

TOWARDS DEVELOPMENT OF A CODE ON – TASTE AND DECENCY –

A presentation to

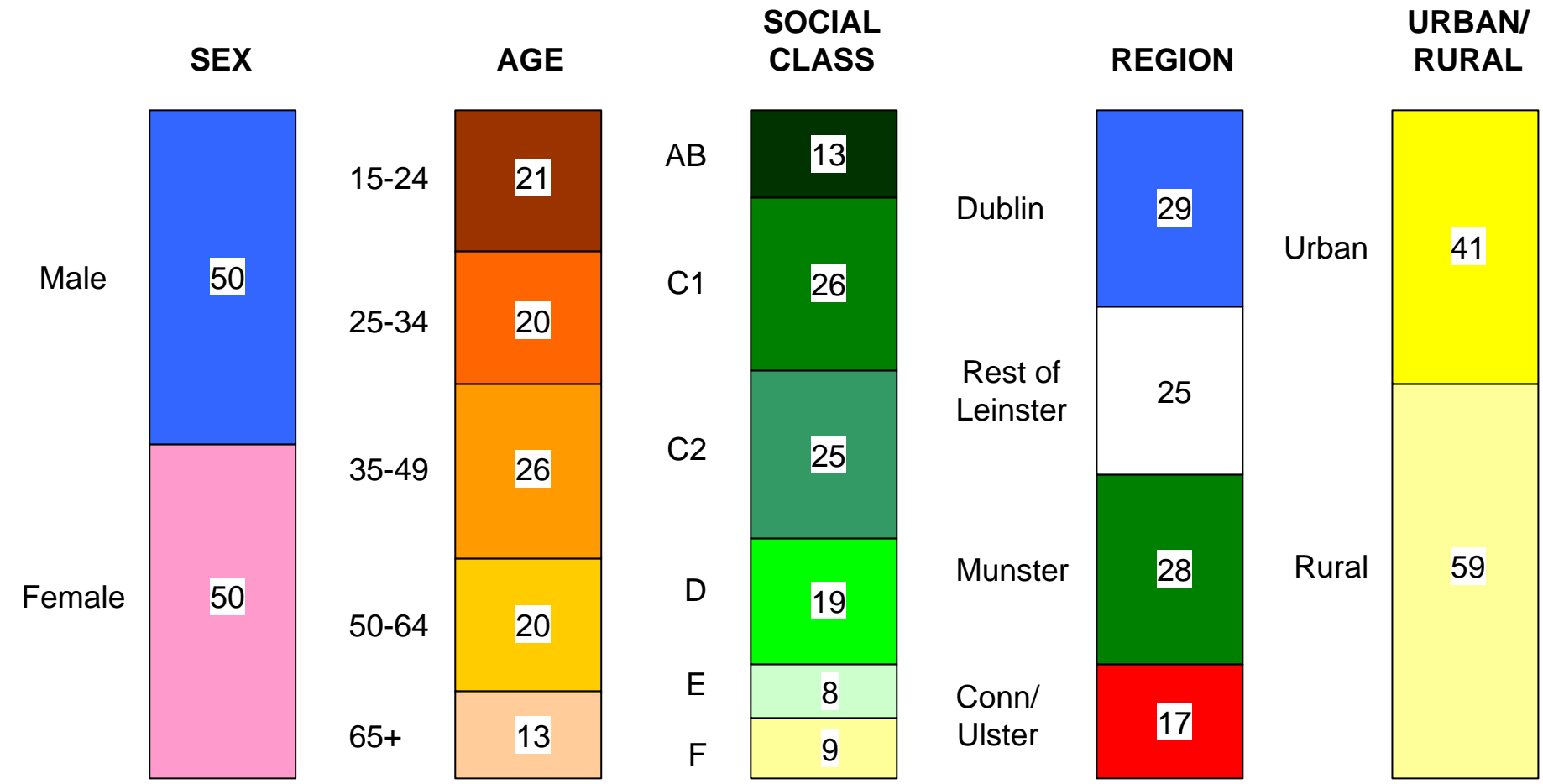


October 2005

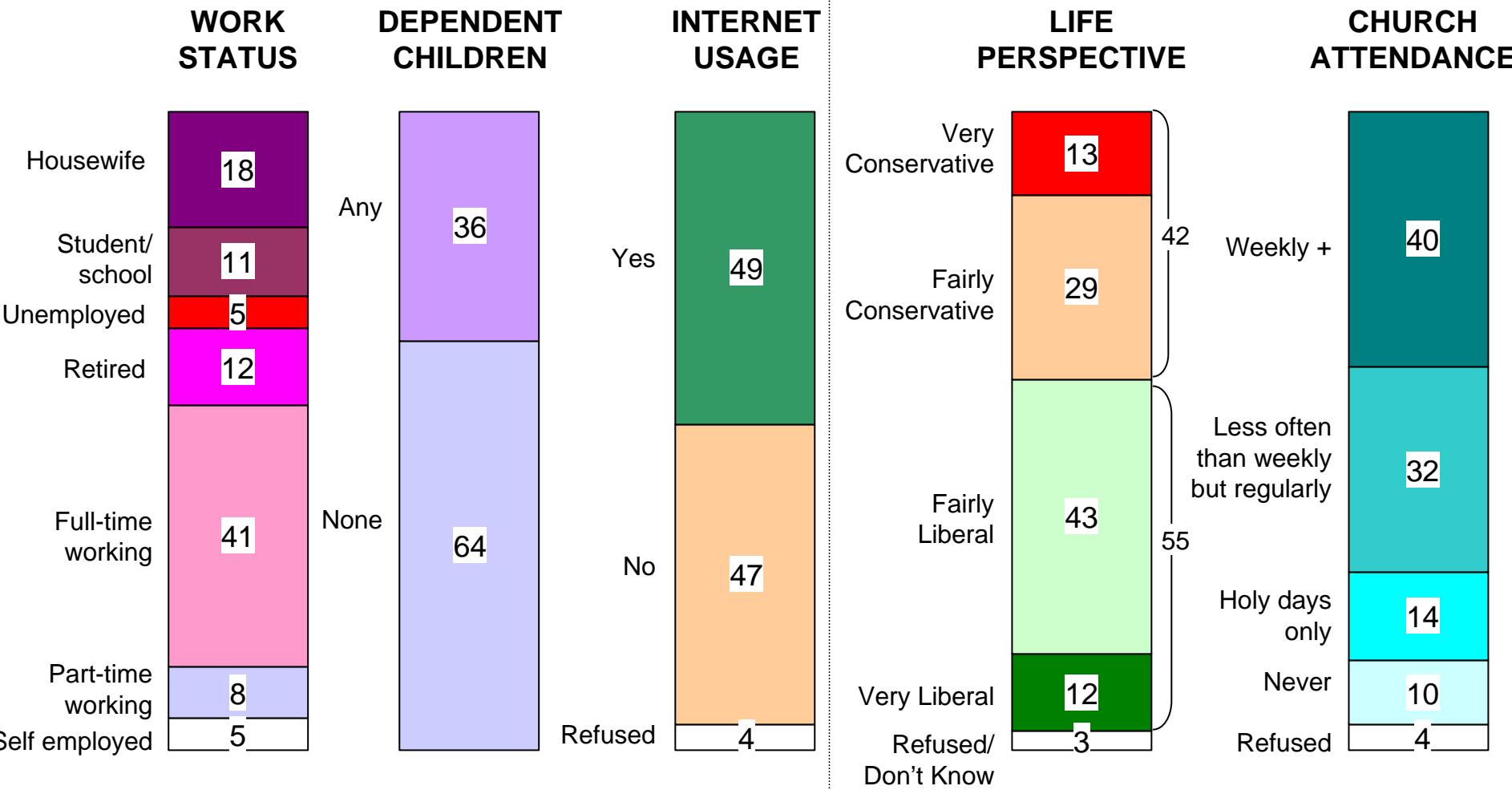
- BCi A nationwide attitudinal study is required to inform the development of a code on Taste and Decency.
- BCi The research needs to:
 - Explore what offends Taste and Decency (or causes offence and harm) on TV and/or Radio.
 - Provide a ranking of concerns within each topic.
 - Identify and rank in importance the contextual factors that may influence the perception of offence.

- 3(i) Face to face interviews with most sensitive issues administered as a self completion questionnaire.
- 3(i) Interviews undertaken in respondents own homes.
- 3(i) Sample is representative of Irish population aged 15+.
- 3(i) Sample size = 1,000.
- 3(i) Interviews undertaken at 63 locations throughout ROI.
- 3(i) Fieldwork: 30th August – 28th September 2005

Who Did We Interview? I



Who Did We Interview? II



BCi The Irish population is:

- ✓ Predominantly younger (67% are aged under 50yrs)
- ✓ Roughly half claim to use the internet

BCi On balance more regard themselves as liberal than conservative

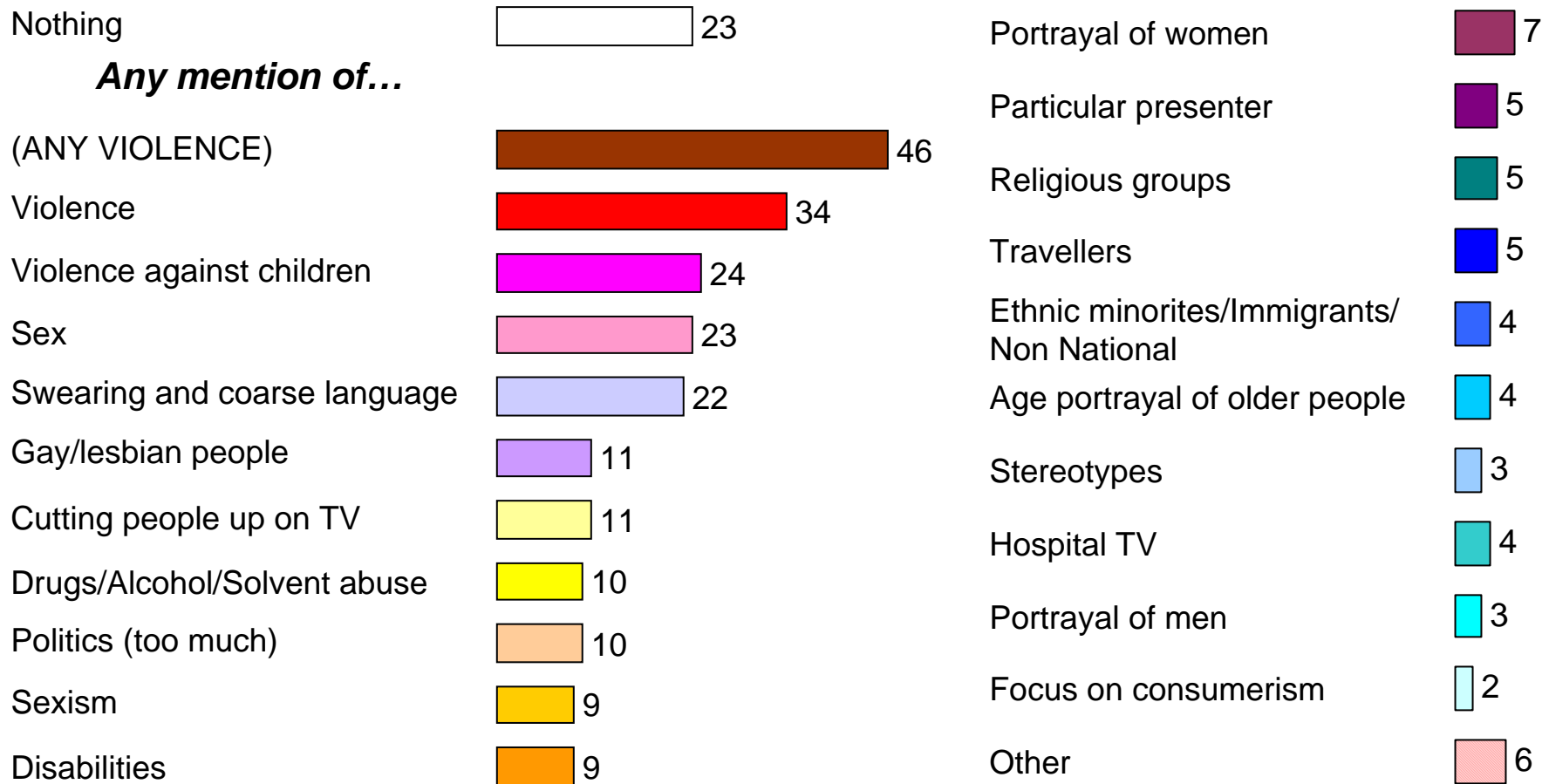
BCi More than 4 in 5 have a connection with that church but just 2 in 5 are regular attenders.

