

Age ratings and content warnings – online survey

A quantitative report

The Classification Office – Te Mana Whakaatu
May 2026

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Introduction

Background

- The Classification Office – Te Mana Whakaatu is an independent Crown entity responsible for classifying material which may need to be restricted or banned. This can include films, books, video games and online content. The Classification Office provides age ratings and content warnings, conducts research, and produces evidence-based resources to help New Zealanders make informed choices about what they watch.
- The focus of this research is on New Zealand age ratings/ classifications used for movies, shows/TV series and video games, including subscription or pay-per-view streaming services.

Methodology

- The survey sample was sourced through the Dynata panel using a random probabilistic sampling approach. Quotas based on New Zealand Census data for New Zealanders aged 18 years and over were applied to ensure representativeness across key demographic variables, including gender, age, and region. These quotas were used to guide sample composition, ensuring that the final dataset closely reflects the national population profile.
- Data has been collected via an online survey of a nationally representative sample of n=1,004 New Zealanders aged 18 years or over.
- The margin of error for a sample size of n=1,004 for a 50% figure at the 95% confidence level is $\pm 3.1\%$.
- Fieldwork was conducted from the 13th to the 18th May 2026.

Question set

- The question set was developed by Te Mana Whakaatu with assistance from AK Research. This year the focus of the questions was exploring views and awareness of age restrictions and **recommendations**, and how they were being used to make decisions on what programmes, movies or video games are watched by children and young people.

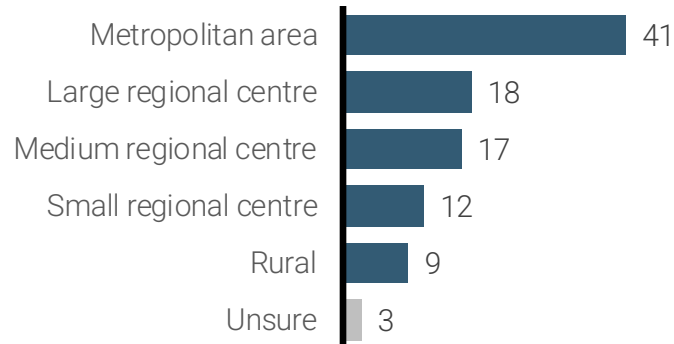
Reporting

- This report includes the key findings from the online survey. Where there are significant demographic differences, these are commented on.
- Note on rounding:
 - *All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.*
 - *For example: $2.7 + 3.5 = 6.2$ would appear: $3 + 4 = 6$*

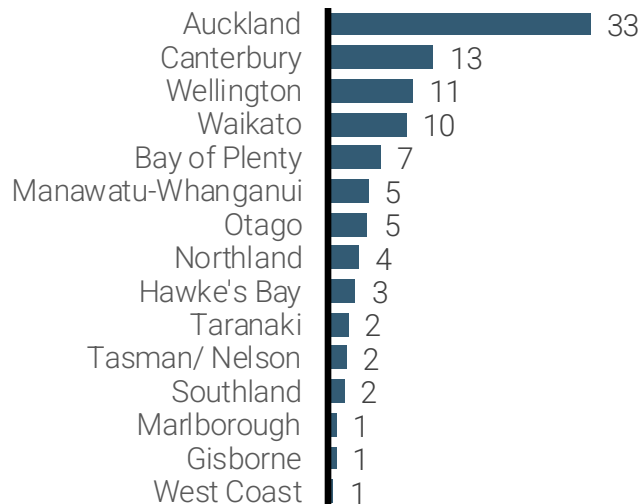
Sample demographics: Who filled in the online survey?

All numbers are percentages of the survey sample (%)

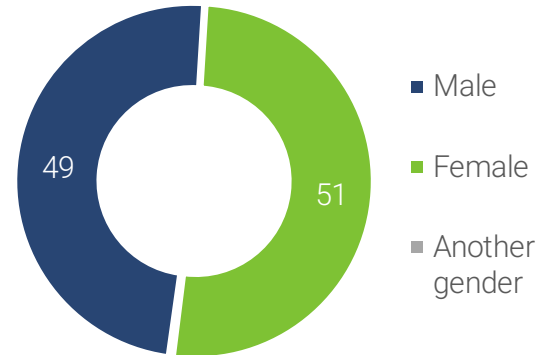
Settlement



Region



Gender



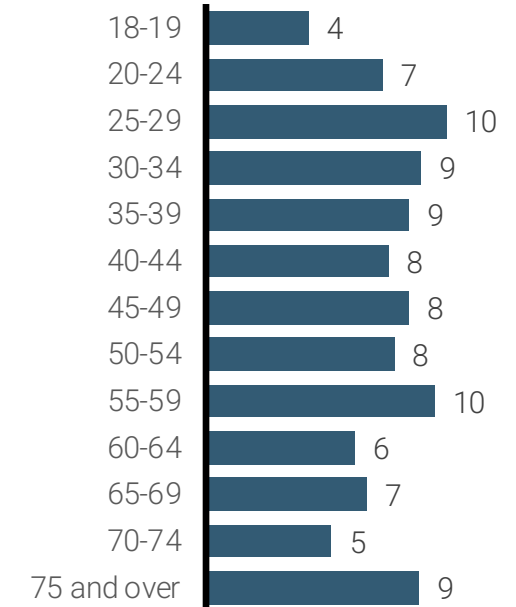
Household income

<\$50,000	26
\$50,001-\$100,000	33
>\$100	35

Household

Renting	37
Own home with mortgage	29
Own home outright	27
Other	5
Unsure	2

Age group

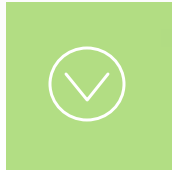


Ethnicity

NZ European	69
Asian	14
NZ Māori	15
Pasifika	6
Prefer not to say	1
Other	8

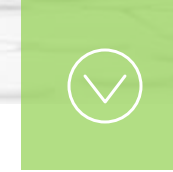
Base: All respondents (n=1004)

Some demographic totals exceed 100% as respondents could select more than one option.
For example, someone can be both NZ European and Māori.



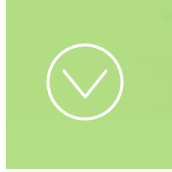
Age ratings usage

- Just over half of New Zealanders (55%) were involved in choosing media for or with a child or young person in the past year.
 - Engagement is strongly tied to parenting status, with 91% of those with dependent children helping make these choices, compared to 39% of those without.
- Among those making content choices with children, most are using age ratings - 60% always or often follow them, with a further 22% following them sometimes. Only 16% say they rarely or never do.



Awareness and views about age rating consistency

- Only a third (34%) are aware that streaming services such as Netflix or Disney+ can display two different types of age ratings (e.g. 'R16' indicates a legal age restriction, while '16' is a recommendation only). More than half (53%) are unaware of this.
- Of those aware that streaming services use both rating types, 68% understood the distinction between legal restrictions and recommendations, while 23% had noticed the different ratings without understanding what it meant.
- Three quarters (77%) say online video games should display official NZ age ratings, consistent with those sold in a physical store.
- A similar proportion (76%) support a single consistent approach to age ratings across cinemas, streaming services, DVDs/Blu-rays and video games.



Views about age ratings and legal restrictions

Views about the M rating

- New Zealanders have mixed views about the M rating. Most (63%) support replacing the M rating with more specific age ratings such as 10+, 13+ or 16+, however, a similar proportion (62%) also say the current M rating does still help them decide what's suitable for children to watch or play. Around half (51%) find the M rating unclear.

