

AN INVESTIGATION OF PREMARITAL SEXUAL PERMISSIVENESS OF
UNIVERSITY OF WISCONSIN-LA CROSSE STUDENTS

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ABSTRACT

The purpose of this study was to investigate the premarital sexual permissiveness of a random sampling of the 1971-72 summer school student body of the University of Wisconsin-La Crosse. A secondary purpose of this study was to determine the degree of equalitarianism females showed regarding premarital sexual attitudes.

The population sample consisted of 52 females and 38 males who were all undergraduate summer school students. All of the students were given a self-administered anonymous questionnaire containing questions regarding both male and female premarital sexual standards.

The data were analyzed by using the "contrived" five item scale to determine same sex and opposite sex permissiveness for both male and female respondents. A t test of unrelated measures was used to check for significant differences between male and female premarital sexual attitudes and for self and opposite sex permissiveness as a measure of equalitarianism.

An analysis using percentages was made of the total responses with regard to agreement with coital items, to find out the overall permissiveness level for men and women.

The results of these analyses indicate the following: that females expressed more permissive attitudes regarding male standards than did males; that males expressed more permissive attitudes toward female standards than did females; and that females were less equalitarian than males.

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CHAPTER I

INTRODUCTION

"The sexual relationship involves a situation wherein individuals constantly make choices regarding their sexual attitudes and behavior. From very early years onward, the individual is confronted with the choices of what he or she is willing to accept and what he or she is willing to do (Reiss, 1967, p. 5)". The sexual standards an individual holds are important in the sense that they relate to the social groups to which he belongs, and can affect marital decisions. Sexual customs relate to our conceptions of love, religion, and family life, and have indirect ties to the political and economic systems (Davis, Merton, and Nesbit, 1966). An individual's conception of the male and female role may well affect his choice of an appropriate occupation, his attitudes toward schoolwork, and his basic self-concept (Reiss, 1967). The fabric of our social existence in almost every institutional area is affected by our standards and behavior in the area of sex, and thus it is surprising that so little has been done in investigating attitudes toward the human sexual relationship (Ward and Kassebaum, 1965). The chief concern of this study was to investigate the sexual attitudes of students at the University of Wisconsin-La Crosse.

Statement of the Problem

This study was an investigation of the Premarital Sexual Permissiveness (PSP) of a random sampling of the 1971-72 summer school student body of the University of Wisconsin-La Crosse.

Need for the Study

The purpose of the study was twofold: First, to determine the premarital sexual permissiveness of the 1971-72 summer school student body at the University of Wisconsin-La Crosse; and Secondly, to determine the degree of equalitarianism the student showed regarding premarital sexual attitudes.

The popular belief is that America is currently undergoing a sexual "revolution". Some investigators feel that the present research does not yield strong evidence that premarital coitus has been increasing. One recent study indicates no increase in actual percentage of young persons engaging in premarital intercourse since Kinsey's 1948 study (Robinson, King, Indley, and Clume, 1968). However, many feel that values have changed over the past two decades, at least to the extent that more girls accept premarital coitus if there is an emotional involvement with the partner and some commitment by him to marriage in the future (Bell, 1966). Reiss (1968) believes that young people have been assuming more responsibility for their own sexual standards and behavior. He claims that the influence of their parents has been progressively declining. The greater independence given to the young has long been evident in other fields such as employment, spending, and prestige.

The college trustees have had to acknowledge this trend in revising rules of conduct and behavior. Many have abolished parietal rules that forbade the presence of women in men's dormitories. Dating has moved out of the parked car and into rooms with closed doors. The subsequent demand for single rooms suggest that dating partners replaced roommates as

primary companions. Dating has become less formal, less exploitative, and more along the lines of potential friends than candidates for marriage (Vreeland, 1972).

Educators, rather than denying the existence of changing premarital codes, should make every effort to understand the trend and to provide the youth with a broad and correct foundation of information upon which to base their future decisions regarding premarital sexual behavior.

Delimitations

The sample for the study was randomly selected from undergraduate summer school students at the University of Wisconsin-La Crosse. The study was conducted during the summer session of the 1971-72 school year at the University of Wisconsin-La Crosse. It included both male and female respondents who lived either on or off campus.

Definitions of Terms

Norms. Standards of behavior that are generally accepted as guidelines for conduct by society or various social groups.

Values. Are broad beliefs referring to appropriateness of thought and action directed at individuals and objects.

Attitudes. Are more specific personal internalizations of values and refer to ideas, perceptions, and dispositions carried over from past experiences and directed at objects, persons and groups. Tendencies to act based on one's norms and values (Bell, 1966, p. 10).

Permissiveness. Allowing freedom of choice. It refers to both an open minded detachment and a passive acceptance of involvement (Websters Unabridged Dictionary).

