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Comments:

Please disregard the previous tables and charts I gave you. The following are more correct and updated.

Please call, if any questions.

E.



MADE FROM 100% RECYCLED PAPER

## A. Violence, Drugs and Alcohol, Sex Depictions, and Curse Words in Theatrical Films, 1991-1994

### Notes to Tables and Figures

#### Sample:

907 theatrical films reviewed in Entertainment Research Report (The Unbiased Content Report for Current Films) by Entertainment Research Group, Inc. at Boca Raton, Florida.

The sample includes reviews in ERR from 1991 to 1994, excluding 13 reviews from the year 1990. The 1994 data are incomplete, the issues from October to December being unavailable. A comparison of the present sample with one that excludes the Oct-Dec. issues of each year suggests no significant difference in relative frequencies of the variable values of interest to the research.

Table 1 --- The subcategories under the heading "violence," "drugs," "sex," and "vulgar language" represent distinct variables. They are sorted under each classification from highest to lowest percentage of occurrence in the sample (row %). See Figures 1-4 for a graphic illustration of trends in portrayals of each variable under each of the main content classifications.

Violent portrayals and use of vulgar language are quite prevalent in theatrical films. Non-fatal violence and fatal violence occur, respectively, in 91 and 61 percent of the total sample. Seven of the eight curse words coded are present at least once in more than half of the sample, with "goddamn" the most commonly used (84 percent). The word "fuck" occurs at least once in 54 percent of the films, but it is the most frequently used in any one film. Twenty-four films (3 percent of the sample) mention the word over 100 times.

Drugs and sex portrayals are much less frequent, occurring in not more than 37 and 38 percent, respectively, of the sample.

Note the abrupt decrease in the portrayal of alcohol from 1991 to 1994 (see Figure 2). Is it due to the way the item was coded in ERR? Or does it reflect a real change in portrayals? If so, what could be the reasons for the change?

Female nudity, of the different kinds of sex portrayals, is the most prevalent. It is highly and significantly associated with portrayals of illicit drugs ( see Table 3)

Table 2 -- Genres are grouped into five main categories: drama (drama, melodrama, historical drama, war drama, romantic drama), comedy (comedy, romantic comedy), action/thriller (action, thriller, western, mystery, horror, spy, war film, science fiction), documentary (documentary, historical, biography, ballet, musical, concert), and animation. Dramatic films constitute the biggest bulk of the sample (43%).

From the table it is apparent that a significant part of the films shown in theaters are for adults. R-rated movies take up 44 percent of the sample, almost twice as much as the next highest group of films, PG13. Movies for general viewing (G) make up only three percent of film productions during the 1991-1994 period and this proportion does not vary after 1991.

From ERR DATA, 2/16/95 Survey

Table 1 - Violence, Drugs, Sex, and Vulgar Language by Year

	YEAR				TOTAL
	1991	1992	1993	1994	
N =	248	262	245	152	907
	%	%	%	%	%
<b>Violence</b>					
Non-fatal	86.7	92.4	92.2	91.4	90.6
Fatal	63.7	63.0	58.8	59.2	61.4
<b>Drugs</b>					
Alcohol	50.8	42.4	26.9	23.0	37.3
Illicit	18.1	15.6	12.2	15.8	15.4
Tobacco	6.5	4.2	4.9	5.9	5.3
Prescribed drugs	2.8	1.1	0.4	0.7	1.3
OTC	0.4	1.5	0.0	0.7	0.7
<b>Sex</b>					
Female nudity	41.1	36.6	36.7	36.8	37.9
Graphic sex	23.8	19.8	20.8	29.6	22.3
Male nudity	16.9	16.0	15.5	17.8	16.4
Rape	4.0	4.2	4.5	4.6	4.3
Homosexuality	2.8	1.1	1.6	0.7	1.7
<b>Vulgar Language</b>					
Goddamn	81.5	84.0	85.3	84.2	83.7
Hell	74.2	74.8	79.2	79.6	76.6
Shit	74.6	76.0	69.0	71.1	72.9
Damn	65.3	69.8	66.9	75.7	68.8
Ass	68.1	67.6	60.0	63.2	64.9
Bitch	55.2	58.0	52.7	53.3	55.0
Fuck	56.0	55.0	53.8	52.6	54.5
Bastard	40.3	45.0	37.1	36.8	40.2

