

# Understanding the Classification System: New Zealanders' views

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OFFICE OF FILM  
& LITERATURE  
CLASSIFICATION

*Te Tari Whakarōpū Tukuata, Tubitubinga*



Colmar Brunton  
Social Research Agency

## UNDERSTANDING THE CLASSIFICATION SYSTEM: NEW ZEALANDERS' VIEWS

### A RESEARCH REPORT FOR:

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## FOREWORD

I am grateful to the 2000 members of the public who participated in this survey of public understanding of the classification system. The findings show that public knowledge of the classification system is reasonably good, and that 80% of New Zealanders have heard of the 'Office of Film and Literature Classification' – the OFLC.

More importantly, as the newly appointed Chief Censor, I am delighted with the finding that New Zealanders are especially mindful of the content that younger children are exposed to. The findings show that 92% of respondents place a high degree of importance on the classification, and 90% on the importance of the descriptive note, of the films and games that they select for children. This is a substantial increase since the OFLC last surveyed the public on this matter in 2006. Clearly, New Zealanders place increasingly high value on being able to make informed choices about what they and their children watch, and I am very pleased that the OFLC plays such an important and valued role in helping them to do that.

I am encouraged, too, by the finding that 69% of New Zealanders think the classification system is 'about right' and that of those who feel they know enough to say, 84% think the OFLC is doing a 'good' or 'excellent' job. The OFLC is committed to delivering what New Zealanders want in the classification system and it is heartening that the survey shows we are achieving that so well.

The everyday face of our work is the classification label. The findings show that the classification labels – with the exception of the 'M' and 'RP' labels – are widely recognised and generally well understood. Every red-labelled film or game available in New Zealand has been classified by the OFLC using the criteria set by Parliament in the Films, Videos, and Publications Classification Act 1993. As one survey participant put it:

*[They] decide what is suitable for the public to view depending on age. Also what is considered pornographic, violent, offensive, and if it is in the public's best interests to have access to this material.*

The Classification Act is designed to make New Zealanders safe from the harm caused by the unrestricted availability of restricted and objectionable material. These research findings give me confidence that New Zealanders seek that degree of protection, valuing the system of classification and labelling that helps to keep them, but more particularly their children, safe from harm.

I highly commend this excellent report by research agency Colmar Brunton, to its readers.

A handwritten signature in black ink, appearing to be 'AR Jack', written in a cursive style.

Dr AR Jack  
Chief Censor

## EXECUTIVE SUMMARY

The Office of Film and Literature Classification (the OFLC) is the government body responsible for classifying publications that may need to be restricted or banned. In 2006, the OFLC published research which explored the New Zealand public's understanding and perceptions of the classification system. Colmar Brunton was commissioned to update and expand upon this research in 2011.

This document presents the results of an online survey of 2000 New Zealanders aged 18 years and over carried out between 7 and 23 February 2011. A random sample of 2000 people has a maximum sampling error of +/- 2.2% at the 95% confidence level.

### Changing media use in New Zealand

Since 2006 there has been a significant increase in the frequency with which New Zealanders play computer and console games, and watch DVDs or videos.

- Forty-four percent of respondents say they play computer or console games at least once a week, up from 32% in 2006. The proportion that never plays computer or console games has decreased from 37% in 2006 to 29% this year.
- More than half of respondents (54%) say they watch DVDs or videos at least once a week, compared to 43% in 2006.

The frequency with which New Zealanders go to the movies is much lower than the frequency with which they use home entertainment options, such as watching DVDs or videos and playing computer or console games.

- One fifth (20%) of respondents go to the movies at least once a month, down from 25% in 2006.
- Six percent of respondents say they never go to the movies, down from 12% in 2006.
- As may be expected, children and young people's home media use (as reported by their parents/caregivers) tends to be higher than adults' home media use.
- Seventy-four percent of primary school children and 80% of secondary school children play computer or console games at least once a week, compared to 44% of adults.
- Sixty-three percent of pre-school children, 76% of primary school children, and 73% of secondary school children watch DVDs or videos at least once a week (compared to 54% of adults).

The frequency with which children and young people go to the movies is much lower than for adults.

- The majority of primary and secondary school children go to the movies less than once every six months (83% and 66% respectively).
- Over half of pre-school children (55%) never go to the movies.

## Knowledge and perceptions of the Office of Film and Literature Classification

The majority of New Zealanders, 80%, are aware of the OFLC, and able to correctly name at least one of its functions.

- Eighty-four percent of respondents who have heard of the OFLC are able to correctly name at least one of its functions. Respondents most commonly state that the OFLC classifies movies (78%), literature and publications (25%), and games (19%).

Of those aware of the OFLC, and who feel they know enough to say, 84% believe the OFLC is doing a 'good' or 'excellent' job.

## Knowledge of the classification system

Knowledge of the classification system is reasonably good, with the majority of respondents correctly defining at least six of the seven classifications presented during the survey. Knowledge is highest for the G and R labels, and lowest for the M and RP labels, although the majority of New Zealanders still identify the correct meaning. Relative to 2006, knowledge of the meaning of the PG and M labels is lower, and knowledge of the meaning of the R18 and R16 labels is higher. Nearly all New Zealanders have seen the classification labels.

- Nearly two-thirds of respondents (63%) correctly identified the meaning of at least six of the seven labels shown during the survey.
- The vast majority of respondents (94%) correctly identified the meaning of the G and R18 label, 91% correctly identified the meaning of the R16 label, and 88% correctly identified the meaning of the R13 label.
- Eighty percent of respondents correctly identified the meaning of the PG label, down from 88% in 2006. Those who defined this classification incorrectly were most likely to select the stricter option, and say that children can only watch a film classified PG when accompanied by a parent or guardian (17%).
- Just under two-thirds of respondents (63%) correctly identified the meaning of the RP13 and RP16 labels. Those who defined the RP classification incorrectly were most likely to select the more lenient option that anyone can watch films with this classification, but that they are more suitable for viewing by those over the specified age (22% selected this option).
- Sixty-one percent of respondents correctly defined the M classification. This is a significant decrease since 2006 (down from 68%). Those who defined this label incorrectly were most likely to favour the strictest option, and say that only people aged 16 years and over can watch the film (19%).
- Nearly all respondents have seen classification labels on DVDs and videos (97%), movie posters (90%) and on movie trailers (88%). There has been a substantial increase in the proportion of respondents who recalled seeing the labels on computer and console games (up from 55% in 2006 to 75% this year).

## Perceptions of the classification system

Similar to in 2006, most New Zealanders are happy with the classification system, and say the system is 'about right'. Those who do not believe it is about right are more likely to say the system is lenient rather than strict. Reasons for saying the system is lenient centre mainly on the depiction of violence in games, films, DVDs and videos.

Older New Zealanders are much more likely to say the system is lenient, and to have concerns about the depiction of violence.

- Sixty-nine percent of respondents say the system is about right, up from 64% in 2006.
- Similar to in 2006, 23% of respondents believe the system is lenient (25% said this in 2006).
- Of those who view the system as lenient, over half (52%) mentioned concerns about the depiction of violence. This was followed by concerns over language (25%) and sex (23%) in games, films, or DVDs and videos.
- Just 8% of respondents believe the system is too strict (11% said this in 2006). Young New Zealanders and frequent media users were most likely to say this.
- Reasons for believing the system is too strict relate primarily to the belief that the age of restriction is sometimes set too high, or higher than overseas (31%), or that social standards have changed and the system is out of step with the changes (18%).

We asked respondents whether children under 16 years of age should be able to view films or play games with content that is currently classified R16 if they are accompanied by, or have the approval of, a parent or guardian. Opinion on this is reasonably clear cut, with the majority saying underage people should not be able to do so.

- Three-quarters (74%) of respondents believe those under 16 years of age should not be able to play games with content that is currently classified R16 if they are accompanied by, or have the approval of, a parent or guardian.
- Two-thirds (66%) of respondents believe those under 16 years of age should not be able to view films with content that is currently classified R16 if they are accompanied by, or have the approval of, a parent or guardian.

Under New Zealand's current classification law, games don't have to have New Zealand classification labels on them unless they are restricted (eg, R13, R16, R18). This means that many games are sold in shops with overseas classification labels. More than two-thirds of respondents (71%) believe the system should change so that all games are required to have New Zealand classification labels.

## Use of the classification system

Classification labels have a symbol and usually a descriptive note that explains the nature of content to the user that may be of concern to them in the film, video, DVD or game. We asked respondents to indicate how important the classifications and descriptive notes are when they choose a film, video, DVD or game for themselves, and when they choose a film, video, DVD or game for a child or young person.

Consistent with 2006, most adults do not feel that classifications are important when making decisions specifically about their own viewing and gaming. The descriptive note is more important than classifications when adults make decisions for themselves. The importance of both classifications and descriptive notes for adults' viewing decisions has decreased since 2006.

- Twenty-eight percent of respondents provided a rating of seven or higher (out of ten) when it came to the importance of classifications for their own viewing and gaming decisions, down from 43% in 2006.
- Forty-two percent of respondents provided a rating of seven or higher (out of ten) when it came to the importance of descriptive notes for their own viewing and gaming decisions, down from 53% in 2006.

Classifications and descriptive notes are considerably more important when deciding on films and games for children and young people. The vast majority of those who have chosen or helped to choose a film or game for a child or young person say the classification was an important factor in their decision.

The importance of classifications and descriptive notes for decisions about young people's viewing and gaming has increased substantially since 2006. The reason for this increase is not entirely clear, but reflects a concern about the content of films and games available to young people.

- Ninety-two percent of respondents provided a rating of seven or higher (out of ten) when it came to the importance of classifications for viewing and gaming decisions for children and young people, up from 85% in 2006.
- Ninety percent of respondents provided a rating of seven or higher (out of ten) when it came to the importance of descriptive notes for viewing and gaming decisions for children and young people, also up from 85% in 2006.

## INTRODUCTION

The purpose of the New Zealand classification system is to protect the public from content and material that is considered to be injurious to the public good. The Office of Film and Literature Classification (OFLC) is the government body responsible for classifying publications that may need to be restricted or banned to prevent this injury. 'Publications' refers to a broad range of media including films, DVDs, books, and video/computer games.

In 2006, the OFLC published research which explored the New Zealand public's understanding and perceptions of the classification system. However, given the continually evolving nature and influence of factors such as societal values, media content, and access, exposure to, and use of media – there is a need for research that updates and expands on the 2006 study.

Colmar Brunton was commissioned to undertake the current study. The research consisted of an online survey of 2000 New Zealanders aged 18 years and over, and a set of four qualitative focus groups carried out in Auckland and Wellington. The findings will be used to inform the OFLC's classification decisions and public education work, as well as providing guidance to officials and legislators.

More specifically, the research:

- Updates the OFLC on the New Zealand public's perceptions and understanding of the classification system, as well as public awareness of the OFLC and its work through a survey similar to that conducted in 2006.
- Provides qualitative information which further probes the topics of the quantitative survey and explores New Zealand society's requirements of the classification system now and looking into the future with the introduction of new technology and new types of content.

This report presents the findings of the online quantitative survey. Findings from the qualitative phase are being reported on separately by the OFLC.

## METHODOLOGY

An online survey of 2000 New Zealanders aged 18 years and over was carried out between 7 and 23 February 2011.

### **Sampling and fieldwork**

An online methodology is appropriate for this survey given the need to replicate and extend the 2006 study. This methodology is also ideal as it allows for the presentation of images of classification labels.

Respondents were randomly selected from the Colmar Brunton Fly Buys panel and invited to take part in the survey. Fly Buys holds a consumer database of over 2.2 million New Zealanders, covering 1.1 million New Zealand households (80% of 18+ year old population). As of February 2011, just over 147,000 Fly Buys members had agreed to take part in Colmar Brunton research in exchange for Fly Buys points. We believe this is New Zealand's largest online research panel.

The survey is intended to provide an overall picture representative of the New Zealand public's views, and the final sample is representative of New Zealand by age, gender and location. Not all households have internet access in New Zealand (75% of households had internet access in 2009)<sup>1</sup>, and online panels do not include every New Zealand household, so the survey cannot be said to be truly representative of all groups. Similar to in 2006, the sample under-represents those who identify as Māori, and those who identify with Pacific and Asian ethnic groups. Having said this, we are confident that the results provide a reasonably good picture of overall trends and changes since 2006. Detailed respondent profiles can be found in Appendix A.

A standard introductory survey script was used to invite respondents to take part in the survey, and respondents received 10 Fly Buys points on completion. An email reminder was sent a week into fieldwork to those who had not yet completed the survey to help increase response rates. The response rate obtained was 40%.

The maximum sampling error for a sample size of 2000 is +/- 2.2% at the 95% confidence interval (assuming simple random sampling).

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<sup>1</sup> Household use of information and communication technology survey, 2009. Statistics New Zealand

### **Questionnaire design**

The questionnaire content remained very similar to the 2006 research; however, we included new questions this year to measure children's media use, New Zealanders' perceptions of the performance of the OFLC, and views about whether decisions regarding a young person's viewing and gaming should be placed more into the hands of parents or guardians. The average survey duration was 11 minutes. A copy of the questionnaire can be found in Appendix B.

### **Weighting**

The final data has been weighted to align it with Statistics New Zealand population counts for region (Auckland, Wellington, Canterbury, other North Island, other South Island) by age (18 to 39, 40 to 59, and 60 years and over) and by gender. A 30 cell matrix was created using Statistics New Zealand's data, and interlocking weights were applied. It should be noted that unweighted bases are presented with each figure or table in this report. This gives an indication of the actual number of respondents who answered each question.

### **Significance testing**

Any differences highlighted in this report are significant at the 95% confidence level, unless specifically stated otherwise. Where possible, results are compared to the 2006 study<sup>2</sup> to observe changes over time.

### **Percentages calculations and rounding**

Please note that occasionally the percentages in the charts and tables do not add to the net percentages presented elsewhere in the report. This is because each percentage in the charts and tables has been rounded to a whole number. When calculating the net percentages, only the final result has been rounded to a whole number. This reduces the influence of rounding error in the final result.

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<sup>2</sup> Office of Film and Literature Classification and UMR Research Ltd (2007). *Public Understanding of Censorship*. Wellington: Office of Film and Literature Classification

## DETAILED RESULTS

### Changing media use in New Zealand

Before examining perceptions of the classification system, it is useful to consider the broader context of media use, and how it may have changed since 2006. This section will examine personal and children's media use.

#### Personal media use

We asked respondents about their use of a range of entertainment media, including how often they play computer or console games (eg: PC, PlayStation, Xbox), watch DVDs or videos, and go to the cinema to see a movie. This was compared to the 2006 survey findings to identify how New Zealanders' media usage levels have changed over the past five years.

As can be seen in Figure 1, there has been a significant increase in how often New Zealanders are playing computer or console games, and watching DVDs or videos.

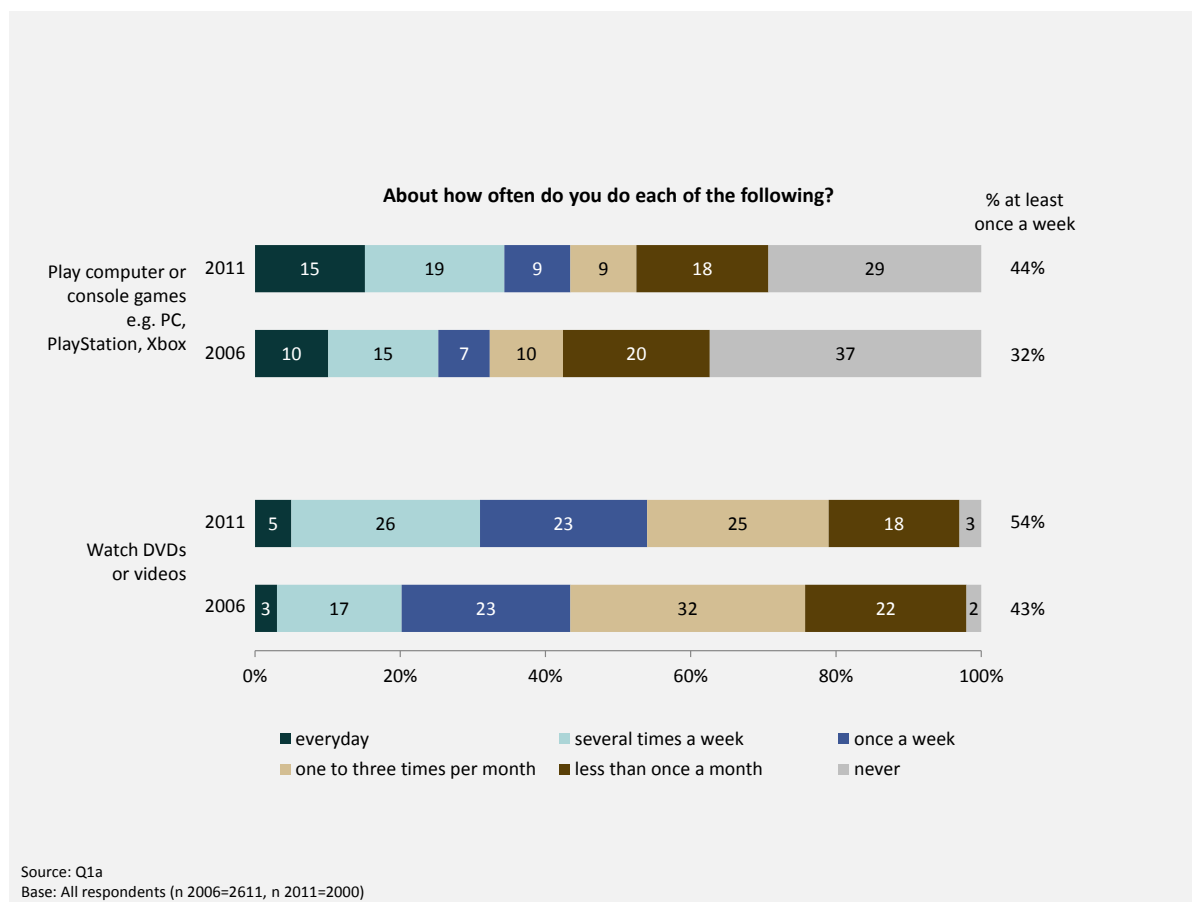
Forty-four percent<sup>3</sup> of respondents say they play computer or console games at least once a week, including 15% who say they play them every day. This is an increase since 2006, when 32% of respondents said they played computer or console games at least once a week and 10% said they played these every day. By contrast, the proportion who never play computer or console games has fallen, from 37% in 2006 to 29% in 2011.

Similarly, more than half of respondents (54%) say they watch DVDs or videos at least once a week, compared to 43% in 2006.

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<sup>3</sup> The percentages in the chart do not add to 44% because they have each been rounded to whole numbers.