Petting. Sexually stimulating behavior more intimate than kissing and simple hugging but not including full sexual relations.

Strong Affection. Affection which is stronger than physical attraction or average fondness or "liking", but weaker than the emotional state which you would call love.

Love. The emotional state which is more intense than strong affection and which you would define as love (Reiss, 1967).

Equalitarianism. The extent to which an individual will allow those of his own sex or of the opposite sex to engage in behavior which he engages in.

Assumptions and Hypotheses

It was assumed that the twelve point Guttman scale and the "contrived" five item scale devised by Reiss is a valid measure of Premarital Sexual Permissiveness (Appendix). Another assumption was that less deception might be attempted if the questions concerned themselves with attitudes rather than behavior.

Two basic hypotheses were proposed:

Hypothesis Number One. Female respondents will be less permissive than males.

Hypothesis Number Two. Female respondents will not be more equalitarian than males.

Limitations

A major concern of the study was the honesty of the respondent to the questionnaire. However, evidence indicates that questions regarding

sexual behavior are answered much more easily now than in past years (Reiss, 1967).

Males and females responded with 37.4% agreement and 62.6% disagreement to whether or not they felt that the questionnaire had accurately assessed their sexual beliefs and attitudes.

A third concern was the possibility that the questionnaire had already been responded to by the student in the original study. A check on this factor was also administered by the last question in Part V (Appendix).

Studies Relating to Premarital Sex

Scientific research in the area of human sexual behavior is a rather recent occurrence. The earliest research referred to by Kinsey, (1948) in his summarization of authentic sex research was published in 1915. Prior to that time most research was primarily confined to anthropologists, journalists, physicians, psychiatrists, and psychologists. Krafft-Ebing, Ellis, and Freud wrote the most influential books in this area in the half-century from the 1880s to the 1930s. However, the few books that did comment on sex usually made moral judgements regarding the increased acceptance of sex, and added little to increasing the scientific body of knowledge.

Since that time there has been an increase in research in human sex behavior which has resulted in making sex a more harmonious part of human life. The first significant study of sex behavior was that of Kinsey, Pomeroy, Martin, and Gebhard who in 1948 published the first volume of an

extensive study of the sex habits of the American male. Even these studies were intensely censured by a vocal minority (Himelhock and Fava, 1955).

Kinsey's study of sex (1948) was a great advance in liberating man from unreasonable prejudices and ignorances which had surrounded him for so long. Kinsey's study also promoted research by other individuals like Masters and Johnson. Due to the influence of the early investigators and a liberalism by the nation, research into sexual behavior has become more common.

Lewis Terman, as long ago as 1938, found a growing tendency for couples to have intercourse before marriage. He concluded that this trend against the accepted ideal standards had started as early as 1890 (Terman, 1938). Burgess and Wallin in their study of 100 couples published in 1953 found that about one-half of their engaged couples had sexual relations with one another before marriage (Burgess and Wallin, 1953). Kinsey's study of male sexual behavior (Kinsey, Pomeroy, Martin, 1948) and female sexual behavior (Kinsey, Pomeroy, Martin, 1953) both indicated a great deal of premarital sexual experience. Half of the unmarried women in his sample had intercourse and 85% of the men had intercourse. His study also pointed out the importance of social class and education as determinants of such behavior. For examples, only 20% of the college girls in his sample had sexual relations. A later study by Kanin and Howard (Kanin and Howard, 1958), of wives of college students indicated that 43.5% of the wives had enjoyed premarital relations, perhaps indicating some change in attitude on the part of the college girl. It appears from this data, and clinical observation, that premarital intercourse has

increased during this century, especially in the past two decades; and that this trend in all probability will continue (Cox, 1969).

There are some basic premarital events which persist and appear to be accurate for America. Research shows that premarital coitus is more common for males than for females, and for Negroes than for whites (Reiss, 1964). "Religiousness in several studies was found to be an inhibiting influence on sexual permissiveness (Kinsey et al., 1953, p. 304-307)." Evidence indicates that college educated females differ from their male counterparts in that they eventually achieve or surpass the coital rates of the less educated females, whereas the males with a college education never surpass the less educated males (Kinsey, 1953). There is widespread agreement that affection is a more important factor in motivating the female to perform sexually than it is in motivating the male (Ehrmann, 1959). Brim in 1958, suggests that birth order may affect sexual permissiveness. He found that older siblings of the opposite sex affect an individual's sexual permissiveness. There is also evidence that the consequences of coitus vary according to the standards an individual holds (Christensen and Carpenter, 1960).

Attitudinal Studies

Reiss suggests that in the United States that individuals' premarital attitudes may be usually classified in one of four categories falling along a continuum:

- (1) Abstinence - premarital intercourse is wrong for both the men and the women, regardless of circumstances.
- (2) Permissiveness with affection - premarital intercourse is right for both men and women under certain conditions when a stable relationship with engagement, love, or strong affection is present.

