. In addition, some of the 83 inexperienced interviewers had related backgrounds in teaching, door-to-door selling, personnel interviewing and working and interviewing in various social agencies.

Interviewer training

For this study the Institute for Survey Research conducted 10 regional training conferences of three days' duration. However, in addition to these scheduled regional conferences, it was also necessary to hold 21 additional local conferences as points fell through because of illness, subject matter, or because the quality of work in these points did not appear to be satisfactory.

In the first day of training it was attempted to review all aspects of personal interviewing. Each interviewer was instructed on how she should contact the respondent, ways of establishing rapport, the need for privacy during the interview, and the correct way to record answers to both precoded and open-end questions. The importance of following instructions and of obtaining complete data at the time of the interview was also emphasized. Every interviewer was given a "Review of Instructions" to take with her to complete and return on the following day of training. Interviewers were to refer to the detailed instructions given in the instruction booklet, their notes taken during the training and, in a majority of cases, their knowledge of interviewing procedures from previous assignments.

On the second day of training, the interviewers were called on individually to give their answers, and the group participated in correcting errors or elaborating on answers. Each point was discussed until the entire group knew the correct answers and understood the reasons for them. The interviewers observed role playing of the more difficult parts of their assignment and were given the experience of interviewing one another. The interviewers were paired, with one of the pair assuming the role of the interviewer while the other became the door answerer. Roles were then reversed and each interviewer had the chance to approach a door, introduce herself and record the screening information. Interviewers had an opportunity to observe all of the other interviewers' techniques and to practice their own. Special attention was given to ways of wording questions so that they did not elicit negative answers. For example, the statement "I'd like to come in and talk with you about that" is far better than

"May I come in and talk with you about that?" The answer to the latter could be "No."

On the second and third days, every item in the questionnaire was reviewed and the objectives were explained. It was demonstrated how each question was to be read and the way in which answers were to be recorded was indicated.

During the training, each interviewer not only heard all of the questionnaire read exactly as she was to read it, but, in addition, each interviewer was given the opportunity to read aloud to the group. In this manner, while the interviewer was learning how to read questions and how to correctly pronounce the words, she was hopefully also becoming at least partly desensitized to the subject being studied.

Substantial use was made of visual aids during the training sessions, with emphasis on correct usage of and recording on field forms and questionnaires. Every interviewer conducted one practice interview and when that one was not satisfactory an additional one was completed. The practice interviews were reviewed before assignments were made.

Interviewers were asked to dress in a way that would not distract the respondent and to be pleasant but businesslike. They were cautioned about divulging the subject matter of the study or biasing the respondent's answers in any way. And they were told to use the introduction just as it was printed on the questionnaire and to proceed with the questions immediately. It might be noted that comments made on the validation forms by respondents tend to indicate that these instructions were generally followed. For example:

"The interviewer was pleasant and not forceful."

"If I had realized when the interview started that the general tone of the overall research was directed towards the pornographic coverage, I'm not at all sure I would have been as cooperative as I was."

"Never would have consented to be interviewed if the specific topic chosen by you had been mentioned in place of "Current Social Issues."

"If I knew what type of questions were going to be asked, I would have declined in participating in the research."

Negative comments about interviewer style and presence were relatively infrequent. Some negative comments directed toward the persistence of the interviewer also tended to show that the interviewer was following instructions.

To better prepare the interviewer for those respondents who seem unwilling to be interviewed, one section of the instruction booklet was devoted to "The Reluctant Respondent And How To Deal With Him." All of the points made in it were covered by the trainer, and, by role playing again, interviewers demonstrated their ways of overcoming initial doorstep reluctance. With the basic information they were given about the probability sample, it was hoped that they would understand and be able to explain to a respondent the importance of that person's participation in the study.

As the self-administered questionnaire was still being prepared at the time of the training conferences, more time was spent describing its administration and in giving instructions for mailing than was spent in detailing its contents. It was also felt at the time that the interviewers did not need to know in detail what was in

the self-administered questionnaire, since they were not to aid the respondent in filling it out.

Interviewers were told that the interview would have to be conducted in privacy and that they were to suggest, if necessary, that the interview be continued in another part of the house.

Another instruction given to the interviewers was that they were not to code any answer about which they were unsure. We asked instead that they record the entire answer and allow the coding department, away from the pressures of the interviewing situation, to make the decision as to the correct code to circle.

Finally, interviewers were asked to call us immediately if they had any doubts or questions about any of their work.

Original advance letters and other communications to respondent

Advance letters were sent out to all households involved in the study. A copy of the letter is in the Appendix.

The letters were designed to promote cooperation from respondents. There was no attempt to explain beyond a cursory reference to "Current Social Issues" what the topics in the survey might be, since it was felt that the content as described might seem threatening or sensitive to some respondents.

As conditions of the survey changed, other communications to respondents in the form of night letters and telegrams were also sent out in an effort to obtain more interviews. (See Appendix for copies.)

Field administration

All interviewers were supervised directly by full-time, permanently employed field administrators in ISR's central office who communicated with interviewers by long distance telephone as often as was thought necessary. Every interviewer mailed her first day's work directly to Philadelphia where her interviews were examined by field administration staff. She was then telephoned for a discussion of her work and, often, to give her permission to proceed. If the work was incorrect, she had to complete another day's work and mail it to our field administrators before she was permitted to continue with her assignment.

All subsequent questionnaires were also forwarded by the interviewer directly to the central office where field administrators logged them in and examined each for completeness and quality of interviewing. If questions were skipped, photocopies of the pages with the missing data were sent back to the interviewers to collect the missing data.

Interviewers were not permitted to "edit" their work, and all answers were recorded in ink.

Each adult questionnaire and its self-administered questionnaire were placed in an envelope and sealed while the interviewer was in the respondent's home. This envelope was mailed from the nearest mailbox. All other work—screening forms, adolescent questionnaires, and weekly progress reports—was mailed twice a week.

Male-female interviewer experiment

Most interest in this experiment centered on the possibility of differences between responses of men interviewed by men compared to responses of men interviewed by women. At least one local male interviewer was hired in each of the 10 conference site cities. Despite firm commitments, in two of the conferences the males did not show up. In one of those cities, another man was recruited for another training session but he did not show up either. One male dropped out of the study without having done any work and he was replaced. Another male asked for 2½ times the hourly rate he had agreed to work for and he was replaced. One male who was given a higher hourly rate did not do any work.

The male interviewers were difficult to contact, rarely returned a telephone call, and seemed to ignore written messages. Although only one of the male interviewers had not interviewed before, they were careless about the detail work and produced few (35) completed interviews.

In view of the fact that so few interviews were completed by males, it is impossible to make any definitive statements regarding substantive issues in the questionnaire.

Even if differences did exist between male responses to males and to females, however, difficulties encountered regarding quality as well as quantity might well mitigate against the use of male interviewers on similar large scale surveys in the future.

Editing

When questionnaires were received by the field administrators, they were first examined for acceptability by the administrator and then passed on to the Coding Department where a quality control edit was immediately performed. This entailed a simultaneous examination of all questionnaires completed by an interviewer in a given week. The editor opened all of the interviews to the same page and examined them for patterned responses and for similarity of answers in the open-ended questions. When similarities existed, the editor was alerted to bias or, perhaps, cheating on the part of the interviewer.

When mistakes in interviewing were detected, such as failure to follow instructions or missed questions, a Xerox copy was made of the page on which the mistake was found and the interviewer was informed of the mistake while the Xerox copy was mailed out to her.

Each interviewer was rated as to quality and a record was kept separately for each interviewer. The ratings were reviewed at short intervals for the purpose of improving field staff. These ratings were subsequently used as the basis for comparison of interviewing experiences which will be reviewed in a later section.

Validation

The Institute for Survey Research's validation procedures for this study originally were to include three techniques—mail, telephone and personal visits.

First, it was intended to send validation letters to 100% of the sample, anticipating a return rate of about 50%. A letter was indeed sent to every respondent (3,251) but only 1,392 returned them.

From those who did not respond to the letters, a subsample was drawn of about 15%. An interviewer who did not conduct the original interview with the selected respondents then telephoned 140 of them to validate the interview. Seventy-five were called by field administrators for a total of 215.

The next step would have entailed drawing a subsample from among the nonrespondents to the telephone call and making personal visits. This was not considered necessary since there was little evidence of cheating and little nonresponse to the telephone validation interviews.

Some of each interviewer's work was validated, and when there was reason to doubt a particular interviewer's work, all of her work was validated.

Upon validation, it was found that the work of only two interviewers was falsified. One interviewer conducted interviews with people who did not live in sample households and recorded sample addresses for them. Five such interviews were voided. The other interviewer falsified 10 interviews in 10 different ways and they were all voided.

In the Appendix, there are copies of the four validation forms used in the study. The first and second forms were mailed to adults and adolescents, respectively. The third form (Validation Form E) was used in telephone calls to adults, and the fourth form (Validation Form B) was used in telephone calls to adolescents.

Field procedures for subsample

The results of the field procedures up through the fifth week of field work were judged sufficiently discouraging to warrant the subsampling plan described in the section "Sampling and Study Design", in which a systematic random sample of one-third (38) of the PSU's was drawn.

It was hoped that by concentrating efforts on these PSU's it would be possible to complete more interviews among them than would be the case if efforts were not so concentrated. Also, as discussed previously, it is possible by a weighting procedure to raise the completion rate of the entire sample. Included in this new sample were only those households originally designated as adult. Adolescents were to be interviewed as they came into this sample.

Some of the events which necessitated the subsampling procedure must be regarded as chance happenings which can neither be anticipated nor overcome. Perhaps most interesting and useful from the point of view of future research in sexual attitudes and behavior are specific reactions to this study on the part of respondents, reflected in their availability or willingness to be interviewed, and reasons for refusals when they occurred. An attempt is made in the section "Nonresponse and Contextual Effects of the Interview" to provide information on nonresponse from analyses of screening form data, candor scores, and interviews with selected interviewers.

As of April 8, letters were mailed to interviewers in nonselected PSU's telling them to clean up and stop work within two days of receipt of the letter. A copy of this letter may be found in the Appendix.

On April 10 and 11, letters were mailed to interviewers in selected PSU's asking them to start work under the new plan. This plan included the following features:

- a. A \$5.00 bonus to the interviewer for each interview completed.
- b. A \$5.00 payment to each respondent who completed an interview. This payment was made in cash by the interviewer who requested a receipt for the money from each respondent.
- c. All calls to not-at-homes were to be made at night.
- d. A two-week absolute deadline from date of receipt of the letter was in effect.

A copy of the letter to interviewers describing the incentive plan is in the Appendix.

Also on April 9 and 10, letters were mailed to all refusals, not-at-homes or unaccounted-for households within the 38 selected PSU's, asking for cooperation. Different letters were sent to refusals than were sent to the not-at-homes and unaccounted-for. A copy of each letter was also sent to the interviewers. (See Appendix for copies of these letters.)

Another feature of the subsampling plan was the dropping of the male-female experiment due to the discouraging results to that date. In those PSU's selected which were originally in the experiment, the DU's were to be given to a female interviewer and she was to attempt to interview the same selected respondent who would have been interviewed before. In other words, in female DU's only a female was to be interviewed and in male DU's only a male was to be interviewed.

In addition, telephone calls were made by the interviewers from our central office to make appointments for the interviewers when feasible.

All field work was to be shut down approximately two weeks from the receipt by interviewers of the letter on the new incentive plan. The shut down date allowing two days for the receipt of the letter was in fact April 28.

NONRESPONSE AND CONTEXTUAL EFFECTS OF THE INTERVIEW

Completion rates

In this section, interviewer completion rate data will be presented for the various populations and instruments involved.

In addition, information will be examined which bears on the problem of nonresponse, through an analysis of data coded and keypunched from household screening forms. (See Appendix for copies of screening forms.)

Table 10 presents the basic unweighted completion rate data for adults and adolescents in the original sample. Table 11 presents analogous data for the non-respondent subsample of 38 PSU's.

The unweighted and weighted completion rates for the groups and instruments are summarized in Table 12.

The term XDU refers to a dwelling unit which was to yield an adult interview as well as an adolescent interview. UDU's are those dwelling units selected into the supplementary sample in which only adolescents were to be interviewed.

Before discussing the substance of these tables and possible implications, a general note on the calculation of completion rates is probably in order.

Unweighted completion rates. The unweighted completion rates for adults in both the original and the subsamples was computed on the basis of potentially eligible households. In other words, the only exclusions from the base are vacancies, units which turn out to be non-dwelling units, and ineligibles. Since eligibility was defined for the adult sample in terms of age, virtually the only ineligible households were those where no one 21 or over resided. These three categories are not represented then in the Table 10 adult base of 3,884 or the Table 11 adult base of 586. All other categories except for completed interviews count as non-response which leads to a rather conservative estimate of completion rates.

Table 10

FINAL DISPOSITION OF INTERVIEW ATTEMPTS—ORIGINAL SAMPLE¹

	Adults	Adolescents (XDU's)	Adolescents (UDU's)
Total eligible households	3,884 (100%)	587 (100%)	548 (100%)
Completed interviews	2,330 (60%)	445 (76%)	295 (54%)
Respondent not home	54 (1%)	22 (4%)	4 (1%)
No one home	345 (9%)	13 (2%)	72 (13%)
Refused listing	366 (9%)	3 (1%)	39 (7%)
Refused interview	406 (10%)	75 (13%)	47 (9%)
Language barrier	55 (1%)	3 (1%)	1 (*)
Termination	15 (*)	1 (*)	1 (*)
Other (specific)	103 (3%)	10 (2%)	17 (3%)
Other (general and insufficient information)	105 (3%)	0 (*)	33 (6%)
No report	105 (3%)	15 (3%)	39 (7%)

* Less than 1%.

1. The totals in these tables are based on computer runs on data cards which have not yet been cleaned because of time constraints. The frequencies are subject to minor changes as a result of the cleaning process, but there should be virtually no change in percentages.

Table 11

FINAL DISPOSITION OF INTERVIEW ATTEMPTS—SUBSAMPLE

	Adults	Adolescents (XDU's)
Total eligible households	586 (100%)	50 (100%)
Completed interviews	152 (26%)	29 (58%)
Respondent not home	9 (2%)	0 (*)
No one home	52 (9%)	4 (8%)
Refused listing	58 (10%)	1 (2%)
Refused interview	96 (16%)	10 (20%)
Language barrier	1 (*)	0 (*)
Termination	0 (*)	0 (*)
Other (specific)	6 (1%)	0 (*)
Other (general and insufficient information)	100 (17%)	0 (*)
No report	114 (19%)	6 (12%)

* Less than 1%.

Table 12

COMPLETION RATES FOR ADULTS AND ADOLESCENTS

	Adults		Adolescents	
	Interviews	SAQ	XDU's	UDU's
Original sample	2,330 (60%)	2,141 (55%)	445 (76%)	295 (54%)
Subsample	152 (26%)	140 (24%)	29 (58%)	---
Weighted completion rate	2,482 (70%)	2,281 (66%)	574 (90%)	
Total completed interviews	2,482	2,281		769

For example, those who were not at home or who refused listing may or may not be eligible for the study. With respect to the adult data, the implications of this mode of computation are clear-cut and not troublesome. However for adolescents, several factors muddy interpretations of any proposed system of estimating completion rates.

First, the 587 households in the original sample used as a base for the XDU completion rate necessarily exclude those households in which an adult household member listing was not given. And it also excludes the not-at-homes which occur at the listing stage. Since these are nonresponse sources, the completion rates are perforce higher than they might otherwise be. What is left then as a base is essentially known eligibles—not potential eligibles as in the adult sample. In addition, some reduction in actual eligibles may have been accomplished by instances in which interviewers, having neglected to screen for adolescents, never went back to the household again.

UDU's present a different kind of problem in figuring completion rate. It may be calculated as it is in Table 10 on the basis of the 548 households which were not screened out as definitely ineligible. This method has the advantage of comparability to the adult calculations.

However, according to census figures, only about 25% of all households might ordinarily be expected to yield adolescents in the eligible age range for this study. So only about 25% of nonresponding households which refused listing, contained "not-at-homes," or resulted in other categories such as "away indefinitely," are likely to contain eligible respondents. The completion rate figure for UDU's (54%) must then be considered quite conservative, since it does not account for this high rate of potential ineligibility. One might instead calculate a hypothetical completion rate based on this 25% eligibility figure, by removing from the base 75% of each nonresponse category which precluded determination of eligibility. This would result in approximately 150 fewer nonrespondents; and the completion rate would then be based on about 400, yielding about a 75% completion rate among probable eligibles.

In sum, Tables 10 and 11 present unweighted completion rates for adults and adolescent UDU's which are based on potential eligibles, yielding conservative rates. Rates for adolescent XDU's on the other hand are not conservative and are perhaps somewhat inflated.

The weighted completion rates. Table 12 summarizes the overall completion rate data for the study. The rates for adults and adolescent XDU's are based on the results of the subsampling system in which one-third of the original PSU's were selected for the concentrated effort procedure already described.

In effect then, the final completion rate is a weighted combination of the completion results of an early phase of interviewing and a late phase. The early phase is designated in our tables as the original sample and the late phase as the subsample.

The overall interview completion rates for adults and adolescent XDU's in the study were computed via a weighted average formula of the type originally suggested by Hansen and Hurwitz in their article "The problem of non-response in sample surveys" (*Journal of the American Statistical Association*, 41, pp. 517-529). The actual formula employed here was:

$$C = C_1 + C_2 (NR)$$

Where

C = overall completion rate

C₁ = completion percentage in the early phase for all originally designated respondents

C₂ = completion rate for respondents designated for late phase

NR = the proportion of originally designated respondents who were not interviewed in the early phase

For example, the completion rate for the adult interview is 70%, since:

$$C_1 = 60\% \text{ (Table 10)}$$

$$C_2 = 26\% \text{ (Table 11)}$$

$$NR = 40\% \text{ (100\% - } C_1)$$

The same formula was applied to compute the overall completion rate for the self-administered questionnaire (66%) and for adolescent XDU's (90%).

Since adolescent UDU's were not subsampled, the completion rate for these DU's is not affected.

Because of the unique features of this national survey on erotic materials, and because the completion rates for both adults and adolescents are lower than those originally anticipated and desired, some general and specific discussion of non-response would seem to be in order.

It seems most appropriate at this point to first discuss the general problems which were encountered in initiating and completing field work for the study since these bear directly on nonresponse.

From there we will proceed to a discussion based on analysis of screening forms. This will be followed by examination of reported candor on the part of respondents during the interview. Lastly, results of an analysis of self-reported

interviewer comfort and discomfort on the part of relatively good and relatively poor interviewers will be treated. It is hoped that these analyses will shed some light on possible sources of unanticipated nonresponse during the survey.

General field problems. There were many problems and obstacles associated with field work on this study which tended to reduce the overall completion rate and to expand the timetable originally allotted for the study. The result of these problems was delay and sometimes failure in completing assignments at all stages, including the prelisting of households, the listing of potential respondents, and the interviews themselves.

Although it is difficult to single out critical circumstances from the aggregate and particularly difficult to assign proper weights to each, there are several factors which seem most worthy of description.

First, during the early phases of the study involving prelisting, sample points in the West were hit by storms which made roads temporarily impassable, causing delays of up to a week or more.

More serious was a flu epidemic which occurred in 10 States across the Southeast, striking both interviewers and respondents. In one point, the health authorities had actually quarantined respondents. The least effects of the flu were considerable delays in all the points involved, while the worst was loss of 13 interviewers from the study.