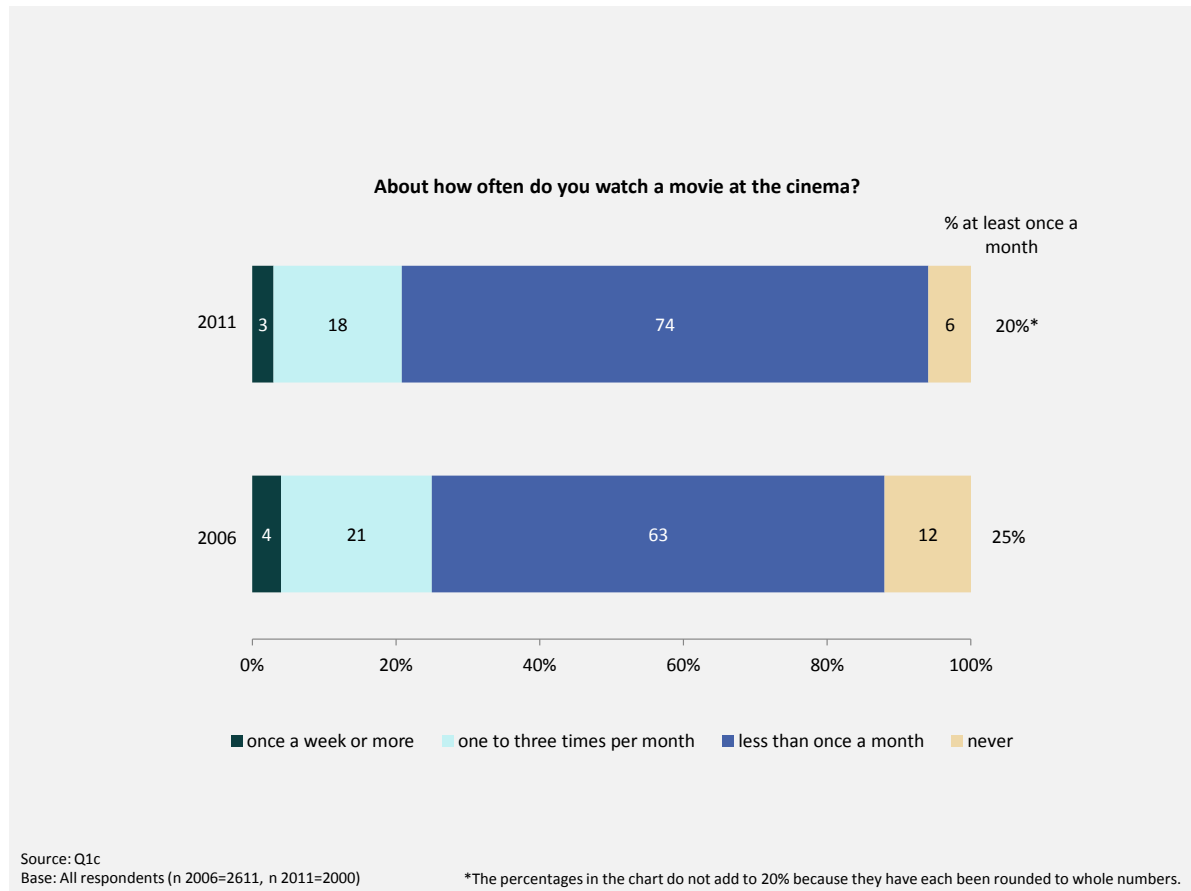
**Figure 1. New Zealanders' frequency of playing computer or console games and watching DVDs or videos**



Consistent with the 2006 findings, New Zealanders' frequency of going to the movies is much lower than home entertainment options such as DVDs and playing computer or console games (see **Figure 2**). Three percent say they go to the cinema at least once a week, and 20%<sup>4</sup> say they do this at least once a month. Interestingly, the proportion who go to the cinema at least once a month has fallen since 2006, from 25% to 20%, although the proportion who say they never go to the cinema has also decreased, from 12% in 2006 to 6% in 2011. The decrease in cinema going frequency may be due in part to rising living costs over 2009 and 2010, and that DVDs and other home entertainment options are less expensive than going to the movies. It may also reflect the fact that downloadable versions of movies are becoming increasingly accessible to consumers.

<sup>4</sup> The percentages in the chart do not add to 20% because they have each been rounded to whole numbers.

**Figure 2. New Zealanders' frequency of going to the cinema**



## Profiles of frequent and infrequent media users

Media use has the potential to influence perceptions and use of the classification system, so it is useful to consider some of the key differences between frequent and infrequent users of each type of media discussed above. For the purpose of this analysis, we defined frequent computer and console game players and frequent DVD/video watchers as those who use these types of media once a week or more. Frequent movie goers are defined as those who go to the cinema to see a movie at least once every two months.

Table 1 presents the profiles for frequent and infrequent users of each type of media. Statistically significant differences are shown in red (significantly higher), and green (significantly lower). All percentages were tested and compared against the column to the immediate right.

As an example of how to interpret the table, if reading across the first row in the first two columns, we can see that frequent computer and console game players are more likely than infrequent computer and console game players to be male (55% are male, compared with 42% of infrequent players who are male).

**Table 1. Profiles of frequent vs. non frequent users of selected types of entertainment media**

	Computer or console games		DVDs or videos		Movies at the cinema	
	Once a week or more % n=868	Less than once a week % n=1,132	Once a week or more % n=1,065	Less than once a week % n=935	At least once every two months % n=839	Less than once every two months % n=1,161
<b>Gender</b>						
Male	55	42	53	42	54	44
Female	45	58	47	58	46	56
<b>Age</b>						
18-24	13	6	14	4	15	5
25-34	24	17	27	13	24	17
35-44	20	20	23	17	17	22
45-54	14	19	15	19	16	18
55-64	14	21	13	25	16	20
65+	13	16	9	22	12	17
<b>Ethnicity</b>						
NZ European	81	86	80	87	82	85
Maori	6	5	6	5	5	6
Pacific	2	1	2	1	2	1
Asian	8	5	8	4	8	5
Other	5	5	5	4	5	5
<b>Household income</b>						
Up to \$30,000	15	10	12	12	10	14
\$30,001 to \$40,000	9	7	8	8	7	9
\$40,001 to \$50,000	9	9	8	9	7	9
\$50,001 to \$70,000	16	13	14	15	16	13
\$70,001 to \$100,000	16	20	19	17	18	18
More than \$100,000	16	22	21	19	25	16
<b>Region</b>						
Northland	4	3	3	4	3	4
Auckland	30	33	35	29	38	28
Waikato	10	7	8	8	7	9
Bay of Plenty	7	7	6	8	6	8
Gisborne/Hawkes Bay	4	5	5	6	5	5
Taranaki	3	2	2	3	2	3
Manawatu-Wanganui	5	6	6	5	4	7
Wellington	11	12	12	11	14	9
Nelson/Marlborough	3	3	3	3	2	4
Canterbury	15	12	13	14	13	14
Otago	5	5	5	6	4	6
Other South Island	4	3	3	3	2	4
<b>Children</b>						
Under 18-year-old living in home	49	40	49	38	41	46
Nobody under 18 living in home	51	60	51	62	59	54
<b>Age of children</b>						
Has pre-school-aged children	19	17	20	15	14	20
Primary school-aged	26	20	25	21	21	25
Secondary school-aged	20	18	20	17	19	18

Source: Q1a and 1c

The following summarises the key differences between frequent and less frequent users of each type of media.

**Frequent vs. infrequent computer and console game players**

Frequent computer and console game players are more likely to be male, and are relatively evenly spread in terms of age; however, there are more frequent than infrequent users among those under the age of 35. There tend to be more frequent than infrequent computer and console game players among those who identify with an Asian ethnicity, and among those within the lowest income bracket. Frequent players are also more likely to have children living in their household, in particular primary school-aged children, compared to infrequent players.

**Frequent vs. infrequent DVD/video watchers**

Those who frequently watch DVDs and videos are more likely to be male than less frequent watchers, and tend to be younger overall. There are more frequent than infrequent DVD/video watchers among those who live in the Auckland region, those who identify with an Asian ethnicity, and those who live in a household with children, regardless of their children's ages.

**Frequent vs. infrequent cinema goers**

Again, frequent cinema goers are more likely to be male compared to less frequent movie goers. There also tend to be more frequent than infrequent movie goers among those under the age of 35, those who identify with an Asian ethnicity, those who live in the Auckland and Wellington regions, and those with higher household incomes. Frequent movie goers are less likely to have children; and there are fewer frequent than infrequent movie goers among those with pre-school and primary-aged children.

## Children’s media use

The age restrictions in the New Zealand classification system apply to those under 18 years, so it is possible that access to and use of media by children and young people may influence parents and caregivers’ perceptions of the system. We measured children and young people’s media use by asking adults living with those under 18 to estimate how frequently their children and young people watch films, DVDs or videos, and play games. We acknowledge that this does not provide us with a perfect measurement of children’s use, however, it does allow us to explore adults’ *perceptions* of how often children and young people use media, as this may impact adults’ perceptions and use of the classification system.

Figure 3 shows the frequency with which parents and caregivers say that children and young people play computer or console games. This is often greater than it is for adults (those aged 18 years and over), particularly when it comes to primary and secondary school-aged children. Seventy-four percent of primary school-aged children play computer or console games at least once a week, and this figure is even higher for secondary school-aged children, with four in five (80%) playing computer or console games at least once a week. By contrast, only 20% of pre-school-aged children play computer or console games at least once a week (the equivalent figure for those aged 18 years and over is 44%).

**Figure 3. Frequency with which children play computer or console games**

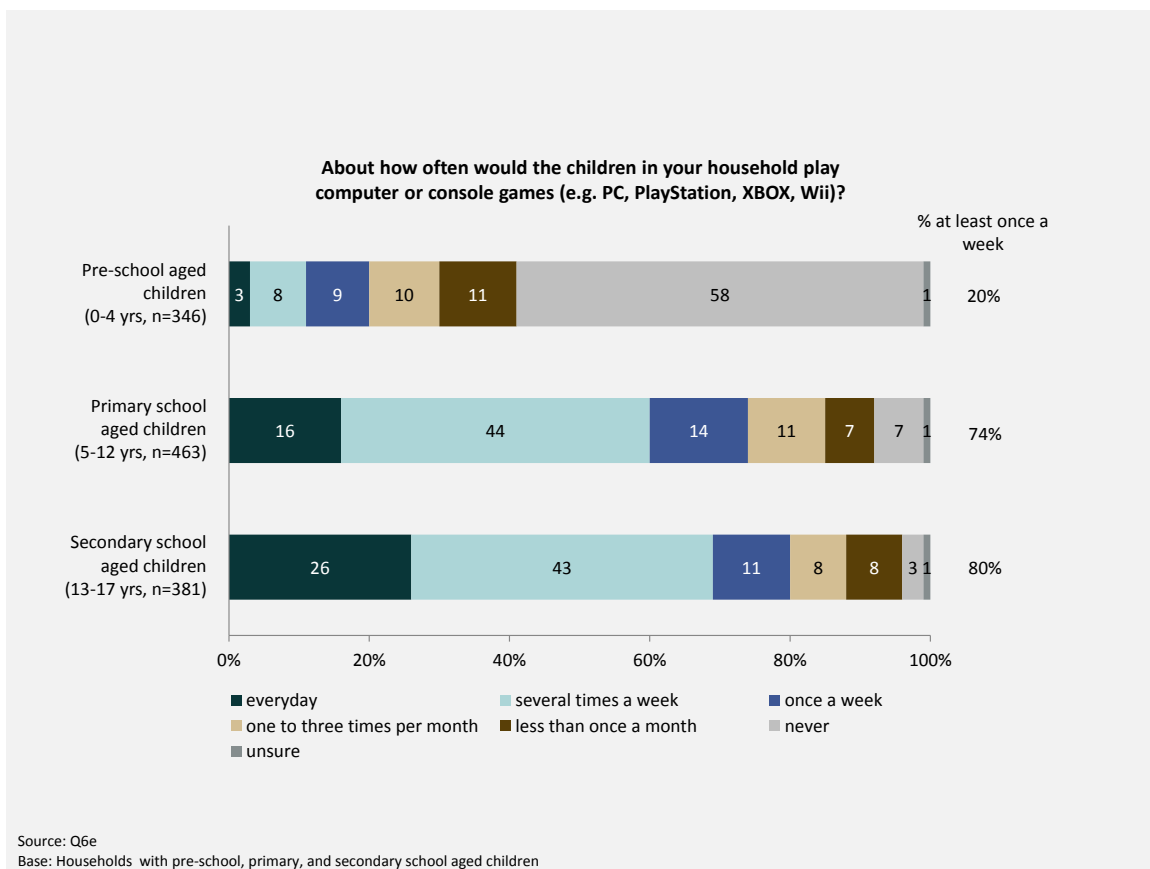
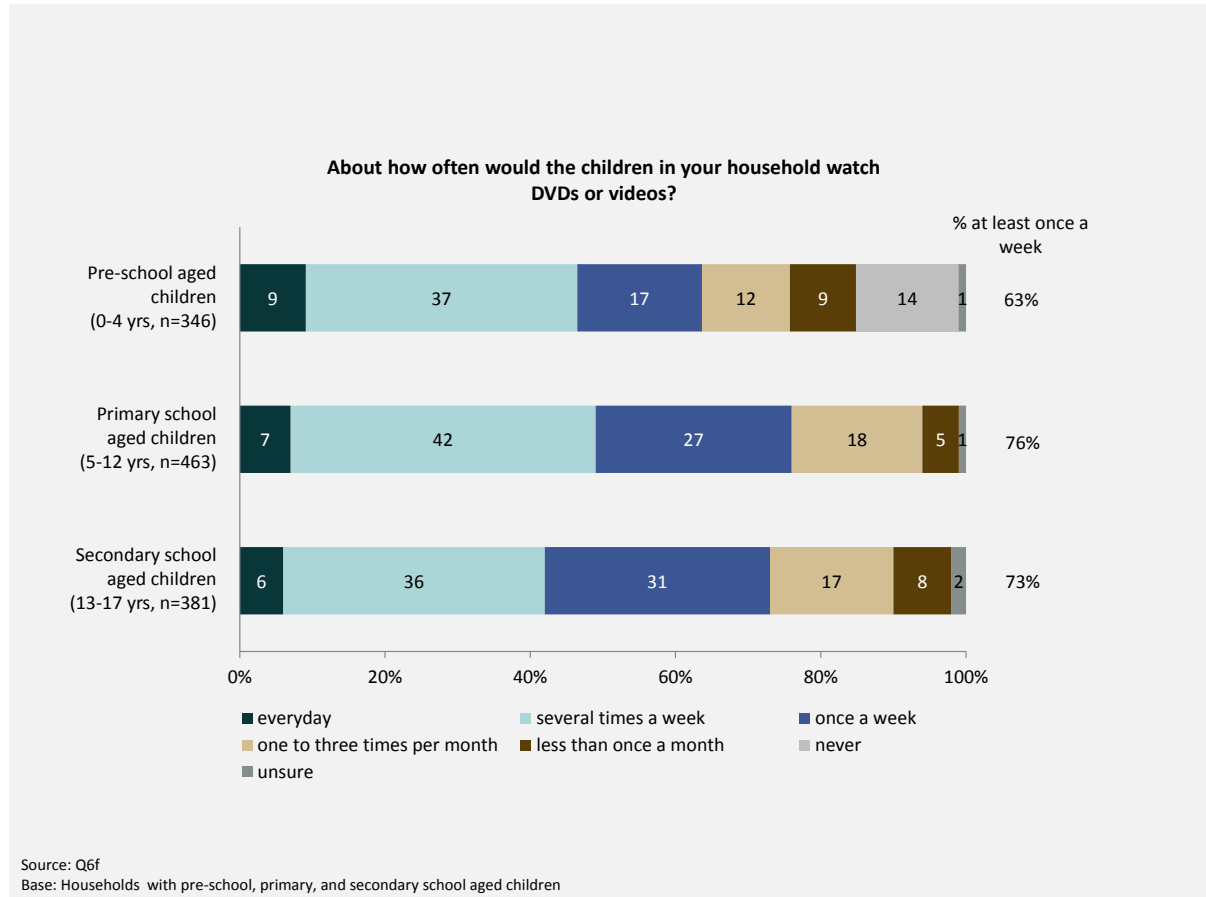


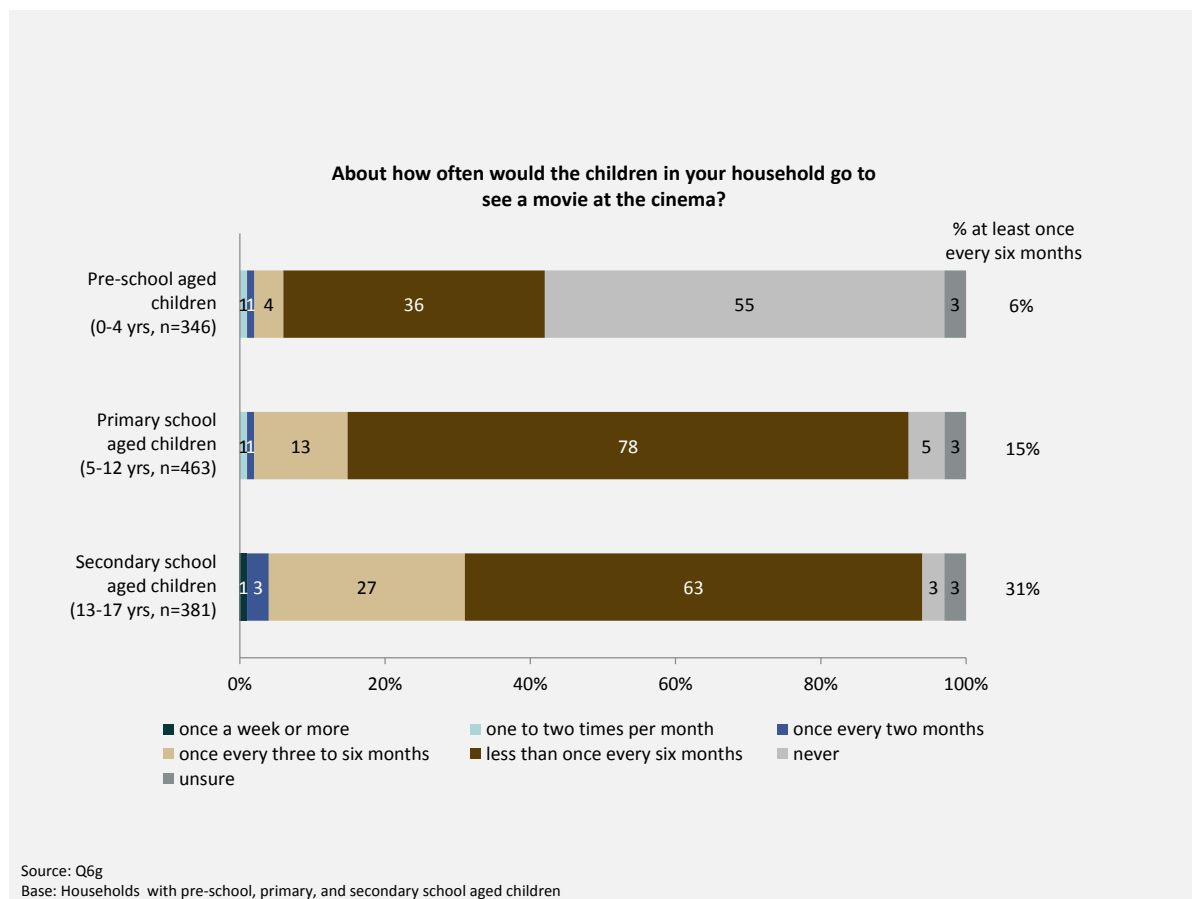
Figure 4 shows the frequency with which children watch DVDs and videos. Sixty-three percent of pre-school-aged children, 76% of primary school-aged children, and 73% of secondary school-aged children watch DVDs or videos at least once a week (compared to 54% among adults).

**Figure 4. Frequency with which children watch DVDs or videos**



Adults report children’s cinema going frequency is much lower than their own. As can be seen in Figure 5 on the following page, the majority of primary and secondary school-aged children go to the cinema less than once every six months (83% and 66% respectively), while over half of pre-school-aged children (55%) never go to the cinema to see a movie. Just 31% of secondary school-aged children, 15% of primary school-aged children, and 6% of pre-school-aged children go to the cinema to see a movie at least once every six months.

**Figure 5. Frequency with which children see a movie at the cinema**



**Compared to *Young people’s use of entertainment mediums – 2010*<sup>5</sup>**

Research conducted in 2010 by the OFLC also examined young people’s use of entertainment mediums. Although there were differences in sampling and methodology, the 2010 research serves as a useful comparison, particularly among secondary school-aged children in the current study. The following paragraphs briefly summarise any similarities and differences between the 2010 *Young people’s use* research and the current study.

The 2010 study was a paper-based survey, involving 524 Media Studies and English students from 28 schools. In contrast to the present survey, the study questioned those aged 15 to 19 years directly about their entertainment media use. The majority of respondents participated in the survey while attending the OFLC’s Term 1 ‘Censor for a Day’ events held in Wellington, Christchurch, and Dunedin in March 2010.

