ABC NEWS POLL for AMC: EDITING HOLLYWOOD – 1/30/05
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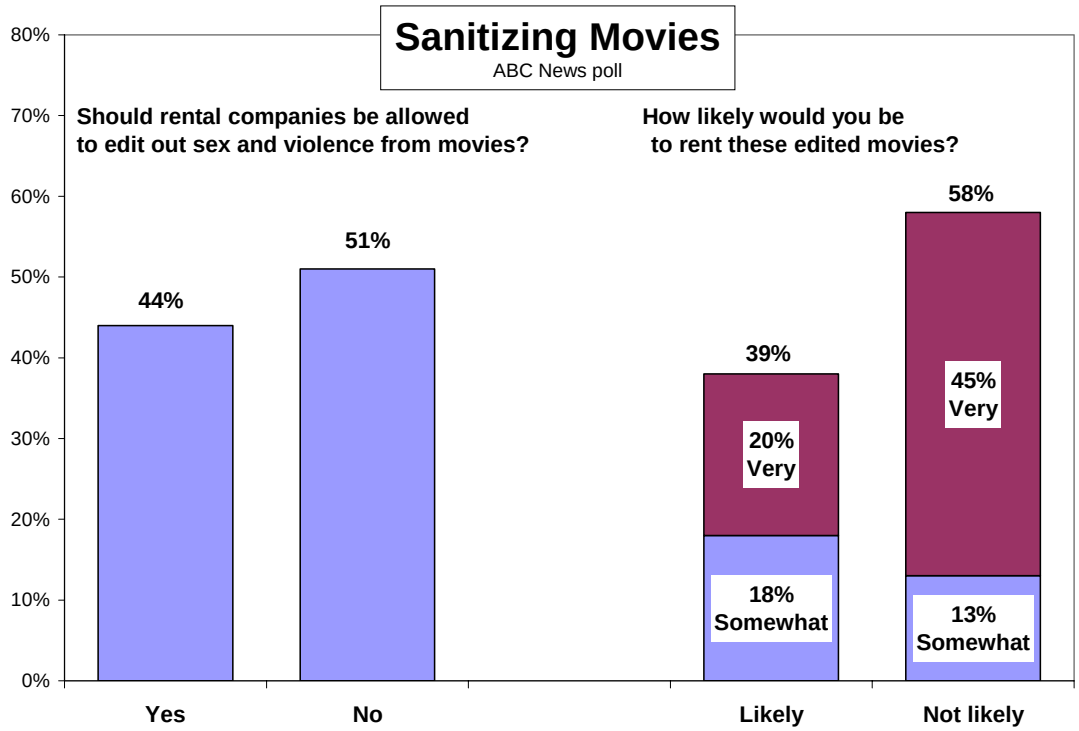
Mixed Reviews for 'Sanitized' Movies

Americans divide on the unauthorized "sanitizing" of Hollywood movies, with the sex and violence cut out – but four in 10 say they might rent such flicks, a huge potential market for the small and controversial enterprise.

Interest in these edited movies peaks in some groups, including parents with kids at home and born-again or evangelical Christians. But it's high enough among all Americans to lend the issue some clout.

A few video rental companies have been cutting sexual or violent scenes out of Hollywood movies and offering these edited versions for rent on video or DVD, calling it an alternative their customers want. Studios and directors have sued, saying it violates their copyrights and damages the integrity of their editorial products.

Americans are not unsympathetic to the objections: Fifty-one percent say the editing should not be allowed. But 44 percent are in favor. And even without majority support, the potential market is substantial: Thirty-nine percent say that, given the choice, they'd be likely to rent movies edited for sexual and violent content. Twenty percent – representing more than 40 million individuals – say they'd be very likely to do so.



Were this an election, the “nos” would have it: Opponents of the practice outnumber supporters by seven points; people who wouldn’t rent such movies outnumber those who might by 19 points; and people who are “very” unlikely to rent them outnumber their opposites by 25 points. Still, in terms of a potential market, interest is significant.

The market for sanitized movies likely is driven in part by Americans’ broad sense, shown in previous polls, that that there's too much sex and violence in movies and that violence in films can encourage violent behavior in real life. In a related development, Congress on Tuesday passed a bill that protects companies selling scene-skipping technology from copyright lawsuits.

This poll was done by ABC News to support the ABC News-produced AMC special, “Bleep! Censoring Hollywood,” airing Tuesday April, 26th at 10 p.m. (ET/PT) on AMC.

GROUPS – The firms currently providing this service tend to be faith-based, and indeed born-again or evangelical Christians are much more likely than others to say that video rental companies should be allowed to proceed with sanitized versions (54 percent to 36 percent). Born-again or evangelical Christians, moreover, are twice as apt to say they’re very likely to rent such movies, 29 to 14 percent.

Married people are bigger supporters of edited movies than are non-married adults, as are those with pre-teen children at home compared with those without young kids. Interest in renting such films also is higher among marrieds and parents; also among Americans younger than 45 (they’re more apt to have kids at home), and among Southerners versus Northeasterners (Southerners are more apt to be born-again Christians).

Opposition to unauthorized editing peaks among unmarried adults, those who are not born-again Christians, those with annual household incomes $25K or under and 18 to 34 year-olds; interest in renting such films is lowest among men, those without kids at home, adults aged 65 and up, the unmarried, and those who are not born-again Christians.

	Sanitizing movies:			
	Should be allowed		Likely to rent	
	Yes	No	NET	Very
All	44%	51	39	20
Born-again/evangelical	54	41	47	29
Not born-again	36	58	32	14
Children <12 at home	49	47	46	24
No kids at home	41	52	34	19
Southerners	47	50	43	21
Northeasterners	41	51	31	14
Married	47	47	42	24
Unmarried	38	56	34	15
Age <45	42	53	42	19
Age 45+	45	49	35	22

Given the interest in such products, a compromise doesn't seem impossible: Films, after all, long have been edited – with Hollywood participation – for viewing on airline flights.

METHODOLOGY – This ABC News poll for American Movie Classics was conducted by telephone Jan. 26-30, 2005, among a random national sample of 1,002 adults. The results have a three-point error margin. Sampling, data collection and tabulation by TNS of Horsham, Pa.

Analysis by Jon Cohen.

ABC News polls can be found at ABCNEWS.com on the Internet at: http://abcnews.go.com/sections/us/Poll Vault/Poll Vault.html

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Results follow:

1. Some video rental companies are taking Hollywood movies, cutting out scenes that contain sex or violence and then offering them as edited versions on video or DVD. The companies doing it say they're providing an alternative that their customers want, and the movie studios do get paid. Movie studios want it stopped, saying the editing is being done without their permission and it damages their creative product. Do you yourself think this editing of Hollywood movies should or should not be allowed?

	Should	Should not	No opin.
1/30/05	44	51	6

2. How likely would you yourself be to rent movies that are edited in this way - very likely, somewhat likely, somewhat unlikely or very unlikely?

	-------Likely-------			------Unlikely-----			No
	NET	Very	Somewhat	NET	Somewhat	Very	opin.
1/30/05	39	20	18	58	13	45	3

END