- (3) Permissiveness without affection - premarital intercourse is right for both men and women regardless of the amount of affection or stability present, providing there is physical attraction.
- (4) Double standard - premarital intercourse is acceptable for men, but is wrong and unacceptable for women (Reiss, 1960, p. 83-84).

"The code of permissiveness with affection is probably greatest for the more highly educated segments of the population, and most of the research evidence for this standard comes from the college educated population. The college educated group is noted for its small number of permissiveness without affection adherents (Reiss, 1960, p. 132-133)."

In looking at permissiveness, investigators have devoted the most attention to the incidence of coitus, not only because society has viewed it as a major break through in premarital behavior, but also because while definitions of petting may vary, definitions of coitus do not (Packard, 1968).

"Katz's 1967 study of Stanford and University of California (Berkeley) students found that 40% of the males and 38% (Stanford) to 28% (Berkeley) of the females had sexual intercourse by the middle of their junior year (Kinkendall and Whitehurst, 1971, p. 171)."

In 1967, Seventeen Magazine conducted a survey of 2,000 girls from across the nation on their attitudes on sex. Of that number 1,500 responded to the questionnaire. They ranged in age from 13 to 20, with 75% of them being high school students, and 15% having started college. Twenty-five percent of the girls were 13 to 15 years old, 50% were 16 or 17, and 25% were 18 to 20 years old. A large majority of the girls disapproved of sexual intercourse before marriage, but the percentages decreased among older girls. A significant minority said they were no

longer virgins - more than 15% of all girls who answered the questionnaire. The figure approximately doubled in each succeeding age group: 6% of the girls 15 or younger had sexual intercourse; 13% of those 16 or 17; and 25% of the 18 and 19 year olds. Almost two-thirds of the girls who have had sexual relations are still in high school; the rest are college students or are out of school.

Between the ages of 20 and 25, Kinsey found that the number of non-virgins doubled (Kinsey, 1953). "In a study of 100 male college freshmen, most of the respondents found no support or approval of their virginity from either peers or parents. Those who thought they would remain virgins until marriage were more concerned with religious and moral ideals than those not likely to remain virgins (Tebor, 1961, p.41)."

"Of the 1970 Harvard seniors, 80.2% had sex in the last year, compared to 69.3% of the '60s seniors (Vreeland, 1972, p. 68)." The Terman, Burgess, and Wallin, and Kinsey studies showed that in the samples of the people born after 1900, about 50% of the women entered marriage non-virginal. From 50% to 67% of the female students who had engaged in premarital coitus reported they indulged only with the man they later married (Terman, 1938, p. 321; Burgess and Wallin, 1953, p. 330; Kinsey, 1948, p. 286).

Over 90% of both the men and women stated they felt sexual intercourse had strengthened their relationship; most felt that the reason it had was that because of the increased intimate experience, their love for each other had increased. Ninety-six percent of the men and 84% of the women said they felt no guilt about their behavior. Many of them added that it afforded them great relief from physical tension (Burgess and

Wallin, 1953). The Bell and Blumberg study found that for all the females and males who are or had been engaged, 31% and 46%, respectively, had coitus (Bell, 1959). It was also found that premarital coitus was somewhat more common in longer engagements. "For those couples engaged eight months or less, 39% had premarital coitus, as compared to 48% for those couples engaged twenty-eight months or longer (Burgess, op. cit., p. 334)."

Reiss attempted to develop a measure of attitudes with regard to premarital sexual permissiveness utilizing two major samples. One was an adult sample of 1,515 individuals aged 21 and older, and the second was a sample of 913 students aged from 16 to 22. In the adult sample, 61% expressed the belief that petting during engagement was acceptable for the engaged male, and 56% thought it was acceptable for the engaged female. Of the student respondents, however, 85% approved of petting for the engaged male and 82% for the engaged female. Reiss also asked his respondents if they believed full sexual relations to be acceptable for engaged persons. Of the adult group, 20% indicated approval for males and 17% for females. In the student group acceptance was given by 52% for the male and 44% for the female. When the individual felt no particular affection toward his partner, premarital petting was approved of by 29% of the adult group with reference to the male and 20% with reference to the female. In the student sample the corresponding figures were 34% and 18% respectively. Finally, the respondents were asked if they believed it acceptable for both males and females to have premarital coitus even if they felt no particular affection toward their partner. In the adult sample 12% stated approval for the male and 7% for the female. In the

student group there was approval by 21% for the male and 11% for the female (Reiss, 1964). In an Iowa College study, 32% of the females and 64% of the males condoned coitus (Reiss, 1967). In a similar study at the University of Iowa which used a larger sample, 23% of the females and 63% of the males condoned coitus (Reiss, 1967).