Table 2 - Genres and MPA Ratings by Year

	YEAR				TOTAL
	1991	1992	1993	1994	
N =	248	262	245	152	907
	%	%	%	%	%
<b>Genres</b>					
Drama	45.6	47.3	40.0	34.2	42.7
Comedy	26.2	25.6	27.3	38.2	28.3
Action, Thriller	22.6	16.8	24.5	22.4	21.4
Documentary	3.6	6.9	4.9	2.6	4.7
Animation	2.0	3.4	3.3	2.6	2.9
Col. %	27.3	28.9	27.0	16.8	100.0
<b>MPA Ratings</b>					
R	47.2	46.6	38.8	43.4	44.1
PG13	20.6	23.3	24.9	23.0	22.9
PG	16.1	12.2	19.6	23.0	17.1
NR	13.7	14.9	13.5	7.2	12.9
G	2.4	3.1	3.3	3.3	3.0
Col. %	27.3	28.9	27.0	16.8	100.0

Table 3 -- Relationship Between AIT (Alcohol, Illicit Drugs, and Tobacco) and Sex Depictions and Between AIT and Curse Words

	AIT		
	Alcohol	Illicit Drugs	Tobacco
N =	338	140	48
	%	%	%
<b>Sex Depictions</b>			
Rape	37.3	7.9	0.0
Female nudity	42.9	53.6*	33.3
Graphic sex	27.2	34.3	20.8
Male nudity	19.2	22.1	18.8
Homosexuality	2.1	4.3	0.0
<b>Curse Words</b>			
Fuck	64.2*	87.1*	56.3
Goddamn	90.5*	92.9*	81.3
Shit	81.1*	95.7*	72.9
Hell	85.2*	90.7*	79.2
Damn	74.6*	85.0*	60.4
Ass	74.3*	92.1*	75.0*
Bitch	66.3*	74.3*	58.3
Bastard	44.7	47.9	47.9

\* Significance of the associations ranges between  $p = .001$  and  $p = .00000$ .

**Table 4 -- Relationships Between Violence and Drugs and Between Violence and Sex Depictions**

	N =	Violence		Mean for Both Fatal and Non-fatal Violence %
		Fatal %	Non-fatal %	
<b>Drugs</b>				
Alcohol		37.3	37.6	37.4
Illicit		17.8	15.7	16.8
Tobacco		6.1	5.6	5.8
Prescribed drugs		0.4	1.2	0.8
OTC		0.7	0.7	0.7
<b>Sex Depictions</b>				
Female nudity		44.5	38.7	41.6
Graphic sex		26.2	22.6	24.4
Male nudity		17.4	15.6	16.5
Rape		5.4	4.4	4.9
Homosexuality		1.4	1.0	1.2

Table 4, read: 37 percent of movies depicting fatal violence and about 38 percent of those depicting non-fatal violence are associated with depictions of alcohol.