Views about age ratings and legal restrictions in different scenarios

- Views on whether under-age viewing should be illegal vary by platform, with stricter views held about cinemas and video games than streaming.
- Over a third (37%) said watching an age-restricted movie in a cinema should always be illegal for under-age viewers; 34% said the same for video games, and 29% for streaming services.
 - Across all three platforms, people tend to favour parental choice over full legal restrictions. For example, 51% think watching an age-restricted movie in a cinema should be legal if underage viewers are accompanied or have permission from a parent/guardian.

Views about age ratings and legal restrictions at different age levels

- Support for R18 as a legal restriction is strong - three quarters (76%) agree R18 content should always be legally restricted to those aged 18 and over.
- Views on R13 and R16 are more divided. Around half support making one or both recommendations rather than legal restrictions - but a similar proportion disagree.
 - 49% would keep R16 and R18 as legal restrictions but make R13 a recommendation only.
 - 48% would keep only R18 as a legal restriction, with both R13 and R16 as recommendations.

The impact of legal restrictions

- The main reasons given for supporting legal restrictions were protecting children from inappropriate or harmful content (21%), concern about material being too mature or graphic for younger audiences (17%), and the potential negative influence on children's behaviour and development (12%).
- If R13 and R16 legal restrictions didn't exist, over a third (35%) believe children would be more likely to see harmful content - though three in ten say it would depend on the type of content, and 19% feel it would make little difference.

Age ratings usage

55% involved in choosing a movie, show/TV series or video game with a child/young person in the past year.

Of those who helped choose media with a child/young person (n=543):

60% state they always (26%) + often (34%) follow the age rating.

Views about age ratings & legal restrictions in different scenarios

63% agree M rating should be replaced with more specific age ratings such as 10+, 13+, 16+.

37% declared it should be illegal for someone under the age rating to watch an age-restricted movie in a cinema.

34% declared it should be illegal for someone under the age rating to play an age-restricted video game.

29% declared it should be illegal for someone under the age rating to watch an age-restricted movie/show on a streaming service.

Views about legal restrictions at different age levels

76% agree R18 content should always be legally restricted to people aged 18 and over.

49% agree R16 and R18 should be legal restrictions, but R13 should be a recommendation for guidance only.

48% agree R18 should be a legal restriction, but R13 and R16 should be recommendations for guidance only.

Likely effect if restricted age ratings such as R13 and R16 were age recommendations only and not legal restrictions:

35% think that children/ young people would see more harmful or unsuitable content for their age

30% think that it depends on the type of content or situation.

Awareness and views about age rating consistency

34% aware that streaming services can show both legal age restrictions and age recommendations.

- Of those aware that streaming services use both rating types (n=330), 68% know there were different types of age ratings and understood that some are legal restrictions while others are recommendations.

77% said that video games sold online should be required to display official NZ age ratings, like games sold in store.

76% believed there should be one consistent approach to age ratings and restrictions across cinema, streaming services, DVDs/Blu-rays and video games.

Age ratings usage

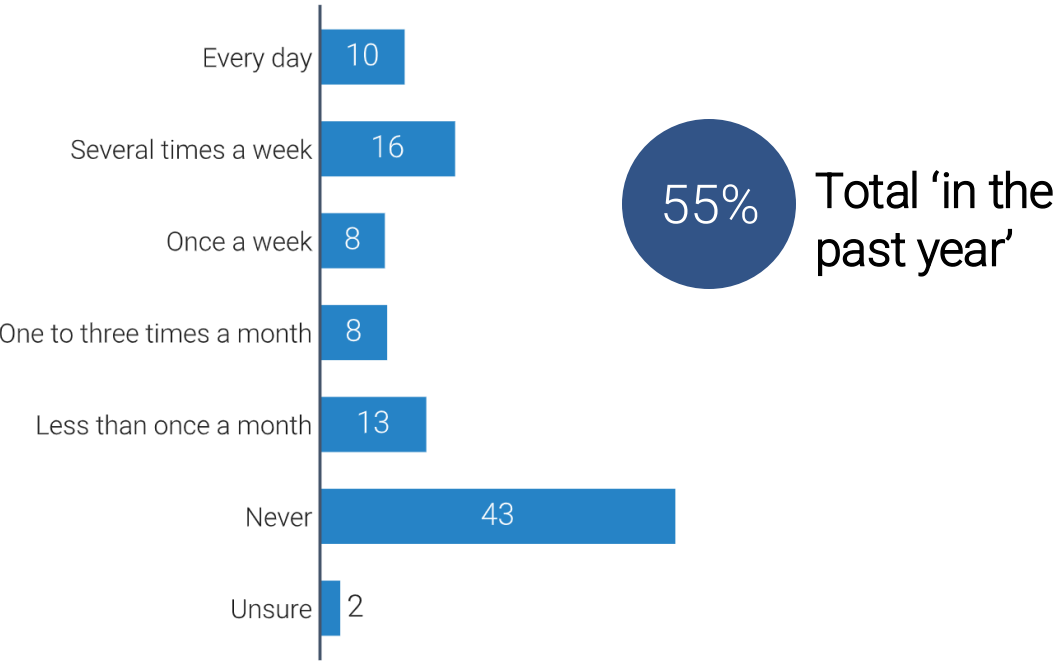
Key insights

Age rating information usage

- Just over half of respondents had been involved in choosing a movie, show/TV series or video game for or with a child/young person in the last 12 months.
 - This was strongly linked to parenting status: 91% of those with dependent children were more likely to have helped choose media for a child/young person in the past year compared to 39% of those without children.
 - In line with this, those aged under 44 years were more likely to help choose media with a child/young person compared to other age groups.
- Most involved in media choices for children were using age ratings, with 60% stating they always or often follow the age rating and a further 22% stating they follow it sometimes.
- Few state they rarely or never follow the age rating (16%).

Just over half (55%) helped choose a movie, television show, series or video game for or with a young person at least once in the past year.

Q How often in the last 12 months have you been involved in choosing or helping to choose a movie, show/TV series, or video game for/ or with a child or young person (i.e., someone under 18)? (%)



Those with dependent children were more likely to help choose media with a child/young person at least once in the past year (91%) compared to those without (39%).

Respondents aged under 44 years were more likely to help choose media for a young person at least once in the past year:

- Under 30: 72%
- 30-44: 77%
- 45-59: 55%
- 60+: 21%

NZ Māori, Pasifika and Asian more likely compared to NZ European.

Those who said it should be illegal in all situations to show age restricted movie on a streaming service, cinema or play an age restricted video game were also less likely to help choose media for young person at least once in the past year.