The *Young people’s use* research found that 57% of students aged 15 to 19 years are playing computer or console games at least once a week, with 23% playing these games every day. This is lower than the findings of the current survey, in which parents report that 80% of secondary school students play computer or console games at least once a week, with 26%

<sup>5</sup> Office of Film and Literature Classification and UMR Research Ltd (2010). *Young people’s use of entertainment mediums 2010*. Wellington: Office of Film and Literature Classification

playing these games every day. It could be that parents perceive their children are playing computer or console games more often than they actually are.

The proportion of secondary school-aged children watching DVDs or videos at least once a week is consistent across both surveys, with 73% of 15 to 19 year olds watching DVDs at least once a week in the 2010 research, and 73% of secondary school students reportedly watching DVDs or videos at least once a week in the current study.

When it comes to cinema attendance, the 2010 survey found that 61% of 15 to 19 year olds were going to the cinema at least once every two to three months. The current study, on the other hand, found that only 31% of secondary school students were frequenting the cinema at least once every six months, as reported by their parents.

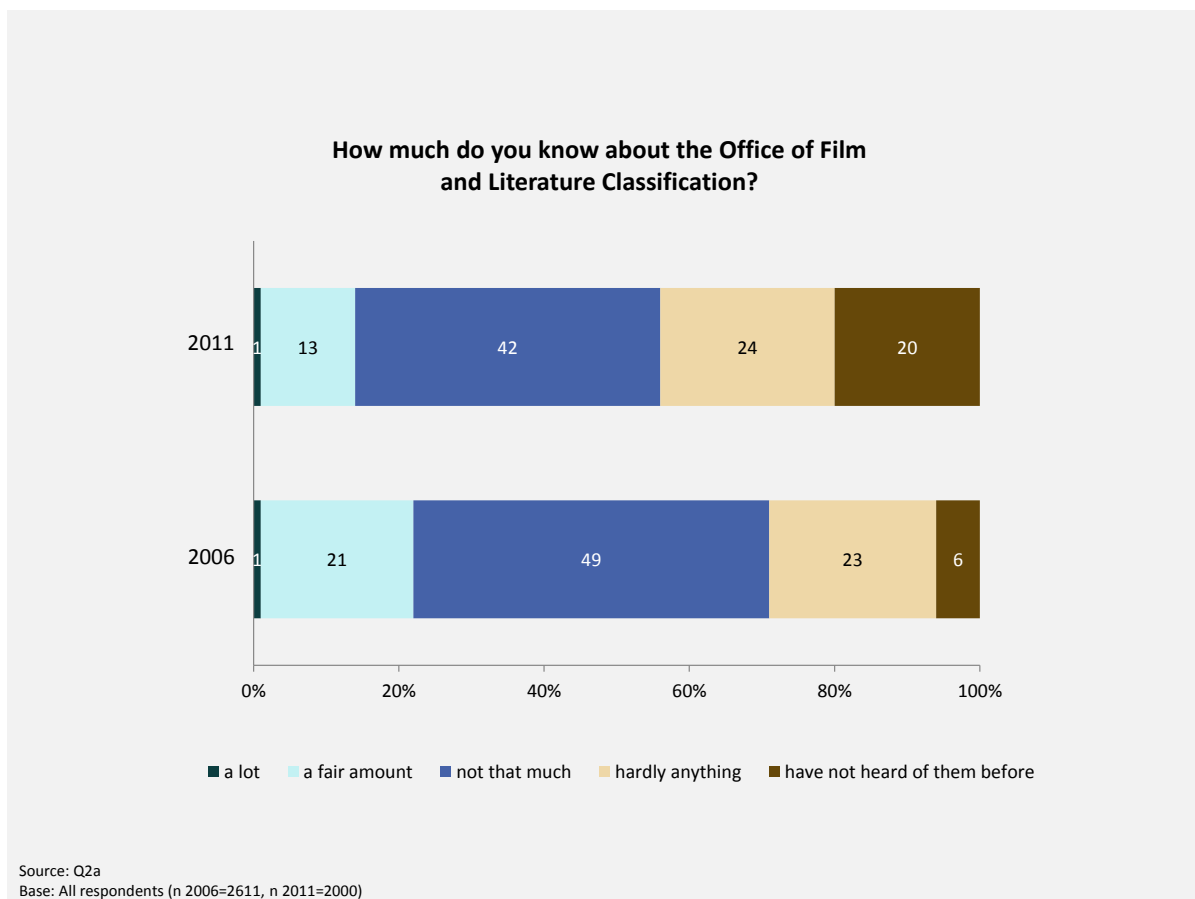
Although there were some differences between the results of the two surveys, both found that the majority of young people play computer or console games and watch DVDs or videos relatively frequently, and that they go to the movies less often than they use home entertainment options.

Additionally, the 2010 *Young people's use* research showed that the majority of young people watch films downloaded from the internet at least occasionally (65%), with 43% watching films downloaded from the internet at least once a month. This may help to explain the low cinema going frequency observed among young people in both studies.

## Knowledge of the Office of Film and Literature Classification

We asked respondents how much they know about the Office of Film and Literature Classification. As can be seen in Figure 6 below, awareness levels remain relatively high, with the majority of respondents (80%) having heard of the Office. Many respondents, however, rate their specific knowledge of the OFLC as quite low. Just 14% of respondents say they know 'a lot' or a 'fair amount' about the OFLC. Sixty-six percent say they know 'not that much' or 'hardly anything'. Self-rated knowledge levels appear to have decreased since the 2006 survey, with a greater proportion saying that they have not heard of the OFLC (20% this year, compared to 6% in 2006). A possible explanation for this decrease may be the low recall of any media coverage about the OFLC. This is detailed later on in this section.

**Figure 6. Respondents' reported level of knowledge of the Office of Film and Literature Classification**



Further analyses were carried out to identify those groups more likely to be unaware of, or have a lower overall knowledge of, the OFLC. Those more likely to be unaware of the OFLC include women, those who are younger, those on lower household incomes, and those who identify themselves as Māori or Asian. Those who watch DVDs, videos and films less frequently, and those not involved in selecting media for people under the age of 18 also tend to have a lower knowledge of, or be unaware of, the OFLC.

**Those more likely to say they know ‘hardly anything’ about the OFLC include:**

- those who watch DVDs or videos less than once per month (30%, compared with 23% who watch more often)
- those who go to the movies less than once every two months (27%, compared with 20% who go more often).

**Those more likely to ‘have not heard of’ the OFLC include:**

- women (25%, compared with 15% of men)
- those who are younger (33% of those aged 18 to 24 are unaware, compared with 19% of those aged 25 or older)
- those who identify themselves as Māori or Asian (30% and 28% respectively, compared with 20% on average)
- those on lower household incomes (26% of those who earn \$40,000 or less are unaware, compared with 16% of those who earn over \$40,000)
- those who watch DVDs or videos less than once per month (28%, compared with 18% who watch more often)
- those who go to the movies less than once every two months (24%, compared with 14% who go more often)
- those who do not choose films, videos, DVDs, or games for people under 18 years of age (27%, compared with 18% who do).

Respondents who said that they had heard of the OFLC were asked in a fully open question what they thought the OFLC did. Responses were coded at the completion of fieldwork.

*“[They] decide what is suitable for the public to view depending on age. Also what is considered pornographic, violent, offensive, and if it is in the public’s best interests to have access to this material.” Female, aged 45 to 49 years*

*“An independent organisation, responsible for classification of any written or recorded information e.g. films, videos, magazines, books, and images including electronic games. The aim is to find appropriate levels of restriction for the common good based on age. It deals with such matters as sex and violence, crime and cruelty.” Female, aged 60 to 64 years*

*“To examine each work, and determine if there is objectionable material included, and to determine what maturity level of audience in New Zealand that the work is suitable for, if any. Obviously, this is very subjective, and as such, each decision they make is likely to be met by disapproval from some parties.” Male, aged 20 to 24 years*

Despite relatively low levels of self-reported knowledge of the OFLC, 84% of those who are aware of the OFLC are able to correctly name at least one function.<sup>6</sup> Table 2 shows that the top three roles as mentioned by respondents are consistent with the 2006 results, with 78% of respondents mentioning the role of classifying movies, 25% mentioning classifying

<sup>6</sup> ‘Correct’ functions of the OFLC include: classifying movies, literature and publications, games, magazines, music and music videos, DVDs/videos, and visual material (unspecific); dealing with complaints about restrictions; disseminating information about the classification system; censoring art; protecting children from undesirable content; and attaching descriptive notes to films/DVDs/videos/games etc.

literature/publications, and 19% mentioning classifying games. Also consistent with 2006, 5% of respondents incorrectly mentioned classifying television programmes as one of the OFLC's roles.

**Table 2. Role of the Office of Film and Literature Classification**

	2006 %	2011 %
Classify movies	77	78
Classify literature/publications	26	25
Classify games	19	19
Classify DVDs and videos	-	<b>14</b>
Censor/ban media	4	<b>13</b>
Classify ratings for media (no further info)	16	<b>9</b>
Undertake reviews for content	-	<b>9</b>
Classify TV programmes	6	5
Attach descriptive notes to films/videos/DVDs/games	-	<b>3</b>
Protect children from undesirable content	-	<b>3</b>
Classify magazines	4	<b>2</b>
Classify music	3	<b>1</b>
Enforcement/implementation	-	<b>1</b>
Deal with complains about restrictions	1	1
Disseminate information about classification system	*	1
Classify visual material (no further info)	-	*
Ensures copyrights are not broken	*	*
Classify advertising	*	*
Censor art	*	*
Classify websites	*	*
Other	1	<b>2</b>
Don't know	-	<b>3</b>

Source: Q2b

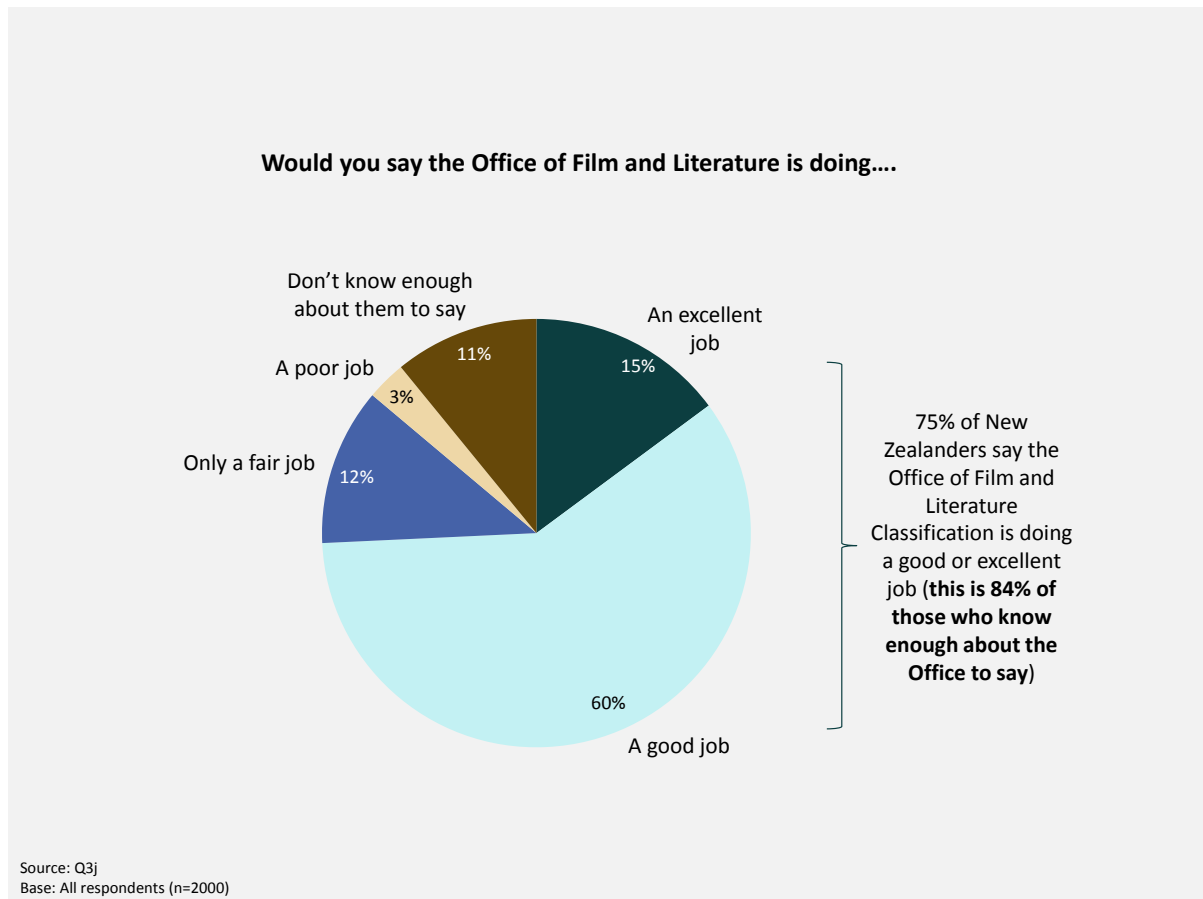
Base: Those who have heard of the Office of Film and Literature Classification (n 2006=2454, n 2011=1602)

Note: Statistically significant differences from 2006 are printed in bold red (higher) and bold green (lower). \*Percentage greater than zero but less than 0.5%

## Perceptions of the Office of Film and Literature Classification

To find out how New Zealanders perceive the Office of Film and Literature Classification, respondents were given a short description of the OFLC's role, and then asked how well they thought the Office was performing its duties based on that information. Figure 7 below shows that the majority (75%) of New Zealanders believe the OFLC is doing a 'good' or 'excellent' job, with 15% saying the OFLC is doing an excellent job. A further 12% say the OFLC is doing a 'fair' job, while just 3% say the OFLC is doing a 'poor' job. The remaining 11% say they don't know enough about the Office to make a judgement. When we exclude those who say they don't know enough about the Office to make a judgement, the proportion of New Zealanders who rate the OFLC as doing a 'good' or 'excellent' job is 84%.

**Figure 7. New Zealanders' perceptions of the Office of Film and Literature Classification's performance**



We carried out additional analyses to understand which New Zealanders are particularly likely to perceive the OFLC positively, as well as those who perceive the Office less positively. There is an association between age and perceptions of the OFLC, where younger New Zealanders are more likely to view the Office positively. Twenty-three percent of those aged 18 to 24 say the Office is doing an 'excellent job', compared with 19% aged 25 to 34, 18% aged 35 to 44, 16% aged 45 to 54, 10% aged 55 to 64, and 8% aged 65 years and over. This may relate to the tendency for older New Zealanders to view the

classification system as lenient (presented in detail later in this report), and changing views about what content is acceptable in games, and on films, DVDs and videos.

In addition to differences by age, the subanalyses listed below show that those more positive about the OFLC tend to be those who are more knowledgeable about the OFLC, those who view the classification system as fair, frequent movie goers, and those on higher incomes. Conversely those who say the OFLC is only doing a 'fair' or 'poor' job are those who view the classification system as either too strict or lenient, and men.

**Those more likely to say the OFLC is doing an excellent job include:**

- Those with a higher level of knowledge of the OFLC (23% of those who know 'a lot' or 'a fair amount' about the OFLC, compared with 15% average)
- Those who say the classification system is 'about right' (20%, compared with 15% average)
- Frequent movie goers (19% of those who see a movie at least once every two months, compared with 13% who go less often)
- Those who earn \$100,000 or more (21%, compared with 15% of those who earn under \$100,000)

**Those more likely to say the OFLC is doing only a fair or poor job include:**

- Those who view the classification system as too strict (28%, compared with 6% who perceive the system to be 'about right')
- Those who view the classification system as too lenient (35%, compared with 6% who perceive the system to be 'about right')
- Men (18%, compared with 11% of women)

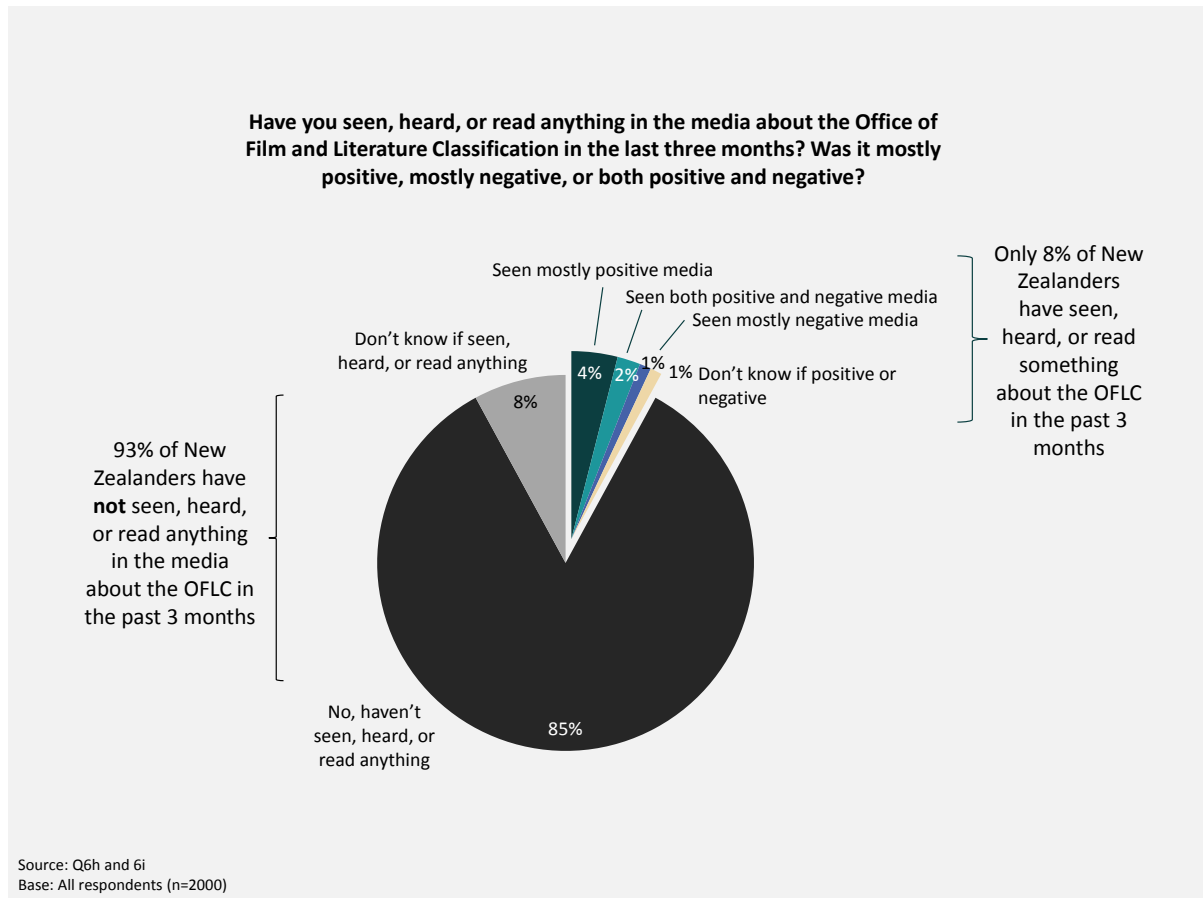
**Media coverage of OFLC**

The media has the potential to influence perceptions of organisations, so we asked respondents whether they had seen, heard, or read anything in the media about the OFLC in the three months leading up to fieldwork, and whether it was mostly positive, negative, or both positive and negative.

Figure 8 shows that only 8% of New Zealanders had seen, heard or read something about the OFLC in the past three months. Of those who had recalled something in the media, 4% said they had seen mostly positive media, 2% said it was both positive and negative, and 1% said that it was mostly negative.

As only a small proportion of respondents indicated that they had seen any media coverage of the OFLC in the last three months, this is unlikely to have had a large impact on respondents' perceptions of the OFLC. However, the low recall of media about the OFLC may help to explain the decrease in awareness of the OFLC compared with 2006.