CHAPTER II

METHOD

This descriptive study was intended to determine the levels of permissiveness and equalitarianism of the respondents. Differences in age, sex, housing, and college enrolled in were also analyzed.

Sample

A 15% sample was assumed to be a valid representation of the campus. The random sample was obtained from the official summer school listing of on and off campus undergraduate students. A computer printout along with mailing tabs of the names and addresses of students was obtained.

Instrumentation

The original PSP questionnaire was based on one used in a study by Reiss (1960) at an Iowa college. The investigator wrote for and received permission to use the Iowa College Student Sample Questionnaire, but modified it to keep it consistent with the questionnaire used by John Reedich (1970) in a similar study. A copy of the original questionnaire, and that used by the investigator, is included in the Appendix.

The investigator selected the Guttman scale which would measure premarital sexual permissiveness. This Guttman scale yields a unidimensional measure of PSP that indicates what sexual standards the individual has by being compared in terms of being more or less permissive. The male and female Guttman scales are based on questions concerning the individual's acceptance of various physical acts under various conditions of affection.

In the American culture, permissiveness is felt to include both the type of physical activity and the conditions under which the individual will accept such activity. Permissiveness depends, therefore, on the intimacy of the physical act and the conditions under which it occurs. The most important condition is considered to be the amount of affection present in the relationship (Reedich, 1970).

For the purpose of this study, physical acts were divided into three categories: kissing, petting, and coitus. Conditions of affection were divided into four categories: engagement, love, strong affection, and no affection. Each of the three physical conditions were qualified by each of the four conditions of affection making a total of twelve statements which the respondents were asked to agree or disagree with. These twelve statements are the basis of both the male and female PSP scales. The only difference in the questionnaire was that the subject was to respond as a male in the first twelve questions and as a female for the second part of the questionnaire.

The tool used by the investigator to determine the scale type of each individual was the "contrived" five item scale which was used by Reiss. The scale was developed by selecting from the twelve items, only those that scaled in exactly the same rank order in all samples. The contrived five item scale was found to be a universal scale and it was further assumed that the five item scale was a valid indicator of the respondents' PSP scale type (Reiss, 1967). The scale was developed by using those items which formed a Guttman scale, that is only those items in which agreement to a higher ranking item involves agreement with all lower ranking items. The "contrived" five item scale then consisted of five

items or combined items; (5,6), (7), (9,10), (11), and (12). These items, when answered, would place the respondent into one of six permissive scale types, depending on the agreement indicated to each question. The range of the permissiveness scale was 0 through 5; zero being the type in which there was agreement to items 1,2,3; and five being the type in which there was complete agreement to all items on the scale. For example, an individual answering agree to items, (5,6) and (7) would be classified as a permissive scale type two. Another example, an individual answering agree to items, (5 or 6), (7), (9,10), and (11) would be a permissive scale type four.

By tabulating the individual's responses to the male and female permissiveness scales into the "contrived" five item scale, the investigator was able to derive a permissiveness score for each respondent. This permissiveness score or scale type ranged from 0 through 5 with types 0 through 2 indicating low permissiveness and scale types 3 through 5 indicating high permissiveness. A scale type for both same sex permissiveness and for perceived opposite sex permissiveness was obtained. These scale types were then used to measure the individual's self permissiveness and also to compare self with opposite sex permissiveness as a measure of equalitarianism. After the means and standard deviations were computed, a t test of significance was performed to check for difference between: mean male and female attitudes toward premarital sexual permissiveness; and for self and opposite sex permissiveness as a measure of equalitarianism. An analysis of the total responses with regard to agreement with coital items 5,8,11, and 2, of the questionnaire was made to find out the overall permissiveness level for both men and women.

Procedure

An introductory letter accompanied each questionnaire. The letter explained that precautions had been taken to insure the respondents' anonymity and confidentiality of response, and that the information obtained would be used to measure the general level of sexual permissiveness on the University of Wisconsin-La Crosse campus.

The questionnaires, letters, and self addressed stamped envelopes were mailed to all participants. A time limit of nine days was set on the return of the questionnaire.

CHAPTER III

RESULTS AND DISCUSSION

Tabulation of the results revealed that from 207 questionnaires sent out, 90 were returned, thus constituting a 43.48% return. Of that number, 31 were single male (34.4%), seven were married males (7.8%), and 52 were single females (57.8%). There were 85 respondents who lived off campus (94.4%), and only five that lived on campus (5.6%). There were 17 respondents who were enrolled in the College of Health, Recreation and Physical Education (18.9%), 22 people in Education (24.4%), 47 people in Letters and Science (52.2%), and four people listed their category as Others (4.4%).