BCi TV is very popular. On average Irish adults claim to watch 17.2 hours per week

SOURCES OF OFFENCE

What Offends On Television Or Radio Nowadays?

(Base: All adults aged 15+)



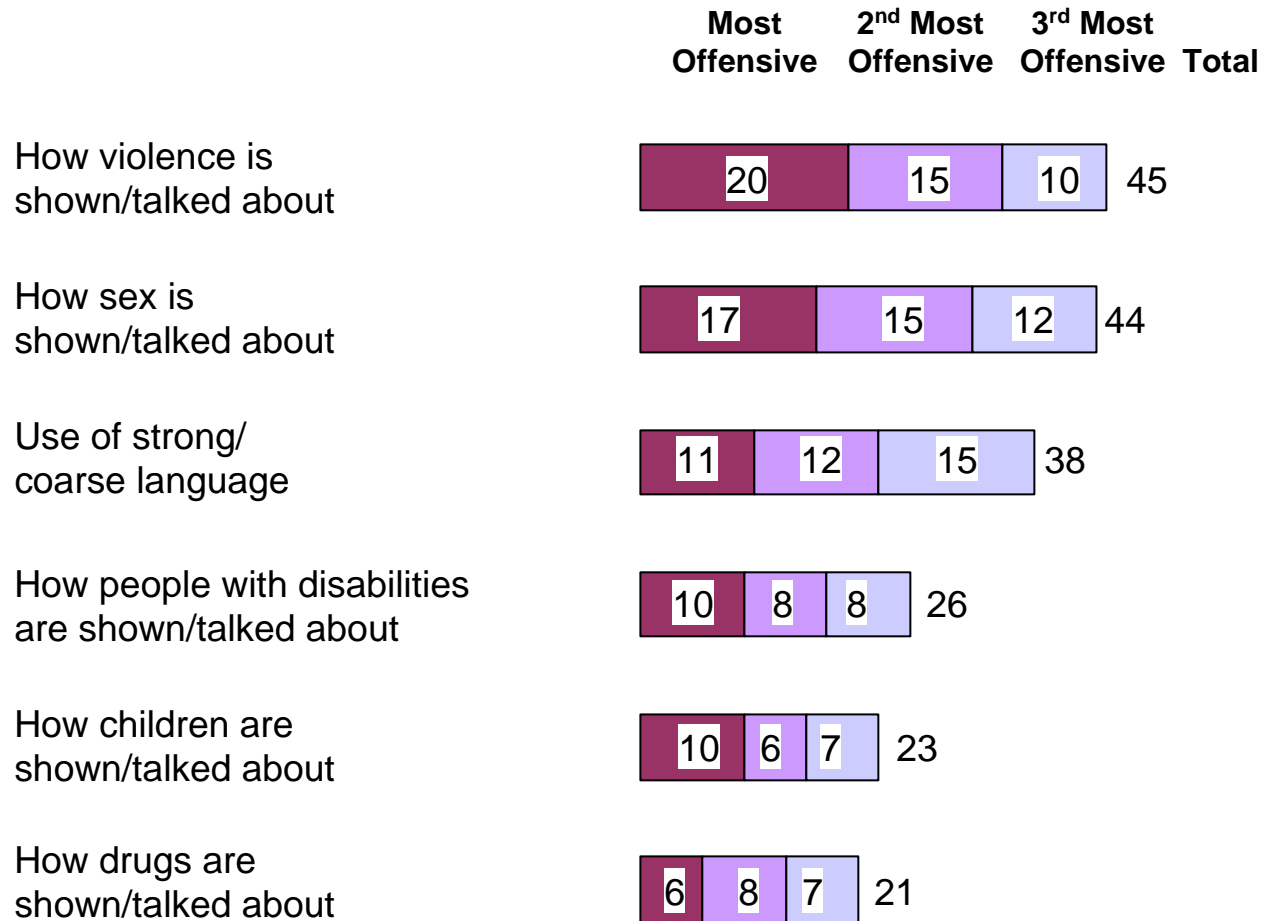
What Offends On Television Or Radio x Key Demographics – Top 5

(Base: All adults aged 15+)

	Total	<u>SEX</u>		<u>AGE</u>					<u>SOCIAL CLASS</u>			<u>REGION</u>			
		Male	Female	15-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Rest of Dublin	Leinster	Munster	Conn/ Ulster
Nothing	23	28	17	36	29	19	15	14	21	23	25	23	15	20	37
Violence	34	30	39	24	29	36	44	41	33	36	36	32	33	42	29
Violence against children	24	21	26	21	21	24	27	23	24	25	13	19	41	24	6
Sex	23	18	28	7	12	24	36	41	19	24	31	25	22	23	20
Swearing and coarse language	22	19	26	12	10	21	37	35	23	21	25	20	23	26	19

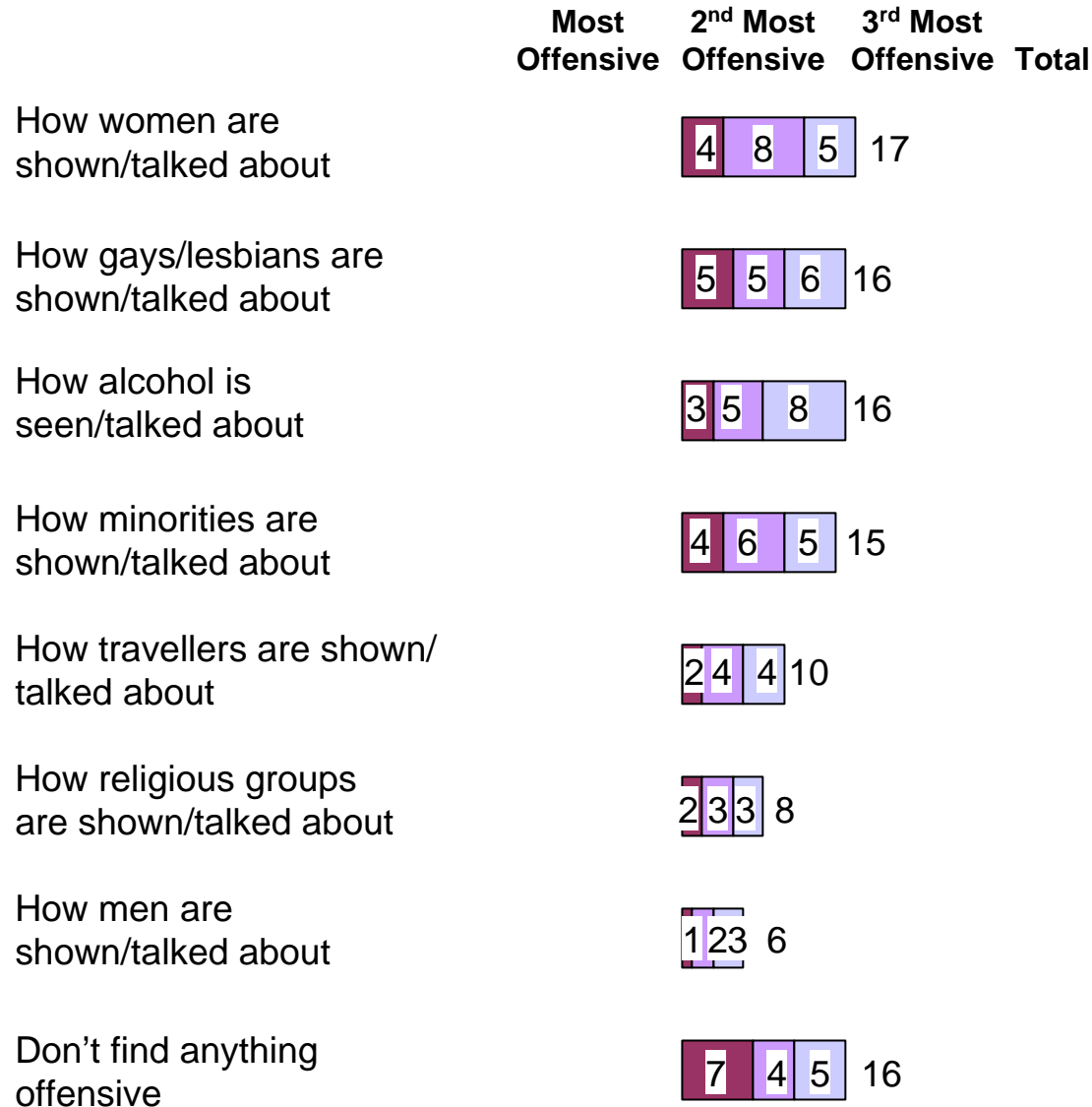
What Offends the Most on TV and Radio Nowadays - I

(Base: All adults aged 15+)