**Figure 8. Media coverage of the Office of Film and Literature Classification**



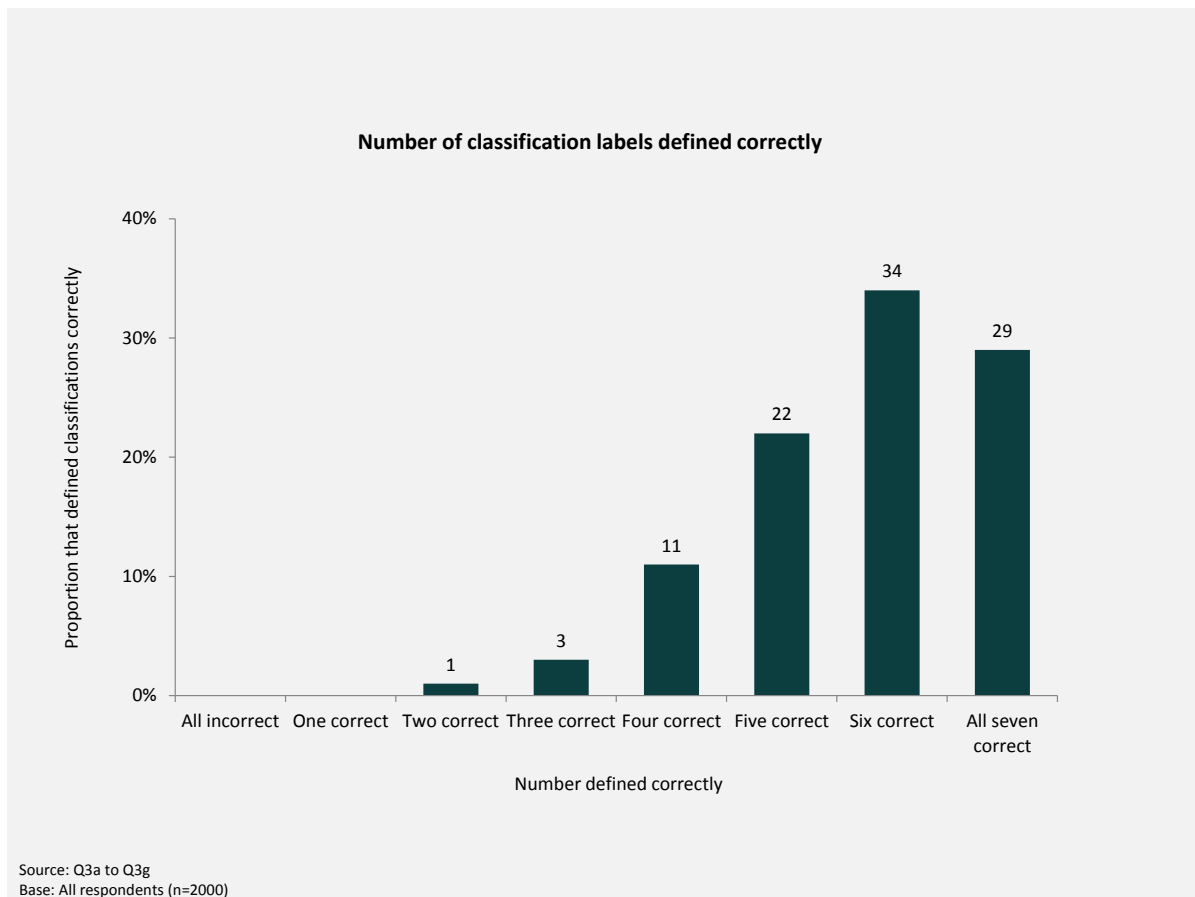
## Knowledge of the classification system

To gauge understanding of the classification system we presented images of classification labels to respondents, and asked them to indicate the meaning of each label from a range of three options. Images were presented for the classifications G, PG, M, RP13/ RP16 (asked as a single question), R13, R16, and R18. Definitions and descriptive notes were excluded from the images. All classification labels were presented in random order for each respondent, with the exception of the M classification. This was presented first to avoid a priming effect from the other questions that explicitly stated an aged-based restriction. The three options/definitions provided for each classification were also randomized for each respondent.

### Overall knowledge of the classification labels

As can be seen in Figure 9, New Zealanders' knowledge of the meaning of classification labels is reasonably high. Nearly two-thirds of respondents (63%) correctly identified the meaning of at least six of the seven labels.

**Figure 9. Number of classification labels correctly defined by respondents**



**Those who have less understanding of New Zealand's classification system**

We carried out further analyses to identify subgroups in New Zealand that have lower overall knowledge of the classification system. As may be expected, those with less knowledge of the system are those who do not tend to watch DVDs, videos and films, and those not involved in selecting media for people under the age of 18 years. Knowledge also tends to be lower for those of retirement age (aged 65 years or over), who also tend to be on lower average household incomes and less likely to watch DVDs, videos and films.

In addition to these differences, those who identify with an Asian ethnic group also tend to exhibit lower knowledge of the system. New Zealand's Asian population is our fastest growing immigrant group, so this result may be illustrative of lower general understanding among immigrant groups, or those who speak English as a second language. The survey did not include questions to gauge primary language spoken or length of time spent living in New Zealand, so we cannot state this conclusively.

Those less likely to correctly identify at least six labels include those:

- who never watch DVDs or videos (45%, compared with 63% on average)
- who never watch movies (41%, compared with 63% on average)
- who do not live with a person under 18 years of age (60%, compared with 68% who do)
- who do not choose films, videos, DVDs or games for people under 18 years of age (53%, compared with 69% who do)
- aged 65 years or over (49%, compared with 63% on average)
- with an annual household income under \$50,000 per year (59%, compared with 68% earning \$50,000 or more)
- who identify with an Asian ethnic group (46%, compared with 63% on average).

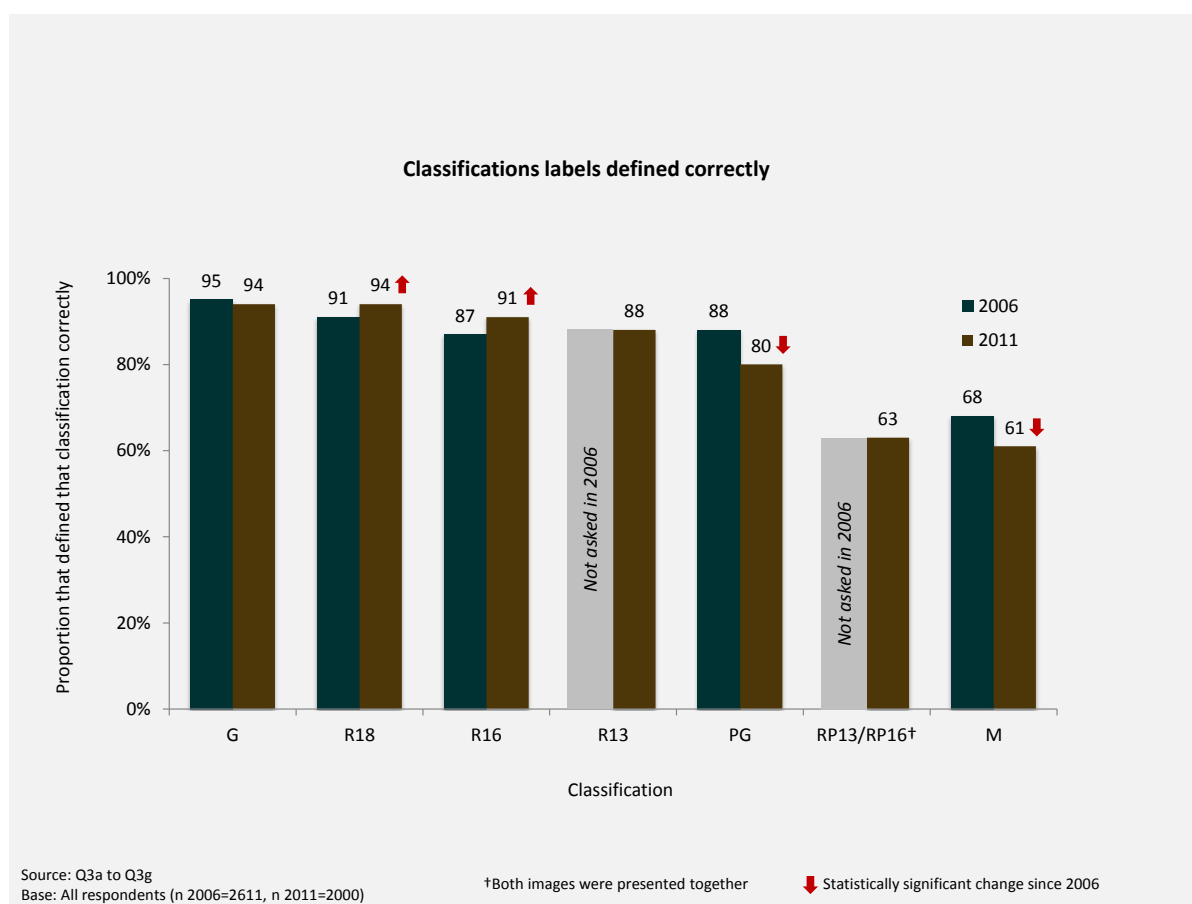
## Understanding of classifications

Figure 10 shows the proportion of respondents who correctly defined each of the seven classification labels, compared with understanding in 2006.

### High understanding of G and R classifications

Consistent with the 2006 survey, New Zealanders' knowledge of the G and restricted (R) labels is very high, with the vast majority of respondents (between 88% and 94%) correctly identifying the meaning of these labels. Additionally, knowledge has increased slightly since 2006 for the R18 label (up from 91% to 94%) and R16 label (up from 87% to 91%).

**Figure 10. Percentage of respondents who correctly defined each classification label in 2006 and 2011**



### Lower understanding of the PG classification compared to 2006

Interestingly, although four out of five respondents (80%) chose the correct definition for the PG classification, the proportion who did so has decreased since 2006 (down from 88%). This lower level of understanding is unlikely to result in higher exposure of young New Zealanders to unsuitable content, because those who defined this classification incorrectly were most likely to select the stricter option, and say that children can only watch a film classified PG when accompanied by a parent or guardian (17%). Those who

identify with an Asian ethnic group were particularly likely to select this stricter option (36% did so).

Table 3 displays the percentage of respondents who indicated one of the three possible definitions of each classification, or who indicated 'don't know'.

**Table 3. Understanding of classification labels**

	2006 %	2011 %
<b>G</b>		
The film is suitable for anyone	95	94
Young children may need parental guidance when watching the film	3	<b>5</b>
The film is suitable for young children only	1	1
Don't know	1	1
<b>R18</b>		
Only people 18 years and over can watch the film	91	<b>94</b>
People under 18 years can only watch the film with their parents or guardians	6	<b>4</b>
Anyone can watch the film but it is more suitable for people 18 years and over	4	<b>2</b>
Don't know	-	*
<b>R16</b>		
Only people 16 years and over can watch the film	87	<b>91</b>
People under 16 years can only watch the film with their parents or guardians	7	6
Anyone can watch the film but it is more suitable for people 16 years and over	5	<b>3</b>
Don't know	-	*
<b>R13†</b>		
Only people 13 years and over can watch the film	-	88
People under 13 years can only watch the film with their parents or guardians	-	8
Anyone can watch the film but it is more suitable for people aged 13 years and over	-	3
Don't know	-	*
<b>PG</b>		
Anyone can watch the film but young children may need parental guidance	88	<b>80</b>
Young children can only watch the film with their parents or guardians	11	<b>17</b>
The film is suitable for anyone	1	<b>2</b>
Don't know	-	1
<b>RP13/RP16† (both images were presented together)</b>		
People under the ages specified can only watch the film with their parents or guardians	-	63
Anyone can watch the film but it is more suitable for people over the ages specified	-	22
Only people under the ages specified can watch the film	-	4
Don't know	-	11
<b>M</b>		
Anyone can watch the film but it is more suitable for people 16 years and over	68	<b>61</b>
Only people 16 years and over can watch the film	11	<b>19</b>
People under 16 years can only watch the film with their parents or guardians	12	<b>15</b>
Don't know	9	<b>5</b>

Source: Q3a to Q3g

Base: All respondents (n 2006=2611, n 2011=2000)

Note: Statistically significant differences from 2006 are printed in bold red (higher) and bold green (lower). †Labels R13, RP13 and RP16 were not included in the 2006 survey. \*Percentage greater than zero but less than 0.5%.

### **Understanding is lowest for RP and M classifications**

Overall, slightly under two-thirds of respondents (63%) chose the correct definition for the RP13 and RP16 classifications as meaning that people under 13 or 16, respectively, cannot view the film without an accompanying parent or guardian. Lower public understanding of this classification may relate partly to the extent to which these labels are applied to films and games. In the year ending June 2010, the OFLC assigned an RP label to less than 1% of all classified publications.<sup>7</sup> Further, the RP classification was recently re-introduced in 2008. Prior to 1994, it was sometimes used by the OFLC's predecessor agency, the Chief Censor of Films.

Those who defined the RP classification incorrectly were most likely to select the more lenient option that anyone can watch films with this classification, but that they are more suitable for viewing by those over the specified age (22% selected this option). Older New Zealanders were particularly likely to select this option (28% of those aged 45 years or over did so, compared to just 17% aged 18 to 35), as were those who never watch movies (39%) or DVDs and videos (28%). If these classification labels are to be applied more widely in future, further public education may be necessary to improve understanding, and to reduce the possibility that underage New Zealanders are being exposed, without the required guidance, to restricted content.

Understanding of the M classification is lowest, with 61% of respondents correctly defining this classification. This is a significant decrease since 2006 (down from 68%). Those who defined this label incorrectly were most likely to favour the strictest option, and say that only people aged 16 and over can watch the film (19%).

The M classification was adopted from Australia in 1994 when a cross-rating system for unrestricted level films was instituted. Currently, both the Australian blue M label carrying a recommendation that the content is for 'mature audiences', and the New Zealand version which is yellow and provides a suitability statement 'for Mature Audiences 16 Years and over', are visible in the New Zealand market.<sup>8</sup> This is due to a range of factors, including: no requirement to cover overseas labels on the spines or backs of DVD and game slicks; that unrestricted games can carry other countries' labels; and the growing market for personal purchase of game and film entertainment via the internet from sites hosted outside of the New Zealand jurisdiction. The lack of clarity about the meaning of the M label is of concern as more films marketed in New Zealand carry this classification than any other.

The decrease in the proportion of respondents correctly defining the M classification may be due, at least in part, to the order in which the labels were presented to respondents this year. As mentioned earlier in this section, to avoid a priming effect on responses to the M label, this label was presented first to each respondent, and then all other labels were presented in random order. In 2006 every label was presented in random order. Due to

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<sup>7</sup> Office of Film and Literature Classification (2010), Annual Report for the year ended 30 June 2010, Wellington, p.11.

<sup>8</sup> Minor differences in the label meanings may be adding to consumer confusion.

this, some respondents may have already 'ruled out' one incorrect alternative for the M label in 2006. Additionally, this year, the online questionnaire did not allow respondents to return and correct their answer to a classification.

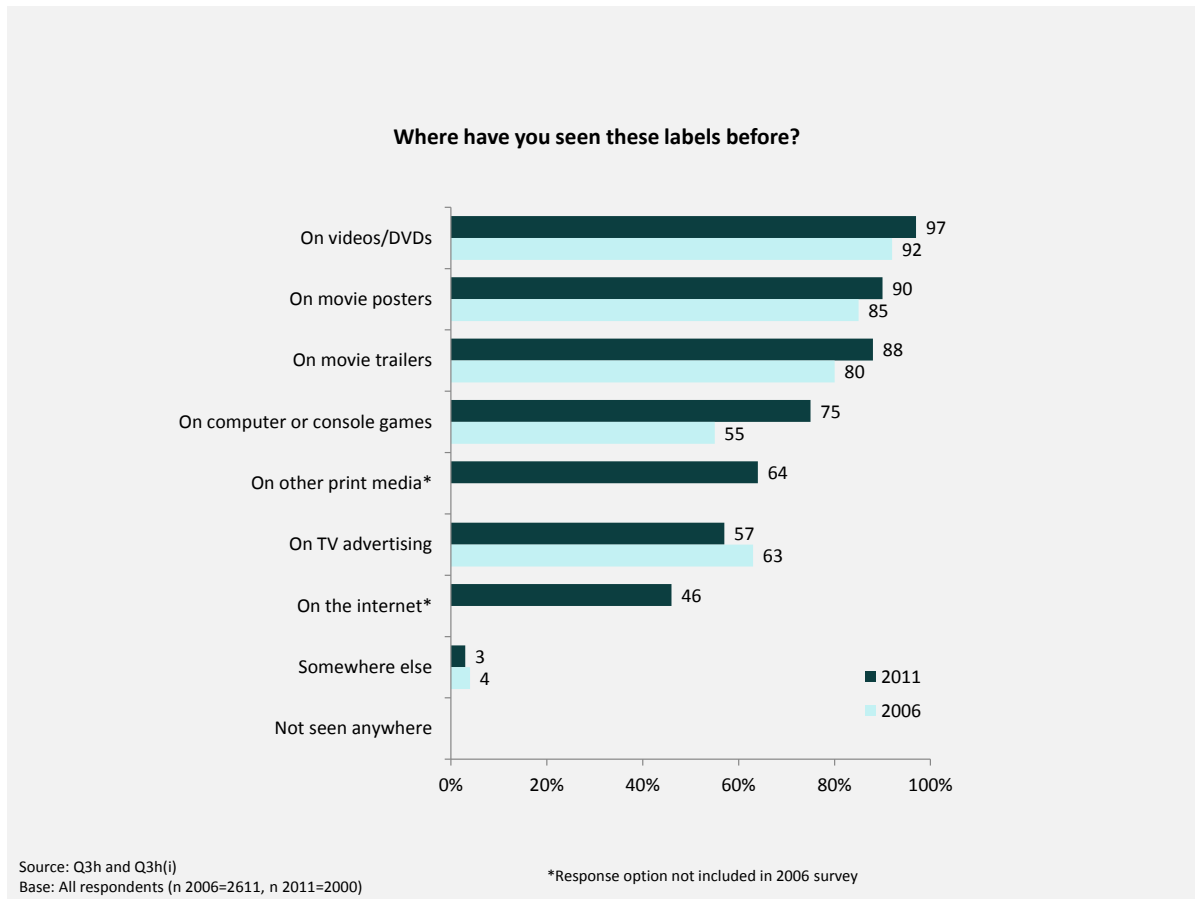
## Location of classification labels

All respondents were asked to indicate where they had seen the classification labels. The format of this question was changed this year so that respondents were asked to select 'yes' or 'no' for each location, rather than tick the locations where they have seen classification labels. This was done to encourage respondents to think more carefully about each individual source.

As can be seen in Figure 11, results are fairly consistent with the 2006 survey, with the vast majority of respondents having seen the classification labels on DVDs and videos (97%), movie posters (90%) and on movie trailers (88%). However, there has been a substantial increase in the proportion of respondents who recall seeing the labels on computer and console games (up from 55% in 2006 to 75% this year). This finding probably reflects the higher number of people playing computer and console games.

Large proportions of New Zealanders have also seen the classification labels in other places, such as on print media other than movie posters (64%), on TV advertising (57%), and on the internet (46%). Nearly all respondents said they have seen the classification labels somewhere. Just 0.4% indicated they have never seen them.

**Figure 11. Location of classification labels**



Three percent of respondents said they have seen the classification labels in locations other than those listed. These locations included on music CDs and in music stores (0.9%), in retail stores (0.5%), in rental stores (0.3%), at ticket boxes/the box office (0.3%), elsewhere at the movies (0.2%), and at live shows or concerts (0.2%).