**Table 5 -- Violence, Drugs, Sex, Vulgar Language\* by Movie Genres**

	GENRES				
	Action, Thriller	Animation	Comedy	Documentary	Drama
	194 %	26 %	257 %	43 %	387 %
<b>Violence</b>					
Non-fatal	96.4	96.2	89.5	62.8	91.2
Fatal	92.3	57.7	42.4	41.9	61.0
<b>Mean %</b>	<b>94.3</b>	<b>77.0</b>	<b>66.0</b>	<b>52.3</b>	<b>76.1</b>
<b>Drugs</b>					
Alcohol	36.1	15.4	38.1	14.0	41.3
Illicit	14.9	0.0	12.1	27.9	17.6
OTC	5.0	0.0	1.6	0.0	3.0
Tobacco	7.7	11.5	4.7	0.0	4.7
Prescribed	1.0	0.0	1.2	0.0	1.8
<b>Mean %</b>	<b>12.9</b>	<b>5.4</b>	<b>11.5</b>	<b>8.4</b>	<b>13.7</b>
<b>Sex Depictions</b>					
Female nudity	47.4	11.5	26.1	32.6	43.4
Graphic sex	21.6	0.0	21.0	2.3	27.1
Male nudity	10.3	7.7	16.0	14.0	20.7
Rape	4.1	0	2.0	2.3	6.5
Homosexuality	0	0	1.2	2.3	2.8
<b>Mean %</b>	<b>16.7</b>	<b>3.8</b>	<b>13.3</b>	<b>10.7</b>	<b>20.1</b>
<b>Vulgar words</b>					
ass	75.8	3.8	67.3	41.9	64.6
bastard	49.0	3.8	37.4	23.3	42.1
bitch	71.1	0.0	56.8	20.9	53.2
damn	76.3	7.7	73.2	46.5	68.7
fuck	70.6	0.0	47.5	41.9	56.1
goddamn	88.1	15.4	88.7	62.8	85.0
hell	82.5	7.7	82.9	58.1	76.2
shit	82.5	7.7	75.1	51.2	73.4
<b>Mean %</b>	<b>74.5</b>	<b>5.8</b>	<b>66.1</b>	<b>43.3</b>	<b>64.9</b>

\* The subcategories under violence, drugs, sex depictions, and vulgar language are distinct variables, not values. The percentages are measures of the presence, regardless of numerical size, of the categories concerned.  
Read from column to row, e.g., 75.8 percent of "action" movies mention at least one "ass" word.

Table 6 -- MPPA Ratings by Genres

MPPA RATINGS	GENRES				
	Action, Thriller	Animation	Comedy	Documentary	Drama
	194 %	26 %	257 %	43 %	387 %
G	0.5	69.2	0.8	7.0	0.8
NR	2.6	19.2	6.2	55.3	17.3
PG	11.9	11.5	23.0	11.6	13.4
PG13	12.4	0.0	39.7	7.0	20.4
R	72.7	0.0	25.3	18.6	48.1
COL. %	21.4	2.9	28.3	4.7	42.7

**Gross Profits and Popularity of Films among Teenagers**

Correlation between gross profits (GROSS) and popularity (POP) of films is  $r = .31$ ;  $p = .010$ , with  $n = 67$ .

## CHARTS

Note: Vulgarity is measured in two ways. One measure looks at each curse word in terms of its presence or absence in a movie. Here the measure is the percentage of movies in which the curse word is used (figures 1a, 1b, 1c). Another way to measure vulgarity is to take the mean number of words of a particular category present in a movie. This measure is the basis of the "vulgarity index" and a component of the "VDSV Index" (figures 2 and 3).