What Offends the Most on TV and Radio Nowadays - II

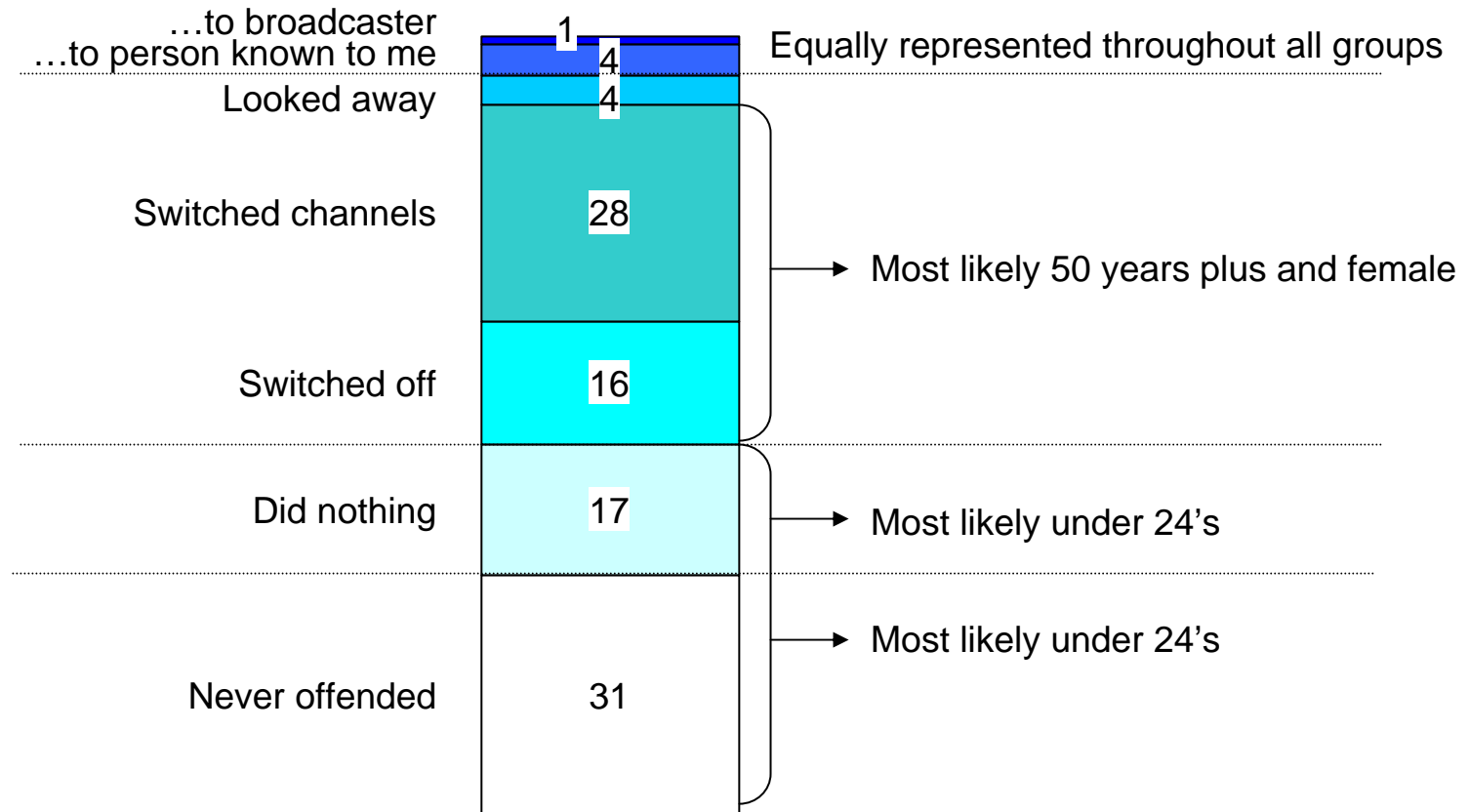
(Base: All adults aged 15+)



Action Taken When Offended

(Base: All adults aged 15+)

Complained.....



BCi The Irish public are offended by TV and Radio. Just three in ten claimed they have never been offended.

BCi Most top of mind sources of offence are:

- ✓ Violence
- ✓ Violence against children
- ✓ Sex
- ✓ Swearing

BCi Excluding the top 4 sources there are fragmented reports of offence on TV from a wide and disparate range of issues.

BCi On prompting with a list of 13 possible sources of offence on TV or Radio the sensitivity towards violence, sex and swearing is underlined.

BCi Two in five rank violence, sex and swearing in the top 3 sources of offence.

BCi Next most likely sources of offence for approx ¼ of adults are:

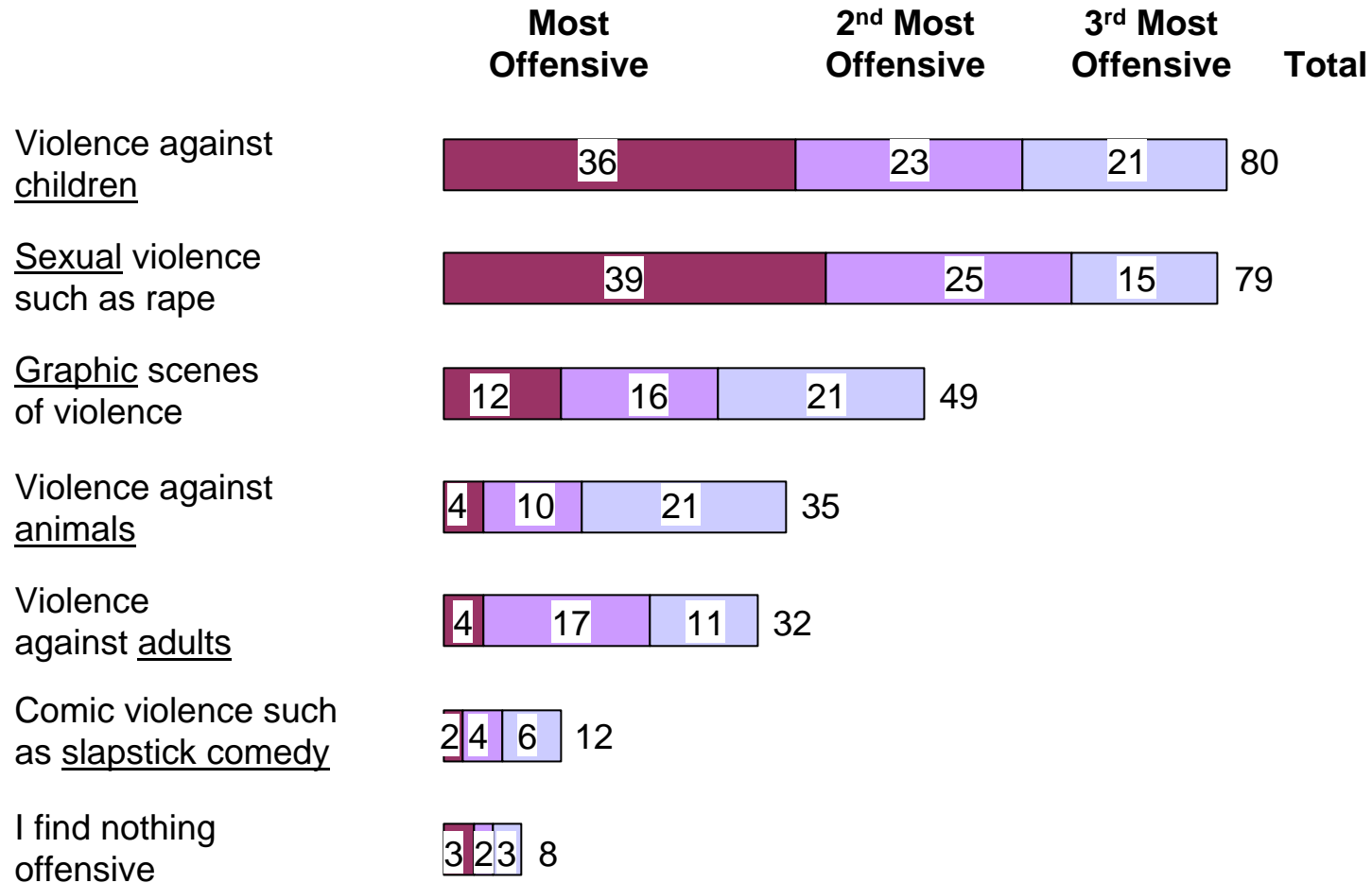
- ✓ How people with disabilities are shown talked about
- ✓ How children are shown/talked about
- ✓ How drugs are shown/talked about

Bi In response to offence few complain (5%), most (48%) claim to look away, switch channels or switch off. 17% claim to do nothing.

VIOLENCE

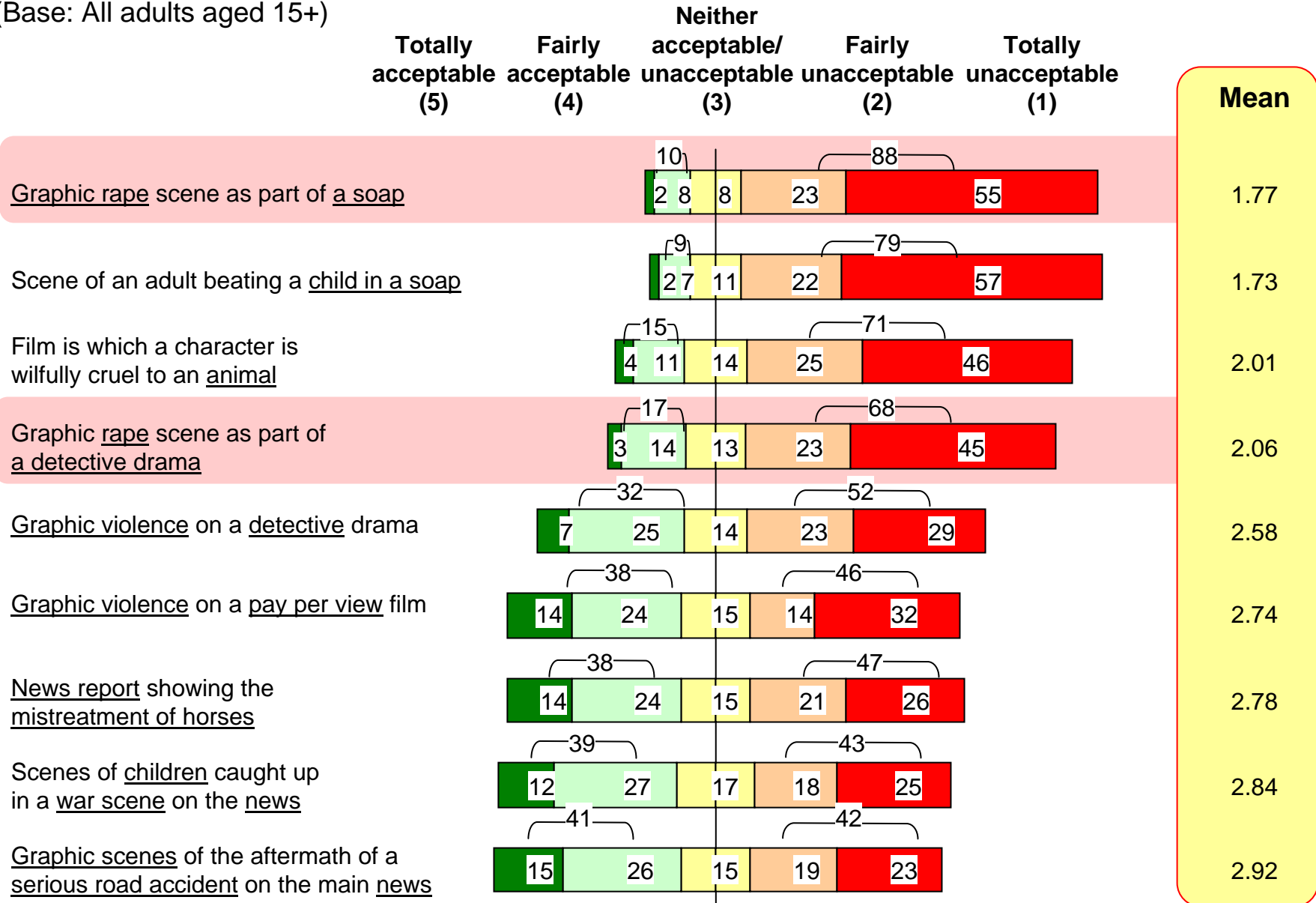
What Specifically About Violence Do You Find Offensive