## Perceptions of the classification system

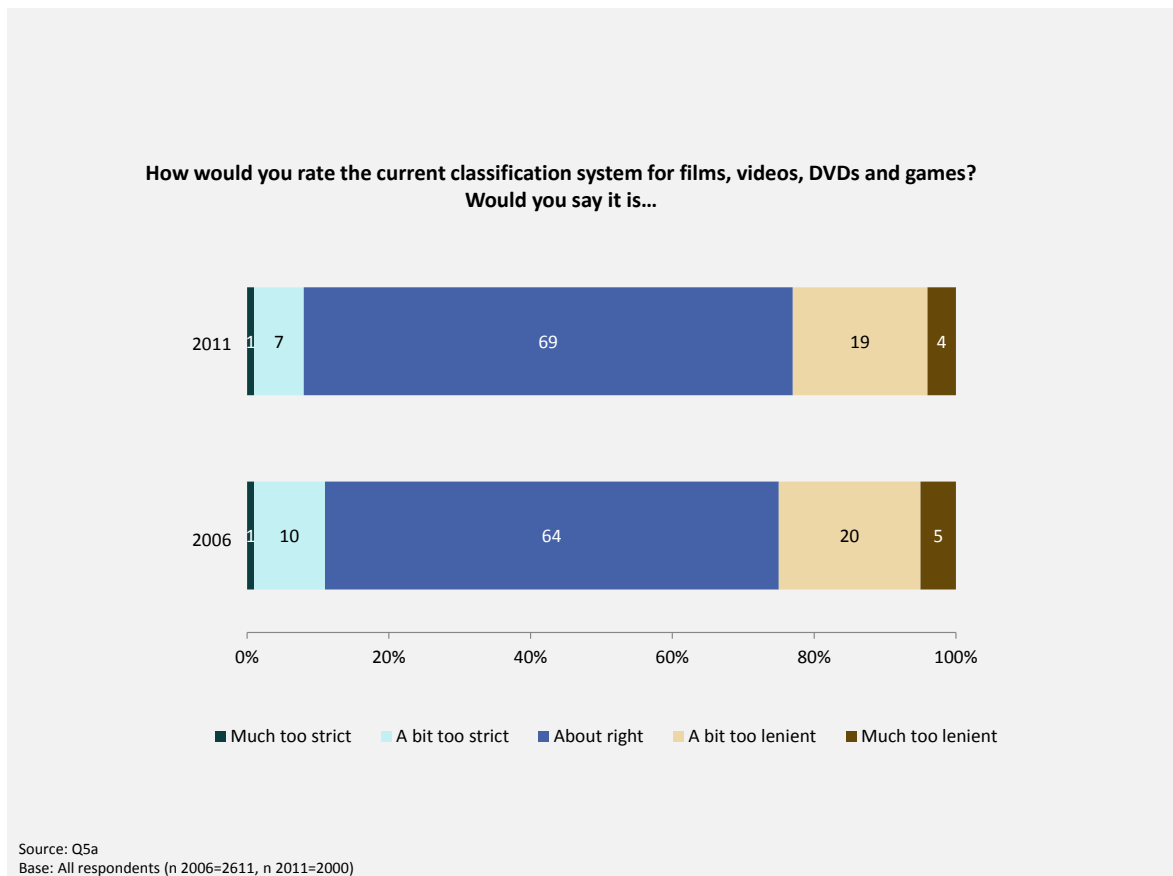
This section examines perceptions of the classification system, including: whether the system is perceived to be strict, lenient, or about right; views about whether the system should be revised to place more of the decisions about children’s viewing/gaming into the hands of parents or guardians; and views about how games should be classified.

### Whether the classification system is strict, about right, or lenient

Respondents were asked to indicate whether they feel the classification system for films, videos, DVDs or games is strict, lenient, or about right. All respondents were reminded at this point that television programmes are not classified under this system.

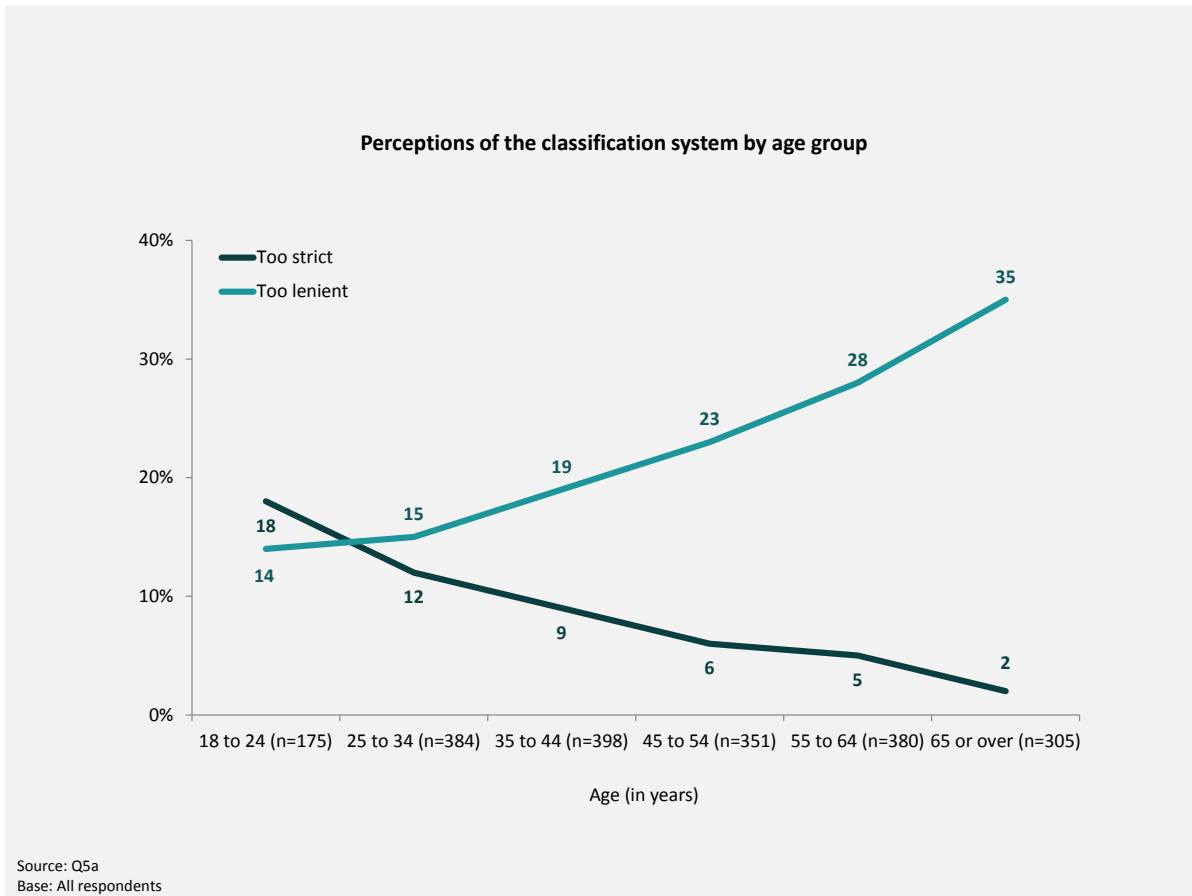
Most New Zealanders are happy with the classification system, and feel the system is about right. The proportion of respondents who believe the system is about right has increased slightly since 2006, up from 64% to 69%. The increase is associated with a decrease in both the proportion who view the system as too strict (down from 11% to 8%) and the proportion who view it as too lenient (down from 25% to 23%). As in 2006, those who do not feel the system is applied appropriately are more likely to say the system is too lenient than too strict.

**Figure 12. Views about whether the classification system is strict, lenient, or about right**



The tendency to view the classification system as too strict or too lenient differs considerably by age, with older New Zealanders being more likely to view the system as lenient.

**Figure 13. Views about whether the classification system is too strict or too lenient by age group**



**Those more likely to view the classification system as too lenient**

Subanalyses illustrate that the groups more likely to view the system as too lenient are older people, women, those on higher incomes, and those who play games and watch films, DVDs and videos infrequently.

- older people (see Figure 13)
- women (25%, compared with 20% of men)
- those with annual household incomes under \$100,000 (24%, compared with 16% who earn \$100,000 or more)
- those who never play computer or console games (27%, compared with 21% who do)
- those who watch DVDs or videos less than once per month (28%, compared with 21% who watch more often)
- those who go to the movies less than once every two months (24%, compared with 20% who go more often).

### Reasons for viewing the classification system as too lenient

Respondents who viewed the classification system as too lenient were asked to give their reasons for holding this view. This was asked as a fully open question, and responses were coded at the completion of fieldwork. Additional categories were included in the coding scheme this year, so differences between the 2011 and 2006 results should be interpreted with some caution (see Table 4).

Consistent with the 2006 survey, the primary reason for believing the system is lenient relates to the depiction of violence (52%). Other reasons relate mainly to concerns about language (25%) and sexual content (23%), or the belief that the age of restriction is set too low for some content (21%). More New Zealanders appear concerned about language compared to in 2006 (up from 15% in 2006 to 25% in 2011).

**Table 4. Reasons for saying the classification system is too lenient**

	2006 %	2011 %
Violence classified too low†	43	52
<i>Violence classified too low in games</i>	-	9
<i>Violence classified too low (no mention of games)</i>	-	48
Language classified too low	15	25
Sex classified too low	22	23
Restriction is too low/lower than overseas	28	21
Society changing for worse/standards or values eroding	-	12
Not enforced well enough/underage people able to hire or buy restricted material	12	8
Too much graphic/explicit content (no further info)	-	6
Adult themes classified too low	-	4
Scary/horror content classified too low	-	4
More classification categories/M needs to be reviewed - large gap from PG to R16	6	3
Nudity classified too low	3	3
Drug use classified too low	*	1
Other	-	6
Don't know	-	1

Source: Q5c

Base: Those who believe the classification system is too lenient (n 2006=653, n 2011=450)

Note: \*Percentage greater than zero but less than 0.5%. †This is a net score. It shows the proportion of respondents who mentioned violence (whether or not games were mentioned).

This is a sample of respondents' comments about the leniency of the classification system:

*"There's too much violence in movies and too much swearing. The console games I've seen advertised on TV - some of them are disgusting in the amount of gratuitous violence and swearing. I believe it is unwarranted and kids today see far too much violence in movies, but especially in console games. I believe the ratings on these are far too lenient." Female, aged 50 to 54 years*

*"There is the odd PG movie that I've watched that should have had a higher classification. In saying that, there needs to be a classification in between PG and R13 as a lot of kids' movies are rated PG and not all content is suitable for my 4-year-old. I also understand that a lot of movies are trying to appeal to kids and also Mum and Dad hence some of the humour is not suited for a pre-schooler." Male, aged 30 to 34 years*

Those aged 65 years or over were particularly likely to comment that language and violence are classified too leniently.

*“It is far too easy on violence, language and even pointless subject matter such as vampire type material with the associated activities portrayed. Some horror material is totally unneeded and is downgrading the community’s standards and behaviour. Gratuitous violence needs to be reduced. Likewise, portrayal of drug culture needs to be reduced.” Male, aged 65 years or over*

*“I think the violence and offensive language in all types of movies, DVDs and games is far too prevalent and should be restricted.” Female, aged 65 years or over*

### **Those more likely to view the classification system as too strict**

Subanalyses shows that those more likely to view the classification system as too strict are younger people, men, parents of secondary school-aged children, those who identify as Māori, and those who play games and watch films, videos, and DVDs more frequently.

- younger people (see Figure 13)
- men (12%, compared with 5% of women)
- parents of, or those living in a home with, secondary school-aged children (12%, compared with 8% on average)
- those who identify as Māori (13%, compared with 8% who identify at NZ European and 6% who identify as Asian)
- those who play computer or console games (9%, compared with 5% who do not)
- those who watch DVDs or videos at least once per month (9%, compared with 4% who watch less often)
- those who go to the movies at least once every two months (10%, compared with 7% who go less often).

### **Reasons for viewing the classification system as too strict**

Respondents who view the classification system as strict were also asked to give their reasons for holding this view. Again, this was asked as a fully open question, with responses coded at the completion of fieldwork. Additional categories were included in the coding scheme this year, so differences between the 2011 and 2006 results should be interpreted with some caution.

Reasons for believing the system is too strict relate primarily to the belief that the age of restriction is sometimes set too high, or higher than overseas (31%). Other reasons include the view that social standards have changed, although fewer respondents mentioned this compared to in 2006 (down from 30% to 18%).

**Table 5. Reasons for saying the classification system is too strict**

	2006 %	2011 %
Age restriction set too high/higher than overseas	29	31
<i>Social standards have changed</i>	30	18
<i>Too many restrictions</i>	-	15
<b>Violence classified too high†</b>	<b>6</b>	<b>12</b>
<i>Violence classified too high in games</i>	-	8
<i>Violence classified too high (other than games)</i>	-	5
<b>Parents/viewer should decide†</b>	<b>22</b>	<b>12</b>
<i>Parents should decide</i>	-	8
<i>I should be able to decide myself</i>	-	4
Classifications are inconsistent	-	8
Against banning/censorship	23	4
Language classified too high	5	4
Can't/couldn't see a movie I wanted to see	3	2
Sex classified too high	7	1
Nudity classified too high	2	1
Other	-	8
Don't know	-	3

Source: Q5b

Base: Those who believe the classification system is too strict (n 2006=287, n 2011=161)

Note: †This is a net score. It shows the proportion of respondents who mentioned one or more of the specific comments in that category.

This is a sample of respondents' comments about the strictness of the classification system:

*"I have watched children's movies rated PG and would say they are definitely G." Female, aged 40 to 44 years*

*"Kids in this day and age see more through the media as a whole than in a movie or game." Male, aged 30 to 34 years*

In contrast to the results presented earlier for New Zealanders aged 65 years over, those aged 18 to 34 years were particularly likely to comment that violence is classified too strictly (17%, compared with 7% of those aged 35 years or over).

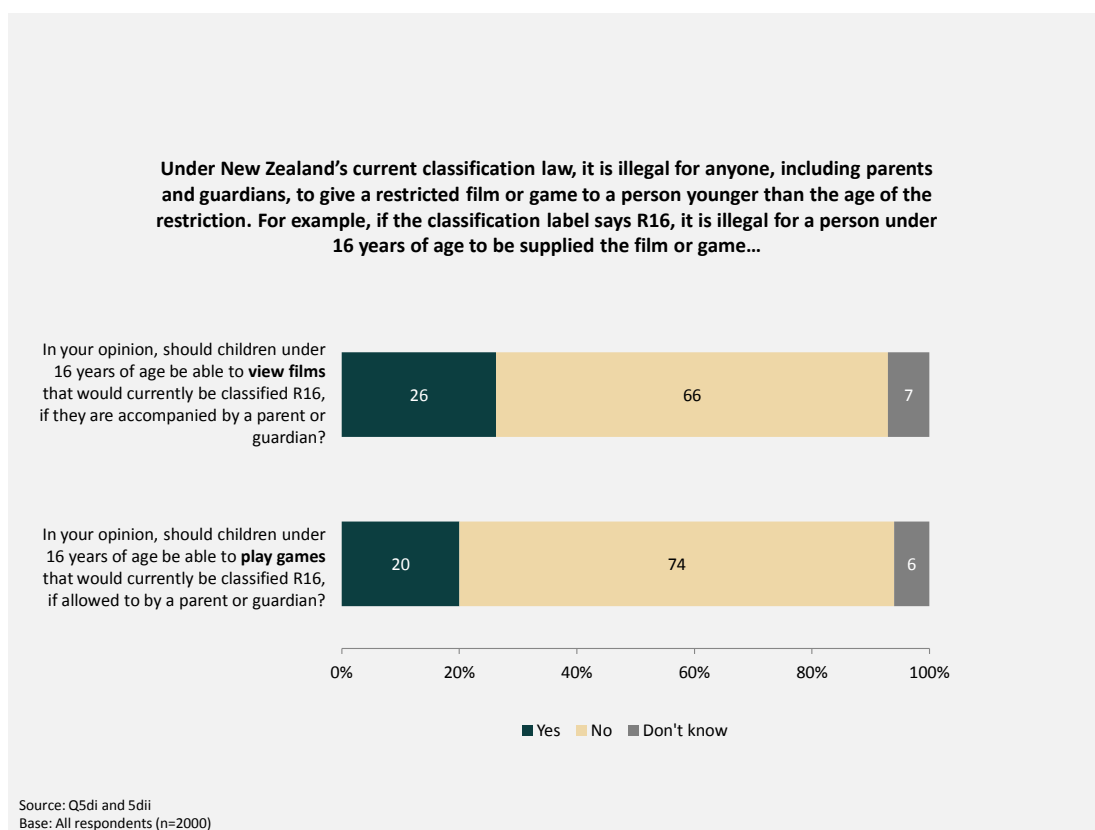
*"Some video games and movies get R13/16/18 ratings when the content isn't that bad. The original ratings from overseas (which can still be seen on the DVD/game box) rate it as M. A couple of swear words or some violence doesn't seem like enough to justify such a high rating. If young people want to watch/play these, the classification will have little effect. If anything, they will want to watch/play these more so because of higher classifications." Male, aged 20 to 24 years*

## Views on access to restricted content if accompanied by a parent or guardian

Under New Zealand’s current classification law, it is illegal for anyone, including parents and guardians, to give a restricted film or game to a person younger than the age of the restriction. For example, if the classification label says R16, it is illegal for a person under 16 years of age to be supplied the film or game. We wanted to find out whether or not New Zealanders feel that decisions about a young person’s viewing or gaming should be placed more into the hands of their parents or guardians. To do this we asked respondents whether children under 16 years of age should be able to view films or play games with content that is currently classified R16 if they are accompanied by, or have the approval of, a parent or guardian.

As can be seen in Figure 14, opinion on this issue is reasonably clear. Between two-thirds and three-quarters of respondents feel that those under 16 years of age should not be able to view films (66%) or a play games (74%) that are currently classified R16 even if accompanied by, or given the approval of, a parent or guardian.

**Figure 14. Views on access to restricted content if accompanied by a parent or guardian**



**Figure 15. Parents' views on access to restricted content if accompanied by a parent or guardian**

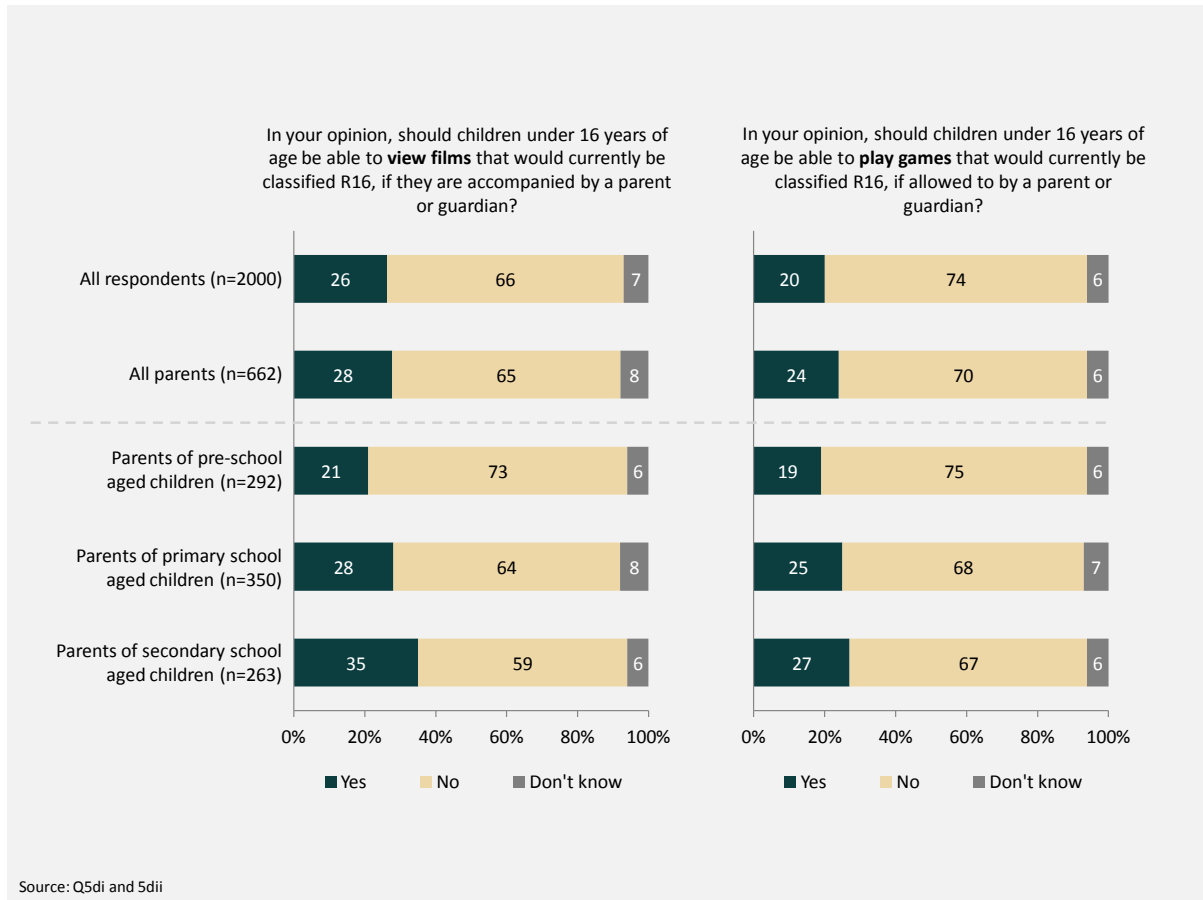


Figure 15 displays the views of parents toward access to content that is currently restricted. The views of all parents as a whole do not differ markedly from the general population, although differences do exist depending on the age of their children. Parents of pre-school children are most likely to say that those under 16 should not be allowed to view films or play games that are currently classified R16, even if accompanied by, or with the approval of a parent or guardian. Parents of older secondary school-aged children, on the other hand, appear slightly more amenable to those under 16 years of age accessing content classified R16. Having said this, the majority of these parents do still believe that those under 16 should not be able to access such content.