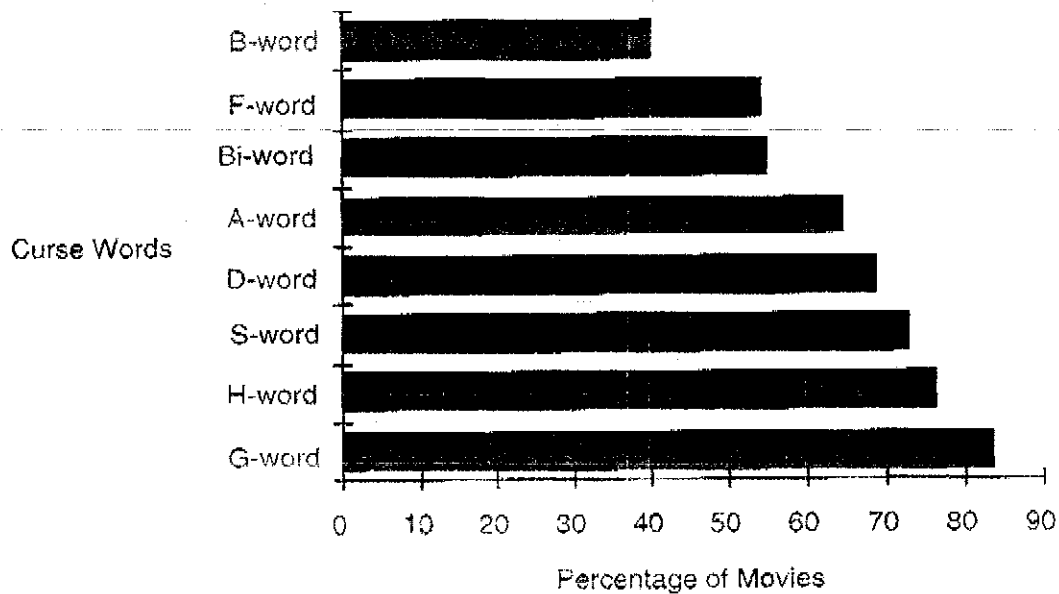


Fig. 1a. Percentage of movies containing a particular curse word

All the above curse words, excepting "bastard", are used at least once in more than half of the movies analyzed. "Goddamn" is the most common, present in about 34 percent of the movies.

The F-word is the most heavily used curse word in any one movie. It is present more than 100 times in twenty-four movies (3%). (Note what these movies are.)

(Note: Here the mere presence of a vulgar word in a film is more important than the number of occurrences of the word.)