(Base: All adults aged 15+)



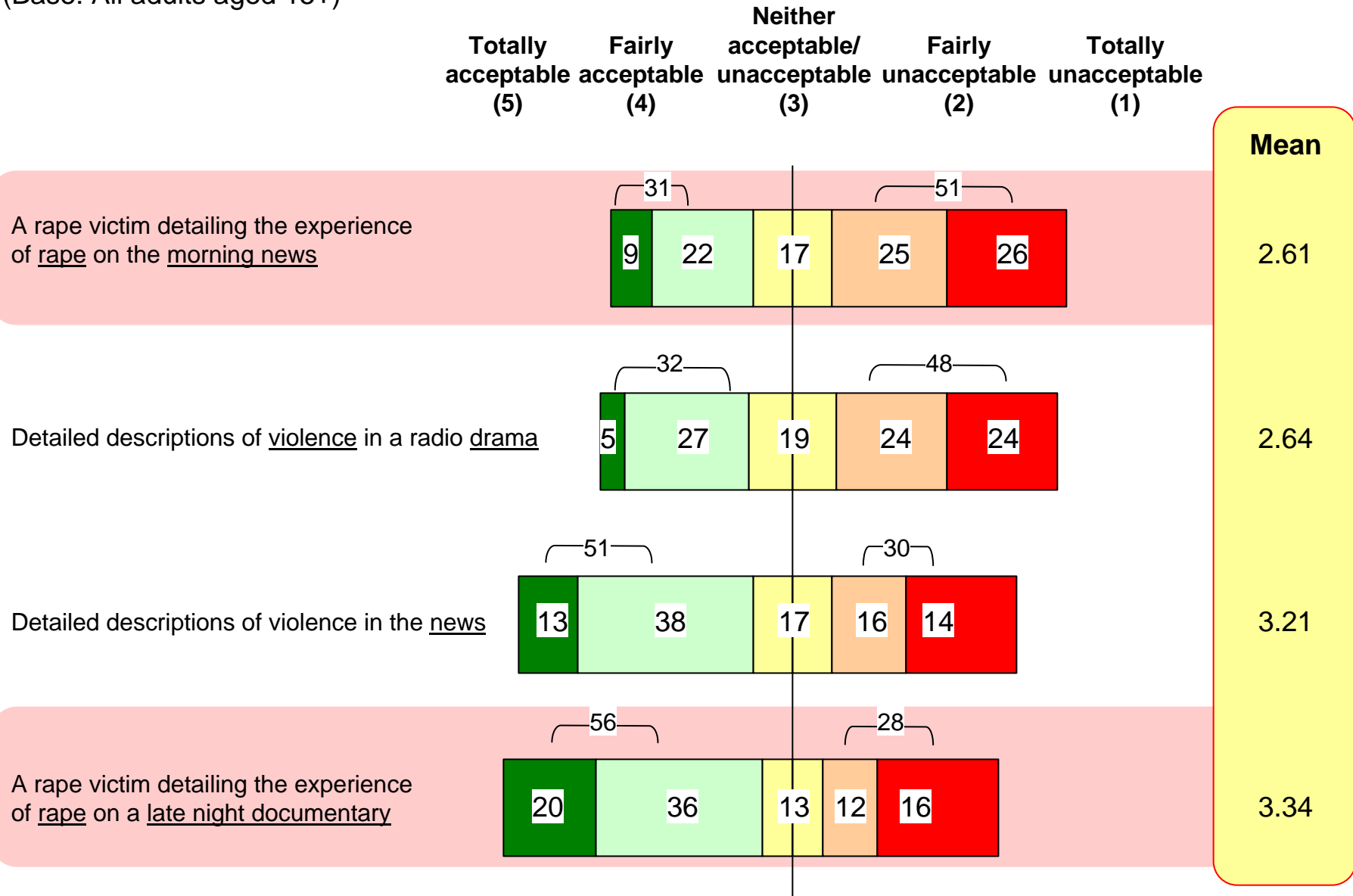
Violence on TV

(Base: All adults aged 15+)



How Violence is Discussed on Radio

(Base: All adults aged 15+)



Any Violence is Fairly/Totally Unacceptable x Demographics

(Base: All adults aged 15+)



TV
%



RADIO
%

TOTAL 90

SEX

Male 91
Female 89

AGE

15-24 85
25-34 88
35-49 92
50-64 94
65+ 92

SOCIAL CLASS

ABC1 90
C2DE 90
F 95

REGION

Dublin 90
Rest of Leinster 87
Munster 90
Conn/Ulster 95

DEPENDENT CHILDREN

Yes 91
No 90

URBAN/ RURAL

Urban 89
Rural 91

CHURCH ATTENDANCE

Heavy 96
Medium 88
Light 83
Never 89

LIFE PERSPECTIVE

Conservative 94
Liberal 88

TOTAL 67

SEX

Male 64
Female 70

AGE

15-24 56
25-34 61
35-49 67
50-64 74
65+ 81

SOCIAL CLASS

ABC1 67
C2DE 68
F 65

REGION

Dublin 69
Rest of Leinster 67
Munster 62
Conn/Ulster 72

DEPENDENT CHILDREN

Yes 68
No 66

URBAN/ RURAL

Urban 66
Rural 68

CHURCH ATTENDANCE

Heavy 79
Medium 66
Light 55
Never 49

LIFE PERSPECTIVE

Conservative 76
Liberal 61

BCi Two aspects of violence are significantly more offensive than others.

- ✓ Violence against children
- ✓ Sexual violence such as rape

BCi The context in which violence is shown/talked about has a large bearing on the offense caused.

- ✓ Violence is less acceptable on TV than Radio
- ✓ Violence in soaps is less acceptable than on detective dramas or documentaries.
- ✓ Violence is more acceptable on TV if it is showing reality.
- ✓ On Radio the timing of the broadcast impacts on acceptability
- ✓ Violence on late night broadcasts can be more acceptable

BCi Most sensitive to violence on TV and Radio are:

- ✓ Those aged 50+, heavy church attenders, and those who consider themselves conservative.

SEX

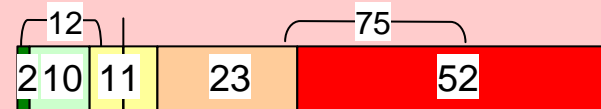
Sex on TV

(Base: All adults aged 15+)

Neither
Totally **Fairly** **acceptable/** **Fairly** **Totally**
acceptable **acceptable** **inacceptable** **unacceptable** **unacceptable**
(5) **(4)** **(3)** **(2)** **(1)**

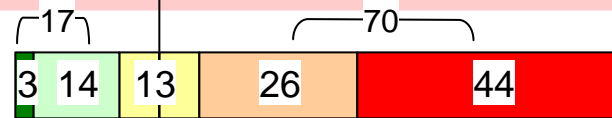
Mean

Explicit sex between a gay couple in a soap



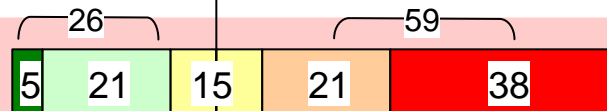
1.87

Explicit sex between a man and a woman in a soap



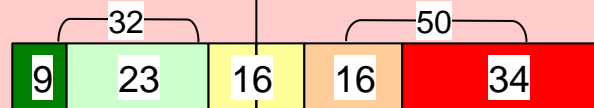
2.06

Implied sex between a gay or lesbian couple in a soap



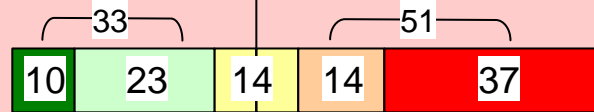
2.33

Explicit sex between a gay or lesbian couple as part of a sexual health/lifestyle documentary



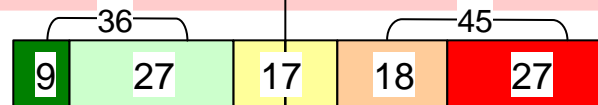
2.54

Explicit sex between a gay or lesbian couple on a pay per view channel



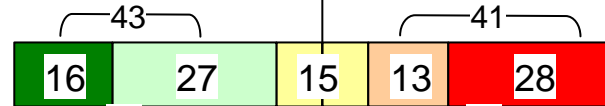
2.56

Implied sex between a man and a woman on a soap



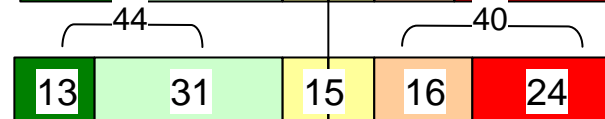
2.72

Explicit sex between a man and a woman on pay per view channel



2.90

Explicit sex between a man and a woman as part of a sexual health/lifestyle documentary