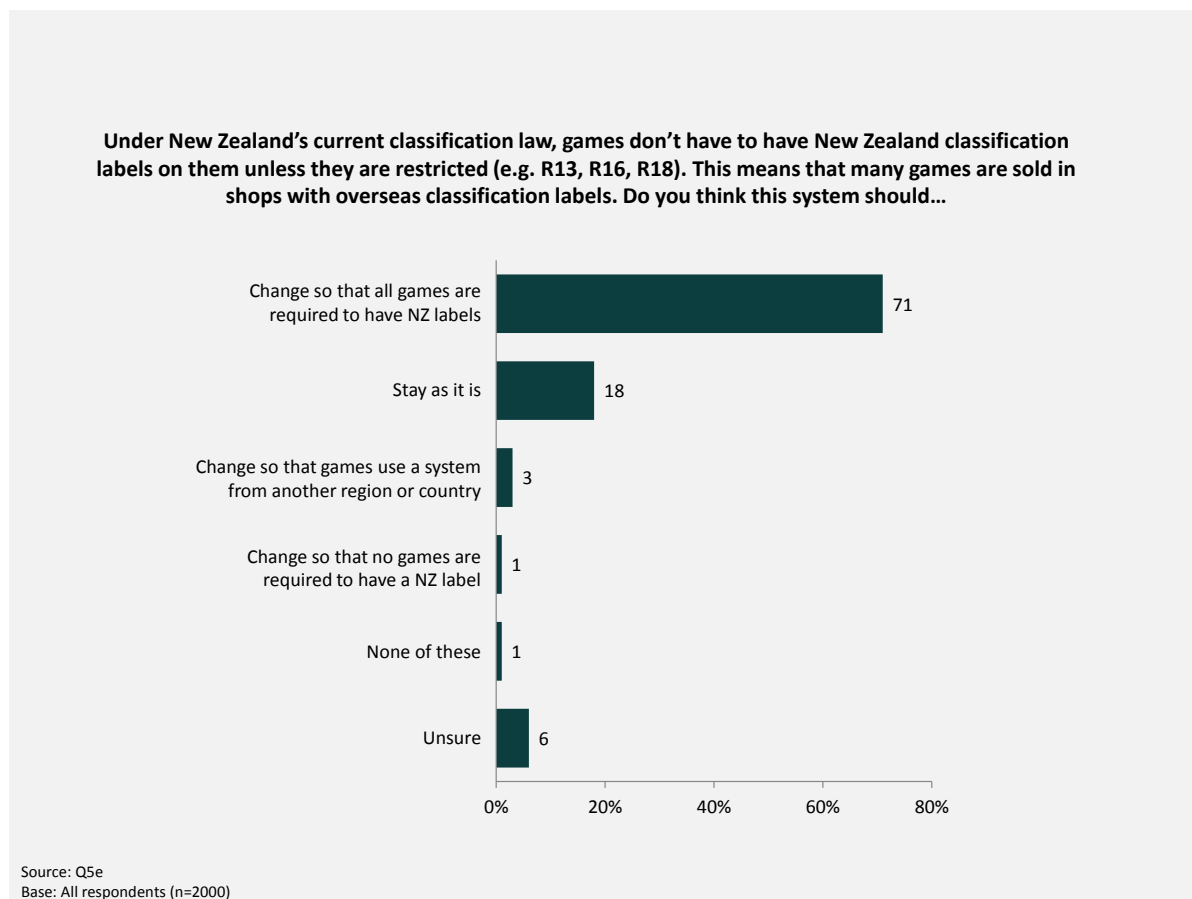
There is a subanalyses of groups having views on access to restricted content if accompanied by a parent or guardian at Appendix C.

## The classification of computer and console games in New Zealand

Under New Zealand’s current classification law, games don’t have to have New Zealand classification labels on them unless they are restricted (eg R13, R16, R18). This means that many games are sold in shops with overseas classification labels. We sought to gauge New Zealanders’ opinion of this system, and whether they think it should change.

As can be seen in Figure 16, more than two-thirds of respondents (71%) would prefer that this system change so that all games sold in New Zealand are required to have a New Zealand classification label. Among those who do not want all games to have a New Zealand label, the most common preference is for the system to remain as it is (18%). Those who would prefer that the system remain as it is are more likely than average to be male (24%), aged 18 to 24 (36%), play games at least several times per week (25%), and think that the classification system in New Zealand is too strict (35%).

**Figure 16. Opinion about the current system for classifying computer and console games in New Zealand**



A very small minority (3%) would prefer New Zealand to adopt an overseas system, with the most common preference being for the Australian system. Of the 63 respondents (out of 2,000) who would prefer that New Zealand adopt a system from another country, 37 would like New Zealand to adopt the Australian system, 13 would like New Zealand to adopt the PEGI system which operates in Europe, eight would prefer New Zealand to adopt the ESRB

system which operates in the US, and one would prefer another system. Four respondents were unsure which overseas system they preferred.

## Use of the classification system

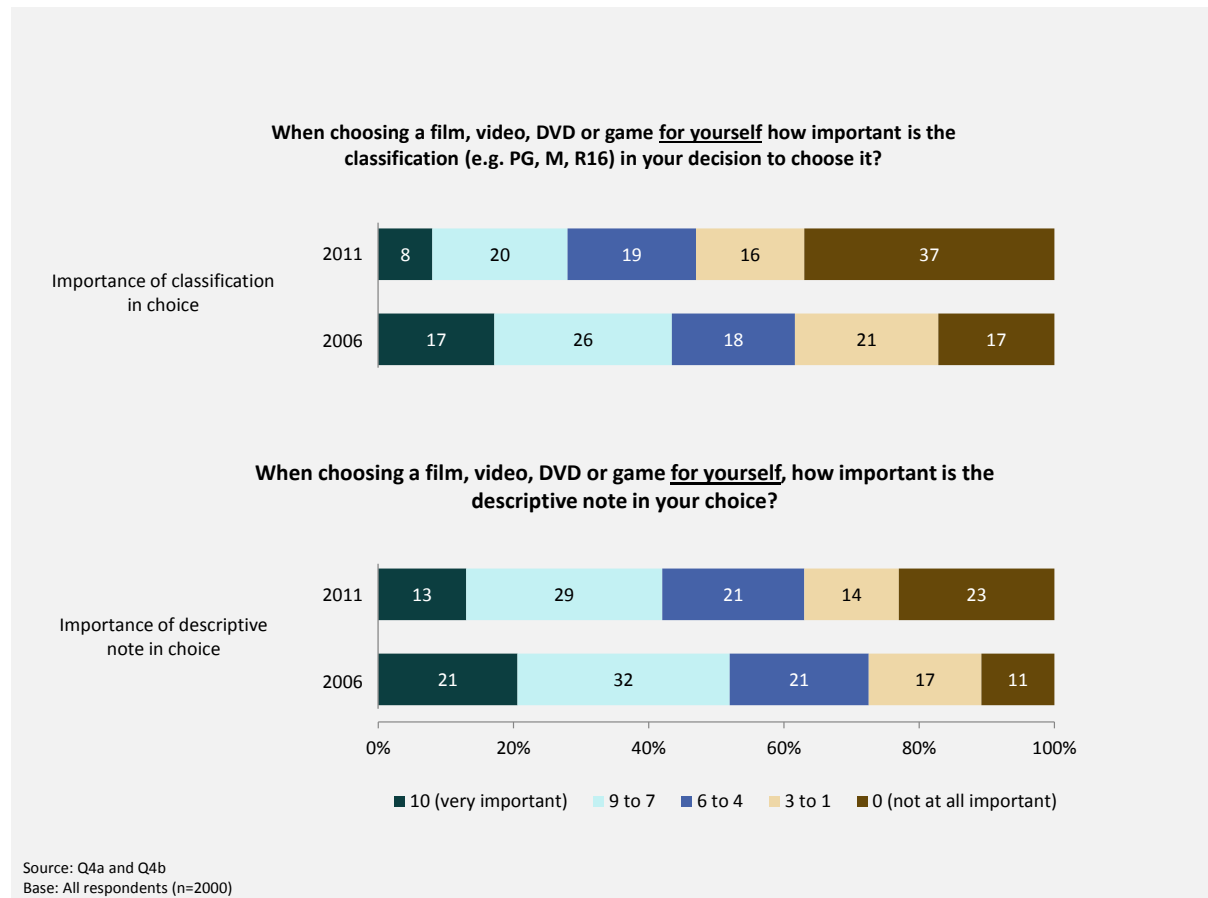
Classification labels have a rating symbol and usually a descriptive note that explains the nature of content in the film, DVD, video or game that may be of concern to viewers or users. We examined use of the classifications by asking respondents to indicate how important both classifications and descriptive notes are when they choose a film, DVD, video or game for themselves. We then asked respondents to indicate how important classifications and descriptive notes are when they choose a film, DVD, video or game for a child or young person. The latter questions were only asked of all those who have chosen (or helped to choose) a film, DVD, video or game for a child or young person. For each question, respondents could indicate importance using an 11-point scale from 0 (not at all important) to 10 (very important).

Overall, the results in this section show that classifications and descriptive notes are very important in adults' viewing and gaming decisions for children and young people. Classifications and descriptive notes are somewhat less important when it comes to adults' decisions for their own viewing; however, they are still important for a large proportion of New Zealanders.

## Use of the classification system when making decisions for yourself

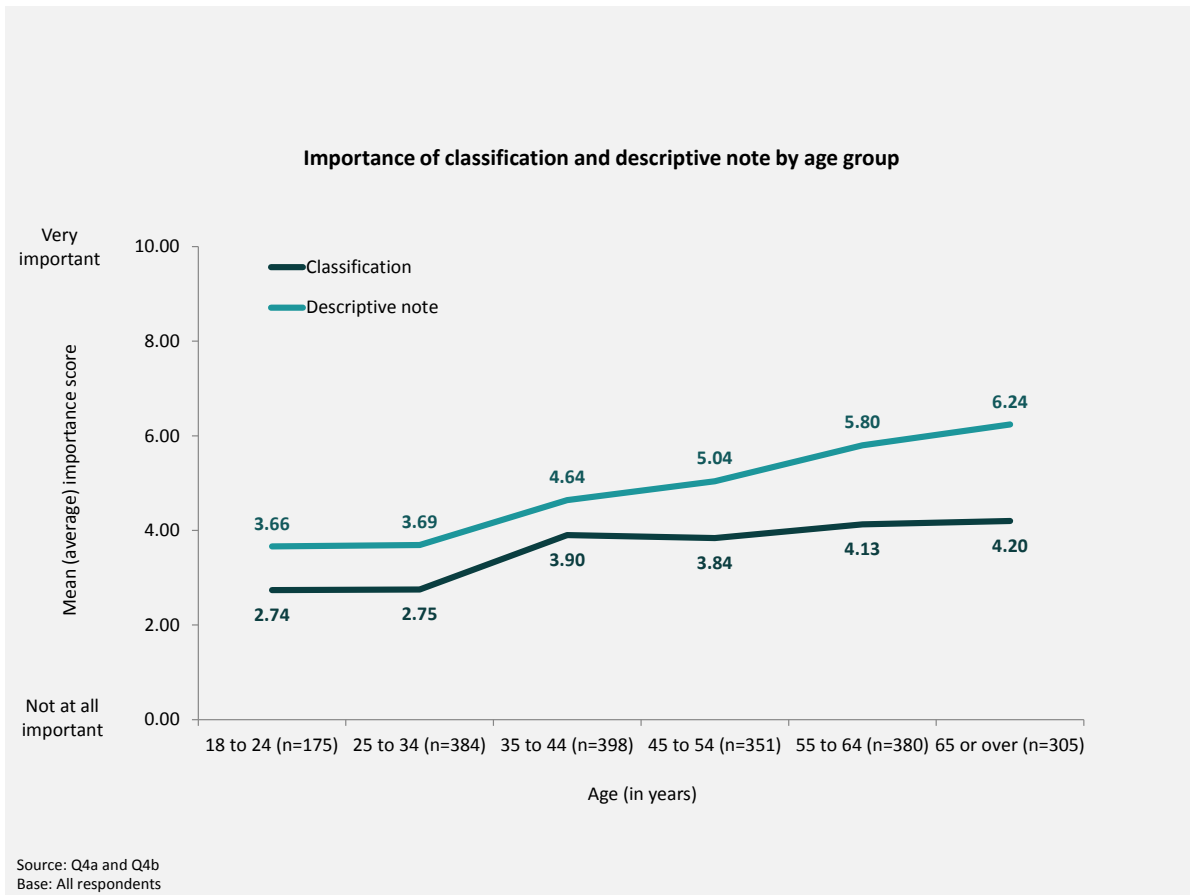
Forty-two percent of respondents provide an importance rating of seven or higher out of 10 for descriptive notes when making viewing and gaming choices for themselves. Twenty-eight percent say that classifications are important in their viewing and gaming choice. These results are lower than in 2006 when 53% placed this level of importance on descriptive notes, and 43% on classifications.

**Figure 17. Importance of classification labels and descriptive notes in adults' viewing decisions for themselves**



As can be seen in Figure 18, the importance of both the classification and the descriptive note in personal viewing and gaming decisions tends to be higher for those aged 35 years or over, and the importance of the descriptive note tends to increase with age from that point.

**Figure 18. Average importance of classifications and descriptive notes by age group**



Subanalyses show groups more likely to factor the classification label and/or descriptive note into their viewing decisions. They include parents and those living with people under 18 years of age (who may have concerns about what children might see inadvertently or passively). Women also appear to pay closer attention to the classification and descriptive note than men.

Those more likely to say that classifications are very important in their own viewing decisions include:

- women (10%, compared with 6% of men)
- those who identify with an Asian ethnic group (15%, compared with 8% of all respondents)
- those who have someone under the age of 18 living in their home (11%, compared with 6% who do not)
- parents of primary or secondary school children (14% and 13%, respectively, compared with 6% of those without children).

Those more likely to say that descriptive notes are very important in their own viewing decisions include:

- women (16%, compared with 8% of men)
- those with a household income under \$40,000 per year (17%, compared with 10% earning more).

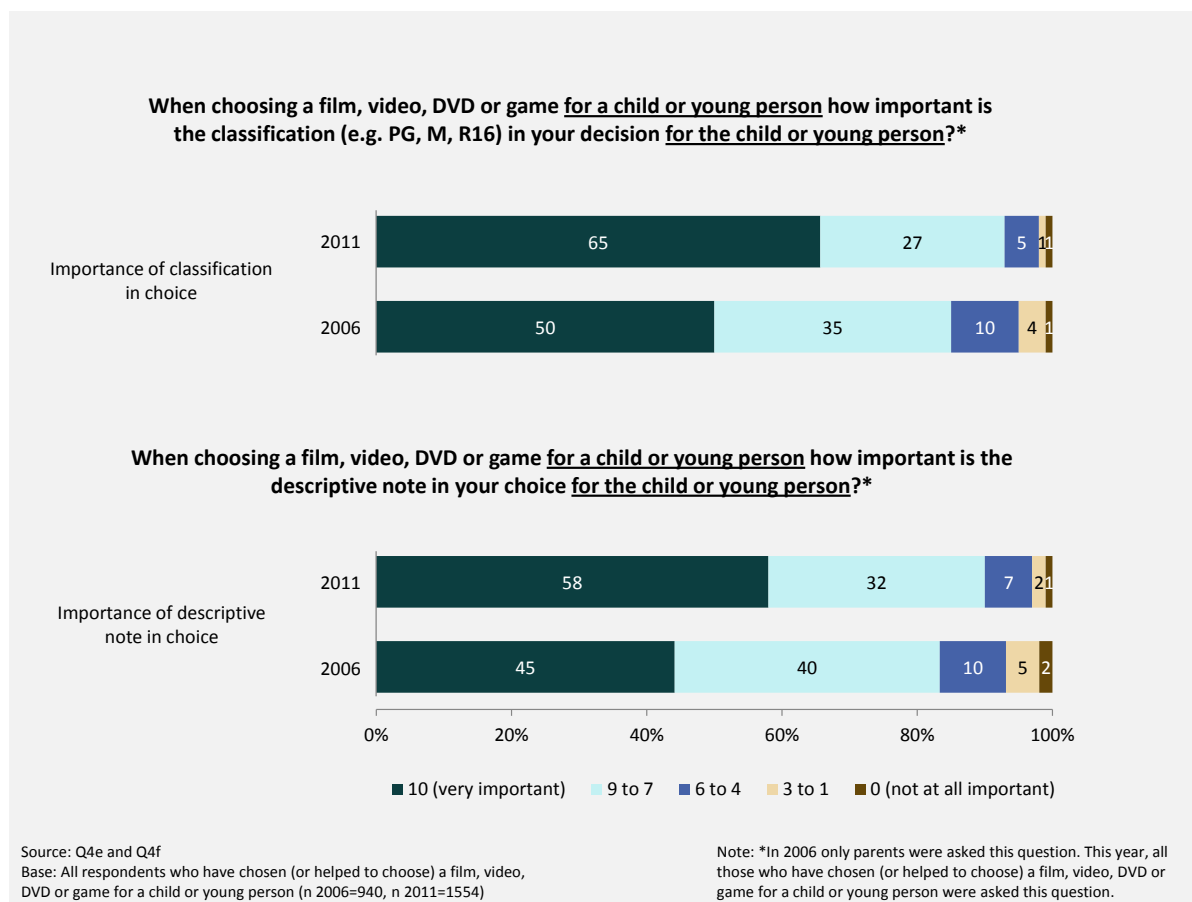
## Use of the classification system when making decisions for children and young people

Overall, more than three quarters of respondents (77%) said that they have chosen, or have helped to choose, a film, DVD, video or game for a child or young person. Eighty percent of these respondents said they had done so in the last 12 months.

Compared to their importance for personal viewing and gaming decisions, classifications and descriptive notes are considerably more important when deciding on films, DVDs, videos, and games for children and young people. As can be seen in Figure 19, two-thirds (65%) of those who choose (or have helped to choose) films, DVDs, videos, or games for children or young people say the classification is 'very important', and 58% say the descriptive note is 'very important'. The vast majority of respondents gave a rating of at least seven out of ten when it came to the importance of classifications (92%) and descriptive notes (90%) in their decisions for children and young people.

The importance of classifications and descriptive notes for decisions about young people's viewing and gaming has increased substantially since 2006. The reason for this increase is not clear, but it is possible that easier access to material from the internet and changes in the content in games and films in recent years may have brought about greater concern among adults over what is being viewed and played by children and young people.