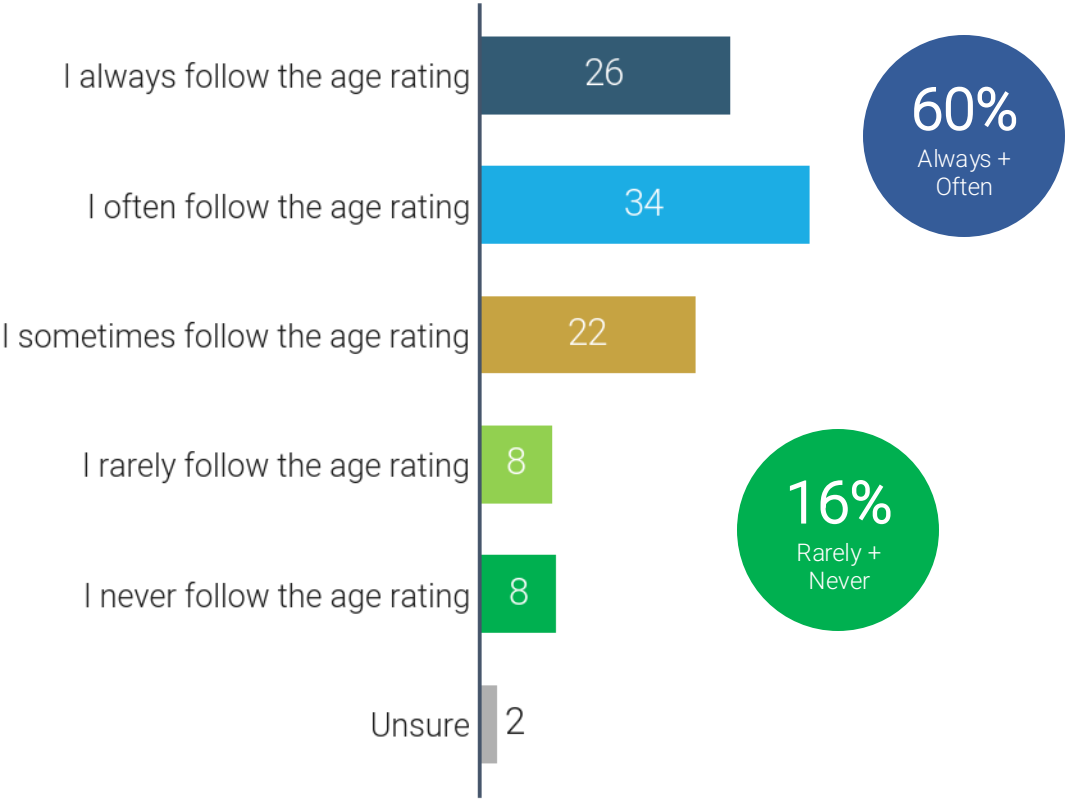
Of those who make content choices for children or a young person, six in ten will often or always follow the age rating.



By age ratings, we mean ratings such as G, PG, M, R13, R16 or R18. They might be displayed in different ways – these are just some examples.



When choosing what to watch with children or young people, which best describes you? (%)



- Those more likely to follow the age rating always + often were:
- 60+ years
 - Asian
 - Those who said it should be illegal in all situations for someone under the age rating to watch an age restricted movie on a streaming service, in a cinema or play an age restricted video game
 - Those who think video games sold online should display official NZ age ratings
 - Those who agree the M rating helps them decide suitability of movie, show or video game is suitable for children/ young people .

Views about age ratings and legal restrictions

Key insights

Views about the M rating

- A solid majority (63%) agreed the M rating should be replaced with more specific age ratings such as 10+, 13+ or 16+.
- At the same time, a similar proportion (62%) agreed that the M rating still helps them decide what's suitable for children to watch or play – and 51% agreed that the M rating is unclear.
- Women and those with dependent children were more likely to support replacement.

The following section focussed on age-restricted ratings and whether they should be legal or illegal for underage people in different situations. Overall opinions varied based on how and where content was accessed/the platform used.

Views about age ratings and legal restrictions in different scenarios

- Cinema rated highest on under-age viewing being illegal:
 - Over a third (37%) stated it should be illegal for someone under the age rating to watch an age-restricted movie in a cinema, while 51% state it should be legal if watching with a parent/guardian or have their permission to watch, few (5%) thought it should be legal in all situations with the rating a recommendation only.
- Second was someone under-age playing an age-restricted video game:
 - A third (34%) state it should be illegal for someone under the age rating to play an age-restricted video game if under the age rating, while 55% state it should be legal if watching with a parent/guardian or have their permission to watch, few (9%) thought it should be legal in all situations with the rating a recommendation only.
- Last was watching an age-restricted movie/show on a streaming service:
 - 29% state it should be illegal for someone under the age rating to watch an age-restricted movie/show on a streaming service, while 50% state it should be legal if watching with a parent/guardian or have their permission to watch, few (9%) thought it should be legal in all situations with the rating a recommendation only.
- Those who differing views based on the different media platforms gave the following reasons:
 - The public vs private setting required different rules and parents have more control at home
 - Platform related - with video game seen as more participatory/violent/ addictive compared to other media
 - Parents should decide
 - Content and context related (depends on movie theme, content, situation, products, platforms etc).

Views about age ratings and legal restrictions at different age levels

- There was strong support for R18 content always being legally restricted to those 18 years and over.
- A large majority (76%), agreed that **R18 content should always** be legally restricted to people aged 18 and over, while 13% were neutral and 8% somewhat or strongly disagreed.
- Nearly half (49%) agreed that R16 and R18 should be legal restrictions but R13 should be recommendation for guidance only, with 22% giving neutral response, and 25% that somewhat or strongly disagreed.
- A similar proportion (48%) agreed that R18 should be a legal restriction, but R13 and R16 should be recommendations only, with 20% neutral, and 27% that somewhat or strongly disagreed.

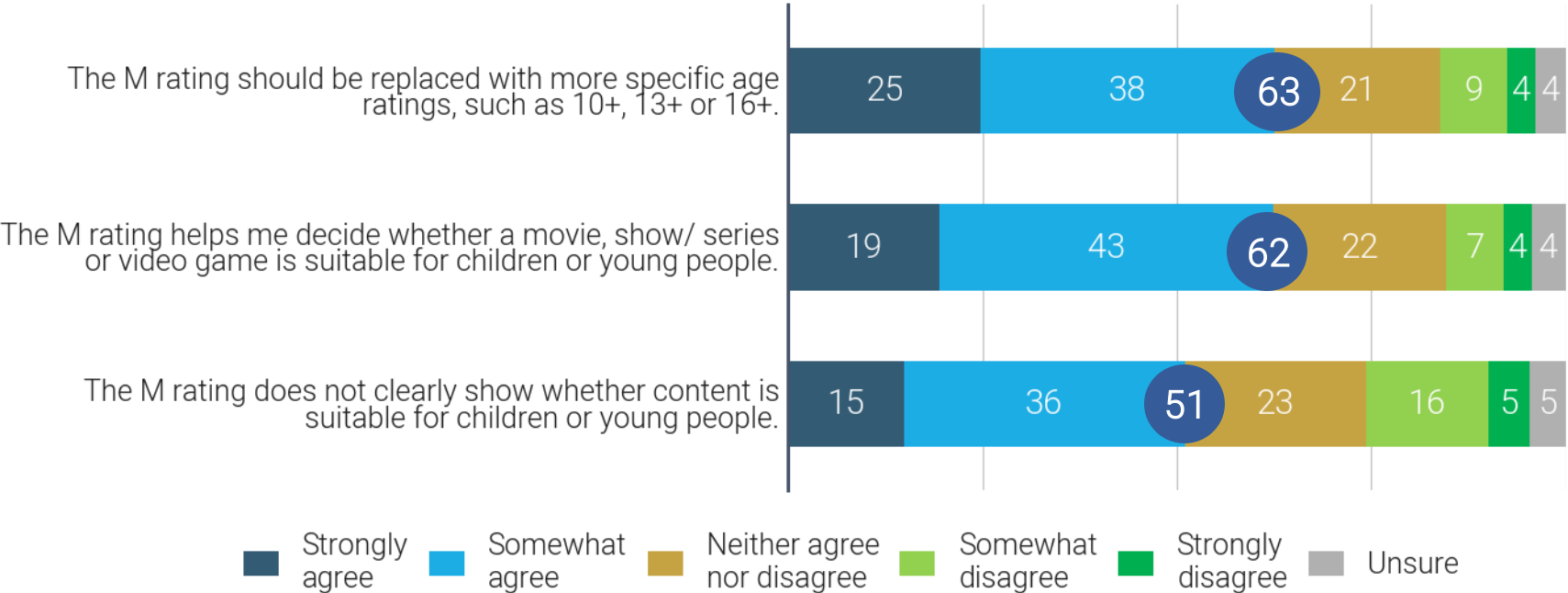
The impact of legal restrictions

- The main reasons for thinking which age ratings should be legal restrictions included:
 - To protect children from inappropriate content
 - Content was considered too mature or graphic for younger viewers
 - Content perceived to have a negative influence on children's behaviour or development.
- Over a third (35%) agreed that children or young people would be more likely to see harmful content.. if age ratings like R13 and R16 were age recommendations only.