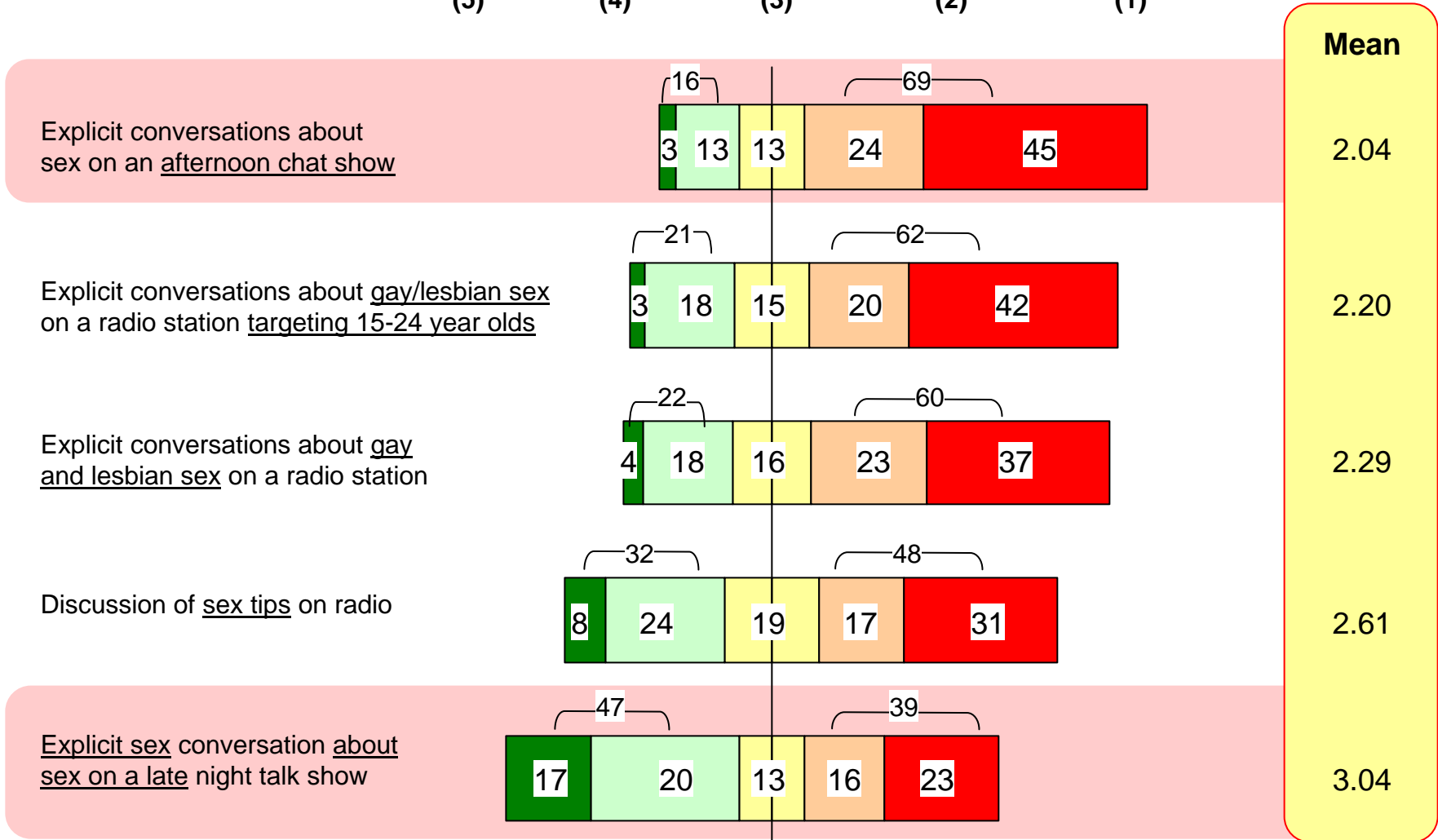


2.92

The Way Sex Is Talked on Radio

(Base: All adults aged 15+)

Neither
acceptable/
inacceptable
Fairly
unacceptable
Totally
unacceptable
(5) **(4)** **(3)** **(2)** **(1)**



Any Sex is Fairly/Totally Unacceptable x Demographics

(Base: All adults aged 15+)



TV
%



RADIO
%

TV %				RADIO %			
TOTAL	82			TOTAL	78		
<u>SEX</u>		<u>DEPENDENT CHILDREN</u>		<u>SEX</u>		<u>DEPENDENT CHILDREN</u>	
Male	80	Yes	85	Male	77	Yes	81
Female	84	No	81	Female	79	No	77
<u>AGE</u>		<u>URBAN/ RURAL</u>		<u>AGE</u>		<u>URBAN/ RURAL</u>	
15-24	78	Urban	80	15-24	69	Urban	76
25-34	70	Rural	84	25-34	73	Rural	80
35-49	78	<u>CHURCH ATTENDANCE</u>		35-49	81	<u>CHURCH ATTENDANCE</u>	
50-64	86	Heavy	92	50-64	82	Heavy	88
65+	92	Medium	81	65+	89	Medium	79
<u>SOCIAL CLASS</u>		Light	73	<u>SOCIAL CLASS</u>		Light	68
ABC1	82	Never	71	ABC1	79	Never	66
C2DE	82	<u>LIFE PERSPECTIVE</u>		C2DE	77	<u>LIFE PERSPECTIVE</u>	
F	88	Conservative	90	F	84	Conservative	86
<u>REGION</u>		Liberal	77	<u>REGION</u>		Liberal	73
Dublin	86			Dublin	81		
Rest of Leinster	80			Rest of Leinster	74		
Munster	80			Munster	88		
Conn/Ulster	82			Conn/Ulster	79		

- Gay sex is less acceptable than heterosexual sex.
- Explicit sex is less acceptable than implied sex.
- Sex on soaps is least acceptable, followed by sex on documentaries and pay per view channels.
- On Radio, explicit conversations about sex are more acceptable late at night.
- Explicit conversations about sex are least acceptable on afternoon Radio.
- Discussion of sex tips on Radio is fairly/totally unacceptable for less than ½ of Irish adults.

SWEARING AND COARSE LANGUAGE

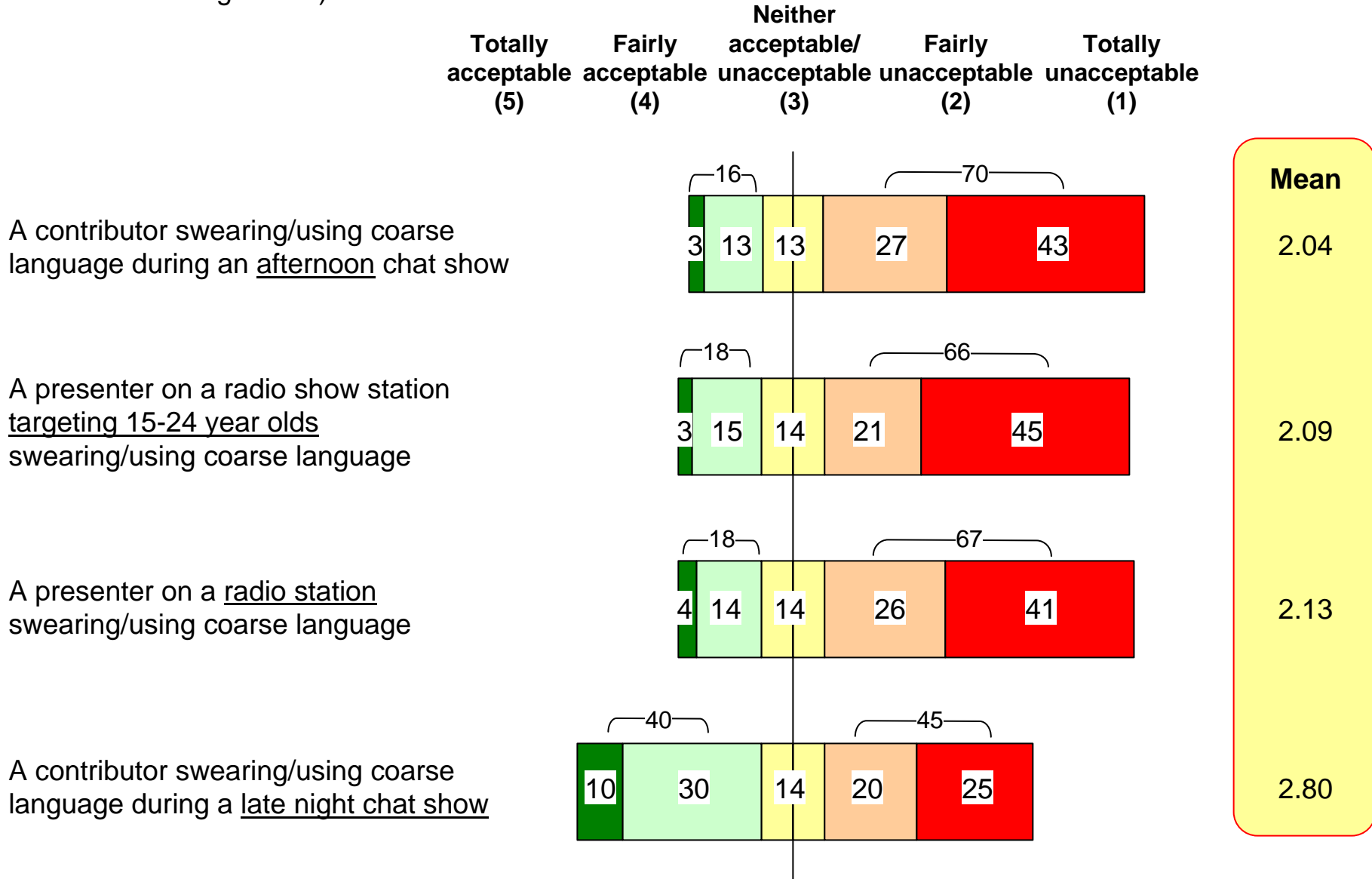
Swearing & Coarse Language on TV

(Base: All adults aged 15+)



Swearing & Coarse Language on Radio

(Base: All adults aged 15+)



Any Swearing is Fairly/Totally Unacceptable x Demographics

(Base: All adults aged 15+)