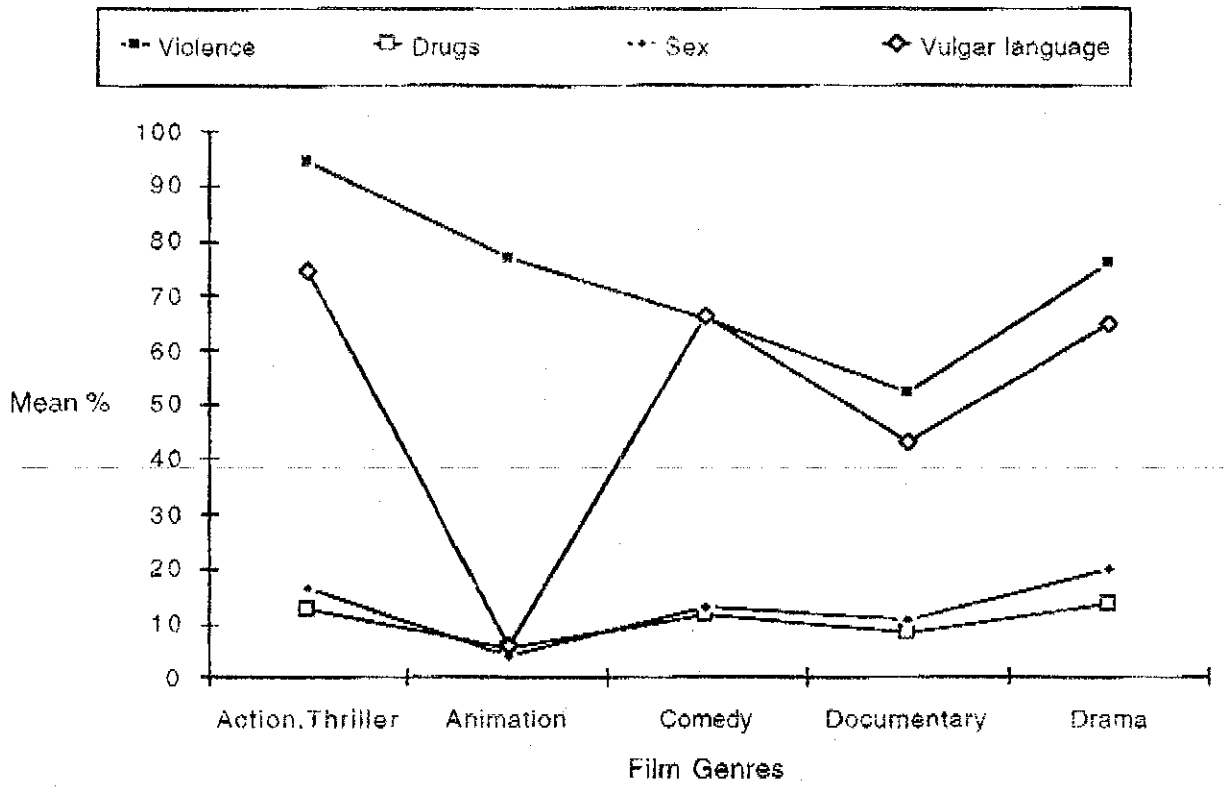


Fig. 1b. Depletions of violence, drugs, sex, and vulgar language in film genres, 1991 - 1994

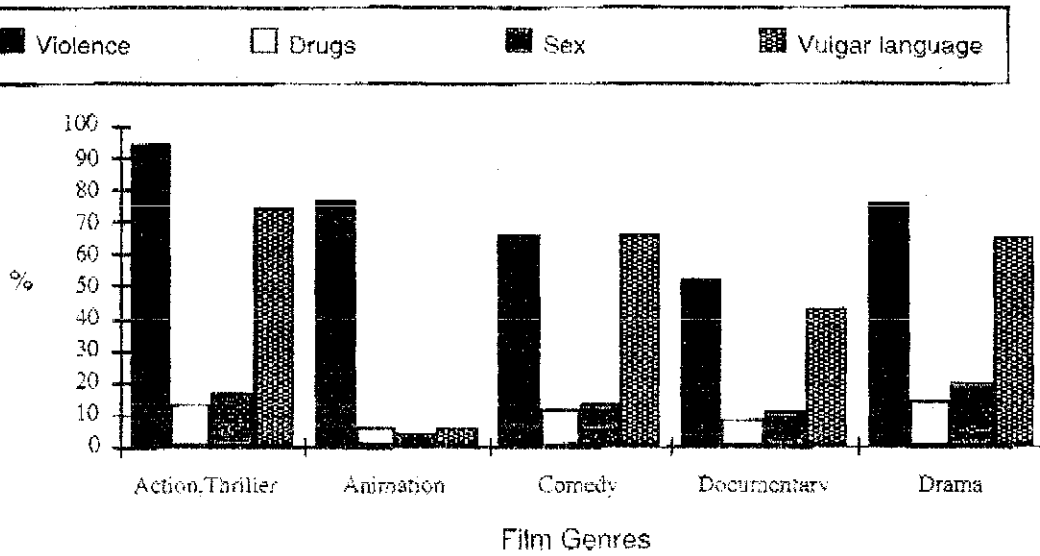


Fig. 1c. Mean percentage of violence, drugs, sex, and vulgar language in film genres, 1991 - 1994.

**Table 1 -- Curse Words**

Curse Words	Mean	Median <sup>1</sup>	Mode	Range	Std. Dev.	Sum
Fuck	12.33	1.00	.00	308.00	30.12	11186.00
Goddamn	8.69	6.03	.00	70.00	9.53	7883.00
Shit	7.96	3.91	.00	94.00	11.86	7221.00
Hell	4.25	2.65	.00	42.00	5.21	3857.00
Damn	3.36	1.80	.00	60.00	5.18	3046.00
Ass	3.34	1.61	.00	56.00	5.09	3033.00
Bitch	2.00	0.89	.00	45.00	3.62	1816.00
Bastard	0.88	0.51	.00	18.00	1.61	800.00