Interviewer turnover was extremely high on the study, undoubtedly affecting timing and completion of assignments. In many cases this was apparently due to the subject matter in the self-administered questionnaire.

Seventeen interviewers said their husbands refused to let them work on such a study, and 17 others quit on their own because of subject matter. Given this initial effect, it may be hypothesized that the reported discomfort of the interviewers with the self-administered questionnaire led many to expect more refusals than they ordinarily would and, therefore, consciously or unconsciously to accept more. As will be seen, a relatively small number of respondents actually refused to complete the self-administered questionnaire, and it may well be that the effect on the interviewer was more detrimental than the effect on the respondent. As previously mentioned, the interviewers were not given a detailed explanation of the self-administered questionnaire, since it seemed impracticable from several points of view at that time. Therefore, a number of interviewers quit some time after field work had begun and the logistics of supplying new interviewers and training them became formidable and the process time-consuming.

This was especially true in rural areas which present special problems since everyone is known to everyone else. In certain points, when some interviewers resigned, others tended to follow. After training two groups of people in one point in the South and having both groups resign, it was necessary to bring interviewers in from neighboring States to do the work.

In addition, two other points were so badly affected by the interviewers who resigned that local recruiting was no longer possible. One point fell through on four separate occasions.

All in all, the flu and the self-administered questionnaire alone accounted for turnover of 47 interviewers, with other common and predictable reasons bringing total drop-outs to 75—about one-third of the total field force.

Apart from turnover itself, a variety of events tended to slow and in some cases halt the interviewing process. Many of them had little directly to do with either the interviewer or the potential respondent. For example, all housing was not accessible to interviewers. Large apartment buildings in which it was impossible to gain entrance by even the most experienced New York interviewers affected completion rates. Trailer camps that were enclosed and whose managers diligently guarded the residents' privacy had the same effect.

Racial problems also affected the survey. In two cities, sample households were within the Black Panther area and the police told the interviewers they could not come into the area.

Rioting in two other cities closed off the areas in which the interviewers were working, causing a delay in their work.

Newspaper stories in at least two places, as well as neighbor contagion, had adverse effects in terms of response rates. Sex education controversies in some cities also may have affected our response rate, although no direct evidence is available to support this hypothesis.

In the final phases, many of the interviewers had made prior commitments to other work and were unable to continue when deadlines were extended.

And finally, the mail which had been slow throughout was delayed for weeks by the Post Office strike at the very end of the field work phase.

Screening form analysis

In this section we will try to deal, to some extent, with more specific information about nonresponse.

Tables 10 and 11 display most of the dependent variables used in the analysis of screening form information. Of the two Tables, 10 is more basic since it gives information for the original sample containing more cases and since adolescent UDU's as well as XDU's are shown.

Examination of each of the nonresponse categories yields some information about where the greatest problems occurred. For the adult interview, for example, the nonresponse divides into four basic quarters of about 10% each: not-at-homes, refused listing, refused interviews, and others combined with no report. The first of these—not-at-homes—is not particularly different from other survey experiences, in terms of percentage. However, some ideas regarding its possible reduction are given later in this section.

The last category, others and no report, is difficult to compare to previous research, since the specific classifications involved differ from study to study. Other (specific) reasons were provided for about 3% of non-interviews in this study, and included all of the following:

- Out of Town
- Hearing Defects
- Intoxicated Respondents
- Illness (serious)
- Poor Living Conditions
- Illiteracy
- Mentally Retarded

Blindness
Senility
Death in Family
Respondent refused to hand over interview
Would not answer door

The distribution of these responses is largely rectangular over the above categories except for "serious illness" which was by far the most frequent of "other" responses.

For other screening forms it was impossible to determine much about the nature or reason for the nonresponse beyond the fact that the dwelling unit had been called upon and that an interview had not been obtained. These are the forms classified as "other (general and insufficient information)."

Still other households were not reported upon at all despite efforts to find out from interviewers what happened to each. Telephone calls sometimes elicited the information, but in many cases interviewers themselves were not able to reconstruct what had happened at individual households. Some of the screening forms that interviewers insisted they had sent in never arrived at the office. The fact that the "no reports" were not concentrated in the hands of a few interviewers made retrieval of information more difficult.

The others (general and insufficient information) and no reports are most difficult to investigate in terms of possible causes since there is relatively little information given on which to base opinions. The categories are nevertheless important sources of nonresponse for adults and especially for adolescents in UDU's.

Perhaps the greatest source of unanticipated nonresponse was that due to refusal rates, which tended to be high both at the listing and the interview stage. While the Institute for Survey Research ordinarily anticipates a 10 to 12% combined refusal rate from both stages, the actual figure in this study (for adult interviews) was about 20%. It is these refusal rates for the most part that are examined in the series of Tables 13 through 20 in an attempt to establish some correlates of nonresponse. These tables generally refer to adult interviews since this was the major thrust of the study. Data for adolescents are presented when especially relevant or different from adult data. Also, the tables generally refer to the original sample, although nonresponse in the subsample was a considerable problem. For example, for adults, more than one-third of the total households in the subsample turned out to be other (general and insufficient information) and no reports. Also the combined refusal rate was 26% which is, as mentioned above, quite high. The low completion and high refusal rates in the subsample may have been directly related to the fact that many of the potential respondents had already been called upon and had refused a number of times.

Community size. Table 13 shows the two refusal categories run against community size. The results may perhaps be best examined by comparing percentages of eligible total households against percentages of completed interviews and refusals in particular community size strata.

The two center city strata (over 1 million and under 1 million) both emerge as relatively poor in terms of completed interviews. Both areas show a higher percentage of eligible households than they do completed interviews. The reverse is

true in all other areas. In fact, the larger center city communities accounted for 29% of the refusals at the listing stage (again compared to 18% of all eligible households). On the other hand, center city communities under 1 million accounted for 21% of all interview refusals, once the listings had been obtained (compared to 16% eligible households for this group).

Table 13

DISPOSITION OF ADULT INTERVIEW ATTEMPTS BY COMMUNITY SIZE
(ORIGINAL SAMPLE)

	Eligible households	Completed interviews	Refused listing	Refused interview
Total	3,884	2,330	366	406
Center city, 1 million or over	18%	13%	29%	13%
Suburbs of center city, 1 million or over	19%	20%	22%	20%
Center city under 1 million	16%	14%	18%	21%
Suburbs of center city, under 1 million	19%	22%	15%	23%
Nonmetro, urban	9%	11%	6%	10%
Nonmetro, rural	18%	21%	10%	14%

Region. Table 14 presents data on refusals for another basic stratification variable—region. All nine census regions are used here to get a finer breakdown of effects. It is apparent that the only region for which there is a smaller percent of completed interviews than total percent of eligible households is the Middle Atlantic group. While this region included 17% of the eligible households, it accounted for 24% of listing refusals and 14% of interview refusals.

Table 14

DISPOSITION OF ADULT INTERVIEW ATTEMPTS BY GEOGRAPHIC REGION*
(ORIGINAL SAMPLE)

	Eligible households	Completed interviews	Refused listing	Refused interview
Total	3,884	2,330	366	406
New England	6%	6%	6%	6%
Middle Atlantic	17%	14%	24%	14%
East North Central	20%	20%	18%	19%
West North Central	10%	12%	9%	12%
South Atlantic	15%	16%	14%	16%
East South Central	5%	5%	4%	1%
West South Central	6%	6%	3%	7%
Mountain	5%	4%	5%	5%
Pacific	17%	18%	18%	20%

*See Appendix for States in each region.

Community size and region then had some influence on completion rates, although the tables also show that nonresponse is evidently scattered across a wide variety of locations. Refusals at the listing stage were higher in proportion to

eligibility in the largest cities and in the Middle Atlantic States. Refusal rates at the interview stage do not show this effect, perhaps due to the screening out of uncooperative respondents at the listing stage.

Future study planners might consider a variety of nonrespondent subsampling plans to aid in overcoming the problem. Or perhaps in those areas where the residents tend to be especially suspicious of strangers knocking on doors, interviewers may need additional training conference time devoted to door opening techniques or other ways to deal with the reluctant respondent in order to reduce refusals at the household listing stage.

Reasons for refusal. The screening form was also a source of information about reasons for refusal, when a respondent would give one. Table 15 shows the reasons for refusal at each refusal stage for the adult interview.

First, at the listing stage, it is apparent that a substantial group of respondents (31%) refused flatly without giving a reason. Once past listing, this is less likely to happen—only 19% of those who refused at the interview stage gave no reason. No interest, no opinions, or no time accounted for almost half of the listing and interview refusals (47% and 48%, respectively). Fourteen percent of those refusing listing and 11% of those refusing the interview said they were against surveys in general. Perhaps of more interest here is that specific subject matter of the survey or the way it was being conducted accounted for 5% of the listing and 8% of the interview refusals. These cases may for the most part directly reflect the feelings and experience of neighbors about the survey as related to the potential respondents. Many of the other nonresponse categories may also in fact include such refusals since respondents might not necessarily offer this reason, and interviewers might be somewhat reluctant to record it. Briefing by neighbors on surveys may, for example, have been one reason for refusal to open the door. This influence is effectively limited, of course, to small towns.

Temporary illness, as one might expect, interfered more with interviews than with listing completion in accounting for 6% of listing refusals and 15% of interview refusals.

It should be mentioned at this point that refusals for adolescents in X or U DU's present essentially the same picture. Reasons given were general for the most part and were not directed at this particular survey. However, some adolescents (3%) did refuse because they felt their "families would object."

Table 15

REASONS FOR ADULT INTERVIEW REFUSAL BY REFUSAL STAGE (ORIGINAL SAMPLE)

	Refused listing	Refused interview
Total	366	406
Flat refusal, no reason	31%	19%
Refused to open door	8%	1%
No interest or no opinions	23%	18%
No time	10%	19%
Against surveys	14%	11%
Survey subject or conduct	5%	8%
Temporary illness	6%	15%
Other	3%	6%

Description of person who refused. Table 16 shows the refusals of adolescent interviews at each stage by the person who actually did the refusing. X and U DU's are both included in this table. It is interesting that at the listing stage, either the father or a female adult (undetermined but probably often the mother) in the household, each account for 36% of the refusals. The mother of the respondent however is a bigger problem at the interview stage where she accounts for 53% of the refusals. This is true in both X DU's and U DU's. In about one-quarter of the cases, the expressed reason for her refusal was the subject matter of the survey. These refusals of course tended to be concentrated in X DU's where adult interviews had taken place.

It is true that many times, mothers may have been acting merely as intermediaries for their children who did not feel that they wanted to be interviewed. It is also true however that many of these adolescents would probably have granted the interview. In any case, parents did represent an obstacle to this research in terms of adolescent refusal rates.

Table 16

REFUSALS OF ADOLESCENT INTERVIEW BY DESCRIPTION OF PERSON WHO REFUSED (ORIGINAL SAMPLE)

	Refused listing	Refused interview
Total	42	122
Respondent	0%	16%
Mother of respondent	12%	53%
Father of respondent	36%	4%
Other female adult	36%	*
Other male adult	10%	*
Other and Undetermined	7%	25%

* Less than 1%.

With respect to adult interviews, no particular pattern emerges of refusal by description of person who refused. For example, although more women were interviewed in this survey than men, it cannot be attributed to a tendency on the part of men to refuse listing or interviews. In fact, refusals are divided about equally among men and women, and it is the not-at-homes which seem relatively high among men, as might be expected.

Data on age of selected respondent is also unclear. Although a preponderance of young people were interviewed in the study, the differential in refusal rate is not particularly striking.

On the self-administered questionnaire, more nonresponse was attributable to older people, but this does not affect the completion rates for the adult interview under discussion.

Number and time of calls. Another source of information on the way the interview was conducted is the number of calls made and the times of day at which the calls were made.

Unlimited call backs were allowed to anyone other than a respondent who had refused two different interviewers. By switching interviewers or by sending the

same interviewer back, it was possible to convert 56 refusals in the original sample into interviews. Interviews with people who were reported as senile or retarded were discouraged, especially when the second interviewer confirmed this.

The median number of calls made on all reported households was two, with some homes being called on as many as 10 times. If disposition is examined by number of calls, it can be seen that substantial numbers of completed interviews were picked up on the second through fifth calls (Table 17). Not until the eighth or ninth call did the number of completed interviews gained approach zero. More calls by interviewers might therefore have been profitable in many cases.

The average time of calls for all households, completed interviews, and not-at-homes is shown in Table 18. Here it can be seen that 29% of all households and 33% of those yielding completed interviews were called on only between the

Table 17

COMPLETED INTERVIEWS BY NUMBER OF CALLS MADE (ORIGINAL SAMPLE)

	Completed interviews
Total	2,330
One call made	33%
Two calls	27%
Three calls	18%
Four calls	13%
Five calls	6%
Six calls	2%
Seven calls	1%
Eight calls	*
Nine calls or more	*

* Less than 1%.

Table 18

COMPLETION OF ADULT INTERVIEWS BY TIME CALLS MADE (ORIGINAL SAMPLE)

	Total eligible households	Completed interviews	R not home	No one home
Total*	3,454	2,229	49	319
All at time 1	10%	11%	12%	1%
All at time 2	29%	33%	20%	13%
All at time 3	5%	6%	2%	1%
Time 1-2	18%	18%	10%	14%
Time 2-3	16%	16%	18%	22%
Time 1-3	4%	4%	2%	3%
3 different times	17%	12%	35%	46%

Key: Time 1 = Before noon
 Time 2 = Noon-3:59 p.m.
 Time 3 = 4 p.m. or later

*Base = Total answering.

hours of noon and 4 o'clock, typical interviewer hours. The modal category for calls made on not-at-homes was "three different times," indicating to some extent appropriate interviewer action. However, more efficiency might well have been gained through proportionately fewer initial calls between noon and 4 p.m. In fact, if one examines the number of calls made at different times of the day, it can be seen that interviewers did not spread out their calls as instructed (Table 19). For example, of those households receiving three calls, only 17% received them at three different times, while 14% received them all at time 2. Thirty-two percent were called upon at times 1 and 2, while 27% were called upon at times 1 and 3. Only 2% were made all at time 3, which is understandable. However, data on not-at-homes indicate that this category of nonresponse might have been reduced substantially had the households been called upon in the evening.

Even when five calls were made, only about half of the calls were made at three different times.

Table 19
NUMBER OF CALLS MADE BY TIME CALLS MADE (ORIGINAL SAMPLE)

	Number of Calls Made					
	1	2	3	4	5	6+
Total*	1,007	857	617	518	254	202
All at time 1	27%	6%	2%	1%	-	1%
All at time 2	60%	31%	14%	7%	3%	1%
All at time 3	13%	3%	2%	1%	1%	-
Time 1-2	-	28%	32%	26%	16%	13%
Time 2-3	-	22%	27%	26%	24%	6%
Time 1-3	-	11%	6%	3%	2%	-
3 different times	-	-	17%	37%	54%	80%

Key: Time 1 = Before noon
Time 2 = Noon-3:59 p.m.
Time 3 = 4 p.m. or later
* Base = Total answering.
- Less than 1%.

Regarding Tables 17 and 18, then, it would seem that interviewers should be encouraged to make more calls than they ordinarily might even under an unlimited call back rule, since each call may result in a significant increment in completion. However, these calls should probably be made either all in the evening or at different times of the day with some concentration in the evening.

In the subsampling plan, which also offered incentives to respondents and interviewers, interviewers were instructed to make nothing but night calls with few exceptions. However, these data are not strictly comparable since only non-respondents from the original sample were returned to, and since a large percentage were non-reports in the final subsample disposition.

Subsample conversions. Table 20 shows the successful completion efforts in the subsample broken down by previous disposition in the original sample. Conversions of refusals at both stages accounted for 21% and 18% respectively of the

152 completed interviews. Eighteen percent of the interviews were from previously unreported households, usually involving use of a new interviewer. And another way of looking at the subsample data is that 284 original listing and interviewer refusals were converted into 56 interviews in the subsample—a rate of about 20%.

However, greatest success at conversion was among previously not-at-homes, which accounted for 36% of the 152 completions. This perhaps provides some extra evidence that a plan which concentrated on night interviews perhaps combined with bonus payments for interviewers might provide at least an alleviation of the nonresponse problem.

Table 20

COMPLETED INTERVIEWS IN SUBSAMPLE BY
DISPOSITION OF INTERVIEWS IN ORIGINAL
SAMPLE

Total	152
Respondent not home	4%
No one home	32%
Refused listing	21%
Refused interview	18%
No report	18%
All other	7%

Further analysis of nonresponse would seem to require elaboration of these basic data in a multivariate format. For example, number of calls should be controlled by time of call in further examination of effects on interview disposition. And results of each call should be compared on a variety of demographic variables with appropriate controls. Finally, substance should be related to field experience data in a search for possible relationships.

These preliminary analyses only serve to present some hypotheses about possible sources of nonresponse in this survey and perhaps in future similar studies.

The candor scale

In addition to questions on the substantive issues posed in the questionnaire, the self-administered questionnaire contained a number of items concerning the extent to which respondents held back information or changed answers. Three items in particular were combined into a candor scale for purposes of analysis:

Question 20. "During the interview or in this questionnaire about how often did you hold back and not answer the questions completely even though you knew what you should have said?"

Question 21. "Remember, no one is going to follow up these questions or ask you anything else. The interview is over. Please help us by giving us an idea of how much during the interview, you actually changed your answers or told the interviewer something different from the truth?"

Question 23. "Have you had more or have you had less exposure to sexual materials than you told the interviewer?"

Each question was dichotomized to yield a "more" or "less" candid score and the three were combined into an index. Since a substantial number of respondents chose responses indicating that they were quite candid on each of the three items, the dichotomies for each item were made in terms of complete candor vs. all other responses.

It may be of interest here to examine some of the basic demographic differences among candor scores for the weighted sample. Accordingly, the tables on the following pages show these scores distributed by those characteristics which appear most relevant and most illuminating in terms of the nature and number of disparities. The percentages do not sum to 100% since the total weighted sample size was used as a base, rather than the number actually answering the questions in the self-administered questionnaire. In this way, the results of another indirect measure of candor—willingness to answer the questions—are also made evident.

Age and sex. Table 21, which shows the distribution of scores for men and women by age group, indicates that there is no clear-cut relationship with age for the variable. It is interesting however that the males reporting most candor are those 30 to 39 and 50 to 59, rather than younger men 21 to 29. Younger men are less likely to say they were completely candid than any other group except for the males 60 years of age and over. However, it should also be noted that the younger men are somewhat more likely to answer the questions in the self-administered questionnaire to begin with so that these results are somewhat deceiving. The same is true for the other tables in this analysis where nonresponse differs from group to group.

The table also shows that women tend to have high candor scores more often than men. Fifty-five percent of the women compared to 48% of the men fall into the more candid category. This may be indirect evidence bearing on the hypothesis that women are somewhat more likely to elicit candor from women than

Table 21

CANDOR SCALE BY AGE

		MEN ONLY					
		Total	21-29	30-39	40-49	50-59	60+
Unweighted	993	251	203	198	138	195	
Weighted	3,749	676	761	830	667	790	
Less	43%	49%	40%	46%	37%	42%	
More	48%	47%	54%	49%	52%	40%	
		WOMEN ONLY					
Unweighted	1,493	348	282	301	240	308	
Weighted	4,250	819	778	849	730	1,036	
Less	34%	42%	36%	32%	35%	25%	
More	55%	53%	60%	59%	54%	53%	

from men. It is also true that women are often found to be willing respondents on somewhat sensitive issues such as those involving marriage and sexually related topics like fertility and family planning. In any case, the differences are not large between the sexes on the candor scale.