TV
%

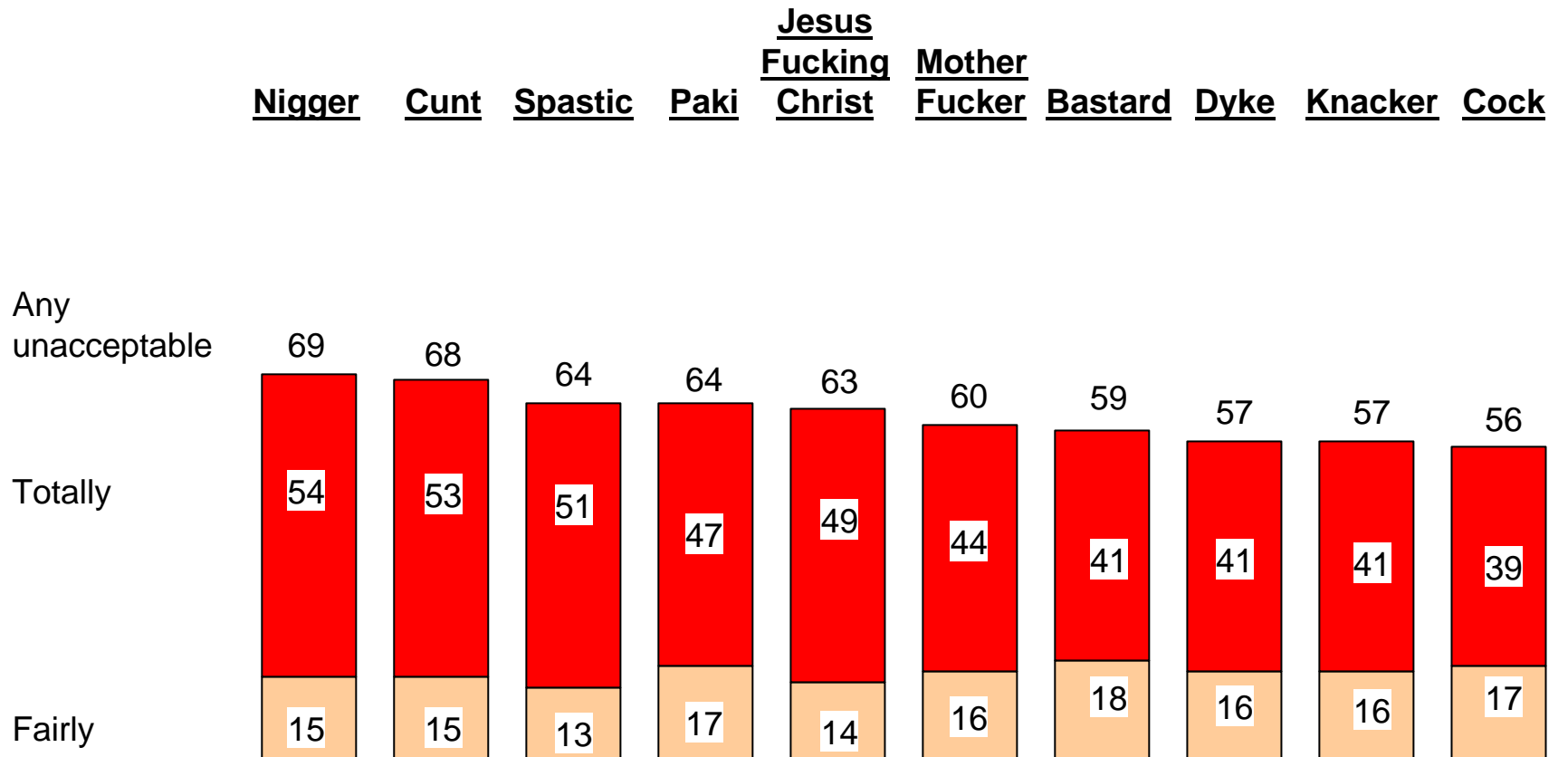


RADIO
%

TV %				RADIO %			
TOTAL	84			TOTAL	79		
<u>SEX</u>		<u>DEPENDENT CHILDREN</u>		<u>SEX</u>		<u>DEPENDENT CHILDREN</u>	
Male	81	Yes	86	Male	77	Yes	82
Female	84	No	83	Female	82	No	78
<u>AGE</u>		<u>URBAN/ RURAL</u>		<u>AGE</u>		<u>URBAN/ RURAL</u>	
15-34	75	Urban	81	15-34	62	Urban	76
35-49	87	Rural	86	35-49	77	Rural	81
50-64	91	<u>CHURCH ATTENDANCE</u>		50-64	83	<u>CHURCH ATTENDANCE</u>	
65+	92	Heavy	94	65+	88	Heavy	91
<u>SOCIAL CLASS</u>		Medium	81	<u>SOCIAL CLASS</u>		Medium	80
ABC1	85	Light	76	ABC1	82	Light	73
C2DE	83	Never	72	C2DE	77	Never	65
F	88	<u>LIFE PERSPECTIVE</u>		F	79	<u>LIFE PERSPECTIVE</u>	
<u>REGION</u>		Conservative	90	<u>REGION</u>		Conservative	86
Dublin	90	Liberal	79	Dublin	82	Liberal	75
Rest of Leinster	79			Rest of Leinster	75		
Munster	81			Munster	77		
Conn/Ulster	87			Conn/Ulster	83		

10 Least Acceptable Swearwords

(Base: All adults aged 15+)



Rating of Other Swearwords

(Base: All adults aged 15+)

Totally/Fairly Unacceptable

	%		%
11. Homo	56	21. Dickhead	45
12. Bollocks	54	22. Arsehole	45
13. Whore	54	23. Balls	44
14. Ride	53	24. Langer	40
15. Prick	51	25. Piss off	37
16. Wanker	51	26. Shit	30
17. Shag	50	27. Crap	30
18. Knob	47	28. Bloody	30
19. Fuck	46	29. Damn	24
20. Tits	46		

- BCi Contrary to the situation with violence and sex:
 - Sensitivity to swearing/coarse language is stronger with regard to news programming than dramas or soaps.

- BCi Least acceptable on TV is:
 - Someone being interviewed on the news swearing closely followed by a sports commentator swearing.

- BCi On Radio, swearing is more acceptable at night but swearing is equally unacceptable on afternoon chat shows or stations targeting 15-24 yr olds.

- BCi Sensitivity to swearing is higher for older, conservative people who are heavy church attenders.

- BCi There is little to choose between the 5 words identified as least acceptable.

- BCi The 5 least acceptable words include two racial taunts Nigger and Paki, a sexual and disability reference Cunt and Spastic as well as Jesus Fucking Christ

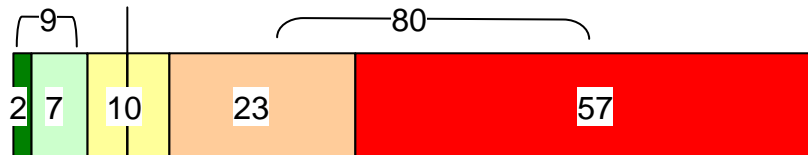
MINORITIES

Minorities on TV

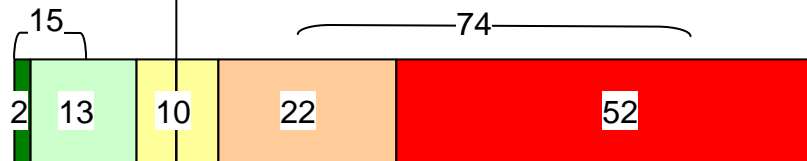
(Base: All adults aged 15+)

Totally acceptable (5) Fairly acceptable (4) Neither acceptable/inacceptable (3) Fairly unacceptable (2) Totally unacceptable (1)

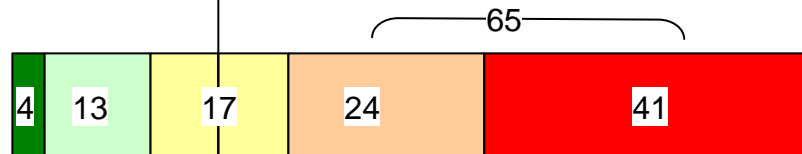
Strong negative statements being made about people with disabilities by someone being interviewed on a news report



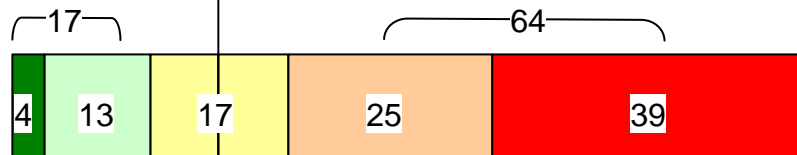
Jokes about people with disabilities in a comedy show



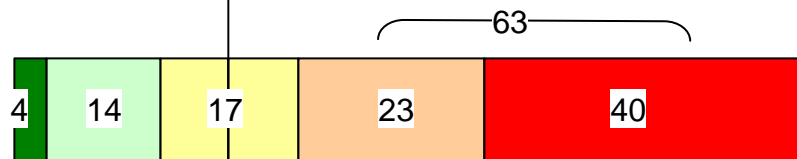
Strong negative statements made about gays and lesbians by someone interviewed on a news report



Strong negative statements being made about travellers by someone being interviewed on a news report



Strong negative comments being made about religious groups by someone being interviewed on a news report