A further 30% said the impact depended on the type of content, while 19% stated that it would make little or no difference.
- 10% believed that children/ young people would be less likely to see harmful content. Those agreeing with this view were more likely to be younger, have dependent children and be involved in choosing media for a child/young person weekly or more in the past year.

Moderate support for replacing the M rating with more specific age ratings, though a similar proportion still find it useful when making programme choices for children/ young people. Around half feel the M rating lacks clarity.

Q Thinking about the 'M' rating, which means recommended for mature audiences, how much do you agree or disagree with the following statements (%)



Those more likely to agree the M rating should be replaced with more specific age ratings:

- Women (67%) compared to men (58%)
- Those with dependent children (70%).

Those more likely to agree the M rating helps in decision-making for children / young people:

- Those with dependent children (69%)
- Those involved in choosing media at least once in past year (69%).

Those more likely to agree the M rating is not clear enough:

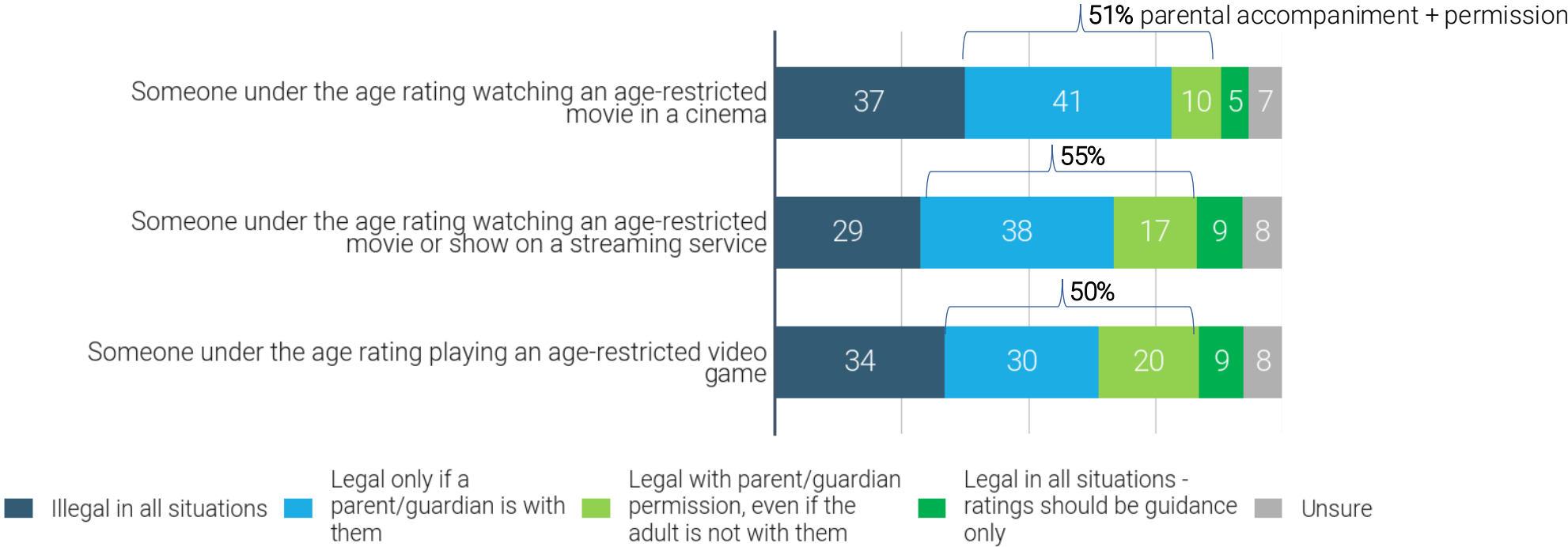
- Those with dependent children (57%)
- Those involved in choosing media at least once in past year (56%).

Across all three platforms, people tend to favour parental choice over full legal restrictions. Around half think watching an age-restricted movie in a cinema (51%), on a streaming service (55%), or playing a video game (50%) should be legal if underage viewers are accompanied or have permission from a parent/guardian.



In New Zealand, restricted ratings such as R13, R16 and R18 are legal age restrictions. This means restricted content cannot be shown, given, sold, or otherwise made available to someone under the stated age. This can apply in cinemas, on DVDs/Blu-rays, and on subscription or pay-per-view streaming services.

For this question, please think about restricted ratings for younger teenagers, such as R13 or R16. In your view, should the following situations be legal or illegal?



Base: NZ adults (n=1,004)

Demographic differences

- More likely to state someone under the age rating watching an age-restricted movie in a cinema should be illegal in all situations:
 - Age trend, 60+ (52%) compared to under 30 years (23%)
 - Not working (45%)
 - No dependent children (41%).
- More likely to state someone under the age rating watching an age-restricted movie/show on a streaming service should be illegal in all situations:
 - 60+ years (41%)
 - Not working (38%)
 - No dependent children (33%).
- More likely to state someone under the age rating playing an age-restricted video game should be illegal in all situations:
 - Age trend, 60+ (50%) compared to under 30 years (20%)
 - Not working (40%)
 - No dependent children (36%).

- More likely to state someone under the age rating watching an age-restricted movie in a cinema should be legal only if a parent/guardian is with them:
 - Have dependent children (52%)
 - Helping to choose 1-3 times a month (54%).
- More likely to state someone under the age rating watching an age-restricted movie/show on a streaming service should be legal only if a parent/guardian is with them:
 - Have dependent children (45%)
 - Helping to choose weekly or more (43%).
- More likely to state someone under the age rating playing an age-restricted video game should be legal only if a parent/guardian is with them:
 - Have dependent children (38%)
 - Helping to choose weekly or more (36%).

Main reasons for differing views were whether in a public (cinema) or private setting (home), parental decision-making and platform related.

 You gave different answers for streaming, cinema and/or video games. What is the main reason your view differs across these situations? (%)