In general, younger women are more likely to say they were less than completely candid than are older women. As with older men, however, those women over 60 are less likely to answer the questions at all than are younger women so that the interpretations of actual scores must be tenuous for these groups. For women as well as men, the 30 to 39 year olds are most likely to report high candor.

Education. One variable which seems to be related to candor in a more well defined manner for both men and women is education (Table 22). First, there appears to be a linear relationship between education and willingness to answer the questions in the self-administered questionnaire. Among men, for example, only 79% of those with 8th grade education or less answered, compared to 97% of the college group.

Furthermore, these percentages are reflected in more high-candor scores for the more educated and not necessarily in more low-candor scores. Education may be, therefore, an influence for openness and honesty on questions concerning sex related issues.

Table 22

CANDOR SCALE BY EDUCATION

	MEN ONLY			
	Total	8 or less	High school	College
Unweighted	993	197	441	347
Weighted	3,749	832	1,667	1,221
Less	43%	42%	45%	41%
More	48%	37%	49%	56%
	WOMEN ONLY			
	Total	8 or less	High school	College
Unweighted	1,493	251	808	425
Weighted	4,250	797	2,322	1,095
Less	34%	28%	36%	34%
More	55%	49%	56%	60%

Community size and region. Community size is not strongly related to candor, although the relationship is somewhat more pronounced for women than for men (Table 23).

Completion rates for the questions are not greatly disparate, although for women especially there was greater willingness to answer the questions in the nonmetropolitan areas. Also for women, much more candor is reported among nonmetropolitan areas than in metropolitan areas. It may be that this is another reflection of a more general problem, since refusal rates at the listing stage and other nonresponse in this study was relatively high in large metropolitan areas.

Cooperation was relatively more common in the rural area and suburbs, which may, in turn, reflect indirectly on likelihood of candor among those who consent to be interviewed.

Table 23
CANDOR SCALE BY COMMUNITY SIZE

MEN ONLY				
	Large metro	Medium metro	Small metro	Non-metro
Unweighted	319	268	98	308
Weighted	1,170	884	330	1,366
Less	43%	44%	44%	42%
More	46%	49%	49%	49%

WOMEN ONLY				
	Large metro	Medium metro	Small metro	Non-metro
Unweighted	527	352	144	470
Weighted	1,488	907	339	1,516
Less	38%	31%	34%	31%
More	48%	59%	56%	61%

Region is perhaps less closely related to reported candor than the other variables discussed. However, some differences are apparent for both men and women (Table 24). Those in the North Central regions report candor most often and exhibit highest completion rates. The South, perhaps somewhat surprisingly, did not emerge with significantly lower completion rates or lower candor scores.

Table 24
CANDOR SCALE BY REGION

MEN ONLY					
	Total	North East	North Central	South	West
Unweighted	993	194	329	246	224
Weighted	3,749	755	1,096	1,085	814
Less	43%	42%	43%	43%	43%
More	48%	48%	51%	47%	46%

WOMEN ONLY					
	Total	North East	North Central	South	West
Unweighted	1,493	298	443	426	326
Weighted	4,250	864	1,237	1,287	862
Less	34%	37%	33%	33%	32%
More	55%	50%	60%	56%	54%

Church attendance. Table 25 shows that church attendance is positively related to the candor scale both for men and women.

This is true if one looks at percentages actually answering the self-administered questionnaire, and also if one regards the percentages reporting more candid responses. This may not be surprising in terms of the encouragement given

honesty by the various religions or in terms of the self-selection of those who become religiously oriented.

From another point of view, however, it may be surprising that dutiful church attenders should be willing to answer questions which many might regard as extremely personal and perhaps objectionable in themselves.

Table 25

CANDOR SCALE BY CHURCH ATTENDANCE

	MEN ONLY		
	None	Some	Most
Unweighted	510	361	113
Weighted	1,908	1,349	453
Less	44%	43%	41%
More	47%	47%	55%

	WOMEN ONLY		
	None	Some	Most
Unweighted	619	646	222
Weighted	1,723	1,891	613
Less	36%	33%	28%
More	53%	55%	62%

Exposure. Perhaps most interesting of all is the relationship between completion of the items on candor and the index of exposure to erotic materials. Tables 26 and 27 show that for both total and recent exposure and for both men and women there are consistent positive associations between completion of candor items and reported exposure. The possible interpretations are numerous, but perhaps at least two of them should be mentioned. For one thing, the results may be taken as evidence that those who are most willing to answer the candor questions are those who have indeed been exposed more to erotic materials. That is, a set of underlying personality variables is causing the association between exposure and candor.

It may also be that those who are willing to answer are simply more likely to admit to being exposed to these materials. In this latter case, one might conjecture that under-reporting of exposure is probable on the part of those who did not answer the candor questions, and that more weight should probably be given to the substantive responses of those who did answer. It lends some strength to the position that those who refused the interview because of the subject matter might present a substantially different picture of attitudes and opinions toward erotic materials than those who did not.

In terms of the actual candor scores themselves, little relationship is apparent with exposure which is not already accounted for by variations in total answering.

Restrictiveness. It might also be mentioned that total scores on scale items dealing with attitudes indicating lack of restrictiveness (Items 61 and 62 in the adult interview form) and support for various freedoms (Items 71 a, c, and d in the adult interview form) show the same positive relationships with completion of

the candor items. Those who are most "tolerant" and most in support of "first amendment" positions are most likely to have answered the items in the self-administered questionnaire (Tables 28 and 29).

Table 26

CANDOR SCALE BY RECENT EXPOSURE

MEN ONLY				
	Total	None	Some	Most
Unweighted	993	372	354	267
Weighted	3,749	1,468	1,341	941
Less	43%	35%	51%	44%
More	48%	49%	45%	51%

WOMEN ONLY				
	Total	None	Some	Most
Unweighted	1,493	722	578	193
Weighted	4,250	2,117	1,659	474
Less	34%	28%	39%	41%
More	55%	55%	56%	55%

Table 27

CANDOR SCALE BY TOTAL EXPOSURE

MEN ONLY				
	Total	None	Some	Most
Unweighted	993	138	355	500
Weighted	3,749	522	1,382	1,845
Less	43%	36%	43%	45%
More	48%	39%	49%	50%

WOMEN ONLY				
	Total	None	Some	Most
Unweighted	1,493	458	680	355
Weighted	4,250	1,358	1,971	922
Less	34%	28%	35%	38%
More	55%	52%	56%	59%

In addition, the restrictiveness and first amendment scales show a strong relationship with actual reported candor scores. Those who report most candor are also most "tolerant" and most supportive of selected "first amendment" freedoms.

Since we are dealing with reported candor, in essence asking questions about the way other questions were answered, the data is perhaps doubly fallible. For one thing, it might be anticipated that to some extent those who fabricate or hold back deliberately on substantive issues may tend to do the same when asked about it later, even in a more private context. However, to the extent that these answers are considered to reflect actual response behavior during the interview, more or less weight may be attributed to testimony from given respondents and population subgroups on the topics related to erotic materials. And for the most part, willingness to answer the questions on candor to begin with may be a better

measure than the scores themselves of predisposition towards honesty and openness in the interview.

Table 28
CANDOR SCALE BY RESTRICTIVENESS SCORE

MEN ONLY				
	Total	Restrictive	Moderate	Tolerant
Unweighted	993	261	483	228
Weighted	3,749	1,035	1,876	766
Less	43%	36%	45%	48%
More	48%	50%	49%	47%

WOMEN ONLY				
	Total	Restrictive	Moderate	Tolerant
Unweighted	1,493	506	679	258
Weighted	4,250	1,470	1,984	653
Less	34%	24%	37%	47%
More	55%	60%	56%	50%

Table 29
CANDOR SCALE BY FIRST AMENDMENT SCORE

MEN ONLY			
	Total	Oppose	Support
Unweighted	993	516	477
Weighted	3,749	2,033	1,716
Less	43%	44%	41%
More	48%	43%	54%

WOMEN ONLY			
	Total	Oppose	Support
Unweighted	1,493	996	497
Weighted	4,250	2,913	1,337
Less	34%	33%	35%
More	55%	53%	60%

Interviewer analysis

An item analysis format was used to examine differences on a structured questionnaire between a sample of 20 interviewers considered good by Field and Coding Department ratings, and 20 interviewers considered relatively poor. Since a substantial number of interviewers employed on the study had received a "1" (highest) rating on a four-point scale employed by Field and Coding, it was necessary to sample from this category. The sampling was done randomly within region. A minimum of five completed interviews was thought to be a reasonable cut-off criterion for these interviewers so that none was selected who had not completed at least that many interviews. Since only 15 interviewers had been

rated "4" (poorest) on the scale, it was necessary to draw five more from the "3" category who were thought to be borderline cases.

The interview instrument was a structured questionnaire (see Appendix for a copy of the questionnaire) which concerned itself mainly with interviewers' subjective feelings of comfort or discomfort when interviewing different age and sex groups in the population. Since a preponderance of younger people and of women was found among those who completed interviews in the general sample, it was reasoned that these questions might be relevant to the issue of nonresponse.

In addition, insofar as interviewer feelings might consciously or unconsciously affect completions and responses, an open-end question was also asked concerning possible interviewer ideas and suggestions about the research.

Telephone interviews were conducted with each group of interviewers by the Institute for Survey Research's Field Administration personnel unknown to the interviewers. All but one of the interviewers were white and the average age of each group was in the middle forties.

Differences between the groups on the index of comfort-discomfort were not large, as is shown in Table 30. More than half of each group reported feeling very comfortable with all groups in the interview situation with one exception. Eight of the highly rated interviewers chose "very comfortable" in response to the adolescent boys group, while 10 chose another response.

Table 30

"We know that most interviewers feel comfortable interviewing some kinds of people and uncomfortable interviewing others. For each group of people I mention, please tell me whether you felt very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable. If you did not happen to interview anyone in a particular group, please tell me as I mention them."

	High-rated interviewers			Low-rated interviewers		
	Very comfortable	Other	Did not interview	Very comfortable	Other	Did not interview
Adolescent boys under 21	8	10	2	10	4	6
Adolescent girls under 21	9	5	6	15	4	1
Men 21-55	15	4	1	12	8	0
Women 21-55	15	5	0	17	3	0
Men over 55	8	7	5	11	6	3
Women over 55	11	7	2	16	4	0
People of a different race	5	2*	8	5	0	15

*"Don't knows" = 5.

In general, the poor interviewers reported feeling very comfortable somewhat more often than did the good interviewers except for interview situations involving men 21 to 55 years of age. Comfort or at least reported comfort then does not relate positively to quantity and quality of field work. The two interviewer groups also reported about equal total numbers of failures to interview in one or more of the age and sex subgroups. However, the poorer interviewers were somewhat less likely to have interviewed adolescent boys or people of a different

race—two groups with whom some interviewer reluctance might be expected. Table 31 shows that the poor and highly rated interviewers are roughly similar in terms of the groups they believe they would feel most comfortable interviewing. And the major difference is not readily interpretable: while good interviewers expect they would feel most comfortable interviewing men 21 to 55, poor interviewers felt they would be least comfortable in that situation.

In general, for both groups, adolescent boys seem to represent the greatest source of hesitation in terms of future interviewing, followed by men and women over 55. As might be expected, adolescent girls and women 21 to 55 are seen as somewhat easier to interview. The predominance of females and younger people in this sample may be in part a reflection of this. Although part of the sex imbalance is probably contributed, as in most sample surveys, by the relative accessibility of women to interviewers once they have been designated as respondents, no such effect would lead to an over sample of young people. In fact, older people are generally more accessible to interviewers. It may be then that interviewers' actions or manner when seeking to interview respondents, due to feelings of discomfort, exerted some influence on completion rates.

Table 31

"If we were to do this type of survey again, which one of these groups would you feel most comfortable interviewing?"

	High-rated interviewers		Low-rated interviewers	
	Most comfortable	Least comfortable	Most comfortable	Least comfortable
Adolescent boys under 21	1	6	2	5
Adolescent girls under 21	3	1	2	1
Men 21-55	5	1	1	5
Women 21-55	8	0	11	0
Men over 55	1	5	2	3
Women over 55	0	5	2	4
No answer	2	2	0	2

The interviewers' suggestions regarding the study and future research are recorded in Table 32. Most frequent comments were those suggesting that the questionnaire be shortened, and that we use some different sampling technique which would allow interviewers more control over respondent selection in order to raise completion rates. The better interviewers seemed more often to make suggestions regarding the questionnaire, while the poorer interviewers had more to say about sampling. Ten of the interviewers objected to the pace of the study or concomitant features, such as necessity to ship materials in separate packages as they became ready, superabundance of printed and verbal communications, late arrival of respondent letters in some cases, and occasional late arrival of some interviewer materials.

Three suggested that the training sessions should have included elaboration upon the details of the study's objectives and sponsorship, and the contents of the self-administered questionnaire.

The same number felt that the subject matter may be too personal either for early or middle adolescents, and one among these felt that interviewing adolescents at home invited refusals from their parents.

Four suggestions involved modification in current interviewer payment schemes to encourage more efficiency, such as routinely paying extra for night work.

Table 32

"If you were to do this survey again, what suggestions would you have for helping us do a better job?"

	High-rated interviewers	Low-rated interviewers
Shorten questionnaire	6	2
Objections to pace and sequence of procedures	5	5
Use quota sample or some variation of it	4	7
Give interviewers more information about study	2	1
Make appointments beforehand with respondents	1	1
Subject matter too personal	2	1
Payment schemes and suggestions	2	2
Other	5	4

All in all, there would seem to be few generalizations possible about differences among interviewing groups even though one group represented highest and one lowest Field and Coding ratings. There may, of course, be a number of reasons for this, including the small size of the groups, unreliability or invalidity of the rating system, and insensitivity of the questionnaire. Superficially, at any rate, the similarities among the interviewing criterion groups seem to outweigh differences in the variable assessed. Some evidence for interviewer discomfort with older people and adolescent boys was found, which might have had some influence on interview completion rates.

CODING AND EDITING PROCEDURES

Code construction

A manual of codes for precoded questions was prepared for this study and codes for open-end questions were constructed based upon a tally of 10% of completed questionnaires. After the codes were drafted, these were tested on another smaller sample of completed questionnaires. Before any "free" or open-end response coding began, a draft of the suggested codes with frequencies of occurrence were sent to Response Analysis Corporation for approval. During open-end coding, tallies were kept of all "other" responses that did not fit established codes. These were maintained as part of the permanent study record.

Training

An initial training session of six to seven hours was held, reviewing general coding procedures and instructing in use of the study's coding manual for precoded questions. During training, the coders practiced coding several sample questionnaires with a check being made of their work and their understanding of the codes. In some cases, additional training was given if the coder appeared to need it.

Before open-end coding began, a second training session was held for coders. Again, part of the training consisted of practice coding. Trainees were given a broad sample of open-end responses to code, and when differences occurred they were discussed to assure understanding.

Coding sheets

Although keypunching directly from the questionnaire was originally planned, it was subsequently decided to use coding transfer sheets. Among other advantages, use of these sheets allowed open-end coding to be left to the end of the coding period. On a tight time schedule there is the advantage of being able to process and analyze data from precoded questions while open-end coding is still going on. It was felt that coding sheets would also allow more flexibility in constructing open-end codes, insure that questionnaires would be available when necessary during the validation process and allow for relatively easy detection of certain types of coding error.

Check coding and reliability

In the coding of precoded questions in this study, the first 10 questionnaires coded by each production coder were independently coded by a check coder and then checked with the production coder. In the instances where coders needed additional instruction, this was given and the next 10 questionnaires were again independently coded and checked.

After the initial check, two questionnaires from every pack of 10 were check-coded. The two questionnaires were picked at random from the pack, coded on a separate transfer sheet by the check coder and checked by having the coder read the numbers recorded on her transfer sheet. The check coder recorded the discrepancies, and the errors found were corrected.

From the records kept of discrepancies found, an average error rate per card, based on 20% of the questionnaires coded, was computed at the end of coding. This index, providing an indicator of coder reliability, was .24. This figure indicates that coding was of adequate reliability based on similar indices in previous research by the Institute for Survey Research's personnel and others.

Open-end coding was also checked systematically but in greater quantity. It was originally planned to check-code 50% of the open-end responses and provide a discrepancy rate. In place of this original procedure, three coding supervisors check-coded 100% of the open-end responses, so that reliability measurement is not a relevant issue here.

Besides the routine check coding, some additional procedures to minimize error were employed. Interview numbers were checked to make sure that they corresponded on Data Cards 1, 2 and 3 for each case. Check coders were instructed when they completed check coding a pack to inspect specific columns on each code sheet for obvious errors such as invalid codes or contingency errors. The error most difficult to detect—that of miscopying a number—according to the check coders, occurred very infrequently.

For coding occupation, which was represented by a single code, 50% of the cases were check-coded. In order to insure agreement, all open-end codes for all respondents were checked by three coding supervisors, and recorded when necessary. The code changes were those agreed upon by the supervisors, so that reliability was assured and discrepancies among coders were not a relevant concern.

Coding and editing of screening forms

Because of the perceived importance to the clarity of this study's findings and to future research of information regarding nonresponse, it was decided to carry out more extensive analysis of preliminary screening from data than had originally been planned. Accordingly, household screening forms for every household in the original sample and the subsample were coded, edited and keypunched via the procedures outlined above.

Standardization

Besides the check coding, other procedures were used to assure standardization. Coders made written records on cards of problems as they occurred. Cards were turned in at the end of the day and were returned to the coder the following day with the supervisor's resolution of the problem. This practice eliminated spur-of-the-moment decisions which might be forgotten when the problem occurred again. Any code changes or clarifications were recorded in a Code Change Book and in addition were explained by the supervisors to the coders as a group. In check coding, special attention was given to code changes to determine that these were understood and were being followed.