Mean

1.72

1.89

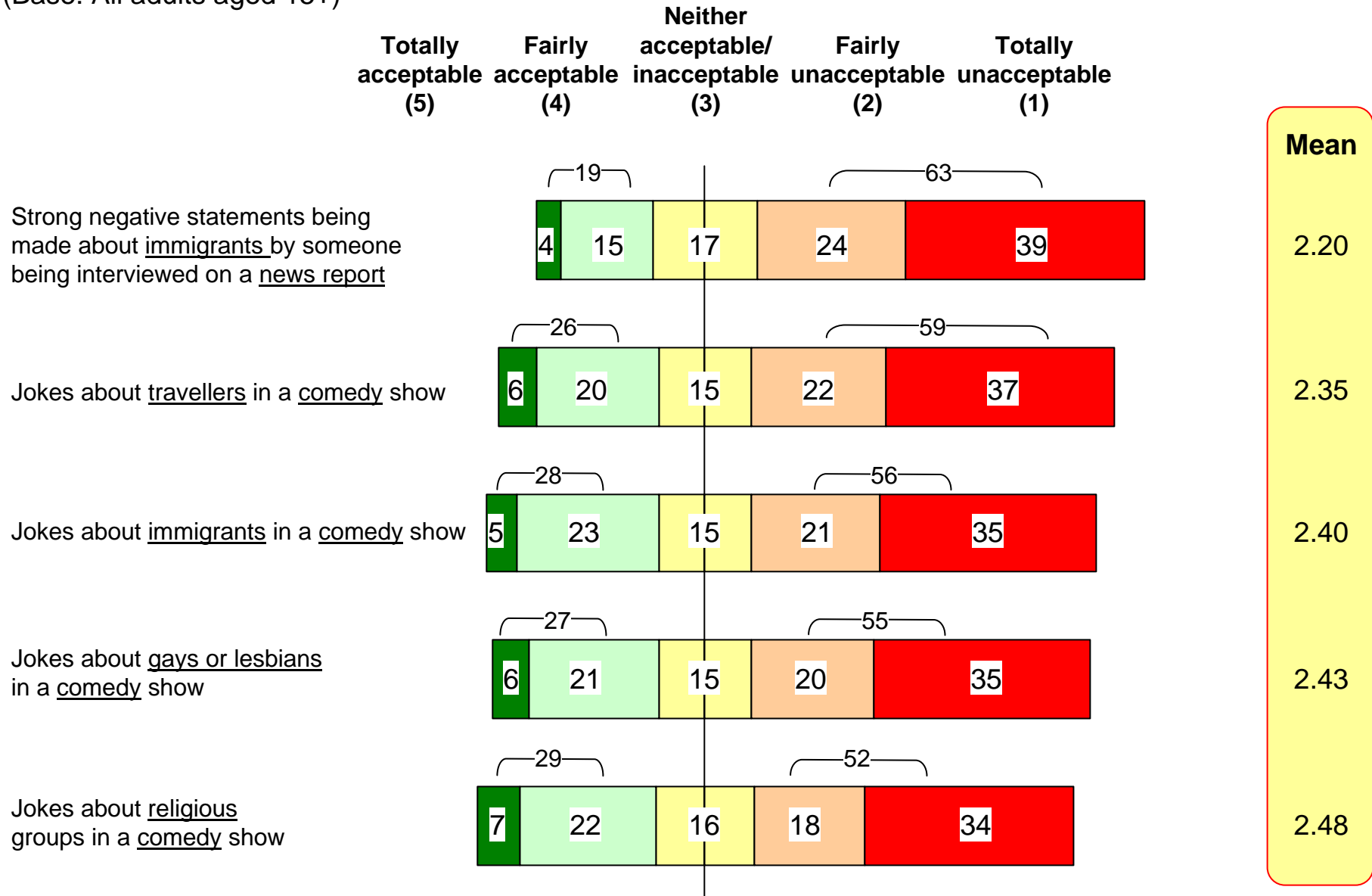
2.14

2.16

2.18

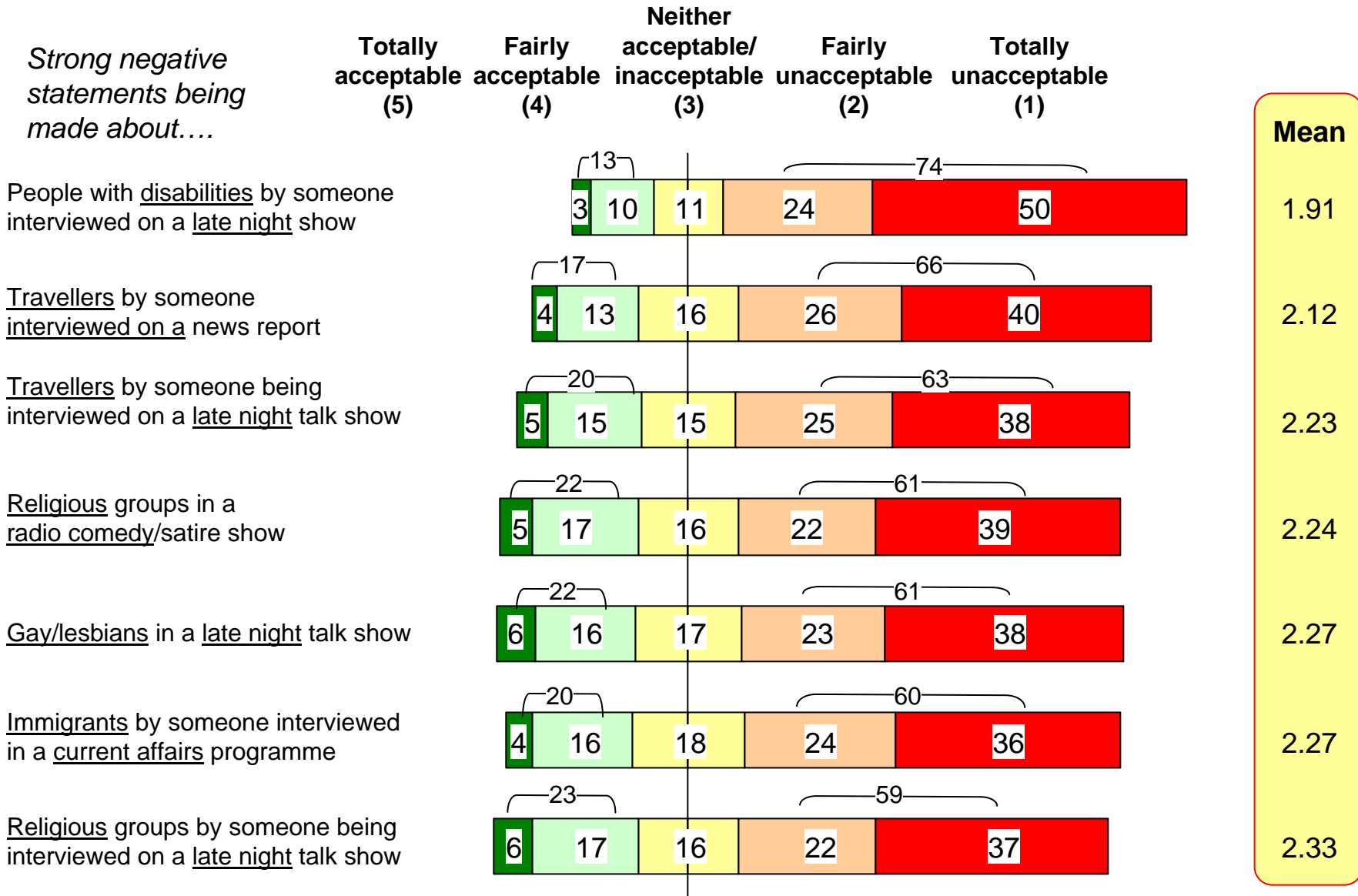
Minorities on TV

(Base: All adults aged 15+)



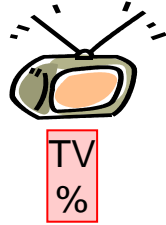
Minorities on Radio

(Base: All adults aged 15+)



Any Negative Statements Re: Minorities is Fairly/Totally Unacceptable x Demographics

(Base: All adults aged 15+)



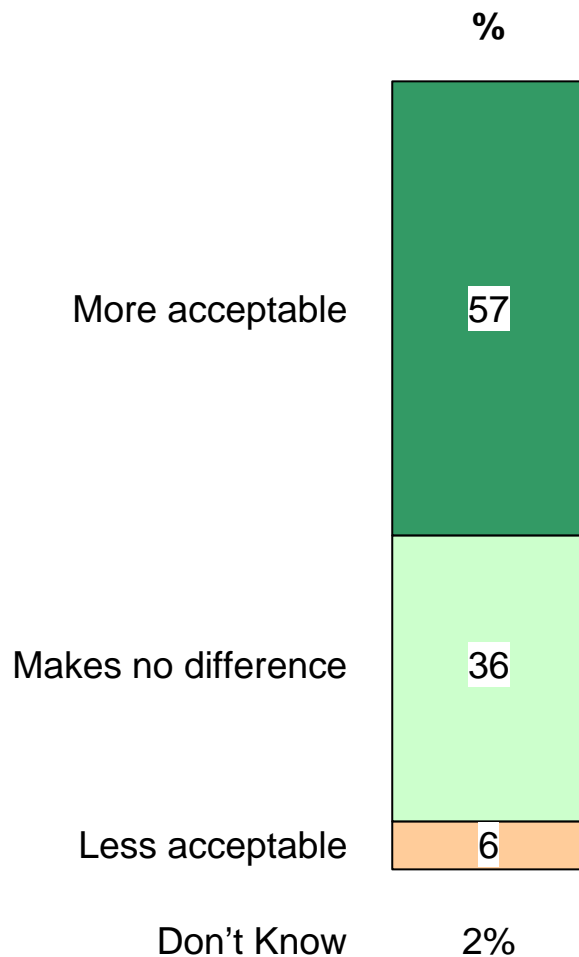
TV %				RADIO %			
TOTAL	89			TOTAL	81		
<u>SEX</u>		<u>DEPENDENT CHILDREN</u>		<u>SEX</u>		<u>DEPENDENT CHILDREN</u>	
Male	88	Yes	90	Male	81	Yes	83
Female	91	No	89	Female	81	No	80
<u>AGE</u>		<u>URBAN/ RURAL</u>		<u>AGE</u>		<u>URBAN/ RURAL</u>	
15-24	83	Urban	88	15-24	74	Urban	80
25-34	88	Rural	90	25-34	77	Rural	81
35-49	90	<u>CHURCH ATTENDANCE</u>		35-49	81	<u>CHURCH ATTENDANCE</u>	
50-64	94	Heavy	93	50-64	86	Heavy	87
65+	91	Medium	88	65+	90	Medium	75
<u>SOCIAL CLASS</u>		Light	88	<u>SOCIAL CLASS</u>		Light	80
ABC1	90	Never	83	ABC1	81	Never	76
C2DE	90	<u>LIFE PERSPECTIVE</u>		C2DE	81	<u>LIFE PERSPECTIVE</u>	
F	85	Conservative	93	F	79	Conservative	88
<u>REGION</u>		Liberal	88	<u>REGION</u>		Liberal	76
Dublin	90			Dublin	82		
Rest of Leinster	89			Rest of Leinster	79		
Munster	90			Munster	82		
Conn/Ulster	92			Conn/Ulster	80		

- ❸❶i Despite fragmented mention of offence at a spontaneous level, on prompting, insensitive treatment of Minorities is as unacceptable as violence or sex.
- ❸❶i Insensitive treatment of minorities also tends to be less impacted by the context of its airing as compared with sex or violence.
- ❸❶i Least acceptable is perceived insensitivity towards those with disabilities
- ❸❶i There is very little to choose between the acceptability of insensitive treatment of travellers, gays and lesbians and or immigrants.
- ❸❶i With the exception of those with disabilities, negative statements in the news are much less acceptable than jokes.
- ❸❶i Offence due to perceived insensitive treatment of Minorities is more commonly felt throughout the population than other causes of offence. 15-24 yr olds and farmers are marginally less uncomfortable than other groups.

PRE-WARNINGS + THE WATERSHED

Does a Pre-warning Make Violence/Sexual Content or Swearing More Acceptable

(Base: All adults aged 15+)

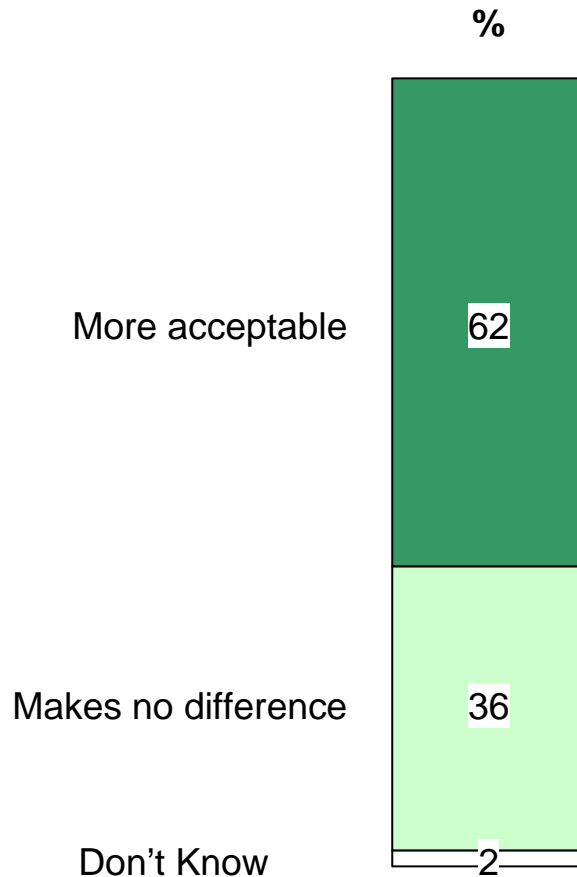


More acceptable x key demographics

<u>SEX</u>	%	<u>DEPENDENT CHILDREN</u>	%
Male	59	Yes	62
Female	55	No	54
<u>AGE</u>		<u>CHURCH ATTENDANCY</u>	
15-24	67	Heavy	52
25-34	59	Medium	58
35-49	58	Light	67
50-64	54	Never	59
65+	42	<u>LIFE PERSPECTIVE</u>	
<u>SOCIAL CLASS</u>		Conservative	63
ABC1	63	Liberal	60
C2DE	55	<u>URBAN/ RURAL</u>	
F	43	Urban	50
<u>REGION</u>		Rural	62
Dublin	64		
Rest of Leinster	56		
Munster	48		
Conn/Ulster	60		

Is Violence/Sexual Content or Swearing on TV or Radio More Acceptable at Particular Times of Day?