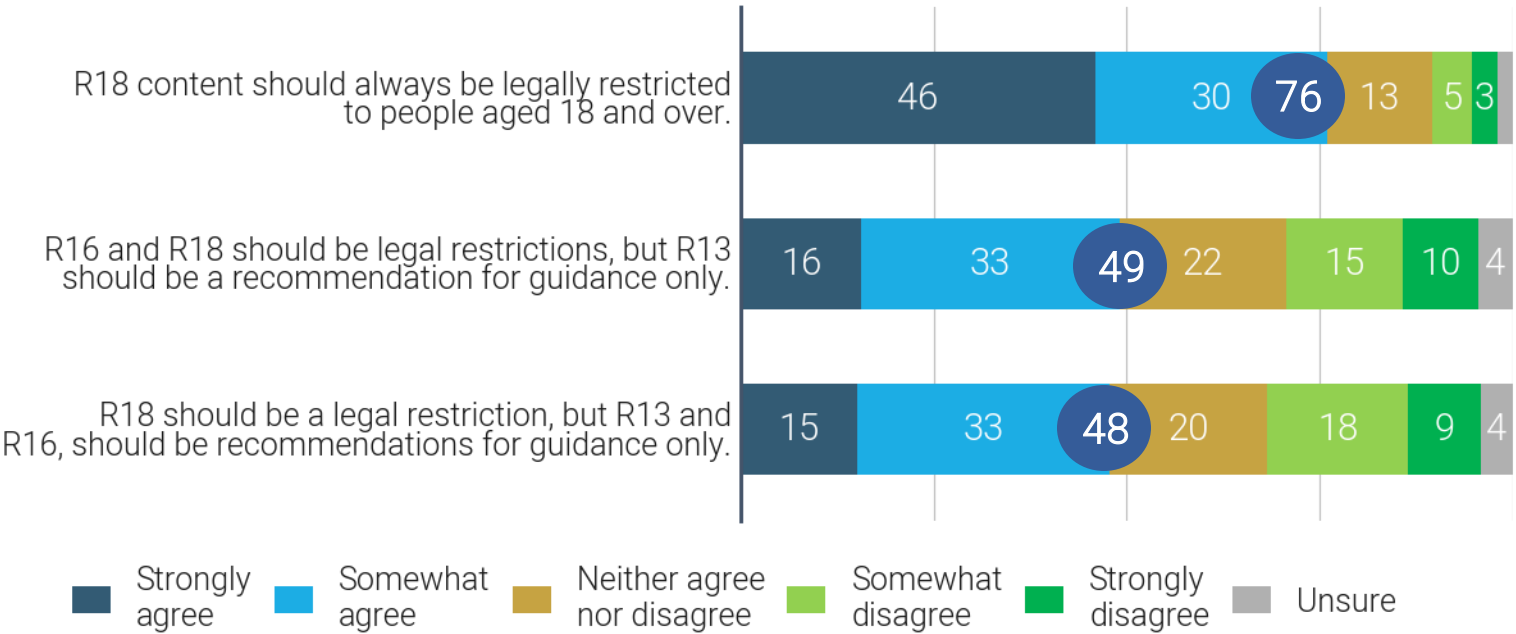
Public vs private setting	Platform related	Parental control and supervision	Content related	Context related
Cinema is a public place or business whereas streaming and video games happen at home or in private, so different rules or enforcement apply (15%)	Video games are more interactive, participatory, violent, addictive, immersive, involve decision-making, or harder to supervise than passive viewing of films (13%)	It depends on the individual child's age or maturity, or it's up to the parent to decide what is suitable for their own child (14%)	Depends on the specific movie, game, show, type of content, theme, whether it's violence or language or sex, or the situation (12%)	Different situations, scenarios, products, platforms, or goals so naturally require different responses or rules(12%)
At home parents can control, monitor, turn off content, use parental locks, or decide what is suitable; cinema is harder to supervise or control (14%)	Video games are just pixels, not real people, obviously fake, less graphic, or less impactful than movies with real actors or sexual content (4%)	A parent or guardian should be physically present with the child at the cinema to give permission, supervise, or decide to leave if needed (10%)		
	Cinema is subject to law, held legally responsible, or liable for what underage people see; at home it's the parent's responsibility (5%)			
	Hard to monitor, enforce, or police streaming or video games at home compared to cinema where ID can be checked or staff control entry (8%)			

- 18% were unsure

Strong support (76%) for R18 content to be legally restricted to those aged 18 and over. Views are more divided over whether R13 should be a recommendation (49%) and both R13 and R16 recommendations only (48%).



How much do you agree or disagree with the following statements? (%)



Those more likely to agree R18 content should always be legally restricted to people aged 18 and over:

- Age trend: 60+ (84%) compared to under 30 (64%).

Those more likely to agree R16 and R18 should be legal restrictions, but R13 should be a recommendation for guidance only:

- Aucklanders (55%)
- Those with dependent children (59%)
- Those involved in choosing media for child/young person weekly or more in past year (57%).

Those more likely to agree R18 should be a legal restriction, but R13 and R16 should be recommendations for guidance only:

- Asians (60%)
- Aucklanders (55%)
- Those with dependent children (57%)
- Those involved in choosing media for child/young person weekly or more in past year (58%)
- Working 30 hours or more (53%).

Main reasons for supporting legal specific age restrictions are to protect children and young people from harmful content (21 %), followed closely by concerns about children viewing content that has adult themes or deemed too graphic for younger audiences (17%). Also important was the potential effect on children’ behaviour or development (12%).



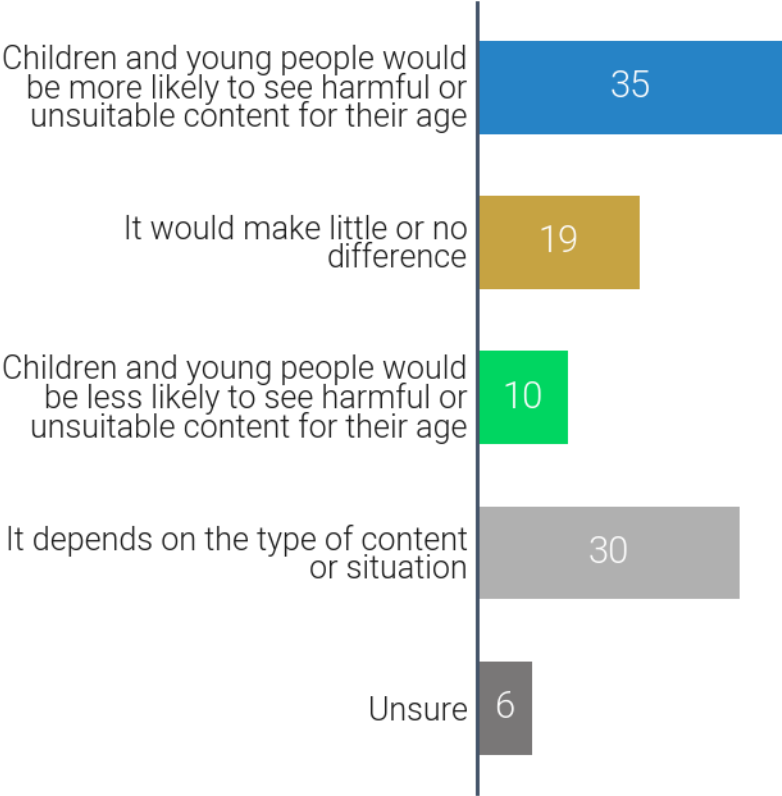
Thinking about your views on restricted age ratings, what is the MAIN reason regarding which age ratings should be legal restrictions, if any? (%)

	Total
Protect children from inappropriate content - To protect young people, children, teenagers, or kids from inappropriate, unsuitable, objectionable, or disturbing content; children should be protected; safeguard children from exposure to material not appropriate for them; protect young minds; keep children safe from harmful or explicit material	21
Content too mature or graphic for younger viewers - Content contains violence, sex, sexual scenes, nudity, pornography, gore, drugs, swearing, or adult themes that are too explicit, graphic, or mature for younger audiences; R18 has adult or extreme content; horror is too graphic; uncensored scenes not suitable for children	17
Negative influence on children's behaviour or development - Content could influence or encourage young people to do bad things, act out what they see, copy what they watch, mimic behaviour, cause them to think violence or sex is normal or acceptable; twisted minds; can cause mental or emotional damage, trauma, or long-term psychological harm; affects character development; gateway to problems	12
Depends on content or individual circumstances - It depends on the content, the situation, the maturity of the individual child, what the show or movie is, the level of violence or themes, the quality or genre, or the specific age; different people or children have different maturity levels; some teens are more mature; depends on what is shown; flexibility needed	11
Parental responsibility and choice - Should be up to parents to decide, watch, or explain; parents need guidance or support; parents should take responsibility not the government; ratings help parents enforce guidelines or make decisions; parental supervision or judgement; depends on how children are raised; parents need to be aware of content	10
Younger people lack maturity or understanding - Young people are not mature enough, not emotionally ready, lack experience, have undeveloped brains, can't cope with themes, don't understand consequences, can't process adult content in a healthy way, lack critical thinking, or are too young to decide for themselves; children process things differently to adults; brain development and maturity	8
18 is legal adulthood - 18 is the legal age for adulthood, considered adult, mandated age, legal age for many things like voting or drinking; at 18 you are officially an adult; before 18 you are a minor and require adult support or guidance	8
Ratings should be guidance not legal restrictions - Age ratings should be guidance, advisory, recommendations, or suggestions for parents; shouldn't be illegal; state shouldn't be concerned; parents should be able to give permission; ratings are just a guide; restrictions shouldn't apply or should be looser	6
Restrictions difficult to enforce or already bypassed - Kids can access anything online anyway, the horse has bolted, children see things no matter what, can't control anything anymore, too easy for young people to view content, hard to enforce, ratings not adhered to; young people will always try to watch things they shouldn't	4
Unsure	26