APPENDIX A

THE ADULT INTERVIEW FORM

CARD FOR QUESTIONS 7 & 8

- a. Contribute money to an action group
- b. Sign a petition that someone brought to me
- c. Take a petition around to other people
- d. Write a letter to a newspaper, a magazine, or a political official
- e. Try to influence friends and neighbors about some issue
- f. Give my opinion at a public meeting
- g. Take part in a protest or demonstration
- h. Vote against a political candidate because of his stand on an issue
- i. None of them

CARD FOR QUESTIONS 10 & 11 (QUESTION 1 – ADOLESCENTS)

- a. Mother
- b. Father
- c. Brothers or sisters
- d. School
- e. Church
- f. Friends of about the same age
- g. Family doctor
- h. Books
- i. Did not get any sex information

CARD FOR QUESTIONS 14-17 (QUESTIONS 2-6 – ADOLESCENTS)

1. Scenes which are mainly for the purpose of showing the sex organs of a man or a woman
2. Mouth-sex organ contact between a man and a woman
3. A man and a woman having (or appearing to have) sexual intercourse
4. Sexual activities between people of the same sex
5. Sex activities which include whips, belts, or spankings

CARD FOR QUESTION 18 (QUESTION 7 – ADOLESCENTS)

- a. Movie theater
- b. Television
- c. My own house
- d. At a friend's house
- e. At a party
- f. At school
- g. Newsstand or drugstore
- h. Bookstore

- i. In an advertisement
- j. On a wall (lavatory wall or other)

CARD FOR QUESTION 19 (QUESTION 8 – ADOLESCENTS)

- 1. Scenes which are mainly for the purpose of showing the sex organs of a man or a woman
- 2. Mouth-sex organ contact between a man and a woman
- 3. A man and a woman having (or appearing to have) sexual intercourse
- 4. Sexual activities between people of the same sex
- 5. Sex activities which include whips, belts, or spankings

CARD FOR QUESTION 20 (QUESTION 9 – ADOLESCENTS)

- a. It was in a magazine I subscribed to
- b. Sent away for it
- c. It came in the mail without my asking for it
- d. From spouse
- e. From a friend
- f. From a parent
- g. From a brother or sister
- h. From someone I didn't know
- i. From a bookstore
- j. From a newsstand or drugstore

CARD FOR QUESTIONS 23-27 (QUESTIONS 12-18 – ADOLESCENTS)

- 1. The sex organs of a man or a woman
- 2. Mouth-sex organ contact between a man and a woman
- 3. A man and a woman having sexual intercourse
- 4. Sexual activities between people of the same sex
- 5. Sex activities which include whips, belts, or spankings

CARD FOR QUESTION 28

- a. It was in a magazine I subscribed to
- b. Sent away for it
- c. It came in the mail without my asking for it
- d. From spouse
- e. From a friend
- f. From a parent
- g. From a brother or sister
- h. From someone I didn't know
- i. From a bookstore
- j. From a newsstand or drugstore

CARD FOR QUESTION 37

- a. I like to read the advertisements for sexual materials even if I don't buy anything.
- b. They are a good way of buying.
- c. These advertisements should only be sent to adults.
- d. I would prefer not to receive them.
- e. I feel strongly about it, and I would definitely prefer not to receive them.
- f. I do not mind getting them.
- g. I don't want to receive advertising of any kind through the mail.

CARD FOR QUESTION 50

1. Scenes which are mainly for the purpose of showing the sex organs of a man or a woman
2. Mouth-sex organ contact between a man and a woman
3. A man and a woman having (or appearing to have) sexual intercourse
4. Sexual activities between people of the same sex
5. Sex activities which include whips, belts, or spankings

CARD FOR QUESTIONS 55-56

- a. Sexual materials provide entertainment.
- b. Sexual materials make people bored with sexual materials.
- c. Sexual materials provide an outlet for bottled up impulses.
- d. Sexual materials make people sex crazy.
- e. Sexual materials give relief to people who have sex problems.
- f. Sexual materials lead to a breakdown of morals.
- g. Sexual materials improve sex relations of some married couples.
- h. Sexual materials provide information about sex.
- i. Sexual materials excite people sexually.
- j. Sexual materials lead people to commit rape.
- k. Sexual materials lead people to lose respect for women.
- l. Sexual materials make men want to do new things with their wives.

CARD FOR QUESTION 61

1. Scenes which are mainly for the purpose of showing the sex organs of a man or a woman
 2. Mouth-sex organ contact between a man and a woman
 3. A man and a woman having (or appearing to have) sexual intercourse
 4. Sexual activities between people of the same sex
 5. Sex activities which include whips, belts, or spankings
-
- a. None—there is no one it is all right to admit.
 - b. It is all right to admit people like me but no others.
 - c. It is all right to admit adults 21 and over but not persons under 21.
 - d. It is all right to admit persons 17 or older but not persons under 17.
 - e. It is all right to admit anyone who wishes to be admitted.

CARD FOR QUESTION 62

1. The sex organs of a man or a woman
 2. Mouth-sex organ contact between a man and a woman
 3. A man and a woman having sexual intercourse
 4. Sexual activities between people of the same sex
 5. Sex activities which include whips, belts, or spankings
-
- a. None—there is no one for whom it is all right for this material to be available.
 - b. It is all right for it to be available for people like me but not for others.
 - c. It is all right for it to be available for adults 21 and over but not for persons under 21.
 - d. It is all right for it to be available for persons 17 or older but not for persons under 17.
 - e. It is all right for this material to be available to anyone who wants it.

CARD FOR QUESTION 88

- a. Less than \$3,000
- b. \$3,000-\$4,999
- c. \$5,000-\$7,999
- d. \$8,000-\$9,999
- e. \$10,000-\$14,999
- f. \$15,000-\$24,999
- g. \$25,000-\$39,999
- h. \$40,000 or more

INSTITUTE FOR SURVEY RESEARCH
TEMPLE UNIVERSITY
-Of The Commonwealth System Of Higher Education
PHILADELPHIA, PA.

RESPONDENT ID NUMBER: _____

FEBRUARY, 1970

#520-465-08

OPINION SURVEY ON CURRENT SOCIAL ISSUES

Time interview began: _____ A.M. _____ P.M.

Date: _____

Adolescent(s): Yes _____ No _____

RESPONDENT'S NAME: _____ (PLEASE PRINT) TELEPHONE #: _____

ADDRESS: _____ (PLEASE PRINT)

CITY: _____ (PLEASE PRINT) STATE: _____ ZIP CODE #: _____

INTRODUCTION: How do you do. I'm _____ and I'm working on a survey for the Institute for Survey Research at Temple University in Philadelphia. You may have received a letter telling you about this study on important social issues and telling you that I would call upon you. Here is a copy of that letter.

INTERVIEWER'S NAME: _____ ID #: _____

1. In the past two years did you get a chance to read any books, or part of any books?

(1-21)

	Yes	1
(SKIP TO Q. 3)	No	2
	Don't know	3

2. About how many different books did you read, or read part of, in the past two years?

22

1 - 2	1
3 - 5	2
6 - 10	3
11 or more	4
Don't know	5

3. During the past week, did you happen to read or look into any magazines?

23

	Yes	1
(SKIP TO Q.5)	No	2
	Don't know	3

4. About how many different magazines did you read or look into for five minutes or more during the past seven days?

24

1 - 2	1
3 - 5	2
6 - 8	3
9 or more	4
Don't know	5

5. About how many times in the last four weeks did you go to see a motion picture in a theater or drive-in?

	25
No times	1
1 - 2 times	2
3 - 4 times	3
5 times or more	4
Don't know	5

6. We are also interested in your opinion on national problems. Would you please tell me what you think are the two or three most serious problems facing the country today? (PROBE FOR DEFINITION OF PROBLEMS.)

1. _____

2. _____

3. _____

26-27

(CARD FOR QUESTIONS 7 & 8 TO RESPONDENT)

7. Now here is a list of some things that people could do if they were concerned about such problems or any other issues. Which, if any, of these have you ever done about any issue?

(RECORD IN COLUMN 1 OF TABLE BELOW)

8. One of the issues that some people are talking about is sex education. To some people sex education means a teacher in a public school teaching students about the biology of sex, male and female sexual behavior and sexual morals in the United States.

If someone in your community were to take a position on sex education in the public schools which is opposite to your own, which of these things would you most likely do, if any?

(RECORD IN COLUMN 2 OF TABLE BELOW)

(CIRCLE
AS
MANY
AS
APPLY)

	28	29
	COLUMN 1	COLUMN 2
	Q. 7	Q. 8
a. Contribute money to an action group	1	1
b. Sign a petition that someone brought to me	2	2
c. Take a petition around to other people	3	3
d. Write a letter to a newspaper, a magazine or a political official	4	4
e. Try to influence friends and neighbors about some issue	5	5
f. Give my opinion at a public meeting	6	6
g. Take part in a protest or demonstration	7	7
h. Vote against a political candidate because of his stand on an issue	8	8
i. None of them	9	9

(TAKE BACK CARD FOR QUESTIONS 7 & 8)

9. By the way, would you be for or against sex education in the public schools?

	30
For	1
Against	2
Other (SPECIFY) _____	3
Don't know	4

(CARD FOR QUESTIONS 10 & 11 TO RESPONDENT)

10. Here is a list of places and some people who might give boys and girls information about sex. From which of these would it be best for the average boy or girl to get most of their information about sex?

(RECORD IN COLUMN 1 BELOW)

11. From which of these did you get most of your information about sex when you were young?

(RECORD IN COLUMN 2 BELOW)

	31	32
	COLUMN 1	COLUMN 2
	Q. 10	Q. 11
	BOYS AND GIRLS	RESPONDENT
a. Mother	1	1
b. Father	2	2
c. Brothers or sisters	3	3
d. School	4	4
e. Church	5	5
f. Friends of about the same age	6	6
g. Family doctor	7	7
h. Books	8	8
i. Did not get any sex information	9	9
j. Other (SPECIFY) _____	0	0
k. no opinion	X	X

(CIRCLE AS
MANY
AS
APPLY IN
COLUMN 1
AND
COLUMN 2)

(TAKE BACK CARD FOR QUESTIONS 10 & 11)

12. Did you have a formal course in sex education in school?

33

	Yes	1
(SKIP TO Q.14)	No	2
	Don't know	3

13. Looking back to when you took this course, did you find it:

34

	Very helpful,	1
	Somewhat helpful,	2
	Not too helpful, or	3
	Not helpful at all?	4
(DO NOT READ)	Don't know, or No opinion	5

(CARD FOR QUESTIONS 14-17 TO R)

14. If you are like most of us you may have seen sex portrayed in photographs, snapshots, cartoons, or movies. Please read through this card and for each item tell me if you have ever seen photographs, snapshots, cartoons or movies that show these things. Let's start with the first one. Have you ever seen a photograph, snapshot, cartoon, or movie of it?

(RECORD IN COLUMN 1 BELOW)

(ASK QUESTION 14 FOR EACH NUMBER ON CARD BEFORE ASKING QUESTION 15)

(IF "NO" OR "DON'T KNOW" TO ALL ITEMS IN QUESTION 14, TAKE BACK CARD AND SKIP TO QUESTION 23)

15. (ASK QUESTION 15 ABOUT EACH "YES" TO QUESTION 14)

And have you seen the _____ item on the card within the past 2 years, that is, in 1968 or 1969? (IF R THINKS IT WAS 1968 BUT IT MIGHT HAVE BEEN 1967, INCLUDE IT AS AN APPROPRIATE ANSWER)

(RECORD IN COLUMN 2 BELOW)

	COL. 1 - Q. 14			COL. 2 - Q. 15		
	EVER SEEN			SEEN IN PAST 2 YEARS		
	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
1. Scenes which are mainly for the purpose of showing the sex organs of a man or a woman	1	2	3	1	2	3 ³⁶
2. Mouth-sex organ contact between a man and a woman	1	2	3	1 X	2	3 ³⁸
3. A man and a woman having (or appearing to have) sexual intercourse	1	2	3	1	2	3 ⁴⁰
4. Sexual activities between people of the same sex	1	2	3	1	2	3 ⁴²
5. Sex activities which include whips, belts or spankings	1	2	3	1	2	3 ⁴⁴

(INTERVIEWER: IN CASE THERE IS A QUESTION WE ARE NOT ASKING ABOUT ACTUALLY SEEING OR PARTICIPATING IN ANY OF THESE, BUT JUST SEEING PHOTOGRAPHS, SNAPSHOTS, CARTOONS OR MOVIES ABOUT THEM.) ⁴⁵

(IF "YES" TO ONE ITEM IN QUESTION 15, ASK QUESTION 16 ABOUT THAT ITEM)

(IF "YES" TO MORE THAN ONE ITEM IN QUESTION 15, ASK QUESTION 16 ABOUT THE FIRST "YES" FOLLOWING THE X. IF NO "YES" FOLLOWS THE X THEN ASK QUESTION 16 ABOUT FIRST "YES" ABOVE THE X.)

(IF "NO" OR "DON'T KNOW" TO ALL ITEMS IN QUESTION 15 TAKE BACK CARD AND SKIP TO QUESTION 23A)

16. During the past two years about how many different times have you seen photographs, snapshots, cartoons or movies of item _____ on this card?

(ON LINE ABOVE RECORD AND
READ ITEM NUMBER FROM Q.15)

46

(INTERVIEWER: YOU MAY ACCEPT A RANGE OF TIMES)

RECORD # OF TIMES: _____

47-48

17. Let's take the most recent time you saw a photograph, snapshot, cartoon or movie of item (Q.15 ITEM NUMBER) on the card. Was it in a book, a magazine, a movie or what?

49

(CIRCLE ONLY
ONE NUMBER)

Book	1
Magazine	2
Movie	3
Picture by itself	4
Other (SPECIFY) _____	5
Don't know	6

(TAKE BACK CARD FOR QUESTION 14-17)

(CARD FOR QUESTION 18 TO RESPONDENT)

18. Please use this card to tell me more about where you saw this the most recent time. If you're not sure, just give me your best recollection.

50

(SKIP TO Q.22)	a. Movie theater	1
	b. Television	2
	c. My own house	3
	d. At a friend's house	4
	e. At a party	5
	f. At school	6
	g. Newsstand or drugstore	7
	h. Bookstore	8
	i. In an advertisement	9
	j. On a wall (Lavatory wall or other)	0
	k. Other (SPECIFY) _____	X
l. Don't know	Y	

(CIRCLE ONLY
ONE NUMBER)

(TAKE BACK CARD FOR QUESTION 18)

(CARD FOR QUESTION 19 TO RESPONDENT)

19. The most recent time you saw item (Q.15 ITEM NUMBER) did you buy it, borrow it, get it free, or just see it someplace, or what?

		51
	Bought it	1
	Borrowed it	2
	Got it free, or was given to me	3
(SKIP TO Q.22)	Saw it someplace (SPECIFY) _____	4
	Other (SPECIFY) _____	5
	Don't know	6

(TAKE BACK CARD FOR QUESTION 19)

(CARD FOR QUESTION 20 TO RESPONDENT)

20. Thinking of the item we have just been talking about, which of the ways shown on the card did you get it?

		52
	a. It was in a magazine I subscribed to	1
	b. Sent away for it	2
	c. It came in the mail without my asking for it	3
	d. From spouse	4
	e. From a friend	5
	f. From a parent	6
	g. From a brother or sister	7
	h. From someone I didn't know	8
	i. From a bookstore	9
	j. From a newsstand or a drugstore	0
	k. Other (SPECIFY) _____	X
	l. Don't know	Y

(TAKE BACK CARD FOR QUESTION 20)

21. Who, if anyone, did you show or give it to?

(CIRCLE AS MANY
AS APPLY)

(PROBE- ANYONE ELSE?)

53	
No one	1
Spouse	2
Mother	3
Father	4
Sister	5
Brother	6
Male friend or friends	7
Female friend or friends	8
Other (SPECIFY) _____	9
Don't know	0

22. Think back to your reaction when you last saw this. Were you mostly aroused sexually, disgusted, pleased or what?

(CIRCLE AS
MANY AS
APPLY)

54	
Aroused sexually	1
Disgusted	2
Pleased	3
Other (SPECIFY) _____	4
Don't know	5

(CARD FOR QUESTION 23 - 27 TO RESPONDENT)

23. Sex also appears in printed materials. These could be stories in books, magazines, paperback books, or on typewritten pages. Let's start with the first item on this card. Tell me if you have ever read all or part of a story which gave a detailed description of the first item.

(RECORD IN COLUMN 1 BELOW)

(ASK QUESTION 23 FOR EACH NUMBER ON CARD BEFORE ASKING QUESTION 24)

(IF "NO" OR "DON'T KNOW" TO ALL ITEMS IN QUESTION 23, TAKE BACK CARD AND SKIP TO QUESTION 31)

(ASK QUESTION 24 ABOUT EACH "YES" TO QUESTION 23.)

24. And have you read a detailed description of the _____ item within the past 2 years, that is, in 1968 or 1969. (IF R THINKS IT WAS 1968 BUT IT MIGHT HAVE BEEN 1967 INCLUDE IT AS AN APPROPRIATE ANSWER)

(RECORD IN COLUMN 2 BELOW)

	COL. 1 - Q. 23			COL. 2 - Q. 24		
	EVER READ			READ IN PAST 2 YEARS		
	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
1. The sex organs of a man or a woman	1	2	3	1	2	3 ⁵⁶
2. Mouth-sex organ contact between a man and a woman	1	2	3	1	2	3 ⁵⁸
3. A man and a woman having sexual intercourse	1	2	3	1 X	2	3 ⁶⁰
4. Sexual activities between people of the same sex	1	2	3	1	2	3 ⁶²
5. Sex activities which include whips, belts or spankings	1	2	3	1	2	3 ⁶⁴

(IF "YES" TO ONE ITEM IN QUESTION 24, ASK QUESTION 25 ABOUT THAT ITEM) 65

(IF "YES" TO MORE THAN ONE ITEM IN QUESTION 24, ASK QUESTION 25 ABOUT THE FIRST "YES" FOLLOWING THE X. IF NO "YES" FOLLOWS THE X, ASK QUESTION 25 ABOUT FIRST "YES" ABOVE THE X.)

(IF "NO" OR "DON'T KNOW" TO ALL ITEMS IN QUESTION 24 TAKE BACK CARD AND SKIP TO QUESTION 31).

25. During the past two years, about how many different times have you read all or part of stories that described item _____ on this card in detail?

(ON LINE ABOVE RECORD AND READ ITEM NUMBER FROM Q. 24) 66

RECORD # OF TIMES: _____ 67-68

(INTERVIEWER: YOU MAY ACCEPT A RANGE OF TIMES)

26. Let's take the most recent story you read that described item (Q.24 ITEM NUMBER) in detail. Was this story in a book, a magazine, on typewritten sheets, or what?

	69
Book	1
Magazine	2
Typewritten sheets	3
Other (SPECIFY) _____	4
Don't know	5

27. The most recent story you read which gave a detailed description of item (Q.24 ITEM NUMBER), did you buy it, borrow it, or get it free or did you just read it someplace, or what?

	70
Bought it	1
Borrowed it	2
Got it free, or was given to me	3
(SKIP TO Q.30) Read it someplace (SPECIFY) _____	4
Other (SPECIFY) _____	5
Don't know	6

(TAKE BACK CARD FOR QUESTIONS 23-27)

(CARD FOR QUESTION 28 TO RESPONDENT)

28. Thinking of the item we have just been talking about, which of the ways shown on the card did you get it?

	71
a. It was in a magazine I subscribed to	1
b. Sent away for it	2
c. It came in the mail without my asking for it	3
d. From spouse	4
e. From a friend	5
f. From a parent	6
g. From a brother or sister	7
h. From someone I didn't know	8
i. From a bookstore	9
j. From a newsstand or drugstore	0
k. Other (SPECIFY) _____	X
l. Don't know	Y

(TAKE BACK CARD FOR Q. 28)

29. Who, if anyone, did you show or give it to? 72

(CIRCLE AS MANY AS APPLY)

(PROBE - ANYONE ELSE?)

No one	1
Spouse	2
Mother	3
Father	4
Sister	5
Brother	6
Male friend or friends	7
Female friend or friends	8
Other (SPECIFY) _____	9
Don't know	0

30. Think back to your reaction when you last read this. Were you mostly aroused sexually, disgusted, pleased or what? 73

(CIRCLE AS MANY AS APPLY)

Aroused sexually	1
Disgusted	2
Pleased	3
Other (SPECIFY) _____	4
Don't know	5

31. Do you know of a store or bookshop or a section of a bookshop which specializes in books, magazines, films, or photographs that show sexual activity?

		74
	Yes or think so	1
(SKIP TO Q.33)	No	2
	Don't know	3

32. (IF "YES" OR "THINK SO" IN QUESTION 31, ASK:) Is that located near where you live, work or shop?