(Base: All adults aged 15+)

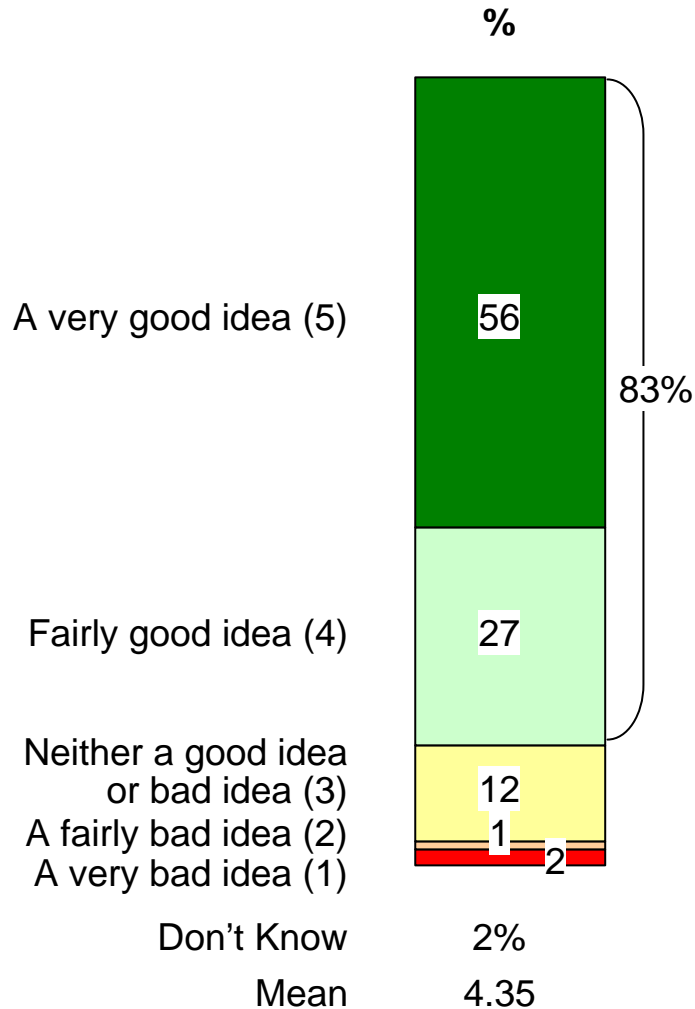


More acceptable x key demographics

<u>SEX</u>	%	<u>DEPENDENT CHILDREN</u>	%
Male	62	Yes	68
Female	62	No	59
<u>AGE</u>		<u>CHURCH ATTENDANCY</u>	
15-24	76	Heavy	54
25-34	66	Medium	62
35-49	65	Light	76
50-64	55	Never	67
65+	38	<u>LIFE PERSPECTIVE</u>	
<u>SOCIAL CLASS</u>		Conservative	52
ABC1	71	Liberal	71
C2DE	58	<u>URBAN/RURAL</u>	
F	46	Urban	53
<u>REGION</u>		Rural	68
Dublin	72		
Rest of Leinster	58		
Munster	50		
Conn/Ulster	71		

What Do You Think of The "Watershed" As a Rule?

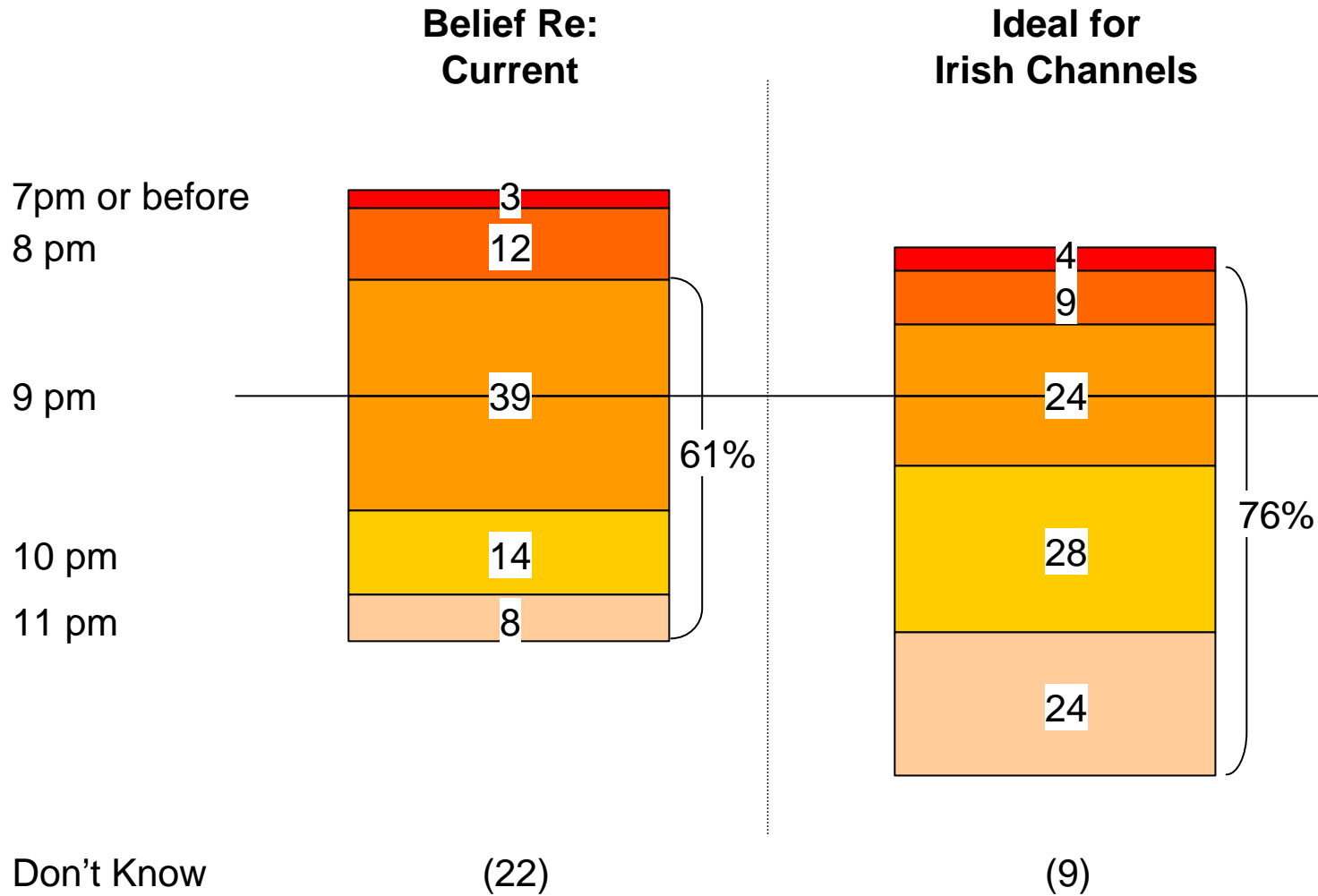
(Base: All adults aged 15+)



Very/Fairly good idea x demographics

<u>SEX</u>	%	<u>DEPENDENT CHILDREN</u>	%
Male	82	Yes	88
Female	84	No	80
<u>AGE</u>		<u>CHURCH ATTENDANCY</u>	
15-24	89	Heavy	80
25-34	83	Medium	84
35-49	86	Light	89
50-64	83	Never	87
65+	69	<u>LIFE PERSPECTIVE</u>	
<u>SOCIAL CLASS</u>		Conservative	82
ABC1	87	Liberal	86
C2DE	82	<u>URBAN/ RURAL</u>	
F	73	Urban	79
<u>REGION</u>		Rural	86
Dublin	88		
Rest of Leinster	82		
Munster	78		
Conn/Ulster	83		

(Base: All adults aged 15+)



B(i) Violence/sexual content and swearing is:

- ✓ More acceptable with a pre-warning (57% agree)
- ✓ More acceptable at particular times of the day (62% agree)

B(i) 83% feel the watershed rule is a very/fairly good idea.

B(i) One in five can't name the current watershed time but 61% feel it is after 9pm.

B(i) $\frac{3}{4}$ feel the watershed should be at 9pm or later.

B(i) More than $\frac{1}{2}$ feel the watershed should be at 10pm or later.

- 3(i) The most top of mind sources of offence for Irish adults are:
 - ✓ Violence (esp violence against children and sexual violence)
 - ✓ Sex
 - ✓ Swearing
- 3(i) On prompting adults are also very uncomfortable with insensitive treatment of Minorities.
- 3(i) Racial slurs are included in the 5 least acceptable swearwords.
- 3(i) Sensitivity is stronger towards TV (visual media) with regard to violence and sex.
- 3(i) Swearing and perceived insensitive treatment of Minorities is equally unacceptable on Radio as TV.
- 3(i) Sensitivity is strong amongst most groups although older, frequent church attenders and conservatives are most likely to identify specific aspects as unacceptable.
- 3(i) Under 24s and liberals are least likely.

- 3(i) The context in which the potentially offensive material is shown has a huge bearing on its acceptability.
- 3(i) Violence and sex is more acceptable as part of news or documentaries than on soaps.
- 3(i) Swearing, on the other hand is more acceptable on drama than on news programming.
- 3(i) On Radio, the timing of the broadcast has a huge bearing on perceived acceptability.
- 3(i) Most feel the watershed is a fairly/very good idea.
- 3(i) $\frac{3}{4}$ feel the ideal time would be 9pm or after.
- 3(i) The majority feel violent, sexual content and/or swearing is:
 - ✓ More acceptable with a pre-warning (57% agree)
 - ✓ More acceptable at particular times of the day (62% agree)