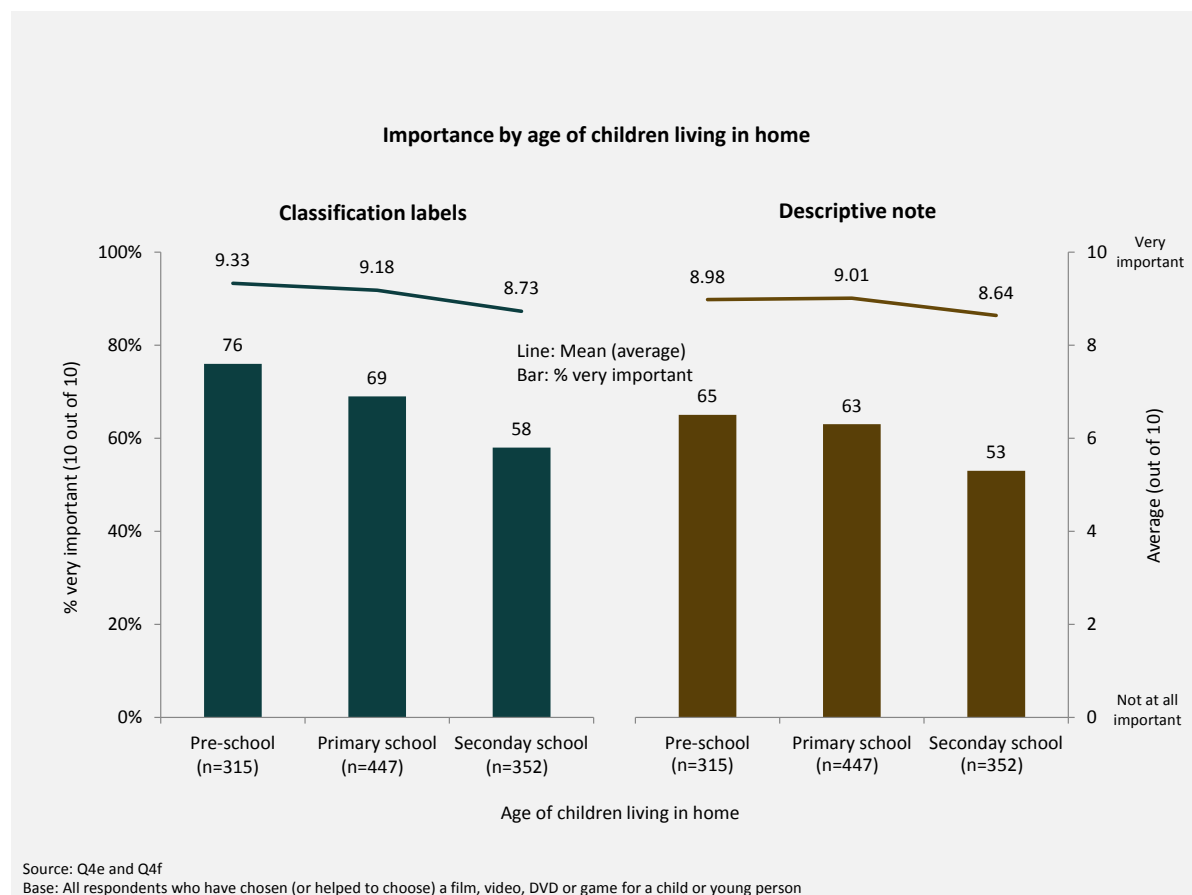
**Figure 19. Importance of classifications and descriptive notes in adults' viewing and playing decisions for children and young people**



We carried out analyses to determine whether the importance of classifications and labels differed by the frequency with which young people in the home played games, or watched films, DVDs and videos. Frequency of children’s media use had little to no impact on ratings of the importance of classifications and labels in viewing and gaming decisions for children and young people.

However, New Zealanders appear to be especially mindful of the content that very young children are exposed to, as the age of the children living in the home is a significant factor in the importance placed on classification labels and descriptive notes. As can be seen in Figure 20, those with younger children at home are more likely to say that the classification labels are very important in their decisions for children and young people. Classification labels appear to become slightly less important for those making choices for older children, although the majority still indicate they are very important and the average importance score is above 8.5 out of 10 for all three groups.

**Figure 20. Importance of classifications and descriptive notes by age of children living in home**



In addition to the analyses described above, the subgroup differences listed below show that women and those who watch DVDs and videos less frequently tend to see classification labels and descriptive notes as being very important in their decisions for children and young people.

Those more likely to say that classifications are very important in their decisions for young people include:

- women (75%, compared with 54% of men)
- those who watch DVDs and videos less than once per month (73%, compared with 63% of those who watch more frequently).

Those more likely to say that descriptive notes are very important in their decisions for young people include:

- women (67%, compared with 48% of men)
- those who watch DVDs and videos less than once per month (67%, compared with 56% of those who watch more frequently).

## The relationship between perception and use of the classification system

Findings presented earlier in this report showed that the majority of respondents believe that the classification system is about right (69%), while about one-quarter believe it is too lenient (23%), and a minority believe it is too strict (8%). Figure 21 and Figure 22 illustrate the association between perception of the classification system and use of the system for making viewing and gaming decisions. Overall, perceptions of the classification system appear to have more of an influence on personal viewing and gaming decisions than they do on decisions for children and young people.

### Classification labels

When it comes to the use of classification labels, those who believe the system is too lenient are significantly more likely than those who believe it is about right or too strict, to consider the labels when making viewing and gaming decisions for themselves. Thirty-nine percent of those who believe the system is too lenient gave an importance rating of seven or higher for labels for their own viewing and gaming decisions, compared to 26% who believe the system is about right and just 15%<sup>9</sup> who believe it is too strict.

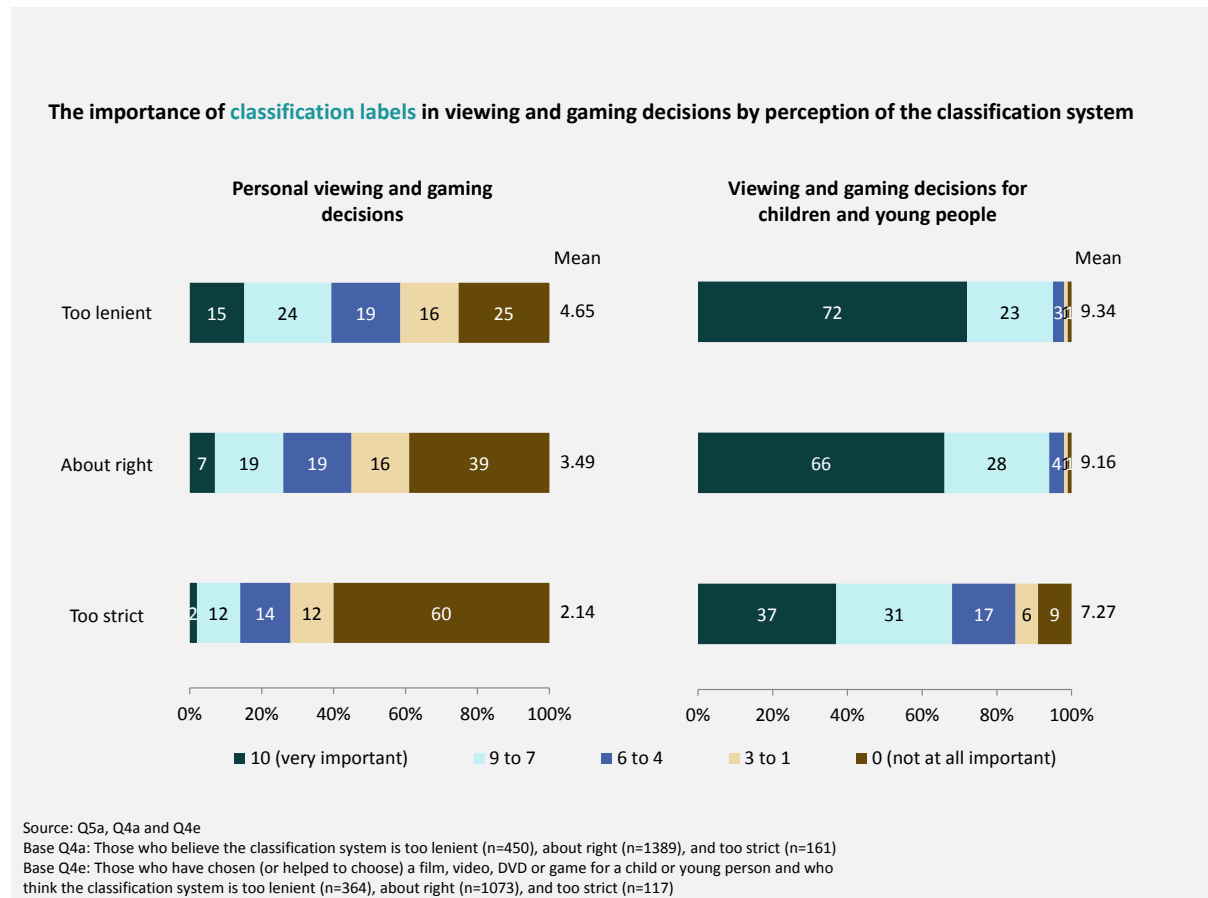
When it comes to decisions for children and young people, however, the importance placed on classification labels differs only marginally between those who believe the system is too lenient (96%<sup>10</sup> gave an importance rating of seven or higher) and about right (94% gave an importance rating of seven or higher). Those who believe the system is too strict place less importance on classification labels in their decisions for children and young people, although the majority of these (68%) still give an importance rating of seven or higher.

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<sup>9</sup> The percentages in the chart do not add to 15% because they have each been rounded to whole numbers.

<sup>10</sup> The percentages in the chart do not add to 96% because they have each been rounded to whole numbers.

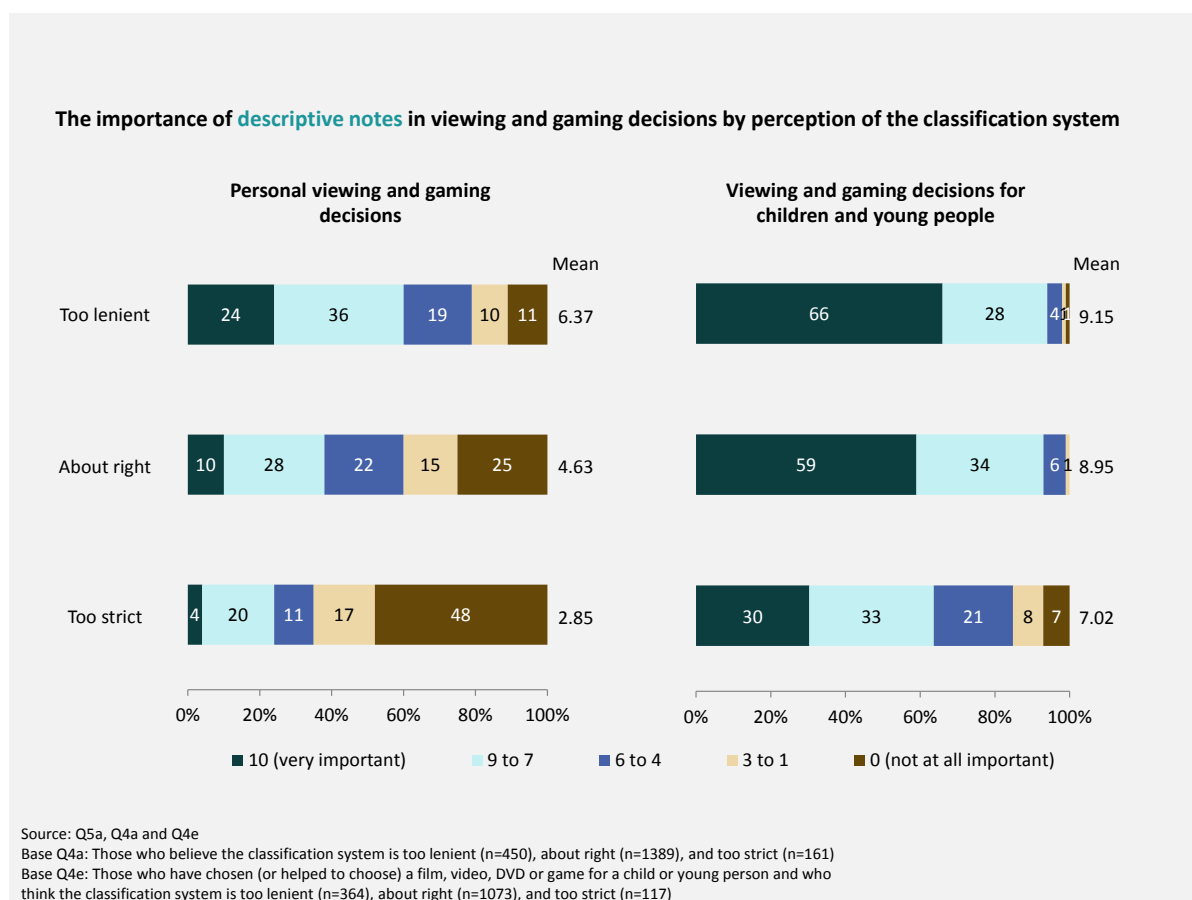
**Figure 21. Importance of classification labels in viewing and gaming decisions by perception of the classification system**



## Descriptive notes

When it comes to descriptive notes, the relationship between perceptions and use of the classification system is very similar to that described for labels. Those who believe the system is lenient are more likely to place importance on descriptive notes in making decisions for their own viewing and gaming than those who believe it is about right or too strict. Fifty-nine percent<sup>11</sup> of those who believe the system is too lenient gave an importance rating of seven or higher for descriptive notes, compared to 38% who believe the system is 'about right' and just 24% who believe the system is too strict.

**Figure 22. Importance of descriptive notes in viewing and gaming decisions by perception of the classification system**



Again, when it comes to decisions for children and young people, descriptive notes are equally important for those who see the system as too lenient or about right. Those who believe the system is too strict place less importance on descriptive notes in their decisions for children and young people, although the majority (63%) still give an importance rating of seven or higher.

<sup>11</sup> The percentages in the chart do not add to 59% because they have each been rounded to whole numbers.

## CONCLUSIONS

The primary aims of this survey were to examine public perceptions and understanding of a) the OFLC, and b) the New Zealand classification system. Overall conclusions relating to these two objectives are as follows.

### **A) What are the public's perceptions and understanding of the Office of Film and Literature Classification?**

The survey shows that New Zealanders generally believe they have low knowledge of the OFLC. However, further questioning has illustrated that *actual* knowledge of the OFLC, and its function, is reasonably good. A large majority of New Zealanders are aware that the OFLC exists and can name at least one of its specific roles, particularly its role in classifying films. Furthermore, knowledge of the OFLC is probably of less importance than New Zealanders' awareness of the classification system, and the implications of the system for everyday viewing and gaming decisions for themselves and young people.

The majority of New Zealanders believe the OFLC is performing well, and perceptions of the OFLC tend to be tied closely to beliefs about the classification system. That is, the small minority who believe the OFLC is doing only a 'fair' or 'poor' job tend to also see the classification system as either too strict or too lenient.

In terms of improving knowledge of the OFLC, the survey findings generally show that opportunities exist to improve knowledge among minority ethnic groups (ie, those identifying as Māori and Asian) and lower income groups. The survey findings also show that women rate themselves as having lower knowledge of the OFLC than do men. Men may rate their knowledge of the OFLC higher because they tend to be more frequent media users.

### **B) What are the public's perceptions and understanding of the New Zealand classification system?**

Knowledge of the classification system is quite high, as a large majority of New Zealanders can correctly identify the meaning of the G, PG, R13, R16, and R18 classifications. Although the majority can also correctly identify the meaning of the other classifications included in the survey, there is some degree of uncertainty surrounding the meaning of the RP13/RP16 and M classifications.

Lower public understanding of RP labels may relate partly to the less common use of these classifications, and recent re-introduction of the label, in 2008. In the year ending June 2010, the OFLC assigned an RP label to less than 1% of all classified publications. Those who defined the RP classification incorrectly were most likely to select the more lenient option that anyone can watch films with this classification, but that they are more suitable for viewing by those over the specified age. If these classification labels are to be applied more widely in future, further public education may be necessary to improve understanding, and

to reduce the possibility that underage New Zealanders are being exposed to restricted content.

Lower public understanding of the M classification may be due to a number of factors including that it came into use more recently than some of the other classifications (in 1994 when the cross-rating system was instituted). Those who defined this label incorrectly were most likely to favour the strictest option, and say that only people aged 16 and over can watch the film. Confusion over the M label is therefore less likely to result in young people seeing content recommended for mature audiences, but confusion has led to a certain amount of dissatisfaction and debate at the point of sale.

The majority of New Zealanders believe the classification system is applied appropriately, and there has been a small but statistically significant increase in those who believe it is 'about right'. Similar to in 2006, those who feel the system is not appropriate are more likely to say the system is too lenient, rather than too strict.

The tendency to view the classification system as too strict or too lenient differs markedly by age, with older New Zealanders being increasingly likely to view the system as lenient. Older New Zealanders are more likely to be concerned about the depiction of violence, bad language, and other graphic or explicit content. This age effect probably reflects concern over what younger New Zealanders have come to view as acceptable, which has in turn been influenced by a very wide range of factors over time, including (and not at all limited to) greater realism from improved technology, greater access to different forms of media, and media developers' desires to push the boundaries to provide audiences with experiences that are interesting and unique.

## Appendix A: Respondent profiles

	2006 census*	2011 n=2000	
	%	Unweighted %	Weighted %
<b>Gender</b>			
Male	48	48	48
Female	52	52	52
<b>Age</b>			
18-24	13	9	9
25-29	8	9	10
30-34	9	10	10
35-39	10	10	11
40-44	11	10	9
45-49	10	8	8
50-54	8	9	9
55-59	8	11	10
60+ years	23	23	23
<b>Region</b>			
Auckland region	32	32	32
Waikato region	9	8	8
Wellington region	11	12	11
Other North Island	22	23	24
Canterbury region	13	14	13
Otago region	5	5	5
Other South Island	6	6	6

	2011 n=2000 Weighted %
<b>Ethnicity</b>	
NZ European	83
Maori	6
Pacific	2
Asian	6
Other	5
<b>Personal income</b>	
Up to \$30,000	25
\$30,001 to \$40,000	10
\$40,001 to \$50,000	12
\$50,001 to \$70,000	15
\$70,001 to \$100,000	11
More than \$100,000	6
<b>Total income</b>	
Up to \$30,000	12
\$30,001 to \$40,000	8
\$40,001 to \$50,000	9
\$50,001 to \$70,000	14
\$70,001 to \$100,000	18
More than \$100,000	20
<b>Household composition</b>	
Single, living alone	10
Single, living with a child/children	4
Single, with a child/children living away from home	1
Couple, without children	24

Couple, living with a child/children	34
Couple, with a child/children living away from home	14
Group flatting	6
Another type of household	6
Occupation	
Farm manager or owner	1
Business owner or self-employed	12
Business manager or executive	5
Professional or government official	13
Technical, plant or machine operator/assembler	2
Other skilled worker	5
Teacher, nurse, police or other service worker	11
Skilled tradesperson	3
Labourer, manual, farm or domestic worker	1
Clerical, service or sales employee	12
General manager or specialised manager	5
Home maker	8
Social welfare beneficiary or unemployed	1
Student	5
Retired	14
Other	*

\*Census 2006 figures are presented as a reference point, however it should be noted that these figures are now five years old and changes to NZ's demographic profile are likely to have taken place since then.

## Appendix B: Questionnaire

### **PUBLIC UNDERSTANDING OF CENSORSHIP**

#### **109102370**

#### Introductory email invitation for Fly Buys panellists

Hi [INSERT FIRST NAME]

We'd like to invite you to take part in today's study about the **New Zealand classification system for films, videos, DVDs and computer games**.

If you complete this survey you'll collect **10 Fly Buys Points!** These points will show up on your Fly Buys account approximately 14 days after the survey close date.

It should take about **15 minutes to complete this survey**, depending on your answers. We hope you find it interesting!

So that your views can be included we need you to finish the survey by **Wednesday 23 February 2011**. This survey may close earlier if our target number has been reached.

Your answers are **completely confidential**. Your views will be grouped with those of others so that individual people and their answers cannot be identified.

To start, just click on the link below. If you need to, you can stop the survey at any time on the way through and return to the same point at a later date.

[INSERT UNIQUE LINK]

If your link wraps over two lines you may need to enter a code and password, these are:

Code: [INSERT CODE]

Password: [INSERT PASSWORD]

Thanks, in advance, for your time and your views!