Over a third believe making the legal age restrictions R13 and R16 recommendations only would result in increased likelihood of children and young people seeing more harmful content. Three in ten say it would depend on the content or context, while one in five feel it would make little difference.



If restricted age ratings such as R13 or R16 were age recommendations only and not legal restrictions, what do you think would be the most likely effect? (%)



Those more likely to agree children/ young people would be more likely to see harmful or unsuitable content for their age:

- Age trend: 60+ (46%) compared to under 30 (24%).

Those more likely to agree it would make little/no difference:

- NZ Europeans (21%).

Those more likely to agree children/ young people would be less likely to see harmful or unsuitable content for their age:

- Age trend: under 30 (16%) compared to 60+ (6%)
- Have dependent children (16%)
- Those involved in choosing media for child/young person weekly or more in past year (16%).

Those more likely to say it depends on the content or situation:

- Aucklanders (36%).

Base: NZ adults (n=1,004)

Awareness and views about age rating consistency

Key insights

Awareness of streaming services restrictions/ recommendations ratings

Only a third (34%) are aware that streaming services such as Netflix or Disney+ can display two different types of age ratings (e.g, 'R16' indicates a legal age restriction, while '16' is a recommendation only).

- Just over half (53%) are unaware that streaming services can show both legal age restrictions and age recommendations and 13% were unsure.

Of those aware that streaming services use both rating types (n=330), 68% understood the distinction between legal restrictions and recommendations:

- 23% noticed the different types of age ratings but had little knowledge of what they meant
- Only 6% thought all age ratings were the same classification and 1% had not noticed the different types of age ratings.

Views on whether video games sold online should display official NZ age ratings

Three-quarters (77%) said online video games should display official age ratings – consistent with those sold in physical stores, 10% said no and 12% were unsure:

- Those more likely to say 'yes' were women, older people and those who have never been involved in choosing media for a child/young person weekly or more in the past year.

Views on a consistent approach to age ratings and restrictions

A strong majority (76%) support the view that there should be a consistent approach to age ratings and restrictions across cinemas, streaming services, DVD/Blu-rays and video games. 11% did not support and 14% were unsure.

- Those more likely to say 'yes' were older people and those who have never been involved in choosing media for a child/young person in the past year.

Awareness that streaming services can indicate both legal age restrictions and age recommendations was low (34%), while 53% were unaware.



Subscription or pay-per-view streaming services, such as Netflix, Disney+ or Neon, can show different types of age ratings.

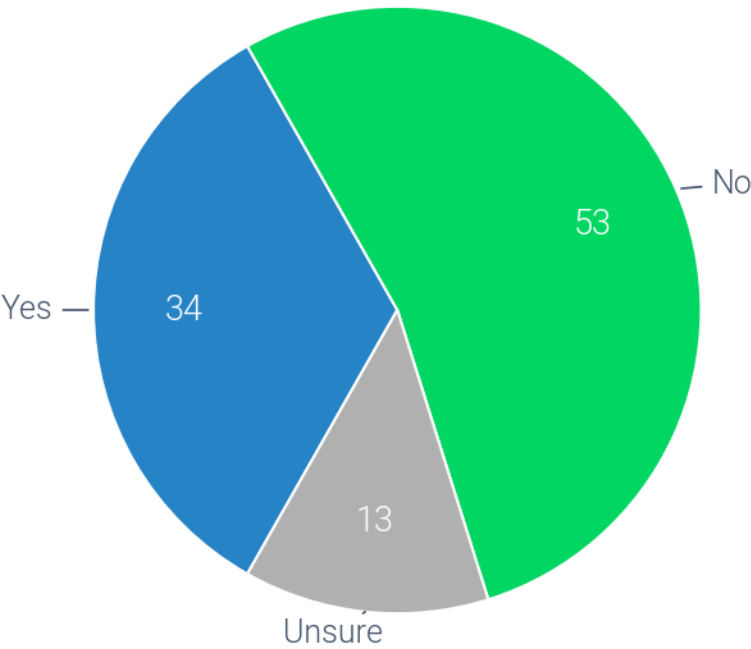
A rating with an R, such as R16, is a legal age restriction.



A rating without an R, such as 16, is an age recommendation and is not a legal age restriction.



Before today, were you aware that streaming services can show both legal age restrictions and age recommendations? (%)



Those more likely to say yes:

- Age trend:
 - Under 30: 47%
 - 30-44: 42%
 - 45-59: 32%
 - 60+: 16%.
- Asians (45%)
- Working 30 hours or more (43%)
- Have dependent children (43%)
- Those involved in choosing media for child/young person weekly or more in past year (50%)
- Aucklanders (39%).

Base: NZ adults (n=1,004)

Among those aware that streaming services use both rating types, two thirds understood the distinction between legal restrictions and recommendations, while 23% had noticed the different ratings without understanding what it meant.

Subscription or pay-per-view streaming services, such as Netflix, Disney+ or Neon, can show different types of age ratings.

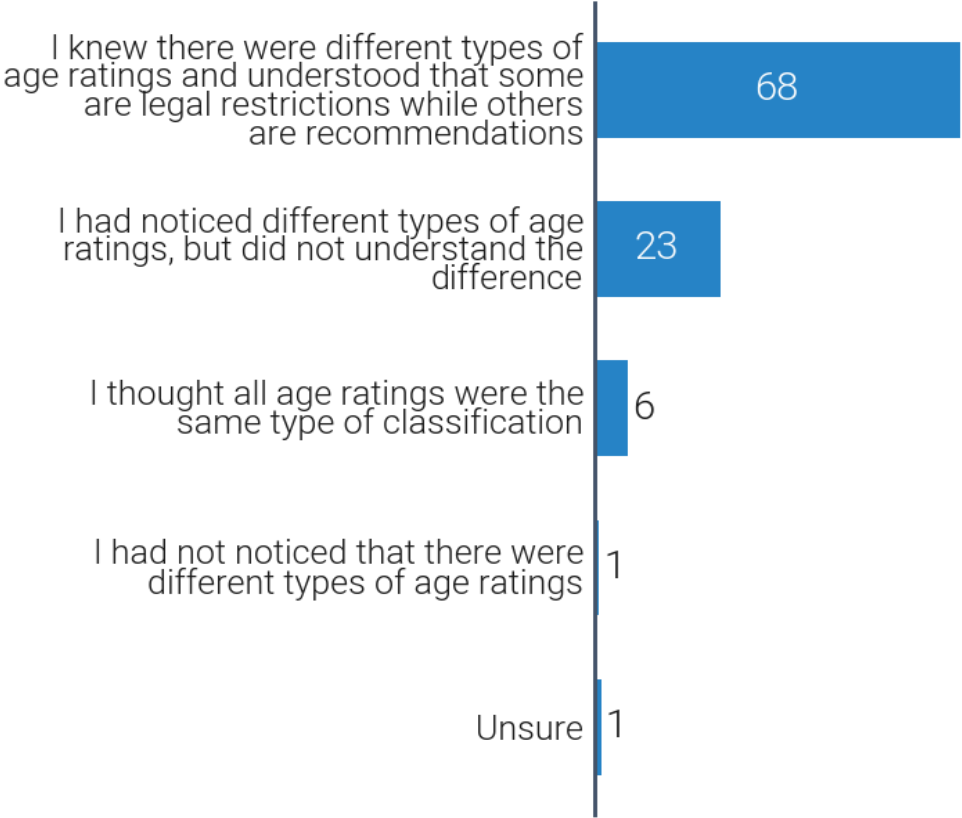
A rating with an R, such as R16, is a legal age restriction.