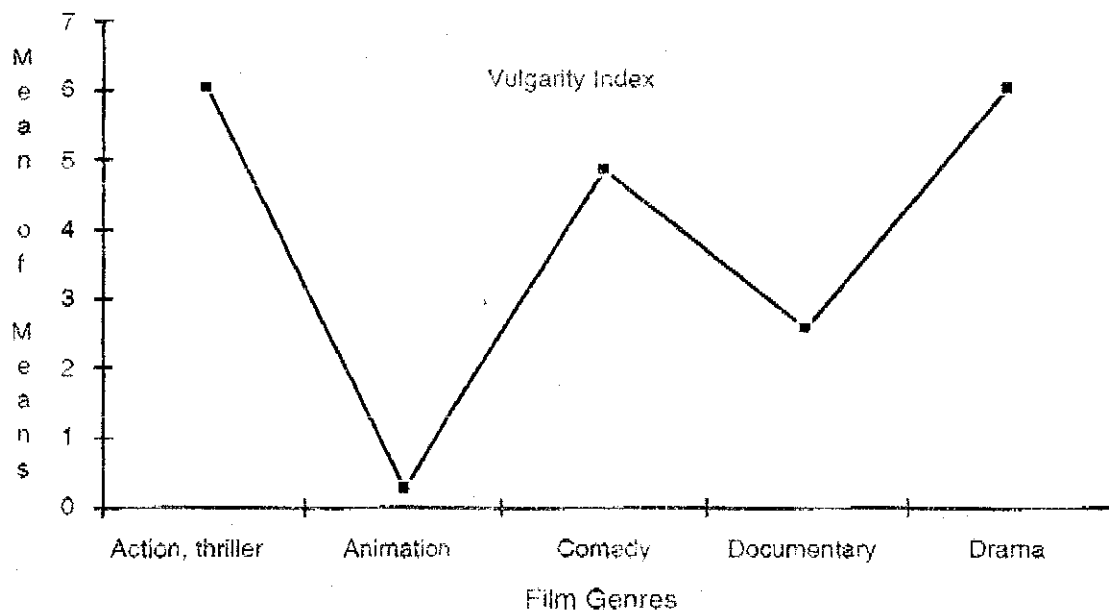


Fig. 2. Vulgarity indexes of different film genres. Each index represents the sum of the individual means of curse words present in a genre divided by the number of curse categories. Index = (X of ass + X of bastard + X of bitch + X of damn + X of fuck + X of goddamn + X of hell + X of shit)/8.