Colmar Brunton

PS If there are other Fly Buys cardholders in your household that would like to register to collect Fly Buys Points with Colmar Brunton, just [click here](#).

If you would like to contact us about this survey, simply reply to this email or alternatively email us at [survey@colmarbrunton.co.nz](mailto:survey@colmarbrunton.co.nz)

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Please [click here](#) if you don't want to receive any more emails about this particular survey.

Please [click here](#) if you no longer wish to collect Fly Buys Points via Colmar Brunton online surveys.

## Introductory text (first screen)

Thanks for agreeing to do today's survey about the New Zealand classification system.

The survey should take 15 minutes to complete, depending on your answers.

Your answers are completely confidential. Your views will be grouped with those of others so that individual people and their answers cannot be identified.

If you complete this survey you'll collect 10 Fly Buys Points! These points will show up on your Fly Buys account approximately 14 days after the survey close date.

Please click the arrow below to continue.

## Personal media use

Q1a About how often do you do each of the following?

*Please select one only for each activity.*

	Every Day	Several times a week	Once a week	One to three times per month	Less than once a month	Never
i) Play computer or console games (eg: PC, Playstation XBOX, Wii)	1	2	3	4	5	6
ii) Watch DVDs or videos	1	2	3	4	5	6

### ASK Q1b IF CODE 6 AT Q1a(i)

Q1b As far as you know, does anyone in your household ever play computer or console games?

*Please select one only.*

Yes	1
No	2
Don't know	3

Q1c About how often do you watch a movie at the cinema?

*Please select one only.*

Once a week or more	1
One to two times per month	2
Once every two months	3
Once every three to six months	4
Less than once every six months	5
Never	6

## Knowledge OFLC

Q2a How much do you know about the Office of Film and Literature Classification?

*Please select one only.*

A lot	1
A fair amount	2
Not that much	3
Hardly anything	4
Have not heard of them before	5

**GO TO Q2c**

Q2b As far as you know, what does the Office of Film and Literature Classification do? What is their role?

*Please type in the box below, and provide as much detail as you can.*

## Knowledge of classifications

**[INCLUDE ON A SEPARATE SCREEN:** The next few questions are about classification labels. *Please click on the 'next arrow' to continue.*]

### **RANDOMISE THE ORDER OF Q3a – Q3g**

Q3a What does this symbol mean? **[INSERT M LABEL]**

*Please select one only. RANDOMISE CODE 1 to 3*

Only people 16 years and over can watch the film	1
People under 16 years can only watch the film with their parents or guardians	2
Anyone can watch the film but it is more suitable for people 16 years and over	3
Don't know	4

### **RANDOMISE THE ORDER OF Q3b – Q3g**

Q3b What does this symbol mean? **[INSERT G LABEL]**

*Please select one only. RANDOMISE CODE 1 to 3*

The film is suitable for anyone	1
The film is suitable for young children only	2
Young children may need parental guidance when watching the film	3
Don't know	4

Q3c What does this symbol mean? **[INSERT PG LABEL]**

*Please select one only. RANDOMISE CODE 1 to 3*

Anyone can watch the film but young children may need parental guidance	1
Young children can only watch the film with their parents or guardians	2
The film is suitable for anyone	3
Don't know	4

Q3d What does this symbol mean? **[INSERT R13 LABEL]**

*Please select one only. RANDOMISE CODE 1 to 3*

Only people 13 years and over can watch the film	1
People under 13 years can only watch the film with their parents or guardians	2
Anyone can watch the film but it is more suitable for people 13 years and over	3
Don't know	4

Q3e What does this symbol mean? **[INSERT R16 LABEL]**

*Please select one only. RANDOMISE CODE 1 to 3*

Only people 16 years and over can watch the film	1
People under 16 years can only watch the film with their parents or guardians	2
Anyone can watch the film but it is more suitable for people 16 years and over	3
Don't know	4

Q3f What does this symbol mean? **[INSERT R18 LABEL]**

*Please select one only. RANDOMISE CODE 1 to 3*

Only people 18 years and over can watch the film	1
People under 18 years can only watch the film with their parents or guardians	2
Anyone can watch the film but it is more suitable for people aged 18 years and over	3
Don't know	4

Q3g What do these symbols mean? [INSERT RP13 AND RP16 LABELS]

Please select one only. **RANDOMISE CODE 1 to 3**

Only people under the ages specified can watch the film	1
People under the ages specified can only watch the film with their parents or guardians	2
Anyone can watch the film but it is more suitable for people over the ages specified	3
Don't know	4

**DP NOTE: PLEASE DO NOT ALLOW RESPONDENTS TO GO BACK ONCE THEY HAVE ANSWERED A QUESTION IN THIS SECTION.**

Q3h Where have you seen these labels before?

Please select one only for each the following.

**DP: PLEASE DON'T ALLOW CODE 1 AT 'I haven't seen them' IF CODE 1 AT ANY OTHER SOURCE.**

	Yes	No
On videos/DVDs	1	2
On computer or console games	1	2
On TV advertising	1	2
On movie trailers	1	2
On movie posters	1	2
On other print media	1	2
On the internet	1	2
Somewhere else	1	2

**ASK Q3h(i) IF CODE 1 AT Q3h (Somewhere else)**

Q3h(i) You just told us you've seen the labels somewhere else. Where is it you have seen them?

Please type in the box below.

## Perception of OFLC

Q3j The Office of Film and Literature Classification is responsible for classifying films, DVDs, videos, electronic games and other publications in New Zealand. They are not responsible for classifying television or radio broadcasts.

Based on that information, would you say the Office of Film and Literature Classification is doing...

*Please select one only.*

An excellent job	1
A good job	2
Only a fair job	3
A poor job	4
You don't know enough about them to say	5

## Use of classifications

Q4a When choosing a film, video, DVD or game **for yourself** how important is the classification (e.g. PG, M, R16) in your decision to choose it?

*Please select one only, using the 0-10 scale below.*

0 Not important at all	1
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10 Very important	11

Q4b As well as a classification, films and games often come with a descriptive note (e.g. contains violence, contains offensive language).

When choosing a film, video, DVD or game **for yourself**, how important is the descriptive note in your choice?

*Please select one only, using the 0-10 scale below.*

0 Not important at all	1
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10 Very important	11

Q4c Have you ever chosen (or helped to choose) a film, video, DVD or game for a child or young person?

*Please select one only.*

Yes	1
No	2

**GO TO Q5a**

Q4d **In the last 12 months** how often have you been involved in choosing a film, video, DVD or game for a child or young person? Your best guess is fine.

*Please select one only.*

Never in the last 12 months	1
Once or twice	2
Three or four times	3
Five or more times	4

Q4e When choosing a film, video, DVD or game **for a child or young person** how important is the classification (e.g. PG, M, R16) in your decision **for the child or young person**?

*Please select one only, using the 0-10 scale below.*

0 Not important at all	1
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10 Very important	11

Q4f When choosing a film, video, DVD or game **for a child or young person** how important is the descriptive note in your choice **for the child or young person**?

*Please select one only, using the 0-10 scale below.*

0 Not important at all	1
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10 Very important	11

## Perception of classifications

Q5a How would you rate the current classification system for films, videos, DVDs and games? (Remember TV is not included.) Would you say it is...

*Please select one only.*

Much too strict	1
A bit too strict	2
About right	3
A bit too lenient	4
Much too lenient	5

**ASK Q5b IF CODE 1 OR 2 AT Q5a.**

Q5b In what ways do you think the classification for films, videos, DVDs and games is too strict?

*Please type in the box below, and provide as much detail as you can.*

**ASK Q5c IF CODE 4 OR 5 AT Q5a.**

Q5c In what ways do you think the classification for films, videos, DVDs and games is too lenient?

*Please type in the box below, and provide as much detail as you can.*

Q5d **ROTATE (i) AND (ii)**

**[DISPLAY THIS INTRO ON SAME PAGE AS FIRST QUESTION PRESENTED BELOW:** Under New Zealand's current classification law, it is illegal for anyone, including parents and guardians, to give a restricted film or game to a person younger than the age of the restriction. For example, if the classification label says R16, it is **illegal** for a person under 16 years of age to be supplied the film or game.]

i) In your opinion, should children under 16 years of age be able to **view films** that would currently be classified R16 (legally restricted to those aged 16 years or over) if they are accompanied by a parent or guardian (including a brother/sister over 18 or teachers)?

*Please select one only.*

Yes	1
No	2
Don't know	3

- ii) In your opinion, should children under 16 years of age be able to **play games** that would currently be classified R16 (legally restricted to those aged 16 years or over) if allowed to by a parent or guardian (including a brother/sister over 18 or teachers)?

*Please select one only.*

Yes	1
No	2
Don't know	3

- Q5e Under New Zealand's current classification law, games don't have to have New Zealand classification labels on them unless they are restricted (eg. R13, R16, R18). This means that many games are sold in shops with overseas classification labels.

Do you think this system should...

*Please select one only.*

<b>Stay as it is</b> , with games not required to have a New Zealand label unless they are restricted	1
Change so that <b>all games</b> are required to have New Zealand classification labels (in the same way that films and DVDs must)	2
Change so that <b>no games</b> are required to have a New Zealand classification label	3
Change so that games in New Zealand use an existing classification <b>system from another region or country.</b>	4
<b>None of the above</b>	5
<b>Unsure</b>	6

**ASK Q5f IF CODE 4 AT Q5e.**

- Q5f Which classification system do you think New Zealand should adopt for games?

*Please select one only.*

The Australian classification system (G, PG, M, MA15+)	1
The PEGI system, which operates in Europe and the United Kingdom (3, 7, 12, 16, 18)	2
The ESRB system, which operates in the United States (EC, E, E10+, T, M, AO)	3
Another system (please tell us which)	4
Unsure	5

## Children's media use

Q6a Which of the following best describes your household?

*Please select one only.*

Single, living alone	1
Single, living with a child or children	2
Single, with a child or children living away from home	3
Couple, without children	4
Couple, living with a child or children	5
Couple, with a child or children living away from home	6
Group flatting	7
Another type of household	8
Don't know	9

Q6b Does anyone under the age of 18 ever live in your home? Please select 'yes' if they live there at least some of the time.

*Please select one only.*

Yes	1
No	2

**GO TO Q6h**

Q6c Are they...?

*Please select all that apply.*

Pre-school aged (0 to 4 years)	1
Primary school age (5 to 12 years)	2
Secondary school aged (13 to 17 years)	3

Q6d Which of the following best describes your relationship to the child(ren) or teenager(s)?

*Please select all that apply.*

Parent	1
Step parent	2
Foster parent	3
Grandparent	4
Brother or sister	5
Other (please tell us)	6

Q6e From what you know, about how often would they play computer or console games (eg: PC, Playstation, Xbox, Wii)? Your best guess is fine.

[IF ONE AGE GROUP AT Q6b: Please select one only. IF TWO OR MORE AGE GROUPS AT Q6b: Please select one only for each age group.]

**ONLY PRESENT MULTIPLE COLUMNS IF MORE THAN ONE AGE GROUP SELECTED AT Q6b. IF ONLY ONE AGE GROUP SELECTED AT Q6b, DO NOT DISPLAY COLUMN HEADER.**

	Pre-school aged children	Primary school aged children	Secondary school aged children
Everyday	1	1	1
Several times a week	2	2	2
Once a week	3	3	3
One to three times per month	4	4	4
Less than once a month	5	5	5
Never	6	6	6
Unsure	7	7	7

Q6f And about how often would they watch DVDs or videos? Your best guess is fine.

[IF ONE AGE GROUP AT Q6b: Please select one only. IF TWO OR MORE AGE GROUPS AT Q6b: Please select one only for each age group.]

**ONLY PRESENT MULTIPLE COLUMNS IF MORE THAN ONE AGE GROUP SELECTED AT Q6b. IF ONLY ONE AGE GROUP SELECTED AT Q6b, DO NOT DISPLAY COLUMN HEADER.**

	Pre-school aged children	Primary school aged children	Secondary school aged children
Everyday	1	1	1
Several times a week	2	2	2
Once a week	3	3	3
One to three times per month	4	4	4
Less than once a month	5	5	5
Never	6	6	6
Unsure	7	7	7

Q6g And about how often would they see a movie at the cinema? Your best guess is fine.

[IF ONE AGE GROUP AT Q6b: Please select one only. IF TWO OR MORE AGE GROUPS AT Q6b: Please select one only for each age group.]

**ONLY PRESENT MULTIPLE COLUMNS IF MORE THAN ONE AGE GROUP SELECTED AT Q6b. IF ONLY ONE AGE GROUP SELECTED AT Q6b, DO NOT DISPLAY COLUMN HEADER.**

	Pre-school aged children	Primary school aged children	Secondary school aged children
Once a week or more	1	1	1
One to two times per month	2	2	2
Once every two months	3	3	3
Once every three to six months	4	4	4
Less than once every six months	5	5	5
Never	6	6	6
Unsure	7	7	7

## Media favourability

Q6h Have you seen, heard, or read anything in the media about the Office of Film and Literature Classification in the last three months?

*Please select one only.*

Yes	1
No	2
Don't know	3

**GOTO Q7a**

**GOTO Q7a**

Q6i Was it mostly positive, mostly negative, or both positive and negative?

*Please select one only.*

Mostly positive	1
Mostly negative	2
Both positive and negative	3
Don't know	4

## Demographics

Finally we have a few background questions. We ask these to make sure we survey a broad range of people. *Please click on the 'next arrow' to continue.*

Q7a In which of the following regions do you live?

*Please select one only.*

Northland Region	1
Auckland Region	2
Waikato Region	3
Bay of Plenty Region	4
Gisborne Region	5
Hawke's Bay Region	6
Taranaki Region	7
Manawatu-Wanganui Region	8
Wellington Region	9
Tasman Region	10
Nelson Region	11
Marlborough Region	12
West Coast Region	13
Canterbury Region	14
Otago Region	15
Southland Region	16
Area outside these regions	17
Don't know	18

Q7b Are you...?

*Please select one only.*

Male	1
Female	2

Q7c Which of the following age groups are you in?

*Please select one only.*

18 - 19	1
20 - 24	2
25 - 29	3

30 - 34	4
35 - 39	5
40 - 44	6
45 - 49	7
50 - 54	8
55 - 59	9
60 - 64	11
65 - 69	12
70 - 74	13
75 Plus	14
Prefer not to say	19

Q7d Which of these ethnic groups do you fit into? You can be in more than one.

*Please select all that apply.*

New Zealand European	1
New Zealand Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Other Pacific Island ethnic group (please tell us)	7
Chinese	8
Indian	9
Other Asian ethnic group (please tell us)	10
Another ethnic group (please tell us)	11
Don't know	12
Prefer not to say	13

Q7e What is your main occupation?

*Please select one only.*

Farm manager or owner	1
Social welfare beneficiary or unemployed	2
Student	3
Business owner or self-employed	4
Professional or government official	5

Technical, Plant or Machine Operator / Assembler	6
Other skilled worker	7
Teacher, nurse, police or other service worker	8
Skilled Tradesperson	9
Retired	11
Labourer, manual, farm or domestic worker	12
Home maker	13
Clerical, Service or Sales employee	14
General manager or Specialised manager	15
Business manager or executive	16
Other (please tell us)	17
Prefer not to say	18

Q7f How many people 18 years of age or older currently live in your household, including yourself?

*Please select one only.*

1	1
2	2
3	3
4	4
5 or more	5
Don't know	6
Prefer not to say	7

Q7g Do you live with a partner?

*Please select one only.*

Yes	1
No	2

**GO TO Q7i**

Q7h What is the approximate combined annual income of you and you partner from all sources, before tax?

*Please select one only.*

\$20,000 or less	1
\$20,001 - \$30,000	2
\$30,001 - \$40,000	3
\$40,001 - \$50,000	4
\$50,001 - \$70,000	5
\$70,001 - \$100,000	6

\$100,001 - \$140,000	7
More than \$140,000	8
Unsure	9
Prefer not to say	10

Q7i What is your personal annual income from all sources, before tax?

*Please select one only.*

Less than \$15,000	1
\$15,001 - \$25,000	2
\$25,001 - \$30,000	3
\$30,001 - \$40,000	4
\$40,001 - \$50,000	5
\$50,001 - \$70,000	6
\$70,000 - \$100,000	7
More than \$100,000	8
Unsure	9
Prefer not to say	10

## Qualitative recruitment

Q8a In the next month or so the Office of Film and Literature Classification intend to carry out some group discussions with people who have completed this survey.

Would you be willing for us to contact you about these? You may or may not be contacted, and you can decide at the time if you're interested in taking part.

*Please select one only.*

Yes, it's okay to contact me about these	1
No, I do not wish to take part	2

**CLOSE**

Q8b Please tell us your preferred contact phone number, including the area code (eg, 04, 09, etc). Please note that we will only use these details for this specific research project.

*Please type your number in the box below.*

## Close

That's the end of the survey. Thank you for your time today. You have collected 10 Fly Buys Points for completing this survey. Please remember these points may take up to 14 days to be added to your account after the close date of the survey.

## Appendix C: Subanalyses of views on access to restricted content if accompanied by a parent or guardian

Subanalyses of the findings presented in Figures 14 and 15 on page 44-45 indicate that New Zealanders who are more likely to believe those under 16 years of age should **not** be able to view films or play games classified R16, include those who feel that New Zealand's classification system is currently too lenient, women, those aged over 35 years, and those who do not watch films, DVDs and videos or play games frequently.

### **Those more likely to say that those under 16 years of age should not be able to view films currently classified R16 include:**

- those who believe the classification system is lenient (83%, compared with 66% who believe it is 'about right' and 22% who believe it is strict)
- women (69%, compared with 63% of men)
- those aged 35 years or over (72%, compared with 54% of 18 to 34 year olds)
- those who never play games (74%, compared with 63% who do)
- those who watch less than one DVD or video per month (72%, compared with 65% who watch more)
- those who go to the movies less than once every two months (69%, compared with 64% who go more often).

### **Those more likely to say that those under 16 years of age should not be able to play games currently classified R16 include:**

- those who believe the classification system is lenient (91%, compared with 73% who believe it is 'about right' and 31% who believe it is strict)
- women (78%, compared with 69% of men)
- those aged 35 years or over (80%, compared with 59% of 18 to 34 year olds)
- those who never play games (84%, compared with 70% who do)
- those who watch less than one DVD or video per month (81%, compared with 72% who watch more)
- those who go to the movies less than once every two months (76%, compared with 71% who go more often).

New Zealanders who are more likely to believe those under 16 years of age **should** be able to view films or play games classified R16 include men, younger New Zealanders, frequent media users, those living in a household with somebody who plays games or with a secondary school student, and those who believe the classification system is too strict.

### **Those more likely to say that those under 16 years of age should be able to view films currently classified R16 include:**

- men (30%, compared with 22% of women)
- young New Zealanders, aged 18 to 24 (50%, compared with 24% aged 25 years or over)
- those who watch at least one DVD or video per month (28%, compared with 20% who watch less often and 9% who never watch DVDs or videos)
- those who play computer or console games (29%, compared with 19% who never play games)

### **Those more likely to say that those under 16 years of age should be able to play games currently classified R16 include:**

- men (25%, compared with 16% of women)
- young New Zealanders, aged 18 to 24 (42%, compared with 18% aged 25 years or over)
- those who watch at least one DVD or video per month (22%, compared with 13% who watch less often and 11% who never watch DVDs or videos)
- those who play computer or console games (24%, compared with 12% who never play games)

- those who live in a household where at least one person plays computer or console games (28%, compared with 17% who live in non-gaming households)
- those who live in a home with a secondary school aged person (32%, compared with 24% who do not)
- those who believe the classification system is too strict (72%, compared with 25% who believe it is 'about right' and 11% who believe it is too lenient).
- those who live in a household where at least one person plays computer or console games (23%, compared with 10% who live in non-gaming households)
- those who live in a home with a secondary school aged person (27%, compared with 19% who do not)
- those who believe the classification system is too strict (61%, compared with 20% who believe it is 'about right' and 6% who believe it is too lenient).