		(2-11)
	Yes	1
	No	2
	Don't know	3

33. We haven't talked yet about mail that is delivered here. When mail is delivered here who usually opens it?

(CIRCLE AS
MANY AS
APPLY)

		12
	Respondent	1
	Spouse	2
	Whoever gets it	3
	Opened by person addressed to	4
	Other (SPECIFY) _____	5
	Don't know	6

34. We are interested in knowing when you would permit children or young people who are less than 17 years old to open mail. Would you let them open mail if it was:

	YES	NO	SOME-TIMES	DON'T KNOW
a. Addressed to them but you <u>disapproved</u> of who sent it?	1	2	3	4 ¹³
b. Addressed to them and you did <u>not</u> know who sent it?	1	2	3	4 ¹⁴
c. Addressed to other people at this address?	1	2	3	4 ¹⁵
d. Addressed to "occupant" and not to anyone in particular?	1	2	3	4 ¹⁶

35. Many people have received advertisements through the mail for sexual materials like those we have been talking about. These could be ads for books, pictures, movies, aids to sexual pleasure, and so forth. Have you ever received this kind of advertising for sexual materials in the mail?

		17
	Yes	1
(SKIP TO Q.37)	No	2
	Don't know	3

36. What were the advertisements for?

(PROBE FOR DETAILS OF THE ADS)

18-19

(CARD FOR QUESTION 37 TO RESPONDENT)

37. Before we leave the subject of mail advertisements for sexual materials, please read each statement on the card. When a statement comes close to the way you feel, just give me the letter next to it.

(PROBE - What other statements on that list also fit?)

	20
a. I like to read advertisements for sexual materials even if I don't buy anything	1
b. They are a good way of buying	2
c. These advertisements should only be sent to adults	3
d. I would prefer not to receive them	4
e. I feel strongly about it, and I would definitely prefer not to receive them	5
f. I do not mind getting them	6
g. I don't want to receive advertising of any kind through the mail	7
h. No statements picked	8

(TAKE BACK CARD FOR QUESTION 37)

38. Within the past year or so, the Motion Picture Association has started giving ratings to movies, so that some of the films that you see advertised have a "G" or an "M" or an "R" or an "X" rating included in the ad. Have you heard about or noticed this system of rating?

		21
	Yes	1
(SKIP TO Q.40)	No	2
	No opinion, not sure	3

(IF "YES" ON QUESTION 38, AND IF CHILDREN LIVING AT HOME, ASK QUESTION 39, OTHERWISE SKIP TO QUESTION 40)

39. Do you use the rating system to select movies for your children:

	22
Always	1
Frequently	2
Sometimes	3
Never	4

40. Assume that a sexual scene in a movie helps to tell the story. Do you think that whatever they need to show in the way of sexual scenes should:

	23
Definitely be allowed,	1
Probably be allowed,	2
Probably not be allowed, or	3
Definitely not be allowed?	4
(DO NOT READ) Don't know	5

41. What about the sexual scenes that are sometimes put into movies just to entertain the audience but not because the story depends on these scenes. Should these scenes:

	24
Definitely be allowed,	1
Probably be allowed,	2
Probably not be allowed, or	3
Definitely not be allowed?	4
(DO NOT READ) Don't know	5

42. Now think about sexual scenes on television, and suppose such a scene helps to tell the story. Do you think whatever they need to show on television in the way of sexual scenes should:

	25
Definitely be allowed,	1
Probably be allowed,	2
Probably not be allowed, or	3
Definitely not be allowed?	4
(DO NOT READ) Don't know	5

43. What about sexual scenes on television just to entertain the audience but not because the story depends on these scenes. Should these scenes:

26

Definitely be allowed,	1
Probably be allowed,	2
Probably not be allowed, or	3
Definitely not be allowed?	4
Don't know	5

(DO NOT READ)

44. There are some movies called stag movies or party movies. These are not shown in regular theaters, but are shown at private homes or private parties or at club meetings. Have you ever seen stag movies or party movies of this kind?

27

Yes, or think so	1
No	2
Don't know	3

45. Nearly every city has one or more theaters that specialize in showing movies that feature a lot of nudity and suggestions of sex activity. These movies are sometimes called "skinflicks". Have you ever seen these kinds of films?

28

Yes, or think so	1
No	2
Don't know	3

(IF "YES" OR "THINKS SO" ON QUESTION 44 OR 45, ASK QUESTION 46 OTHERWISE SKIP TO QUESTION 52)

46. About how many different times have you seen skinflicks, stag or party movies?
(PROBE: Just take a guess.)

RECORD # OF TIMES: _____

(INTERVIEWER: YOU MAY ACCEPT A RANGE OF TIMES)

29-30

47. In the past two years or so, about how many skinflicks, stag or party movies have you seen?

RECORD # OF TIMES: _____

(INTERVIEWER: YOU MAY ACCEPT A RANGE OF TIMES)

31-32

48. Think of the most recent time you saw a skinflick, stag or party movie. **Did you go to see it by yourself, or with someone else?**

33

(SKIP TO Q.50)	Alone	1
	With someone else	2
	Don't know	3

49. Who was with you at that time?

34

Spouse	1
Same sex friend(s)	2
Opposite sex friend(s)	3
Mixed group, both sexes	4
Fraternity, or social club, same sex	5
Don't know	6

(CARD FOR QUESTION 50 TO RESPONDENT)

50. Thinking of the last such movie you saw, which of these things did it include?

35

(CIRCLE AS
MANY AS
APPLY)

1. Scenes which are mainly for the purpose of showing the sex organs of a man or a woman	1
2. Mouth-sex organ contact between a man and a woman	2
3. A man and a woman having (or appearing to have) sexual intercourse	3
4. Sexual activities between people of the same sex	4
5. Sex activities which include whips, belts or spankings	5
6. None of them	6
7. Don't know	7

(TAKE BACK CARD FOR Q.50)

51. What was your overall reaction to this movie? Were you mostly aroused sexually, disgusted, pleased, or what?

36

(CIRCLE AS MANY
AS APPLY)

Aroused sexually	1
Disgusted	2
Pleased	3
Other (SPECIFY)	
_____	4
Don't know	5

52. We have been talking about seeing and reading sexual materials. Is there anything that we should have asked you about, but did not include?

37

No or not sure	1
Yes (PROBE: Please tell me more about that)	2

53. Considering all the materials we have talked about, is there anything you have seen or read which you wish you had not?

38

No or not sure	1
Yes or maybe (PROBE: What is it that you are thinking about?)	2

54. Considering all the materials we have talked about, is there anything that you are glad you have seen or read?

39

No or not sure	1
Yes or maybe (PROBE: What is it that you are thinking about?)	2

54A. Of all the sexual material we have talked about in photographs, snapshots, cartoons, cartoons, movies or printed material, about how old were you when you first saw any of these things?

RECORD AGE: _____

(INTERVIEWER: YOU MAY ACCEPT A RANGE OF AGES)

40-41

(CARD FOR QUESTIONS 55-56 TO RESPONDENT)

(ASK QUESTION 55 ABOUT EACH ITEM BEFORE ASKING QUESTION 55A)

55. On this card are some opinions about the effects of looking at or reading sexual materials. As I read the letter of each one please tell me if you think sexual materials do or do not have these effects. Let's start with letter a.

(RECORD IN COLUMN 1 BELOW)

(IF THERE IS NO "YES" TO Q. 55, SKIP TO QUESTION 56)

(ASK QUESTION 55A ABOUT EACH "YES" TO QUESTION 55)

55A. Let's take letter (READ LETTER OF EACH "YES" TO Q.55). Have sexual materials had this effect on you, on someone you know personally or neither? (CIRCLE AS MANY AS APPLY IN COLUMN 2 BELOW)

(ASK QUESTION 56 FOR EACH "SOMEONE" AS SOON AS IT IS GIVEN IN QUESTION 55A)

(IF NO "SOMEONE" TO QUESTION 55A, SKIP TO QUESTION 57)

56. Was that someone in your family? (RECORD IN COLUMN 3 BELOW)

	COLUMN 1 Q. 55			COLUMN 2 Q. 55A				COL. 3 Q.56	
	YES	NO	DK	ME	SOME ONE	NEI- THER	DK	YES	NO
a. Sexual materials provide entertainment	42 1	2	3	54 1	2	3	4	1	66 2
b. Sexual materials make people bored with sexual materials	43 1	2	3	55 1	2	3	4	1	67 2
c. Sexual materials provide an outlet for bottled up impulses	44 1	2	3	56 1	2	3	4	1	68 2
d. Sexual materials make people sex crazy	45 1	2	3	57 1	2	3	4	1	69 2
e. Sexual materials give relief to people who have sex problems	46 1	2	3	58 1	2	3	4	1	70 2
f. Sexual materials lead to a breakdown of morals	47 1	2	3	59 1	2	3	4	1	71 2
g. Sexual materials improve sex relations of some married couples	48 1	2	3	60 1	2	3	4	1	72 2
h. Sexual materials provide information about sex	49 1	2	3	61 1	2	3	4	1	73 2
i. Sexual materials excite people sexually	50 1	2	3	62 1	2	3	4	1	74 2
j. Sexual materials lead people to commit rape	51 1	2	3	63 1	2	3	4	1	75 2
k. Sexual materials lead people to lose respect for women	52 1	2	3	64 1	2	3	4	1	76 2
l. Sexual materials make men want to do new things with their wives	53 1	2	3	65 1	2	3	4	1	77 2

(TAKE BACK CARD FOR QUESTIONS 55-56)

57. With respect to sexual materials of the kinds we have been discussing, which of these two points of view is closer to the way you feel:

(3-11)

(SKIP TO Q. 59)	People should be allowed to read or see anything they want to, or	1
	Some people should not be allowed to read or see some things?	2
	Other (SPECIFY) _____	3

58. Should the restrictions you are thinking of apply just for children and young people, or should there also be restrictions on what adults are allowed to read or see?

12

Apply just to children	1
Apply to adults as well as children	2
Don't know	3

(SKIP TO QUESTION 60)

59. Now in thinking about what you just said, would you change your mind if it were clearly demonstrated that materials dealing with sex had harmful effects?

13

Yes	1
No	2
Don't know	3

(SKIP TO QUESTION 61)

60. You said that some things should not be allowed. Would you change your mind if it were clearly demonstrated that materials dealing with sex had no harmful effects?

14

Yes	1
No	2
Don't know	3

(CARD FOR QUESTION 61 TO RESPONDENT)

61. On the top of this card are descriptions of sexual material sometimes shown in movies in regular theaters. On the bottom of the card are some opinions about who it is all right to admit to movies showing such material.

For each description on top tell me which, if any, group on the bottom it is all right to admit to these movies.

Let's start with Number 1. Which statement comes closest to your opinion about who it is all right to admit to these movies? Just tell me the letter.

(ASK Q. 61 FOR EACH DESCRIPTION)

	A	B	C	D	E	D.K.
1. Scenes which are mainly for the purpose of showing the sex organs of a man or a woman	1	2	3	4	5	6 ¹
2. Mouth-sex organ contact between a man and a woman	1	2	3	4	5	6 ¹
3. A man and a woman having (or appearing to have) sexual intercourse	1	2	3	4	5	6 ¹
4. Sexual activities between people of the same sex	1	2	3	4	5	6 ¹
5. Sex activities which include whips, belts, or spankings	1	2	3	4	5	6 ¹

(TAKE BACK CARD FOR QUESTION 61)

(CARD FOR QUESTION 62 TO RESPONDENT)

62. On the top of this card are descriptions of sexual activities sometimes found in printed material. These could be stories in books, magazines, paperback books or on typewritten pages.

For each description on the top tell me which, if any, group on the bottom for whom it is all right for the material to be available.

Let's start with Number 1. Which statement comes closest to your opinion about for whom it is all right for this printed material to be available?

	A	B	C	D	E	D.K.
1. The sex organs of a man or a woman	1	2	3	4	5	6 ²
2. Mouth-sex organ contact between a man and a woman	1	2	3	4	5	6 ²
3. A man and a woman having sexual intercourse	1	2	3	4	5	6 ²
4. Sexual activities between people of the same sex	1	2	3	4	5	6 ²
5. Sex activities which include whips, belts, or spankings	1	2	3	4	5	6 ²

(TAKE BACK CARD FOR QUESTION 62)

63. We may already have covered some of these next points, but we would like to make sure of your opinion. Would it be all right or not be all right to have sexual materials available of the kind we have been discussing if they were looked at or read just by adults and just in their own homes?

25

All right	1
Not all right	2
Some all right; others not	3
Other (SPECIFY) _____	4
Don't know	5

64. Would it be all right or not all right if these sexual materials were available in bookstores just for people who wanted to buy them?

26

All right	1
Not all right	2
Some all right; others not	3
Other (SPECIFY) _____	4
Don't know	5

65. Think of your own opinions about the sale and distribution of sexual materials. Would you guess that most other people in this community would want more restriction on sexual materials than you do, or less restriction than you do, or what?

27

Most people would want more restriction	1
Most people would want less restriction	2
About the same amount of restriction	3
Other (SPECIFY) _____	4
Not sure, no opinion	5

66. In what ways do you think that your own feelings about the availability of sexual materials might be different from the feelings of most other people in this community?

28-29

67. One way to regulate sexual materials would be by laws. But I'm going to read you some other ways that regulation might be done. For each one tell me if you approve of it or you disapprove of it as a way to regulate sexual materials.

	Approve	Dis-approve	Other	No Opinion
a. Every person should be allowed to decide for himself	1	2	3	4 ³⁰
b. Librarians keeping objectionable materials off the shelves	1	2	3	4 ³¹
c. Parents teaching children what is good for them and what is not	1	2	3	4 ³²
d. Having companies that produce sexual materials get together and agree not to print certain things	1	2	3	4 ³³
e. Instruction in school that teaches children what is good for them	1	2	3	4 ³⁴
f. Local boards of citizens from different walks of life keeping objectionable things out of the community	1	2	3	4 ³⁵

68. Now, how about the possibility of passing laws to restrict the availability of sexual materials. Do you think that laws would be a more effective way or a less effective way than any of the possibilities that we have just talked about?

	³⁶
More effective	1
Less effective	2
Other (SPECIFY) _____	3
Don't know	4

69. If such laws are passed, should they be federal laws passed by Congress for the whole country or should they be state laws for each state, or should they be laws passed by each community who wants them?

	³⁷
Federal	1
State	2
Community	3
Not sure	4

70. Should the laws be against the distribution of sexual materials to everybody, or just to people under 21, or just to people under 17, or what?

	38
Everybody	1
Just people under 21	2
Just people under 17	3
Other (SPECIFY) _____	4
Not sure	5

71. For each of these opinions that I am going to read to you, please tell me "yes" if your own opinion leans towards the YES side, or tell me "no" if your opinion leans towards the NO side.

	YES	NO	DEPENDS	NO OPINION
a. Should newspapers have the right to print articles which criticize the police?	1	2	3	4 ³⁹
b. Should the results of studies of sex behavior, such as the Kinsey studies, be made public?	1	2	3	4 ⁴⁰
c. Should people be allowed to make speeches against God?	1	2	3	4 ⁴¹
d. Should people be allowed to publish books which attack our system of government?	1	2	3	4 ⁴²
e. Would laws against sexual materials be impossible to enforce?	1	2	3	4 ⁴³

72. Some of the things we have talked about are described by some people as "pornographic." During the past year, have you seen a movie which you regarded as pornographic?

	44
Yes	1
(SKIP TO Q. 73)	2
No	2
Not sure	3

72A. (IF "YES") Get title of movie(s)

45-46

73. During the past year, have you seen or read a magazine which you regarded as pornographic?

		47
	Yes	1
(SKIP TO Q.74)	No	2
	Not sure	3

73A. (IF "YES") Get name or names of magazine(s)

48-49

74. During the past year, have you read a book which you regarded as pornographic?

		50
	Yes	1
(SKIP TO Q.75)	No	2
	Not sure	3

74A. (IF "YES") Get name or names of book(s)

51-52

75. Now I would like to ask you some background questions. First, what was your age on your last birthday?

AGE: _____

53-54

76. What was the last grade that you completed in school?

Elementary school	1	2	3	4	5	6	7	8	55
High school	1	2	3	4					56
College	1	2	3	4	5 or more				57

77. How many brothers did you grow up with?

		58
(SKIP TO Q.78)	None	0
	Number _____	

77A. How many of them were older than you?

NUMBER: _____

59

78. How many sisters did you grow up with?		60
(SKIP TO Q. 79)	None	0
	Number _____	
78A. How many of them were older than you?		
	NUMBER: _____	61
79. What religion were you raised in, if any?		
	Catholic	1
	Jewish	2
	Protestant	3
	Other (SPECIFY) _____	4
	None	5
80. About how many times did you attend church or religious services during the month of January, or didn't you do that?		
	RECORD NUMBER OF TIMES: _____	63-64
81. Are you married, divorced, separated, widowed or have you never married?		
	Married	1
	Divorced	2
	Separated	3
	Widowed, or	4
	Never married	5
82. How many boys are living here who are 17 or younger?		
(SKIP TO Q.83)	None	0
	Number _____	
82A. Please give me the age of each of the boys.		
1. _____	3. _____	5. _____
2. _____	4. _____	6. _____

83. How many girls are living here who are 17 or younger?

67

(SKIP TO Q.84)	None	0
	Number _____	

83A. Please give me the age of each of the girls.

1. _____ 3. _____ 5. _____
 2. _____ 4. _____ 6. _____

84. In general, do you think of yourself as usually taking a liberal or a conservative point of view on issues?

68

Liberal	1
Conservative	2
Both at different times	3
No opinion	4

85. Is the chief wage earner of this household currently employed?

69

	Yes	1
(SKIP TO Q.88)	No	2
	Unemployed, looking for work	3
	Retired	4

86. For what kind of company or business does he work?

87. What are his duties?

70-71

(CARD FOR QUESTION 88 TO RESPONDENT)

88. In which of these income groups did your total family income for 1969 fall? That would be before taxes. Just give me the letter.

72

A. Less than \$3,000	1
B. \$3,000 - \$4,999	2
C. \$5,000 - \$7,999	3
D. \$8,000 - \$9,999	4
E. \$10,000 - \$14,999	5
F. \$15,000 - \$24,999	6
G. \$25,000 - \$39,999	7
H. \$40,000 or more	8

(TAKE BACK CARD FOR QUESTION 88)

(INTERVIEWER: RECORD FROM OBSERVATION)

89. Sex

73

Male	1
Female	2

(INTERVIEWER: RECORD FROM OBSERVATION)

90. Race

74

White	1
Other (SPECIFY) _____	2
Not sure	3

91. What is your telephone number please?

PHONE #: _____

We have just a few minutes and I would like to give you the part you fill out yourself. Please be sure to read the instructions carefully before you answer the questions.

Time interview ended: _____ A.M. _____ P.M.

THE SELF-ADMINISTERED QUESTIONNAIRE

RESPONDENT ID NUMBER: _____

FEBRUARY, 1970

SELF-ADMINISTERED QUESTIONNAIRE

We are asking you to fill out this part of the interview yourself so that it is completely private. After you have finished it, please put it in the envelope that the interviewer gave you, and seal the envelope. The interviewer will already have placed in the envelope the questionnaire she used in your interview. The interviewer will mail the envelope directly to Temple University.

The number at the top is to identify this questionnaire so that the computer can match it up with the rest of the interview. Otherwise please do not identify yourself on this questionnaire.

The way to indicate your answers is to draw a circle around the number next to the statement that best answers the question for you.

For example, look at the following sample question.

Are you male or female?

Male	1
Female	2

If you are male you would circle the Number 1 to the right of the word "Male" like this:

Male	①
Female	2

If you are female you would circle the Number 2 to the right of the word "female" like this:

Male	1
Female	②

Now please go on and answer the questions on each of the following pages. REMEMBER TO CIRCLE ONLY ONE NUMBER FOR EACH QUESTION.