A rating without an R, such as 16, is an age recommendation and is not a legal age restriction.



Before today, which of the following best described your understanding of age ratings for films, TV and streaming content, and video games? (%)



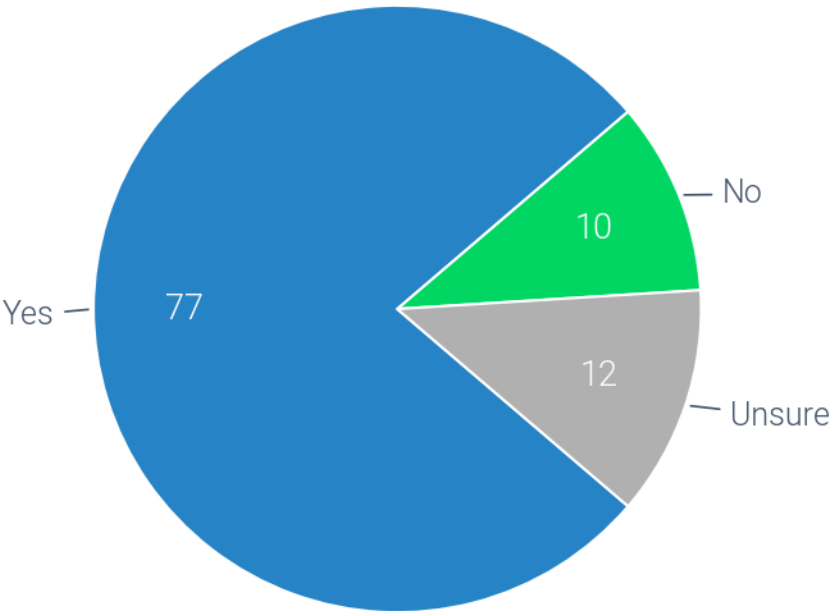
Base: Aware streaming services can show both age recommendations and restrictions (n=330)

Three quarters (77%) say online video games should display official NZ age ratings in line with games sold in physical stores, while 12% were unsure.



The next question is about age ratings for video games. Under the current system, age-restricted video games sold in-store on physical disc must display official New Zealand age ratings. Games sold only online, including on app stores, are not required to display official New Zealand age ratings.

Do you think video games sold online, including on app stores, should also be required to display official New Zealand age ratings, like games sold in stores? (%)



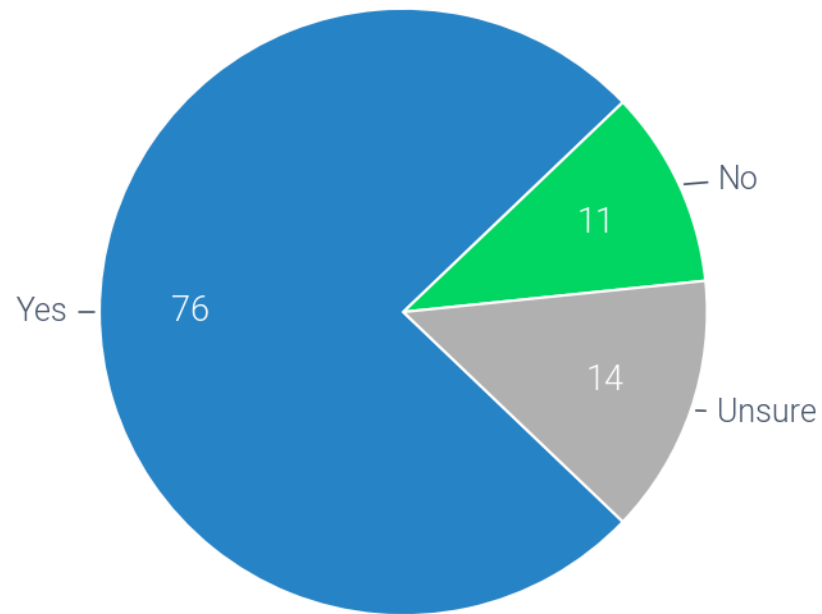
Those more likely to say yes:

- Women (82%) compared to men (73%)
- Age trend:
 - Under 30: 62%
 - 30-44: 72%
 - 45-59: 83%
 - 60+: 90%.
- Those who have never been involved in choosing media for a child/young person in past year (83%)
- Those who state it should be illegal in all situations for watching an age-restricted movie on a streaming, service (91%), watching an age-restricted movie in a cinema (91%), playing an age-restricted video game (92%)
- Those who agree the M rating helps them decide whether a movie etc. is suitable for children/ young people (84%)
- Those who state they are aware and understand age ratings (84%).

Three quarters (76%) are in favour of a consistent approach to age ratings and restrictions across cinemas, streaming services, DVDs/Blu-rays and video games.



Overall, do you think there should be one consistent approach to age ratings and restrictions across cinemas, streaming services, DVDs/Blu-rays and video games? (%)



Those more likely to say yes:

- Age trend:
 - Under 30: 57%
 - 30-44: 72%
 - 45-59: 3%
 - 60+: 87%
- Those who have never been involved in choosing media for child/young person in the past year (81%)
- Those who state it should be illegal in all situations for watching an age-restricted movie on a streaming service (88%), watching an age-restricted movie in a cinema (86%) or playing an age-restricted video game (87%)
- Those who agree that video games sold online should display NZ age ratings (87%)
- Those who state they always follow the age rating (81%)
- Those who agree the M rating helps them decide whether a movie etc. is suitable for children/ young people (80%).

