



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE  
RMP 2002-IV-6

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## CONSUMERS SET ASIDE PERSONAL PREFERENCES SIDE WITH FILM MAKERS IN EDIT DISPUTE

Phoenix, Arizona, October 18, 2002. A majority of Arizonans say they prefer video films for their family that have been edited to eliminate depictions of violence, nudity, profanity and sexuality, yet by a lopsided 73 to 22 percent, consumers take sides with film makers' efforts to stop the practice of some retail video stores to rent and sell videos which the stores have edited to remove depictions of sex, violence and profanity without the permission of the film maker.

The study also reveals that film makers may be missing a big market by not offering "family editions" of films which in the original contain explicit sexual scenes, violence or profanity. Thus, if they were available from film makers, fully a third prefer edited versions for themselves, a figure that jumps to 41 percent among women consumers.

Furthermore, when renting or purchasing videos for the entire family to watch, an impressive 56 percent say they would select the version in which violence, profanity, nudity and sex scenes had been removed.

Another battery of questions in this survey explored the issue of which of eight potential elements in violence, nudity, or sexuality videos are most offensive to consumers and likely to deter them from renting a particular film. As may be seen in the tables which follow, from a third to just under half will not rent videos containing violence, use of foul language, nudity or depictions of human beings being killed. The "would not rent" figure climbs above fifty percent and in some cases attains 60 percent for films that depict drug use, sex acts, the killing of animals or films which employ language that demeans God.

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Looked at from another perspective, film makers may be cutting themselves off from half of the market when they issue films containing these depictions but could capture significantly larger markets simply by giving consumers the choice between videos edited for family viewing and the original film maker's version in unedited form.

The findings outlined in this report are based on a survey of 713 adult consumers across Arizona conducted between October 1<sup>st</sup> and October 7<sup>th</sup>, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent polls.

-30-

**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2002-IV-6) is based on 713 telephone interviews with adults, conducted from October 1<sup>st</sup> through October 7<sup>th</sup>, 2002 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.7 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data

For this and other polls. See [www.brcpolls.com/results](http://www.brcpolls.com/results)

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**STATISTICAL DATA**

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RMP 2002-IV-6

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*“Some video stores offer edited versions of popular movies in which violence, nudity, sex and profanity have been removed without the permission of the film makers. Film makers are suing to stop the practice, saying it violates copyright laws and artistic integrity.*

*Do you think video stores should have the right to edit and sell movies without the permission from the film maker or should they get the permission of the film maker first?”*

	TOTAL	MEN	WOMEN
Edit without permission okay	22%	22%	22%
Should get permission first	73	74	72
Not sure	5	4	6

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**STATISTICAL DATA**

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*“Assume that a popular film became available in two versions approved by the film maker. The original film contains profanity, violence and sexual scenes. The second version has cut out all profanity, violence and sexually explicit scenes. Assuming you were personally interested in the subject matter of the film for your personal viewing, which would you most likely rent or purchase: the film maker’s original version or the edited version?”*

|                  | TOTAL | MEN | WOMEN |
|------------------|-------|-----|-------|
| Original version | 63%   | 71% | 55%   |
| Edited version   | 34    | 27  | 41    |
| Not sure         | 3     | 2   | 4     |

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*“And if you were interested in the film for viewing by your entire family, which would you most likely rent or purchase – the film maker’s original version or the edited version?”*

	TOTAL	MEN	WOMEN
Original version	36%	42%	31%
Edited version	56	50	63
Not sure	8	8	6

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*“Some people complain that they are offended by violence, nudity or profanity in films these days. In your own case, would you see, rent or purchase a film if it contained...”*

|                                  | WOULD RENT | WOULD NOT RENT | UNSURE |
|----------------------------------|------------|----------------|--------|
| Use of foul language             | 59%        | 36%            | 5%     |
| Violence                         | 57         | 37             | 6      |
| Nudity                           | 53         | 42             | 5      |
| Depictions of killing humans     | 46         | 48             | 6      |
| Depictions of drug use           | 43         | 52             | 5      |
| Sex acts                         | 41         | 54             | 5      |
| Depictions of killing animals    | 35         | 60             | 5      |
| Use of language that demeans God | 33         | 60             | 7      |

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