<sup>1</sup> Calculated from grouped data

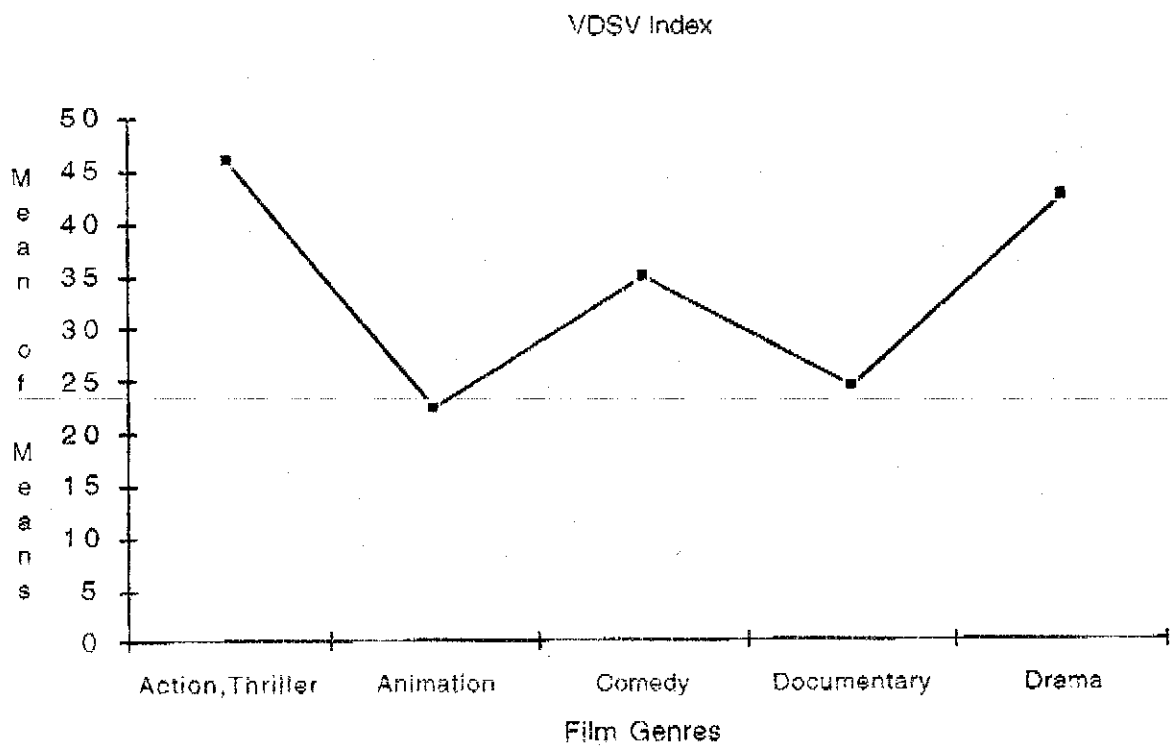


Fig. 3. Index of the amount of portrayals of violence, sex, drugs, and vulgarity (VDSV) in film genres. The index is measured by the means of the individual means of the percentages of movies depicting violence, sex, drugs, and vulgar language. The means of vulgar language, however, is computed differently. It is the means not of average percentages but of average numbers of curse words present in different film genres (see vulgarity index in Fig. 2). Each mean is weighted by multiplying it by 10.

TABLE I-A-31: DRUGS, PRIME TIME, MAJOR CHARACTERS, 1978-93, 1993-94

	1978-93 <sup>1</sup>	1983-88	1988-93	Total	1993	1994	Total
N:	1,101	999	959	2,959	225	217	442
	%	%	%	%	%	%	%
Drink alcoholic beverage	35.3	31.2	20.8	29.7	20.4	17.5	19.0
Shown as alcoholic	1.1	1.0	1.0	1.0	0.0	0.9	0.5
Use drug <sup>2</sup>	1.9	1.5	2.8	2.0	2.2	3.2	2.7
Shown as addicted <sup>3</sup>	0.6	0.5	0.7	0.7	0.0	0.0	0.0
Smoke	7.8	5.7	5.9	6.6	3.1	3.7	3.4
Any (ATOD) drug use <sup>4</sup>	39.2	35.2	24.7	33.7	24.4	21.2	22.9

<sup>1</sup> Not coded prior to 1978.

<sup>2</sup> Includes use of either illicit or medicinal drugs.

<sup>3</sup> Includes "excessive use" and "explicit reference as drug addict" for either illicit or medicinal drugs.

<sup>4</sup> Use of either alcohol, drug, or tobacco, or any combination.

	N	Drink	Alcoholic Drug <sup>1</sup>	Drugaddict <sup>2</sup>	Smoke	AnyDrug <sup>3</sup>	
<b>MARITAL STATUS</b>							
1978-93							
Can't code	672	21.9	0.4	1.3	0.1	7.6	28.0
Not Married	1,755	31.8	1.2	2.3	0.9	6.6	35.5
Married	531	32.8	1.3	1.9	0.6	4.9	34.7
1993-94							
Can't code	75	17.3	0.0	0.0	0.0	4.0	21.3
Not Married	225	18.4	0.4	3.6	0.0	3.6	20.9
Married	90	18.9	1.1	3.3	0.0	2.2	23.3
<b>WHITES &amp; MINORITY GROUPS</b>							
1978-93							
White Americ.	2,407	31.2	1.2	2.0	0.7	6.7	35.0
Afric.-Americ.	257	18.7	0.4	2.3	1.2	3.5	22.6
Latino/Hisp.	23	8.7	0.0	4.3	0.0	4.3	13.0
Asian Americ.	10	0.0	0.0	0.0	0.0	0.0	0.0
Native Americ.	7	42.9	0.0	0.0	0.0	14.3	42.9
1993-94							
White Americ.	321	22.7	0.6	3.4	0.0	3.4	27.1
Afric.-Americ.	69	5.8	0.0	1.4	0.0	0.0	7.2
Latino/Hisp.	2	0.0	0.0	0.0	0.0	0.0	0.0
Asian Americ.	0	0.0	0.0	0.0	0.0	0.0	0.0
Native Americ.	3	0.0	0.0	0.0	0.0	0.0	0.0
<b>SEXUAL ORIENTATION</b>							
1978-93							
Heterosexual	2,875	29.2	1.0	2.0	0.7	6.4	33.1
Gay or Bisex.	83	48.2	2.4	3.6	1.2	10.8	51.8
1993-94							
Heterosexual	289	23.5	0.7	2.8	0.0	4.2	27.3
Gay or Bisex.	2	0.0	0.0	0.0	0.0	0.0	0.0