Table 1 indicates that 73.3% of the respondents were between the ages of 17-20. The largest group of respondents were 20 year olds with 23.3%. Table 2 represents the undergraduate classification breakdown of respondents.

TABLE 1
Age of Respondents

Age	Number of Respondents	Percentage
Under 17	2	2.2
17	9	10.0
18	10	11.1
19	12	13.3
20	21	23.3
21	14	15.6
22	4	4.4
23	8	8.9
Over 24	10	11.1

TABLE 2

Undergraduate Classification Breakdown
of Respondents

Classification	Number of Respondents	Percentage
Freshman	18	20.0
Sophomore	14	15.6
Junior	26	28.9
Senior	30	33.3
Other	2	2.2

The first hypothesis, which was not supported, stated that female respondents would be less permissive than males.

Table 3 shows that when the mean score of female attitudes regarding male sexual standards was compared to the mean score of males which described their own attitudes toward premarital sexual permissiveness, the mean difference of 6.4 was showed to be significant at the .001 level. The direction of the mean difference suggests that females expressed more permissive attitudes regarding male standards than did males.

Table 4 shows that when an analysis of the mean score of females describing their own attitudes toward premarital sexual permissiveness was compared to the mean score of males describing females' standards, the mean difference of .91 was found to be significant at the .05 level. This suggests that males expressed more permissive attitudes toward female sexual standards than did females.

TABLE 3

Male and Female Premarital Sexual Attitudes
Regarding Male Standards

\bar{X}_1	\bar{X}_2	t	p
15	8.86	4.18	.001

Note. - \bar{X}_1 = Females

\bar{X}_2 = Males.

TABLE 4

Male and Female Premarital Sexual Attitudes
Regarding Female Standards

\bar{X}_1	\bar{X}_2	t	p
15.1	14.9	2.11	.05

Note. - \bar{X}_1 = Males

\bar{X}_2 = Females.

The second hypothesis stated that female respondents would not be more equalitarian than males. Table 5 shows that when the mean difference scores between female attitudes toward premarital sexual permissiveness and their attitudes toward male sexual standards were compared to the mean difference scores between male attitudes toward male premarital sexual permissiveness and their attitudes toward female sexual standards, the difference between mean difference scores of 2.92 was shown to be significant at the .001 level. The direction of the mean difference suggests that females more strongly endorsed the double standard than did males.

TABLE 5

Female Inequalitarianism as Compared
to Male Inequalitarianism

\bar{X}_1	\bar{X}_2	t	p
5.92	3.00	10.45	.001

Note. - \bar{X}_1 = Female unequalitarianism

\bar{X}_2 = Male unequalitarianism.

Table 6 indicates that men equated the coital items regarding strong affection and love as being synonymous. Women equated the coital items of love and engagement as being synonymous.

Men and women's agreement to coitus with no affection scored lowest for both sexes, but with a 14.4% higher score for males.

Males had a 13.25% higher mean agreement to coital statements than female respondents.

TABLE 6

Agreement to Coital Statements
by Men and Women

Questionnaire Coital Items	Number of Males Agreeing to Male Items	% of Males Agreeing to Male Items	Number Females Agreeing to Female Items	% of Females Agreeing to Female Items
2 (No Affection)	15	39.4	13	25.0
12 (Strong Affection)	27	71.0	24	46.2
8 (Love)	27	71.0	34	65.4
5 (Engaged)	28	73.6	34	65.4

Note. - Male Mean = 63.75, and N = 38
Female Mean = 50.50, and N = 52.

The respondents were asked if within the last two years, they had answered any questionnaire that was identical to this one. Males and females responded with 86 not having answered a questionnaire like this one. Four people responded by saying that they had previously answered a questionnaire identical to this one. This seems to indicate that a different sample was obtained than was used in the 1970 study.

Comments from male and female respondents are found in the Appendix on pages 34-36. The majority of the female respondents indicated that they felt sex was something to be shared with a person they respected and trusted. The comments also suggested that a wider range of answers would better assess their true sexual attitudes. Comments from males suggested that there were many variables which would influence their sexual behavior.

CHAPTER IV

SUMMARY AND RECOMMENDATIONS

The purpose of the study was to investigate the premarital sexual permissiveness of a random sampling of the 1971-72 summer school student body of the University of Wisconsin-La Crosse. A secondary purpose of the study was to determine the degree of equalitarianism females showed regarding premarital sexual attitudes.

The population sample consisted of 52 females and 38 males who were all undergraduate summer school students. All of the students were given a self-administered anonymous questionnaire containing questions regarding both male and female premarital sexual standards.

The data were analyzed by using the "contrived" five item scale to determine same sex and opposite sex permissiveness for both male and female respondents. A t test for unrelated measures was used to check for significant differences between male and female premarital sexual attitudes and for self and opposite sex permissiveness as a measure of equalitarianism.