1. How would you rate your own sexual attitudes?

(CIRCLE ONLY
ONE NUMBER)

Very liberal	1
Somewhat liberal	2
Somewhat conservative	3
Very conservative	4

(IF YOU ARE WIDOWED, DIVORCED, SEPARATED, OR NEVER MARRIED, SKIP TO QUESTION 4)

2. (IF MARRIED NOW) Overall, how do you rate your marriage?

(CIRCLE ONLY
ONE NUMBER)

Very happy	1
Fairly happy	2
Fairly unhappy	3
Very unhappy	4

3. Most marriages, even happy ones, have some problems with sexual relations. How important have sexual problems been in your marriage?

(CIRCLE ONLY
ONE NUMBER)

Very important	1
Somewhat important	2
No significant sex problems	3
Not important at all	4

(FOR QUESTIONS 4 - 10, CIRCLE THE NUMBER THAT SHOWS WHETHER YOU STRONGLY AGREE, AGREE, DISAGREE, OR STRONGLY DISAGREE WITH EACH STATEMENT.)

4. A girl who goes to bed with a boy before marriage will lose his respect.

(CIRCLE ONLY
ONE NUMBER)

Strongly agree	1
Agree	2
Disagree	3
Strongly disagree	4

5. Young people today have healthier attitudes towards sex than do their parents.

(CIRCLE ONLY
ONE NUMBER)

Strongly agree	1
Agree	2
Disagree	3
Strongly disagree	4

6. First of all, sex is for fun.

(CIRCLE ONLY
ONE NUMBER)

Strongly agree	1
Agree	2
Disagree	3
Strongly disagree	4

<p>7. Homosexuals should be excluded from regular society.</p> <p style="text-align: right;">(CIRCLE ONLY <u>ONE NUMBER</u>)</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">Strongly agree</td><td style="text-align: center; padding: 2px;">1</td></tr> <tr><td style="padding: 2px;">Agree</td><td style="text-align: center; padding: 2px;">2</td></tr> <tr><td style="padding: 2px;">Disagree</td><td style="text-align: center; padding: 2px;">3</td></tr> <tr><td style="padding: 2px;">Strongly disagree</td><td style="text-align: center; padding: 2px;">4</td></tr> </table>	Strongly agree	1	Agree	2	Disagree	3	Strongly disagree	4						
Strongly agree	1														
Agree	2														
Disagree	3														
Strongly disagree	4														
<p>8. There is an element of homosexuality in all of us.</p> <p style="text-align: right;">(CIRCLE ONLY <u>ONE NUMBER</u>)</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">Strongly agree</td><td style="text-align: center; padding: 2px;">1</td></tr> <tr><td style="padding: 2px;">Agree</td><td style="text-align: center; padding: 2px;">2</td></tr> <tr><td style="padding: 2px;">Disagree</td><td style="text-align: center; padding: 2px;">3</td></tr> <tr><td style="padding: 2px;">Strongly disagree</td><td style="text-align: center; padding: 2px;">4</td></tr> </table>	Strongly agree	1	Agree	2	Disagree	3	Strongly disagree	4						
Strongly agree	1														
Agree	2														
Disagree	3														
Strongly disagree	4														
<p>9. It is important that government strongly enforce existing sex laws.</p> <p style="text-align: right;">(CIRCLE ONLY <u>ONE NUMBER</u>)</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">Strongly agree</td><td style="text-align: center; padding: 2px;">1</td></tr> <tr><td style="padding: 2px;">Agree</td><td style="text-align: center; padding: 2px;">2</td></tr> <tr><td style="padding: 2px;">Disagree</td><td style="text-align: center; padding: 2px;">3</td></tr> <tr><td style="padding: 2px;">Strongly disagree</td><td style="text-align: center; padding: 2px;">4</td></tr> </table>	Strongly agree	1	Agree	2	Disagree	3	Strongly disagree	4						
Strongly agree	1														
Agree	2														
Disagree	3														
Strongly disagree	4														
<p>10. When it comes to sex, there is a great difference between what most people do and what they would like to do.</p> <p style="text-align: right;">(CIRCLE ONLY <u>ONE NUMBER</u>)</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">Strongly agree</td><td style="text-align: center; padding: 2px;">1</td></tr> <tr><td style="padding: 2px;">Agree</td><td style="text-align: center; padding: 2px;">2</td></tr> <tr><td style="padding: 2px;">Disagree</td><td style="text-align: center; padding: 2px;">3</td></tr> <tr><td style="padding: 2px;">Strongly disagree</td><td style="text-align: center; padding: 2px;">4</td></tr> </table>	Strongly agree	1	Agree	2	Disagree	3	Strongly disagree	4						
Strongly agree	1														
Agree	2														
Disagree	3														
Strongly disagree	4														
<p>(IF YOU NEVER HAD SEXUAL INTERCOURSE, SKIP TO QUESTION 14).</p>															
<p>11. How old were you the first time you had sexual intercourse?</p> <p style="text-align: right;">WRITE IN AGE: _____</p>															
<p>12. In the past six months how often, on the average, did you engage in sexual intercourse?</p> <p style="text-align: right;">(CIRCLE ONLY <u>ONE NUMBER</u>)</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">Not at all</td><td style="text-align: center; padding: 2px;">1</td></tr> <tr><td style="padding: 2px;">A few times</td><td style="text-align: center; padding: 2px;">2</td></tr> <tr><td style="padding: 2px;">Once or twice a month</td><td style="text-align: center; padding: 2px;">3</td></tr> <tr><td style="padding: 2px;">Once or twice a week</td><td style="text-align: center; padding: 2px;">4</td></tr> <tr><td style="padding: 2px;">Three or four times a week</td><td style="text-align: center; padding: 2px;">5</td></tr> <tr><td style="padding: 2px;">Five or more times a week</td><td style="text-align: center; padding: 2px;">6</td></tr> <tr><td style="padding: 2px;">Daily or more often</td><td style="text-align: center; padding: 2px;">7</td></tr> </table>	Not at all	1	A few times	2	Once or twice a month	3	Once or twice a week	4	Three or four times a week	5	Five or more times a week	6	Daily or more often	7
Not at all	1														
A few times	2														
Once or twice a month	3														
Once or twice a week	4														
Three or four times a week	5														
Five or more times a week	6														
Daily or more often	7														

13. During intercourse have you ever imagined that your sex partner was someone else?

(CIRCLE ONLY
ONE NUMBER)

Yes	1
No	2

14. How often do you dream about sex?

(CIRCLE ONLY
ONE NUMBER)

Frequently	1
Occasionally	2
Seldom	3
Never	4

15. Most children play with themselves sexually while they are growing up. If a young person does this and has a sexual climax, this is called masturbation. Suppose a 12 or 13 year old boy or girl does something like this. Which one of these statements comes closest to your opinion of what a parent should do?

(CIRCLE ONLY
ONE NUMBER)

Punish	1
Forbid, but not punish	2
Discourage, not forbid	3
Discuss, not discourage	4
Ignore	5
Don't know	6

16. Thinking of when you were growing up, at what age did you first have the experience of masturbation?

AGE: _____ Never Masturbated 1

17. Overall, how would you rate your sex life as it is now?

(CIRCLE ONLY
ONE NUMBER)

Very unsatisfactory	1
Somewhat unsatisfactory	2
Somewhat satisfactory	3
Very satisfactory	4

18. Have you ever been afraid you might become homosexual?

(CIRCLE ONLY
ONE NUMBER)

Yes	1
No	2

19. The rest of these questions are about the whole interview, not just this part of it. First, are you glad you were interviewed, or do you wish you had not taken the time for it?

(CIRCLE ONLY
ONE NUMBER)

Glad	1
Wish I hadn't	2
Not sure	3

20. During the interview or in this questionnaire about how often did you hold back and not answer the questions completely even though you knew what you should have said?

(CIRCLE ONLY
ONE NUMBER)

Held back a great deal	1
Held back some of the time	2
Held back a little bit	3
Did not hold back at all	4

21. Remember, no one is going to follow up these questions or ask you anything else. The interview is over. Please help us by giving us an idea of how much during the interview, you actually changed your answers or told the interviewer something different from the truth?

(CIRCLE ONLY
ONE NUMBER)

I did not tell the truth a great deal of the time	1
I did not tell the truth some of the time	2
I told the truth nearly all of the time	3
I told the truth all of the time	4

22. At the times when you held back or you changed your answers was it in connection with the interview or with the self-administered questionnaire you just filled out yourself?

(CIRCLE ONLY
ONE NUMBER)

Interview	1
Self-administered questionnaire	2
Both	3
My answer does not fit the above categories	4

23. Have you had more or have you had less exposure to sexual materials than you told the interviewer?

A lot more than I told about	1
A little more than I told about	2
No more or less than I told about	3
A little less than I told about	4
A little more than I told about	5

24. Some people feel guilty about reading sex stories or looking at pictures showing sex acts. How about you?

(CIRCLE ONLY
ONE NUMBER)

Yes, very guilty	1
Yes, guilty, but only sometimes	2
No, don't feel guilty	3

25. How about the interviewer. Did anything about the interviewer make you less honest than you would have been with a different interviewer, or didn't the interviewer have that effect on you? Your answer will not affect the interviewer in any way.

(CIRCLE ONLY
ONE NUMBER)

Made me less honest than I would have been	1
Did not make me less honest	2
Not sure	3

26. Please use the rest of this space to let us know anything at all that you would like to tell us.

THANK YOU VERY MUCH. PUT THIS QUESTIONNAIRE INTO THE ENVELOPE. SEAL THE ENVELOPE. THE INTERVIEWER WILL WRITE HIS OR HER NAME ACROSS THE FLAP, TAKE THE ENVELOPE, AND MAIL IT ON THE WAY HOME.

APPENDIX C

THE ADOLESCENT INTERVIEW FORM

INSTITUTE FOR SURVEY RESEARCH
TEMPLE UNIVERSITY
-Of The Commonwealth System Of Higher Education
PHILADELPHIA, PA.

RESPONDENT ID NUMBER: _____

FEBRUARY, 1970

#520-465-08

OPINION SURVEY ON CURRENT SOCIAL ISSUES

ADOLESCENT QUESTIONNAIRE

Time interview began: _____ A.M. _____ P.M.

Date: _____

RESPONDENT'S NAME: _____ TELEPHONE #: _____
(PLEASE PRINT)

ADDRESS: _____
(PLEASE PRINT)

CITY: _____ STATE: _____ ZIP CODE: _____
(PLEASE PRINT)

INTRODUCTION: How do you do. I'm _____ and I'm working on a survey for the Institute for Survey Research at Temple University in Philadelphia. A letter was sent to your household telling about this study on important social issues and saying that I would call here. Here is a copy of that letter.

INTERVIEWER'S NAME: _____ ID #: _____

One of the issues that some people are talking about is sex education. To some people sex education means a teacher in a public school teaching students about the biology of sex, male and female sexual behavior and sexual morals in the United States.

1A. Do you now or did you have a formal course in sex education in school?

	Yes	1
(SKIP TO Q.2)	No	2
	Don't know	3

1B. Do you or did you find it:

	Very helpful,	1
	Somewhat helpful,	2
	Not too helpful, or	3
	Not helpful at all?	4
(DO NOT READ)	Don't know, or No opinion	5

* After printing but before much field work had been done, it was requested that the above two questions be added to the adolescent questionnaire. This was accomplished through an insert page mailed to interviewers.

(CARD FOR QUESTION 1 TO RESPONDENT)

1. Here is a list of places and some people who might give boys and girls information about sex. From which of these did you get most of your information about sex?

(1-21)

(CIRCLE AS

MANY AS

APPLY)

a. Mother	1
b. Father	2
c. Brothers or sisters	3
d. School	4
e. Church	5
f. Friends of about the same age	6
g. Family doctor	7
h. Books	8
i. Did not get any sex information	9
j. Other (SPECIFY) _____	0
k. No opinion	X

(TAKE BACK CARD FOR QUESTION 1)

(CARD FOR QUESTIONS 2-6 TO RESPONDENT)

2. If you are like most of us you may have seen sex portrayed in photographs, snapshots, cartoons, or movies. Please read through this card and for each item tell me if you have ever seen photographs, snapshots, cartoons or movies that show these things. We are not referring to classroom materials such as photographs in textbooks or films shown in class.

Let's start with the first one. Have you ever seen a photograph, snapshot, cartoon, or movie of it?

(RECORD IN COLUMN 1 BELOW)

(ASK QUESTION 2 SEPARATELY FOR EACH NUMBER ON CARD BEFORE ASKING QUESTION 3)

(IF "NO" OR "DON'T KNOW" TO ALL ITEMS IN QUESTION 2, TAKE BACK CARD AND SKIP TO QUESTION 12)

3. Of all the sexual materials we have talked about in photographs, snapshots, cartoons, or movies, please tell me how old you were when you first saw any of these things.

RECORD AGE: _____

22-23

(ASK QUESTION 4 ABOUT EACH "YES" TO QUESTION 2)

4. And have you seen the _____ item on the card within the past 2 years, that is, in 1968 or 1969? (IF R THINKS IT WAS 1968 BUT IT MIGHT HAVE BEEN 1967 INCLUDE IT AS AN APPROPRIATE ANSWER)

(RECORD IN COLUMN 2 BELOW)

	COL. 1 - Q. 2			COLUMN 2 - Q. 4		
	EVER SEEN			SEEN IN PAST 2 YEARS		
	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
1. Scenes which are mainly for the purpose of showing the sex organs of a man or a woman	1	2	3	1	2	3 ²⁵
2. Mouth-sex organ contact between a man and a woman	1	2	3	1 X	2	3 ²⁷
3. A man and a woman having (or appearing to have) sexual intercourse	1	2	3	1	2	3 ²⁹
4. Sexual activities between people of the same sex	1	2	3	1	2	3 ³¹
5. Sex activities which include whips, belts or spankings	1	2	3	1	2	3 ³³

34

(INTERVIEWER: IN CASE THERE IS A QUESTION WE ARE NOT ASKING ABOUT ACTUALLY SEEING OR PARTICIPATING IN ANY OF THESE, BUT JUST SEEING PHOTOGRAPHS, SNAPSHOTS, CARTOONS OR MOVIES ABOUT THEM.)

(IF "YES" TO ONE ITEM IN QUESTION 4, ASK QUESTION 5 ABOUT THAT ITEM)
 (IF "YES" TO MORE THAN ONE ITEM IN QUESTION 4 ASK QUESTION 5 ABOUT THE FIRST "YES" FOLLOWING THE X. IF NO "YES" FOLLOWS THE X THEN ASK QUESTION 5 ABOUT FIRST "YES" ABOVE THE X.)

(IF "NO" OR "DON'T KNOW" TO ALL ITEMS IN QUESTION 4 TAKE BACK CARD AND SKIP TO Q. 12)

5. During the past two years about how many different times have you seen photographs, snapshots, cartoons or movies of item _____ on this card?

(ON LINE ABOVE RECORD AND READ ITEM NUMBER FROM Q.4)

35

(INTERVIEWER: YOU MAY ACCEPT A RANGE OF TIMES)

RECORD # OF TIMES: _____

36-37

6. Let's take the most recent time you saw a photograph, snapshot, cartoon or movie of item (Q.4 ITEM NUMBER) on the card. Was it in a book, a magazine, a movie or what?

38

(CIRCLE ONLY
ONE NUMBER)

Book	1
Magazine	2
Movie	3
Picture by itself	4
Other (SPECIFY) _____	5
Don't know	6

(TAKE BACK CARD FOR QUESTIONS 2-6)

(CARD FOR QUESTION 7 TO RESPONDENT)

7. Please use this card to tell me more about where you saw this the most recent time. If you're not sure, just give me your best recollection.

39

(SKIP TO Q. 11)	a. Movie theater	1
	b. Television	2
	c. My own house	3
	d. At a friend's house	4
	e. At a party	5
	f. At school	6
	g. Newsstand or drugstore	7
	h. Bookstore	8
	i. In an advertisement	9
	j. On a wall (Lavatory wall or other)	0
	k. Other (SPECIFY) _____	X
l. Don't know	Y	

(CIRCLE ONLY
ONE NUMBER)

(TAKE BACK CARD FOR QUESTION 7)

(CARD FOR QUESTION 8 TO RESPONDENT)

8. The most recent time you saw item (Q.4 ITEM NUMBER) in a photograph, snapshot, cartoon, or movie, did you buy it, borrow it, get it free, or just see it someplace, or what?

40

(SKIP TO Q.11)	Bought it	1
	Borrowed it	2
	Got it free, or was given to me	3
	Saw it someplace (SPECIFY) _____	4
	Other (SPECIFY) _____	5
	Don't know	6

(TAKE BACK CARD FOR QUESTION 8)

(CARD FOR QUESTION 9 TO RESPONDENT)

9. Thinking of the item we have just been talking about, which of the ways shown on the card did you get it?

41

a. It was in a magazine I subscribed to	1
b. Sent away for it	2
c. It came in the mail without my asking for it	3
d. From spouse	4
e. From a friend	5
f. From a parent	6
g. From a brother or sister	7
h. From someone I didn't know	8
i. From a bookstore	9
j. From a newsstand or a drugstore	0
k. Other (SPECIFY) _____	X
l. Don't know	Y

(TAKE BACK CARD FOR QUESTION 9)

10. Who, if anyone, did you show or give it to?

42

(CIRCLE AS MANY
AS APPLY)

(PROBE: ANYONE ELSE?)

No one	1
Spouse	2
Mother	3
Father	4
Sister	5
Brother	6
Male friend or friends	7
Female friend or friends	8
Other (SPECIFY) _____	9
Don't know	0

11. Think back to your reaction when you last saw this. Were you mostly aroused sexually, disgusted, pleased or what?

43

(CIRCLE AS MANY
AS APPLY)

Aroused sexually	1
Disgusted	2
Pleased	3
Other (SPECIFY) _____	4
Don't know	5

CARD FOR QUESTIONS 12-18 TO RESPONDENT)

12. Sex also appears in printed materials. These could be stories in books, magazines, paperback books, or on typewritten pages. We are not referring to classroom materials such as textbooks.

Let's start with the first item on this card. Tell me if you have ever read all or part of a story which gave a detailed description of the first item.

(RECORD IN COLUMN 1 BELOW)

(ASK QUESTION 12 SEPARATELY FOR EACH NUMBER ON CARD BEFORE ASKING QUESTION 13).

(IF "NO" OR "DON'T KNOW" TO ALL ITEMS IN QUESTION 12, TAKE BACK CARD AND SKIP TO QUESTION 17)

13. Of all of the sexual materials we've talked about in books, magazines, paperback books, or typewritten pages, please tell me how old you were when you first read descriptions of any of these things.