Base: NZ adults (n=1,004)

Appendix

Additional demographic differences



M rating (additional demographic differences)

Thinking about the 'M' rating, which means recommended for mature audiences, how much do you agree or disagree with the following statements (%)

Those more likely to agree the M rating be replaced with more specific age ratings (63%)	Those more likely to agree the M rating helps in decision-making for children/young people (62%)	Those more likely to agree the M rating is not clear enough (51%)
• Those who said it should be illegal for someone under the age rating watching an age-restricted movie on a streaming service (68%) • Those who said it should be illegal for someone under the age rating watching an age-restricted movie in a cinema (70%) • Those who said it should be illegal for someone under the age rating playing an age-restricted video game (70%) • Those who agree the M rating helps them decide whether a movie etc. (69%) • Those who agree video games shown online should display NZ age ratings (68%) • Those who agree children/young people more likely to see harmful content if restricted-age ratings were recommendations only (69%)	• Those involved in choosing media at least weekly (68%) • Those who said it should be legal with permission for someone under the age rating watching an age-restricted movie on a streaming service (67%) • Those who said it should be legal with permission for someone under the age rating watching an age-restricted movie in a cinema (66%) • Those who said it should be illegal for someone under the age rating playing an age-restricted video game (67%) • Those who agree video games shown online should display NZ age ratings (68%) • Those who always follow the age rating when choosing what to watch with children/young people (78%) • Those who agree children/young people more likely to see harmful content if restricted age ratings were recommendations only (71%)	• Those involved in choosing media at least weekly (60%) • Those who said it should be illegal for someone under the age rating watching an age-restricted movie on a streaming service (58%) • Those who said it should be illegal for someone under the age rating playing an age-restricted video game (56%) • Those who agree video games shown online should display NZ age ratings (54%) • Those who always follow the age rating when choosing what to watch with children/young people (64%) • Those who agree children/young people more likely to see harmful content if restricted age ratings were recommendations only (59%)

Restricted ratings for younger teenagers, such as R13 or R16. (additional demographic differences)

In New Zealand, restricted ratings such as R13, R16 and R18 are legal age restrictions. This means restricted content cannot be shown, given, sold, or otherwise made available to someone under the stated age. This can apply in cinemas, on DVDs/Blu-rays, and on subscription or pay-per-view streaming services.

For this question, please think about restricted ratings for younger teenagers, such as R13 or R16. In your view, should the following situations be legal or illegal?

More likely to state someone under the age rating watching an age-restricted movie in a cinema should be illegal in all situations (37%)	More likely to state someone under the age rating watching an age-restricted movie/show on a streaming service should be illegal in all situations (29%)	More likely to state someone under the age rating playing an age-restricted video game should be illegal in all situations (34%)
- Those who are never involved in choosing media for a child/young person (46%) - Those who said it should be illegal for someone under the age rating watching an age-restricted movie/show on a streaming service (78%) - Those who said it should be illegal for someone under the age rating playing an age-restricted video game (71%) - Those who agree video games shown online should display NZ age ratings (44%) - Those who always follow the age rating when choosing what to watch with children/young people (50%) - Those who agree children/young people more likely to see harmful content if restricted age ratings were recommendations only (55%) - No understanding of age ratings (40%)	- Those who are never involved in choosing media for a child/young person (35%) - Those who said it should be illegal for someone under the age rating watching an age-restricted movie in a cinema (60%) - Those who said it should be illegal for someone under the age rating playing an age-restricted video game (68%) - Those who agree video games shown online should display NZ age ratings (34%) - Those who always follow the age rating when choosing what to watch with children/young people (50%) - Those who agree children/ young people more likely to see harmful content if restricted age ratings were recommendations only (44%) - Those who agree the M rating helps me decide what is suitable for children/young people (31%)	- Those who are never involved in choosing media for a child/young person (41%) - Those who said it should be illegal for someone under the age rating watching an age-restricted movie in a cinema (64%) - Those who said it should be illegal for someone under the age rating watching a restricted movie/show on a streaming service (79%) - Those who agree video games shown online should display NZ age ratings (40%) - Those who always follow the age rating when choosing what to watch with children/young people (51%) - Those who agree children/ young people more likely to see harmful content if restricted age ratings were recommendations only (49%) - Those who agree the M rating helps me decide what is suitable for children/young people (36%) - No understanding of age ratings (37%)

R18 ratings (additional demographic differences)

How much do you agree or disagree with the following statements? (%)

More likely to agree R18 content should always be legally restricted to people aged 18 and over (76%)	More likely to agree R16 and R18 should be legal restrictions, but R13 should be a recommendation for guidance only (49%)	More likely to agree R18 should be a legal restriction, but R13 and R16 should be recommendations for guidance only (48%)
- Those who said it should be illegal for someone under the age rating watching an age-restricted movie/show on a streaming service(88%) - Those who said it should be illegal for someone under the age rating playing an age-restricted video game (88%) - Those who said it should be illegal for someone under the age rating watching an age-restricted movie in a cinema (88%) - Those who agree video games shown online should display NZ age ratings (82%) - Those who always follow the age rating when choosing what to watch with children/young people (88%) - Those who agree children/young people more likely to see harmful content if restricted age ratings were recommendations only (85%) - Those who agree the M rating helps me decide what is suitable for children/young people (84%)	- Those who are involved in choosing media for a child/young person weekly (57%) - Those who said it should be legal with permission for someone under the age rating watching an age-restricted movie/show on a streaming service (55%) - Those who said it should be legal with permission for someone under the age rating playing an age-restricted video game (56%) - Those who said it should be legal with permission for someone under the age rating watching an age-restricted movie in a cinema (55%) - Those who agree video games shown online should display NZ age ratings (52%) - Those who often follow the age rating when choosing what to watch with children/young people (62%) - Those who say it depends on content/ situation if children/young people more likely to see harmful content if restricted age ratings were recommendations only (62%) - Those who agree the M rating helps me decide what is suitable for children/young people (54%) - Aware and understand age ratings (58%) - Aware streaming services can show both legal age restrictions and age recommendations (58%)	- Those who are involved in choosing media for a child/young person weekly (58%) - Those who said it should be legal with permission for someone under the age rating watching an age-restricted movie/show on a streaming service (57%) - Those who said it should be legal for someone with permission under the age rating playing an age-restricted video game (57%) - Those who said it should be legal for someone with permission under the age rating watching an age-restricted movie in a cinema (57%) - Those who say it depends on content/situation if children/young people more likely to see harmful content if restricted age ratings were recommendations only (59%) - Aware and understand age ratings (62%) - Those who agree the M rating helps me decide what is suitable for children/young people (54%) - Aware and understand age ratings (62%) - Aware streaming services can show both legal age restrictions and age recommendations (61%)

R13 and R16 (additional demographic differences)

If restricted age ratings such as R13 or R16 were age recommendations only and not legal restrictions, what do you think would be the most likely effect? (%)

More likely to agree children/young people would be more likely to see harmful or unsuitable content for their age (35%)	More likely to agree it would make little/no difference (19%)	More likely to agree children/ young people would be less likely to see harmful or unsuitable content for their age (10%)	More likely to say it depends on content/situation (30%)
- Those who said it should be illegal for someone under the age rating watching an age-restricted movie/show on a streaming service(54%) - Those who said it should be illegal for someone under the age rating playing an age-restricted video game (51%) - Those who said it should be illegal for someone under the age rating watching an age-restricted movie in a cinema (51%) - Those who always follow the age rating when choosing what to watch with children/young people (43%) - Those who agree video games sold online should display NZ age ratings (40%) - Those who agree the M rating helps me decide what is suitable for children/young people (39%)	- Those who are involved in choosing media for a child/young person less than weekly (24%) - Those who said it should be legal in all situations for someone under the age rating watching an age-restricted movie/show on a streaming service(38%) - Those who said it should be legal in all situations for someone under the age rating playing an age-restricted video game (34%) - Those who said it should be legal with permission for someone under the age rating watching an age-restricted movie in a cinema (22%) - Those who disagree or unsure video games shown online should display NZ age ratings (27%)	- Those who are involved in choosing media for a child/young person weekly (16%) - Those who said it should be legal in all situations for someone under the age rating watching an age-restricted movie in a cinema (25%) - Aware and understand age ratings (17%) - Aware and understand age ratings (17%) - Aware streaming services can show both legal age restrictions and age recommendations (17%)	- Those who said it should be legal with permission for someone under the age rating watching an age-restricted movie/show on a streaming service (35%) - Those who said it should be legal with permission for someone under the age rating playing an age-restricted video game (33%) - Those who said it should be legal with permission for someone under the age rating watching an age-restricted movie in a cinema (35%)

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