An analysis using percentages was made of the total responses with regard to agreement with coital items to find out the overall permissiveness level for men and women.

Recommendations

It is recommended that a thesis could probably incorporate a greater number of variables which could be analyzed to determine students' views on such topics as abortion, contraception, and marriage.

Second, the population sample could be enlarged, but also restricted

to only those students between the ages of 17 and 23 who are neither engaged nor married. This would allow the investigator to make more specific interpretations regarding his results.

Third, a revised questionnaire could be developed to measure more specific aspects of premarital permissiveness, such as; only the area of coitus, or petting, or kissing.

Fourth, the respondents should be given a greater range of choices in which to fully describe their particular beliefs.

Fifth, the introductory letter could more clearly explain what the questionnaire is assessing; in what ways the information will be analyzed; and more specifically, what is required of the respondent in answering the questionnaire.

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SEMINAR PAPER

24. Reedich, J. G. "An Investigation of Premarital Sexual Permissiveness of Wisconsin State University-La Crosse Students." Unpublished Seminar Paper, Wisconsin State University-La Crosse, 1970.

APPENDIX

Comments From Respondents

Females

1. "I believe that sex is a normal human function that shouldn't be associated with love. A person should have sex whenever the urge is felt (Junior, 21)."
2. "I strongly believe in my answers. I think love is not something that should be dirty or hided, but just sharing with the one you're with and that you can trust with at all times (Freshman, 17)."
3. "Mutual respect and trust and love are the only conditions under which I would say full sexual relations before marriage are acceptable (Sophomore, 20)."
4. "As far as I'm concerned, love and sex go hand in hand and cannot be separated. Sex is a meaningful way of expressing your love. But just because you are engaged to be married does not mean you are in love with your partner (Freshman, 18)."
5. "You have made it seem that there are double standards for male and female. Filling out one set of data should have been sufficient. Both sexes should be following the same norms. After all if the girls are to follow the norms, where are the guys expecting to get the girls to mess around with (Senior, 20)."
6. "If you forget all the affection stuff - and just enjoy yourself - morality becomes easier to deal with (Senior, 26)."
7. "The questions are not complete enough. There are many sides to these ideas and a 'yes' or 'no' answer is really not sufficient to give a clear picture (Freshman, 17)."

8. "I did not care for this test. First, everyone kisses, the majority of people pet, and the majority of students on campus have had complete sexual relations. Students are not interested in these types of statistics. Anyhow, sex is one's own personal feelings, not something for the records (Senior, 20)."
9. "I think that it makes a difference if a person is engaged in the status. Using 'engaged male - engaged female' would be a good idea. A person's ideals, etc. are changed to a degree when marriage is anticipated. I also believe that 'full sexual relations' should have a qualification: whether birth control is or is not used. There is a definite change in my beliefs on 'full sexual relationships' where birth control is not used. The use of birth control seems to show that both male and female are aware of the obligations of sex (Junior, 20, engaged)."

Males

1. "Kissing - nothing wrong with that! No matter how you feel about her or him, it doesn't show how much you love each other, just that you appreciate each other, or feel warmly towards each other (Freshman, 18)."
2. "I have agreed with all the questions, however, much is dependent on the other individual involved. If both have a healthy mature attitude it is wonderful. I don't advocate open sex or whatever for individuals who seek to liberalize themselves in an attempt to be 'in' (Senior, over 24)."
3. "There are some things that cannot be answered by just a yes or no answer. The way things are right now, if a guy has intercourse all the time with different girls he is considered to be a real stud, but if a girl had intercourse all the time with different guys she is con-

- sidered 'Easy' (Senior, 23)."
4. "I feel it is incomplete. There are many variables you left untouched - such as living arrangements, number of people involved in my sex life, and, of course different situations make a person react in ways sometimes contradictory to his ethics. (Sophomore, 23)."
 5. "This questionnaire is good as far as it went. But for assessing a person's full ideas about sex, marriage, and the family, I believe that it is inadequate. I believe that it should also have included such topics as abortion, contraception, and others as they are related to this topic. But maybe that wasn't your task (Freshman, 18)."
 6. "Questionnaire: Too impersonal to really assess my own feelings (Senior, 21)."
 7. "To say that this campus is not promiscuous is a gross understatement (Senior, over 24)."
 8. "Sometimes sex acts cannot be explained, its how people feel at the time, place and toward the person. Too many of these forms tend to place people as a statistic, not as human beings. I'm tired of seeing all these figures and numbers and hearing what right and wrong for society as a whole. Its time we look and are looked upon as individuals to do what we feel is right at the time (Senior, over 24)."