TABLE I-A-32: DEMOGRAPHY OF ALCOHOL, DRUG, AND TOBACCO USE  
IN PRIME TIME, MAJOR CHARACTERS, 1978-93

	N	(Drink)	Alcoholic Drug <sup>1</sup>	Drugaddict <sup>2</sup>	Smoke	AnyDrug <sup>3</sup>	
TOTAL							
1978-93	2,939	29.7	1.0	2.0	0.7	6.6	33.7
1993-94	442	19.0	0.5	2.7	0.0	3.4	22.9
Fall 1993	225	20.4	0.0	2.2	0.0	3.1	24.4
Spring 1994	217	17.5	0.9	3.2	0.0	3.7	21.2
GENDER							
1978-93							
Male	1,934	30.8	1.2	2.0	0.8	8.0	35.3
Female	1,017	27.9	0.8	2.2	0.5	3.8	30.8
1993-94							
Male	283	20.1	0.4	3.2	0.0	4.2	24.7
Female	159	17.0	0.6	1.9	0.0	1.9	19.5
SOCIAL AGE							
1978-93							
Cannot Code	75	24.0	1.3	10.7	2.7	17.3	36.0
Child,Adoles.	269	7.1	0.7	3.7	1.9	4.8	11.5
Young Adult	501	24.4	0.4	2.0	1.2	6.4	28.7
Settled Adult	2,052	34.3	1.2	1.5	0.3	6.5	37.8
Elderly	62	27.4	3.2	1.6	0.0	4.8	29.0
1993-94							
Cannot Code	2	0.0	0.0	0.0	0.0	0.0	0.0
Child,Adoles.	30	0.0	0.0	6.7	0.0	3.3	10.0
Young Adult	115	13.8	0.9	3.4	0.0	1.7	15.5
Settled Adult	285	22.5	0.4	2.1	0.0	4.2	26.7
Elderly	9	44.4	0.0	0.0	0.0	0.0	44.4
AGE 60, UNDER/ OVER							
1978-93							
Under 60	2,633	30.3	1.0	1.8	0.7	6.3	34.0
Over 60	149	25.8	2.7	0.7	0.0	5.4	30.2
1993-94							
Under 60	404	19.1	0.5	3.0	0.0	3.7	23.3
Over 60	17	25.3	0.0	0.0	0.0	0.0	35.3
SOCIAL CLASS							
1978-93							
Upper	273	45.8	0.7	1.5	0.0	3.5	48.4
Middle	2,595	29.5	1.1	2.0	0.8	6.7	32.4
Lower	26	19.2	0.0	0.0	0.0	11.5	26.9
1993-94							
Upper	25	24.0	0.0	0.0	0.0	0.0	28.0
Middle	405	19.0	0.5	2.5	0.0	3.2	22.5
Lower	5	30.0	0.0	0.0	0.0	8.7	40.0

1 Includes use of either illicit or medicinal drugs.

2 Includes "excessive use" and "explicit reference as drug addict" for either illicit or medicinal drugs.

3 Use of either alcohol, drug or tobacco, or any combination.