RECORD AGE: 44-45

(ASK QUESTION 14 ABOUT EACH "YES" TO QUESTION 12)

14. And have you read a detailed description of the _____ item within the past 2 years, that is, in 1968 or 1969. (IF R THINKS IT WAS 1968 BUT IT MIGHT HAVE BEEN 1967 INCLUDE IT AS AN APPROPRIATE ANSWER)

(RECORD IN COLUMN 2 BELOW)

	COLUMN 1 - Q. 12			COLUMN 2 - Q. 14		
	EVER READ			READ IN PAST 2 YEARS		
	YES	NO	DON'T KNOW	YES	NO	DON'T KNOW
1. The sex organs of a man or a woman	1	2	3	1	2	3 ⁴⁷
2. Mouth-sex organ contact between a man and a woman	1	2	3	1	2	3 ⁴⁹
3. A man and a woman having sexual intercourse	1	2	3	1 X	2	3 ⁵¹
4. Sexual activities between people of the same sex	1	2	3	1	2	3 ⁵³
5. Sex activities which include whips, belts or spankings	1	2	3	1	2	3 ⁵⁵

(IF "YES" TO ONE ITEM IN QUESTION 14, ASK QUESTION 15 ABOUT THAT ITEM) 56

(IF "YES" TO MORE THAN ONE ITEM IN QUESTION 14, ASK QUESTION 15 ABOUT THE FIRST "YES" FOLLOWING THE X. IF NO "YES" FOLLOWS THE X THEN ASK QUESTION 15 ABOUT THE FIRST "YES" ABOVE THE X.)

15. During the past two years, about how many times have you read all or part of stories that described item _____ on this card in detail?

(ON LINE ABOVE RECORD AND READ ITEM NUMBER FROM Q.14)

57

RECORD # OF TIMES: _____

(INTERVIEWER: YOU MAY ACCEPT A RANGE OF TIMES)

58-59

16. Let's take the most recent story you read that described item (Q.14 ITEM NUMBER) in detail. Was this story in a book, a magazine, on typewritten sheets, or what?

60

Book	1
Magazine	2
Typewritten sheets	3
Other (SPECIFY) _____	4
Don't know	5

17. Do you know of a store or bookshop or a section of a bookshop which specializes in books, magazines, films, or photographs that show sexual activity?

61

(SKIP TO Q. 19)	Yes or think so	1
	No	2
	Don't know	3

18. (IF "YES" OR "THINK SO" IN QUESTION 17, ASK:) Is that located near where you live, shop, work, or go to school?

62

Yes	1
No	2
Don't know	3

19. Many people have received advertisements through the mail for sexual materials like those we have been talking about. These could be ads for books, pictures, movies, aids to sexual pleasure, and so forth. Have you ever received this kind of advertising for sexual materials in the mail?

63

(SKIP TO Q. 21)	Yes	1
	No	2
	Don't know	3

20. What were the advertisements for?

(PROBE FOR DETAILS OF THE ADS)

64-65

21. Assume that a sexual scene in a movie helps to tell the story. Do you think that whatever they need to show in the way of sexual scenes should:

66

	Definitely be allowed,	1
	Probably be allowed,	2
	Probably not be allowed, or	3
	Definitely not be allowed?	4
(DO NOT READ)	Don't know	5

22. What about the sexual scenes that are sometimes put into movies just to entertain the audience but not because the story depends on these scenes. Should these scenes:

67

	Definitely be allowed,	1
	Probably be allowed,	2
	Probably not be allowed, or	3
	Definitely not be allowed?	4
(DO NOT READ)	Don't know	5

23. With respect to sexual materials of the kinds we have been discussing, which of these two points of view is closer to the way you feel:

68

	People should be allowed to read or see anything they want to, or	1
	Some people should not be allowed to read or see some things	2
(DO NOT READ)	Other (SPECIFY) _____	3
	Not sure, no opinion	4

These last few questions are for statistical purposes.

24. How old are you please?

(2-11)

15 years	1
16 years	2
17 years	3
18 years	4
19 years	5
20 years	6

25. At the present time are you a full-time student?

		12
(SKIP TO Q.27)	Yes	1
	No	2

26. What are you doing most of the time?

	13
Working at a job	1
Looking for work	2
Staying home or housewife	3
Other (SPECIFY) _____	4

27. What was the last grade that you completed in school?

Elementary school	1	2	3	4	5	6	7	8	14
High school	1	2	3	4					15
College	1	2	3	4	5 or more				16

28. As of now, which of these descriptions fits you best? Are you married, engaged to be married, going steady, just dating, or not any of these things?

	17
Married	1
Engaged	2
Going steady	3
Just dating	4
Not any of these things	5
Not sure	6

29. When you were between the ages of 5 and 15 how many brothers did you grow up with?

		18
(SKIP TO Q.32)	None	0
	Number _____	

(IF "ONE" TO Q. 29, ASK Q.30. IF MORE THAN ONE, SKIP TO QUESTION 31)

30. Was he older than you?

	19
Yes	1
No	2

(SKIP TO QUESTION 32)

31. How many of them were older than you?

NUMBER: _____

20

32. When you were between the ages of 5 and 15 how many sisters did you grow up with?

		21
(SKIP TO Q. 35)	None	0
	Number _____	

(IF "ONE" TO Q. 32, ASK Q. 33. IF MORE THAN ONE, SKIP TO QUESTION 34)

33. Was she older than you?

		22
Yes		1
No		2

(SKIP TO QUESTION 35)

34. How many of them were older than you?

NUMBER: _____ 23

35. What religion were you raised in, if any?

		24
Catholic		1
Jewish		2
Protestant		3
Other (SPECIFY) _____		4
None		5

36. About how many times did you attend church or religious services during the month of January, or didn't you do that?

RECORD # OF TIMES: _____

25-26

(IF OTHER MEMBER OF HOUSEHOLD HAS ALREADY BEEN INTERVIEWED SKIP TO INSTRUCTION ABOVE QUESTION 40; OTHERWISE ASK:)

37. Is the chief wage earner of this household currently employed?

		27
	Yes	1
(SKIP TO INSTRUCTION ABOVE Q. 40)	No	2
	Unemployed, looking for work	3
	Retired	4

38. For what kind of company or business does he work?

39. What are his duties?

28-29

(INTERVIEWER: RECORD BY OBSERVATION)

40. Sex:

30

Male	1
Female	2

(INTERVIEWER: RECORD BY OBSERVATION)

41. Race:

31

White	1
Other (SPECIFY) _____	2
Not sure	3

THANK YOU VERY MUCH FOR YOUR COOPERATION.

Time interview ended: _____ A.M. _____ P.M.

32-34

APPENDIX D

INTERVIEWER AVAILABILITY INQUIRY

INSTITUTE FOR SURVEY RESEARCH

STUDY #: 520-465-08

THE STUDY OF PORNOGRAPHY

1. Are you interested in interviewing on any studies for the Institute?

YES _____ (ANSWER Q.2)

NO _____ (PLEASE SEND THIS BACK AND YOUR APPLICATION WILL BE REMOVED FROM OUR FILES.)

This Study of Pornography will require one day of work following the training, at least 30 hours a week for the last two weeks in February and, perhaps, some hours during the first week in March.

2. Are you available for that time?

YES _____ (ANSWER Q.3)

NO _____ (PLEASE SEND THIS BACK AND YOUR APPLICATION WILL BE KEPT ON FILE SO THAT YOU CAN BE CONTACTED FOR FUTURE STUDIES.)

3. Are you able to attend the three day training conference in _____, from _____ through _____?

YES _____ (PLEASE SEND THIS BACK. WE WILL CONTACT YOU AS SOON AS POSSIBLE WITH MORE DETAILS.)

NO _____ (PLEASE SEND THIS BACK AND YOUR APPLICATION WILL BE KEPT ON FILE SO THAT YOU CAN BE CONTACTED FOR FUTURE STUDIES.)

If you know others who are interested in interviewing, kindly write their names on the enclosed form and return it with this one.

Thank you for your time.

APPENDIX E

LETTERS AND MEMORANDA TO INTERVIEWERS

INSTITUTE FOR SURVEY RESEARCH

Dear Interviewers:

We appreciate your sincere efforts to complete as many interviews with eligible people as possible. Some refusals are expected in every study, but in this study, despite your hard work, more refusals have been given than can be accepted.

In order to obtain a higher completion rate we have just been given permission to divulge the information in the enclosed message. We have therefore sent either a telegram or a letter to dwelling units in which there have been refusals. A telegram is going to a selected respondent when the interviewer has provided the name and the mailing address. When we do not have the name a letter is being mailed to "Resident" at that address. We are only sending you to dwelling units where we feel there is a good possibility of completing an interview.

Both the letter and the telegram have the same persuasive message. It should give you a feeling of confidence when you are converting refusals into interviews.

From past experience we have found that switching interviewers is a very successful conversion technique. Another successful method is having the same interviewer return and stress the importance of that particular household being represented in the study. Please reread the section "THE RELUCTANT RESPONDENT AND HOW TO DEAL WITH HIM" in the Instruction Booklet for other suggestions.

Enclosed are screening forms for dwelling units that you are to go to and, by using your ingenuity, convert refusals into interviews whenever there is an eligible person. Please return all copies of screening forms that are sent to you and be sure to record on them the date, time and result of each call. If you do not complete an interview, record the circumstances.

The fact that at this time we have been permitted to disclose this new information indicates how important it is that every eligible person be interviewed.

Thank you for your continued effort.

Sincerely yours,

Aaron J. Spector,
Director

INSTITUTE FOR SURVEY RESEARCH

TO: Selected Interviewers
FROM: Field Administration Department
SUBJECT: Incentives – Study of Current Social Issues, #465-08
DATE: April 1970

Because the client is so concerned with getting every possible interview an incentive plan has been authorized.

In order to obtain a higher completion rate we are asking you to contact every respondent who has either refused to be interviewed or who was not at home when called on.

A letter is being sent to each of these potential respondents, explaining again the importance of their participation and offering them \$5.00 as a token of our appreciation upon the completion of the interview. A copy of that letter is enclosed.

We are asking you to revisit those DU's in which no one was at home on previous calls. We have found that in the majority of cases, where no one was at home, the calls were made during the day. For the remainder of this study, the only calls on "not at homes" that are authorized are evening and night calls. In other words, all "not at homes", codes 3 and 4, are to be contacted only during the evening and night hours of 6:00 P.M. to 9:30 P.M.

The client has also authorized an incentive plan for the interviewers. For each completed interview, starting with today's work, there will be a bonus of \$5.00. Record your time and expenses on your T & E exactly as you have been doing. Under "Other Expenses", column 7, record the L.A. #, Chunk # and DU# of each completed interview.

INTERVIEW IN X DU's ONLY

Interview the selected adult and the selected adolescent (when there is one) in every X DU.

DO NOT INTERVIEW IN U DU's

If you have any screening forms for U DU's, please return them now. If you have any interviews completed in U DU's, send them in immediately. We cannot accept or pay for any interviews from U DU's that are completed after today. We are all only too familiar with delays caused by our postal system and we will allow for them.

INCENTIVES

We have enclosed a check to cover the amount we think you will need for respondents (\$5.00 for each). If any money is left after you have given each adult and adolescent respondent \$5.00 upon the completion of an interview, please send us a Money Order for the difference. You may charge us for the cost of the money order under "Other Expenses", Column 7.

ASK EACH RESPONDENT TO SIGN THE RECEIPT FOR THE \$5.00. RECORD ON IT THE L.A. #, CHUNK # AND DU#

Do not take the \$5.00 you will be paid for conducting each interview. We will include that in your payment for your work.

DEADLINE

You have two weeks from the date you received this memo to complete and mail back this assignment. This is an absolute deadline, so please put as much effort as you possibly can into converting these potential respondents into actual ones. Their opinions are important and we need their interviews. We need and ask for your help in getting them.

FINAL MAILING

In your final mailing, please return all materials from the study – completed interviews, completed screening forms, detailed listing forms, your T & E and all unused materials.

You will still be mailing each adult interview with its Self Administered Questionnaire immediately after the interview, so you should only have adolescent questionnaires to mail in the last envelope.

Your check for your training will be sent to you shortly after we receive your final mailing.

We want you to know how much we appreciate your working with us on this important study. We are aware that it is a complex and challenging one. Without your sincere efforts and skill we could not have conducted it. Thank you.

INSTITUTE FOR SURVEY RESEARCH

TO: INTERVIEWERS
FROM: FIELD ADMINISTRATION DEPARTMENT
SUBJECT: ABSOLUTE DEADLINE-STUDY OF CURRENT SOCIAL ISSUES, #465-08
DATE: APRIL 1970

Two days after you receive this memo you are to STOP all work on this study. Within those two days, please complete all of the interviews that you can. Work DATED after the two days cannot be included in the data for the report and therefore will not be paid for. We are all only too familiar with the delays in our postal system and we will allow for them.

Please return all materials from this study – completed interviews, completed screening forms, your T & E and all unused materials.

Every DU that was assigned to you must be accounted for . . . please be sure that we have been sent a screening form for every X and every U DU.

If you have not been paid for your training, relax . . . that check will be on its way shortly after we receive your final mailing.

Thank you for working with us on this important study. We know that it was an unusually challenging one and that without your sincere efforts and skill we could not have conducted it.

INSTITUTE FOR SURVEY RESEARCH

TO: SELECTED INTERVIEWERS
FROM: FIELD ADMINISTRATION DEPARTMENT
SUBJECT: SCREENING FORMS BEING RETURNED TO THE FIELD
DATE: APRIL 1970

You may receive any or all of these types of Screening Forms:

1. *Screening forms from "not at homes", codes 3 and 4.* Both sides of the form have been copied – the Screening Form and the Call Report Form. These dwelling units are to be visited only between the hours of 6:00 P.M. and 9:30 P.M.
2. *Screening forms for "refusals", codes 5 and 6.* These may or may not have a copy of the Call Report Form showing the refusal date. Instead there may be a blank Call Report Form on which you are to start recording your visits in the first space.

3. *Screening forms for dwelling units that have not been accounted for.* There are some DU's about which we have no information. Neither a screening form nor a completed interview has been received for them. All of the available identifying information has been recorded in our office on a duplicate of the screening form.

If you now have the original screening form, please continue to use it and just send the duplicate back when you send the original one to us.

If you do not have the original, use the duplicate that we have provided. Use these duplicate screening forms in numerical order—from 1 to 8. If more are needed, start again with number 1.

All of the duplicates of screening forms for DU's that are not accounted for at the time of this mailing are green. They are adult screening forms and are to be used exactly as buff ones would be.

If you have an eligible adolescent in these DU's, use a regular yellow adolescent screening form.

Please read the top of each screening form to be sure that you know if it is for an adult or an adolescent.

Record on all screening forms each visit you make . . . the date, time of the call and the result.

Remember — all "not at homes" are to be visited only between the hours of 6:00 P.M. and 9:30 P.M.

"Refusals" may be visited once during the day, if you know that the selected respondent is a woman, and after that they may be called on only between the hours of 6:00 P.M. and 9:30 P.M.

If the selected respondent is known to be a male, visits may be made only between the hours of 6:00 P.M. and 9:30 P.M.

INSTITUTE FOR SURVEY RESEARCH

NIGHT LETTER

We sent you a memo offering you a \$5.00 bonus for each subsequently completed interview, while offering respondents \$5.00 for participating. Bonuses and incentives are unusual in surveys. The Government authorized them because of the great need for more interviews. This information must be presented to Congress. With such controversial issues, Congress needs the best data possible. This has been a difficult study for you but we urgently request your help. The success of the entire study depends upon the number of interviews you complete. The incentive to respondents should help you to complete more interviews. Please do your best.

ISR

APPENDIX F

LETTERS TO RESPONDENTS

INSTITUTE FOR SURVEY RESEARCH

Dear Resident:

The United States Congress has established a commission to help develop legislation now under consideration.

Temple University has been asked to obtain views of a cross-section of Americans on issues covered by this legislation.

The report must be presented to Congress and President Nixon this spring.

The views of members of your household are needed as part of a representative sample of the United States.

Would you please welcome our interviewer who will soon call on you, so that your views will be counted in the report to Congress and the President.

Thank you.

Dr. Aaron J. Spector
Director

INSTITUTE FOR SURVEY RESEARCH

Dear Sir or Madam:

I am writing to you in reference to a study of social issues which Temple University has been asked to conduct by the United States Government.

We have been asked to obtain views of a cross-section of Americans on issues covered by legislation which will affect you and all of us.

The views of members of your household are needed as part of a representative sample of the United States. It is important that you participate so that your opinions and experiences may contribute to legislation which best reflects the interests of people like yourself.

Our interviewer has so far been unable to interview anyone in your household, although she may have come to your home several times. However, she should be calling on you again in the next few days. We hope you will cooperate with us in our efforts to provide Congress with the information it considers necessary for legislative purposes.

As a token of our appreciation for your participation in this interview, we would like to leave with you the amount of \$5.00, either for yourself or your favorite charity.

Sincerely yours,

Aaron J. Spector
Director

INSTITUTE FOR SURVEY RESEARCH

Dear Sir or Madam:

Please accept my sincere apologies for writing to you once more even though you have previously told our interviewer that you prefer not to participate in a study of social issues.

May I say first that I understand your position and acknowledge your right and privilege not to be interviewed.

I would like to mention once more, however, that the government needs your opinions to help develop legislation which will affect you and all of us. It is important that you participate so that your opinions and experiences may contribute to legislation which best reflects the interests of people like yourself.

While we realize that our interviewers may already have been to your home several times, I'm sure you realize they and we are only doing the best job we can to furnish Congress with the information it considers necessary for legislative purposes.

As a token of our appreciation for your participation, we would like to leave with you the amount of \$5.00, either for yourself or your favorite charity.

Sincerely yours,

Aaron J. Spector
Director

APPENDIX G

SAMPLE OF NEWSPAPER AD FOR RECRUITMENT

INTERVIEWERS with or without experience live within fifteen miles of Palo Alto for scientifically conducted research study to measure other people's attitudes toward pornography in print, movies and TV. Assignment three to four week duration beginning with three day expense paid training in San Francisco, Feb. 2, 3, 4. Intermittent future assignments. Hours flexible. Must include daytime, some evening and weekend time. Minimum thirty hours week. \$2.00 an hour. Write immediately giving work experience, if any, to Institute for Survey Research, Temple University, 1710 North Broad Street, Philadelphia, Pa., 19121.

(Palo Alto *Times*)

VALIDATION FORMS

INSTITUTE FOR SURVEY RESEARCH

Thank you for participating in the study of "Current Social Issues" which we recently conducted. Your opinions and comments are a valuable contribution to an important research project.

We are interested in how you feel about the study and we would appreciate a few additional minutes of your time. Please answer the brief questions below and return this form in the enclosed postage paid envelope.

1. First, we are interested in your general feelings about the study. Please write your general reactions on the reverse side of this paper.
2. People have different opinions about what the study is about. When you were interviewed which of the following topics were you asked about?

CIRCLE THE NUMBER OF ALL THE TOPICS YOU WERE ASKED ABOUT	Sex education and information	1
	Household information such as age & religion	2
	Sexual materials in photographs and movies	3
	Sexual materials in printed form such as books or magazines	4

3. What was your age on your last birthday? _____
4. How many boys are living here who are 17 or younger? _____
5. In addition to the interview, did you fill out a separate questionnaire by yourself? Yes _____ No _____

IF FOR SOME REASON THIS QUESTIONNAIRE HAS BEEN SENT TO THE WRONG PERSON—IF YOU HAVE NOT BEEN INTERVIEWED—PLEASE PLACE AN "X" IN THE BOX BELOW.

_____ I WAS NOT INTERVIEWED

INSTITUTE FOR SURVEY RESEARCH

Thank you for participating in the study of "Current Social Issues" which we recently conducted. Your opinions and comments are a valuable contribution to an important research project.

We are interested in how you feel about the study and we would appreciate a few additional minutes of your time. Please answer the brief questions below and return this form in the enclosed postage paid envelope.

1. First, we are interested in your general feelings about the study. Please write your general reactions on the reverse side of this paper.
2. People have different opinions about what the study is about. When you were interviewed which of the following topics were you asked about?