University of Minnesota
Minnesota Family Study Center
1014 Social Sciences Building
Minneapolis, Minnesota

Mark Sobczak
713 La Crosse St.
La Crosse, Wis.
54601

Dear Dr. Reiss,

I am a Graduate student at Wisconsin State University-La Crosse and have chosen to do my seminar paper on a follow up of "An Investigation of Premarital Sexual Permissiveness of Wisconsin State University-La Crosse Students" by John C. Reedich. I respectfully request to use Appendix B from your book, The Social Context of Premarital Sexual Permissiveness to maintain the same scale of measurement for my study. Thank you for your cooperation and help.

Sincerely Yours,

Mark Sobczak



UNIVERSITY OF MINNESOTA
TWIN CITIES

Minnesota Family Study Center
1014 Social Sciences Building
Minneapolis, Minnesota 55455
(612) 373-2607

June 26, 1972

Mr. Mark Sobczak
713 LaCrosse Street
LaCrosse, Wisconsin 54601

Dear Mr. Sobczak:

You have my permission to use Appendix B from my 1967 book. I am most interested in your study and would be grateful if you would tell me if you are testing any of the seven propositions or the theoretical position given in my 1967 book. Keep me informed of your work and good luck with it.

Cordially,

A handwritten signature in cursive script that reads "Ira L. Reiss".

Ira L. Reiss
Professor of Sociology and
Director, Family Study Center

ILR:ch



39
The UNIVERSITY of WISCONSIN - LA CROSSE

LA CROSSE, WISCONSIN 54601

(608) 785-1800

June 26, 1972

Dear Fellow Student,

You have been chosen to participate in a research study. The information obtained will be used to measure the level of sexual permissiveness on this campus. I am asking that you completely fill out this questionnaire to the best of your ability. Precautions have been taken to insure your anonymity and confidentiality of response so please do not sign your name. We are concerned about general patterns and not individual responses.

Please return the questionnaire in the enclosed envelop to the Registrar Office, Main Hall by 4:30, July 7, 1972. You may use the campus mailing facilities or drop it off in the office. Your cooperation in returning this as soon as possible will be greatly appreciated. The results of the study will be presented at a open campus session to be announced later.

Thank you very much!

Sincerely,

Mark D. Sobczak
Student Personnel Services
Graduate Student
WSU - La Crosse

"CONTRIVED" FIVE-ITEM SCALE

Questionnaire Item #	Scale Item #	Permissive Scale Type *					
		0	1	2	3	4	5
10 or 1	5 or 6 or both	-	+	+	+	+	+
4	7	-	-	+	+	+	+
5 or 8	9 or 10 or both	-	-	-	+	+	+
12	11	-	-	-	-	+	+
2	12	-	-	-	-	-	+

* A plus (+) sign indicates agreement with the item.

MALE AND FEMALE PREMARITAL SEXUAL PERMISSIVENESS SCALES

Male Standards (Both Men and Women Check This Section)

1. I believe that kissing is acceptable for the male before marriage when he is engaged to be married.

Agree: (1) Strong, (2) Medium, (3) Slight

Disagree: (1) Strong, (2) Medium, (3) Slight

2. I believe that kissing is acceptable for the male before marriage when he is in love.

(The same six way choice found in statement 1, follows every statement.)

3. I believe that kissing is acceptable for the male before marriage when he feels strong affection for his partner.

4. I believe that kissing is acceptable for the male before marriage even if he does not feel particularly affectionate toward his partner.

5. I believe that petting is acceptable for the male before marriage when he is engaged to be married.

6. I believe that petting is acceptable for the male before marriage when he is in love.

7. I believe that petting is acceptable for the male before marriage when he feels strong affection for his partner.

8. I believe that petting is acceptable for the male before marriage even if he does not feel particularly affectionate toward his partner.

9. I believe that full sexual relations are acceptable for the male before marriage when he is engaged to be married.

10. I believe that full sexual relations are acceptable for the male before marriage when he is in love.

11. I believe that full sexual relations are acceptable for the male before marriage when he feels strong affection for his partner.
12. I believe that full sexual relations are acceptable for the male before marriage even if he does not feel particularly affectionate toward his partner.

Female Standards (Both Men and Women Check This Section)

(The same twelve items occur here except that the female is the sex referent.)

PART I

PERSONAL DATA

Put a check in the appropriate space.

A.) Classification:

1. _____ Freshmen
2. _____ Sophomore
3. _____ Junior
4. _____ Senior

E.) College you are enrolled in:

1. _____ Health, Recreation and
Physical Education
2. _____ Education
3. _____ Letters and Science
4. _____ others

B.) Marital Status:

1. _____ Single male
2. _____ Single female
3. _____ Married female
4. _____ Married male

C.) Age

1. _____ 17
2. _____ 18
3. _____ 19
4. _____ 20
5. _____ 21
6. _____ 22
7. _____ 23
8. _____ over 24

D.) Housing

1. _____ On campus (dorm)
2. _____ Off campus

PART II

Instructions: Everyone should fill out both of the following two sections regardless of your sex. Please read each one carefully and check your agreement or disagreement with each statement. We are not interested in your tolerance of other's behavior or beliefs or in what you do, but are concerned with your personal beliefs. Remember, your name will not be connected with the answers so be as honest as you can.