CIRCLE THE	Sex education and information	1
NUMBERS OF ALL	Household information such as age & religion	2
THE TOPICS	Sexual materials in photographs and movies	3
YOU WERE	Sexual materials in printed form such as books or magazines	4
ASKED ABOUT		

3. What was your age on your last birthday? _____
4. When you were between the ages of 5 and 15 how many brothers did you grow up with? _____
5. When you were between the ages of 5 and 15 how many sisters did you grow up with? _____
6. Were you interviewed by telephone _____ or in person _____?
7. About how long did the interview take? _____ Hours _____ Minutes

IF FOR SOME REASON THIS QUESTIONNAIRE HAS BEEN SENT TO THE WRONG PERSON—IF YOU HAVE NOT BEEN INTERVIEWED—PLEASE PLACE AN "X" IN THE BOX BELOW.

_____ I WAS NOT INTERVIEWED

VALIDATION FORM E

Hello. May I speak with _____? I am _____ from the Institute for Survey Research of Temple University in Philadelphia.

I want to thank you for participating in the study of "Current Social Issues" which we recently conducted.

1. Were you interviewed:

	In person, or	1
	by telephone?	2
(DO NOT READ)	was not interviewed	3 (Skip to Q. 3)

2. People have different opinions about what the study is about. When you were interviewed, were you asked about:

	Yes	No
a. Sex education and information	1	2
b. Household information such as age & religion	1	2
c. Sexual materials in photographs and movies	1	2
d. Sexual materials in printed form such as books or magazines	1	2

3. What was your age on your last birthday? _____

4. How many boys are living here who are 16 or younger? _____

5. In addition to the interview, did you fill out a separate questionnaire by yourself? _____

6. About how long did the interview take? _____ Hours _____ Minutes

VALIDATION FORM B

Hello. May I speak with _____? I am _____ from the Institute for Survey Research of Temple University in Philadelphia.

I want to thank you for participating in the study of "Current Social Issues" which we recently conducted.

1. Were you interviewed:

- In person, or 1
- by telephone? 2

(DO NOT READ) was not interviewed 3 (Skip to Q. 3)

2. People have different opinions about what the study is about. When you were interviewed, were you asked about:

	Yes	No
a. Sex education and information	1	2
b. Household information such as age & religion	1	2
c. Sexual materials in photographs and movies	1	2
d. Sexual materials in printed form such as books or magazines	1	2

3. What was your age on your last birthday? _____

4. When you were between the ages of 5 and 15 how many brothers did you grow up with? _____

5. When you were between the ages of 5 and 15 how many sisters did you grow up with? _____

6. About how long did the interview take? _____ Hours _____ Minutes

APPENDIX I

SCREENING FORMS

INSTITUTE FOR SURVEY RESEARCH
 TEMPLE UNIVERSITY
 -Of The Commonwealth System Of Higher Education

FEBRUARY, 1970 STUDY #520-465-08

STUDY OF CURRENT SOCIAL ISSUES
ADULT SCREENING FORM FOR X DU'S

Name of Door Answerer: _____ Phone #: _____

Address: _____ City: _____ State: _____ Zip #: _____

Interviewer: _____ ID# _____ L.A.# _____ Chunk # _____ D.U.# _____

INTRODUCTION: Good _____, I'm _____ from the Institute for Survey Research of Temple University in Philadelphia. We are conducting a study about current social issues. In order to know who may be interviewed, I would like to know the name of every adult who lives in this household and is 21 years of age or over.

INTERVIEWER INSTRUCTIONS:

A. In Column A of the Listing Box, record the name of each adult (persons 21 years of age or over) in the DU.

B. In Column B, ask for and record the age of the adult listed in Column A.

C. In Column C, starting with the youngest adult as number 11, assign a number to the adults going from youngest to oldest. (They will be numbered 11, 12, 13, etc.)

D. In Column D of the Selection Table, circle the total number of adults in the DU.

In Column E of the Selection Table, circle the number to the right of the number circled in Column D. Now in Column C of the Listing Box circle the same number as you just circled in Column E. The adult whose name is (in Column A) to the left of that number, is the adult person to be interviewed.

F. You have now chosen the only adult person from this DU that is to be interviewed. If this person is not available for interviewing at this time then follow your call-back rules. If this adult person is not interviewed after exhausting all your call-backs, you will not make any substitutions within the DU.

LISTING BOX

A NAMES OF ALL ADULTS AGE 21 & OVER	B AGE OR BIRTH- DATE	C ASSIGNED NUMBER

SELECTION TABLE 1

D TOTAL ADULTS AGE 21 & OVER	E NUMBER OF ADULT IN COL.C TO BE INTERVIEWED
1	11
2	11
3	11
4	11
5	11
6 or more	11

Are there adolescents (ages 15-20) in this DU? Yes _____ No _____

(OVER)

CALL REPORT FORM

PERSONAL VISIT RESULT RECORD

ORIGINAL CALL RECORD		CALL-BACK RECORD			
ORIGINAL CALL		CALL	2ND	3RD	4TH
DATE:		DATE:			
TIME:	A.M.	TIME:	A.M.	A.M.	A.M.
	P.M.		P.M.	P.M.	P.M.
RESULT OF ORIGINAL CALL:*		RESULT:*			

*CODES FOR RESULT OF CALL

1. Completed interview
2. Appointment Made (Date: _____ Time: _____)
3. Respondent Not Home (Expected: Date: _____ Time: _____)
4. No One Home
5. Refused Household Listing (DESCRIBE BELOW)
6. Refused Interview by Selected Respondent (DESCRIBE BELOW)
7. No Eligible (No Adult Age 21 And Over)
8. Language Barrier (SPECIFY: _____)
9. No Dwelling Unit
0. Vacant
- X. Other (SPECIFY BELOW)

INTERVIEWER:

(WRITE A DETAILED DESCRIPTION OF WHO REFUSED YOU AND THE REASONS FOR REFUSAL (CODE 5))

DESCRIBE IN DETAIL "OTHER" REASON (CODE X) OR ANY UNUSUAL CIRCUMSTANCES.

INSTITUTE FOR SURVEY RESEARCH
 TEMPLE UNIVERSITY
 -Of The Commonwealth System Of Higher Education

21410

FEBRUARY, 1970

STUDY #520-465-08

STUDY OF CURRENT SOCIAL ISSUES

ADOLESCENT SCREENING FORM FOR X DU'S

Name of Door Answerer: _____ Phone #: _____

Address: _____ City: _____ State _____ Zip #: _____

Interviewer: _____ ID# _____ L.A.# _____ Chunk # _____ DU # _____

INTRODUCTION: Now that I have listed the adults I would also like to have the name of every adolescent in the household who is 15 through 20 years of age.

INTERVIEWER INSTRUCTIONS:

- A. On the Screening Form for Adolescents in Column A of the Listing Box, record the name of each eligible adolescent (persons 15 through 20 years of age) in the DU.
- B. In Column B, ask for and record the age of each adolescent listed in Column A.
- C. In Column C, starting with the youngest adolescent as number 1, assign a number to the adolescents going from the youngest to oldest.
- D. In Column D of the Selection Table, circle the total number of adolescents in the DU. (That is the highest number assigned in Column C of the Listing Box.)
- E. In Column E of the Selection Table, circle the number to the right of the number circled in Column D. Now in Column C of the Listing Box circle the same number as you just circled in Column E. The adolescent whose name is (in Column A) to the left of that number is the adolescent person to be interviewed.
- F. You have now chosen the only adolescent person from this DU that is to be interviewed. If this person is not available for interviewing at this time then follow your call-back rules. If this adolescent person is not interviewed after exhausting all your call-backs, you will not make any substitutions within the household.
- G. Check the correct box on the Adult Screening Form to indicate the presence or absence of adolescents in this DU.

LISTING BOX

A	B	C
NAMES OF ALL ADOLESCENTS AGE 15 THROUGH 20	AGE OR BIRTH-DATE	ASSIGNED NUMBER

SELECTION TABLE 5

D	E
TOTAL ADOLESCENTS AGES 15-20	NUMBER OF ADOLESCENTS IN COL.C TO BE INTERVIEWED
1	1
2	2
3	2
4	3
5	4
6 or more	4

C A L L R E P O R T F O R M

P E R S O N A L V I S I T R E S U L T R E C O R D

ORIGINAL CALL RECORD

CALL-BACK RECORD

ORIGINAL CALL		CALL	2ND	3RD	4TH
DATE:		DATE:			
TIME:	_____ A.M.	TIME:	_____ A.M.	_____ A.M.	_____ A.M.
	_____ P.M.		_____ P.M.	_____ P.M.	_____ P.M.
RESULT OF ORIGINAL CALL:*		RESULT:*			

*CODES FOR RESULT OF CALL

1. Completed interview
2. Appointment Made (Date: _____ Time: _____)
3. Respondent Not Home (Expected: _____ Date: _____ Time: _____)
4. No One Home
5. Refused Household Listing (DESCRIBE BELOW)
6. Refused interview by Selected Respondent (DESCRIBE BELOW)
8. Language Barrier (SPECIFY: _____)
9. No Dwelling Unit
0. Vacant
- X. Other (SPECIFY BELOW)

INTERVIEWER:

(WRITE A DETAILED DESCRIPTION OF WHO REFUSED YOU AND THE REASONS FOR REFUSAL (CODE 5)

(DESCRIBE IN DETAIL "OTHER" REASON (CODE X) OR ANY UNUSUAL CIRCUMSTANCES.)

CALL REPORT FORM

PERSONAL VISIT RESULT RECORD

ORIGINAL CALL RECORD		CALL-BACK RECORD			
ORIGINAL CALL		CALL	2ND	3RD	4TH
DATE:		DATE:			
TIME:	A.M. P.M.	TIME:	A.M. P.M.	A.M. P.M.	A.M. P.M.
RESULT OF ORIGINAL CALL:*		RESULT:*			

*CODES FOR RESULT OF CALL

1. Completed interview
2. Appointment Made (Date: _____ Time: _____)
3. Respondent Not Home (Expected: Date: _____ Time: _____)
4. No One Home
5. Refused Household Listing (DESCRIBE BELOW)
6. Refused Interview by Selected Respondent (DESCRIBE BELOW)
7. No Eligible (No Persons Age 15 through 20)
8. Language Barrier (SPECIFY: _____)
9. No Dwelling Unit
0. Vacant
- X. Other (SPECIFY BELOW)

INTERVIEWER:

(WRITE A DETAILED DESCRIPTION OF WHO REFUSED YOU AND THE REASONS FOR REFUSAL (CODE 5))

DESCRIBE IN DETAIL "OTHER" REASON (CODE X) OR ANY UNUSUAL CIRCUMSTANCES.

February, 1970

Study #520-465-08

A STUDY OF CURRENT SOCIAL ISSUES

FEMALE INTERVIEWER ADULT SCREENING FORM FOR X DU'S

Name of Door Answerer: _____ Phone #: _____
 Address: _____ City: _____ State: _____ Zip#: _____
 Interviewer: _____ ID# _____ L.A.# _____ Chunk # _____ D.U.# _____

INTRODUCTION: Good _____. I'm _____ from the Institute for Survey Research of Temple University in Philadelphia. We are conducting a study about current social issues. In order to know who may be interviewed, I would like to know the name of every adult who lives in this household and is 21 years of age or over.

INTERVIEWER INSTRUCTIONS:

- A. In Column A of the Listing Box, record the name of each adult in the DU 21 years of age or more.
- B. In Column B, ask for and record the age of each adult listed in Column A.
- C. In Column C., record a "0" for each adult male listed in Column A. Now, assign a number to each female who is 21 years of age or more in the following manner: In Column C, assign number 11 to the youngest female, number 12 to the next oldest, and so on, until every female has been assigned a number. If two or more of these females are the same age, ask for and record the exact birthdate of each, in order to determine the order of numbering.
- D. In Column D of the Selection Table, circle the total number of females age 21 or over in the DU.
- E. In Column E, circle the number to the right of the number circled in Column D. Now in Column C circle the same number as you just circled in Column E. The adult female whose name is (in Column A) to the left of that number, is the only adult female eligible to be interviewed.
- F. You have now chosen the only adult female from this DU that is to be interviewed. If this person is not available for interviewing at this time then follow your call-back rules. If this adult female is not interviewed after exhausting all your call-backs, you will not make any substitutions within the DU.

LISTING BOX		
A	B	C
NAMES OF ALL ADULTS AGE 21 & OVER	AGE OR BIRTH-DATE	ASSIGNED NUMBER

SELECTION TABLE 1	
D	E
TOTAL FEMALES AGE 21 & OVER	NUMBER OF ADULT WOMEN IN COL. C TO BE INTERVIEWED
1	11
2	11
3	11
4	11
5	11
6 or more	11

Are there adolescents (ages 15-20) in this DU? Yes _____ No _____

(OVER)

CALL REPORT FORM

PERSONAL VISIT RESULT RECORD

ORIGINAL CALL RECORD		CALL-BACK RECORD			
ORIGINAL CALL		CALL	2ND	3RD	4TH
DATE:		DATE:			
TIME:	A.M. P.M.	TIME:	A.M. P.M.	A.M. P.M.	A.M. P.M.
RESULT OF ORIGINAL CALL:*		RESULT:*			

*CODES FOR RESULT OF CALL

1. Completed interview
2. Appointment Made (Date: _____ Time: _____)
3. Respondent Not Home (Expected: Date: _____ Time: _____)
4. No One Home
5. Refused Household Listing (DESCRIBE BELOW)
6. Refused Interview by Selected Respondent (DESCRIBE BELOW)
7. No Eligible (No Female Age 21 AND OVER)
8. Language Barrier (SPECIFY: _____)
9. No Dwelling Unit
0. Vacant
- X. Other (SPECIFY BELOW)

INTERVIEWER:

(WRITE A DETAILED DESCRIPTION OF WHO REFUSED YOU AND THE REASONS FOR REFUSAL (CODE 5))

DESCRIBE IN DETAIL "OTHER" REASON (CODE X) OR ANY UNUSUAL CIRCUMSTANCES:

INSTITUTE FOR SURVEY RESEARCH
 TEMPLE UNIVERSITY
 -Of The Commonwealth System Of Higher Education

February, 1970

Study #520-465-08

A STUDY OF CURRENT SOCIAL ISSUES
MALE INTERVIEWER ADULT LISTING FORM FOR X DU'S

Name of Door Answerer: _____ Phone #: _____
 Address: _____ City: _____ State: _____ Zip#: _____
 Interviewer: _____ ID# _____ L.A.# _____ Chunk # _____ D.U.# _____

INTRODUCTION: Good _____ I'm _____ from the Institute for Survey Research of Temple University in Philadelphia. We are conducting a study about current social issues. In order to know who may be interviewed, I would like to know the name of every adult who lives in this household and is 21 years of age or over.

INTERVIEWER INSTRUCTIONS:

- A. In Column A of the Listing Box, record the name of each adult in the DU 21 years of age or more.
- B. In Column B, ask for and record the age of each adult listed in Column A.
- C. In Column C, record a "0" for each adult female listed in Column A. Now, assign a number to each male who is 21 years of age or more in the following manner: In Column C, assign number 11 to the youngest male, number 12 to the next oldest, and so on, until every male has been assigned a number. If two or more of these males are the same age, ask for and record the exact birthdate of each, in order to determine the order of numbering.
- D. In Column D of the Selection Table, circle the total number of males age 21 or over in the DU.
- E. In Column E, circle the number to the right of the number circled in Column D. Now in Column C circle the same number as you just circled in Column E. The adult male whose name is (in Column A) to the left of that number, is the only adult male to be interviewed.
- F. You have now chosen the only adult male person from this DU that is to be interviewed. If this person is not available for interviewing at this time then follow your call back rules. If this adult male is not interviewed after exhausting all your call backs, you will not make any substitutions within the DU.
- G. You are required to screen for adolescents (Ages 15-20) in this DU. Use the Adolescent screening form for this. Also, attempt to set up an interview time so that another interviewer can call back to make this interview. **YOU ARE NOT TO CONDUCT THIS INTERVIEW YOURSELF.** Check the appropriate selection, after the listing box, to indicate the presence or absence of adolescents in this DU.

LISTING BOX

A	B	C
NAMES OF ALL ADULTS AGE 21 & OVER	AGE OR BIRTH- DATE	ASSIGNED NUMBER

SELECTION TABLE 6

D	E
TOTAL MALES AGE 21 & OVER	NUMBER OF ADULT MALE IN COL. C TO BE INTERVIEWED
1	11
2	12
3	13
4	13
5	13
6 or more	15

Are there adolescents (Ages 15-20) in this DU? Yes _____ No _____
 (OVER)

CALL REPORT FORM

PERSONAL VISIT RESULT RECORD

ORIGINAL CALL RECORD		CALL-BACK RECORD			
ORIGINAL CALL		CALL	2ND	3RD	4TH
DATE:		DATE:			
TIME:	A.M.	TIME:	A.M.	A.M.	A.M.
	P.M.		P.M.	P.M.	P.M.
RESULT OF ORIGINAL CALL:*		RESULT:*			

*CODES FOR RESULT OF CALL

1. Completed interview
2. Appointment Made (Date: _____ Time: _____)
3. Respondent Not Home (Expected: Date: _____ Time: _____)
4. No One Home
5. Refused Household Listing (DESCRIBE BELOW)
6. Refused Interview by Selected Respondent (DESCRIBE BELOW)
7. No Eligible (No Adult Male Age 21 And Over)
8. Language Barrier (SPECIFY: _____)
9. No Dwelling Unit
0. Vacant
- X. Other (SPECIFY BELOW)

INTERVIEWER:

(WRITE A DETAILED DESCRIPTION OF WHO REFUSED YOU AND THE REASONS FOR REFUSAL (CODE 5))

DESCRIBE IN DETAIL "OTHER" REASON (CODE X) OR ANY UNUSUAL CIRCUMSTANCES.

INTERVIEWER QUESTIONNAIRE

Interviewer's Name _____
 Address _____
 Phone Number _____ Race _____ Age _____
 Listing Area _____ Rating _____

Good _____. This is _____ from the Institute for Survey Research. We would like to find out how you felt while interviewing for the study we have just finished on Current Social Issues. This will only take 5 minutes or so.

We know that most interviewers feel comfortable interviewing some kinds of people and uncomfortable interviewing others. For each group of people I mention, please tell me whether you felt very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable. If you did not happen to interview anyone in a particular group, please tell me as I mention them.

Let's start with adolescent boys under 21 years of age. Did you feel very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable interviewing adolescent boys under 21 on this study? (RECORD IN TABLE 1 BELOW.)

Now how about (adolescent girls under 21, etc.?) Did you feel very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable interviewing them?

(IF INTERVIEWER DID NOT INTERVIEW A PARTICULAR GROUP, ASK:) How do you think you would feel interviewing them on this study? (RECORD IN COLUMN 5.)

	1	2	3	4	5
	Very comfortable	Somewhat comfortable	Somewhat uncomfortable	Very uncomfortable	Expected feelings
Adolescent boys under 21	1	2	3	4	
Adolescent girls under 21	1	2	3	4	
Men 21-55	1	2	3	4	
Women 21-55	1	2	3	4	
Men over 55	1	2	3	4	
Women over 55	1	2	3	4	
People of a different race	1	2	3	4	

2. If we were to do this type of survey again, which one of these groups would you feel *most* comfortable interviewing?

18-32000
2-11

3. Which one of these groups would you feel *least* comfortable interviewing?

4. If we were to do this survey again, what suggestions would you have for helping us do a better job?

Thank you very much.

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