Definitions: To be sure we are defining the terms the same, they are defined below.

Petting - sexually stimulating behavior more intimate than kissing and simple hugging, but not including full sexual relations.

Strong affection - affection which is stronger than physical attraction or average fondness or "liking", but less strong than the emotional state which you would call love.

Love - the emotional state which is more intense than strong affection and which you would define as love.

PART III MALE SEXUAL STANDARDS (Both males and females should answer this section)

1. I believe that petting is acceptable for the male before marriage when he is in love.

(1) _____ Agree

(2) _____ Disagree

2. I believe that full sexual relations is acceptable for the male before marriage when he is not particularly affectionate toward his partner.

(1) _____ Agree

(2) _____ Disagree

3. I believe that kissing is acceptable for the male before marriage when he is engaged to be married.
- (1) _____ Agree
- (2) _____ Disagree
4. I believe that petting is acceptable for the male before marriage when he is strongly affectionate toward his partner.
- (1) _____ Agree
- (2) _____ Disagree
5. I believe that full sexual relations is acceptable for the male before marriage when he is engaged to be married to his partner.
- (1) _____ Agree
- (2) _____ Disagree
6. I believe that kissing is acceptable for the male before marriage when he is in love.
- (1) _____ Agree
- (2) _____ Disagree
7. I believe that petting is acceptable for the male before marriage when he is not particularly affectionate toward his partner.
- (1) _____ Agree
- (2) _____ Disagree
8. I believe that full sexual relations is acceptable for the male before marriage when he is in love.
- (1) _____ Agree
- (2) _____ Disagree
9. I believe that kissing is acceptable for the male before marriage when he is not particularly affectionate toward his partner.
- (1) _____ Agree
- (2) _____ Disagree

10. I believe that petting is acceptable for the male before marriage when he is engaged to be married.
- (1) _____ Agree
- (2) _____ Disagree
11. I believe that kissing is acceptable for the male before marriage when he feels strong affection for his partner.
- (1) _____ Agree
- (2) _____ Disagree
12. I believe that full sexual relations is acceptable for the male before marriage when he is strongly affectionate toward his partner.
- (1) _____ Agree
- (2) _____ Disagree

PART IV FEMALE SEXUAL STANDARDS (Both males and females should answer this section)

1. I believe that petting is acceptable for the female before marriage when she is in love.
- (1) _____ Agree
- (2) _____ Disagree
2. I believe that full sexual relations is acceptable for the female before marriage when she is not particularly affectionate toward her partner.
- (1) _____ Agree
- (2) _____ Disagree
3. I believe that kissing is acceptable for the female before marriage when she is engaged to be married.
- (1) _____ Agree
- (2) _____ Disagree

4. I believe that petting is acceptable for the female before marriage when she is strongly affectionate toward her partner.
- (1) _____ Agree
- (2) _____ Disagree
5. I believe that full sexual relations is acceptable for the female before marriage when she is engaged to be married to her partner.
- (1) _____ Agree
- (2) _____ Disagree
6. I believe that kissing is acceptable for the female before marriage when she is in love.
- (1) _____ Agree
- (2) _____ Disagree
7. I believe that petting is acceptable for the female before marriage when she is not particularly affectionate toward her partner.
- (1) _____ Agree
- (2) _____ Disagree
8. I believe that full sexual relations is acceptable for the female before marriage when she is in love.
- (1) _____ Agree
- (2) _____ Disagree
9. I believe that kissing is acceptable for the female before marriage when she is not particularly affectionate toward her partner.
- (1) _____ Agree
- (2) _____ Disagree
10. I believe that petting is acceptable for the female before marriage when she is engaged to be married.
- (1) _____ Agree
- (2) _____ Disagree

11. I believe that kissing is acceptable for the female before marriage when she feels strong affection toward her partner.

(1) _____ Agree

(2) _____ Disagree

12. I believe that full sexual relations is acceptable for the female before marriage when she is strongly affectionate toward her partner.

(1) _____ Agree

(2) _____ Disagree

PART V

1. Do you feel that this questionnaire has accurately assessed your personal sexual beliefs and attitudes?

(1) _____ Yes

(2) _____ No

2. Within the last two years, have you answered any questionnaire that was identical to this one?

(1) _____ Yes

(2) _____ No

PART VI COMMENTS -