



OFFICE OF FILM  
& LITERATURE CLASSIFICATION  
*Tē Tari Whakarōpū Tukuata, Tuhituhinga*



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# UNDERSTANDING THE CLASSIFICATION SYSTEM: NEW ZEALANDERS' VIEWS

Report on a 2016 survey of the general public

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Social Research Agency

*Understanding the Classification System: New Zealanders' Views (2016)*

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## Table of contents

FOREWORD .....	1
SUMMARY OF KEY FINDINGS .....	2
INTRODUCTION .....	5
METHODOLOGY.....	6
CHANGING MEDIA USE IN NEW ZEALAND .....	8
Personal media use.....	8
Children's use of entertainment media.....	17
KNOWLEDGE OF THE OFFICE OF FILM AND LITERATURE CLASSIFICATION .....	20
PERCEPTION OF THE OFFICE OF FILM AND LITERATURE CLASSIFICATION .....	24
KNOWLEDGE OF THE CLASSIFICATION SYSTEM.....	26
PERCEPTION OF THE CLASSIFICATION SYSTEM.....	30
VIEWS ON ACCESS TO RESTRICTED CONTENT .....	34
USE OF THE CLASSIFICATION SYSTEM.....	37
CONCLUSIONS .....	39
Appendix A: Respondent Profiles.....	41
Appendix B: Questionnaire .....	43

## Index of figures

Figure 1. New Zealanders' frequency of watching films/movies via different media platforms or services.....	9
Figure 2. New Zealanders' frequency of watching television shows via different media platforms or services.....	9
Figure 3. Proportion watching feature films and/or television shows at least weekly via each media platform, by age group.....	11
Figure 4. New Zealanders' frequency of playing video games via different media platforms or services .....	14
Figure 5: Frequency with which children play video games.....	17
Figure 6: Frequency with which children visit the cinema to see a movie .....	18
Figure 7: Frequency with which children watch DVDs/videos.....	19
Figure 8: Frequency with which children watch movies and TV shows online .....	19
Figure 9: Respondents' reported level of knowledge of the Office of Film and Literature Classification .....	20
Figure 10: Role of the Office of Film and Literature Classification (1 of 3) .....	22
Figure 11: Role of the Office of Film and Literature Classification (2 of 3) .....	23
Figure 12: Role of the Office of Film and Literature Classification (3 of 3) .....	23
Figure 13: New Zealanders' perceptions of the Office of Film and Literature Classification's performance .....	24
Figure 14: Number of classification labels correctly defined by respondents .....	26
Figure 15: Percentage of respondents who correctly defined each classification label .....	27
Figure 16: Location of classification labels .....	29
Figure 17: Views about whether the classification system is too strict, too lenient, or about right .....	30
Figure 18: Views about whether the classification system is too strict or too lenient by age group .....	31
Figure 19: Views on access to restricted content if accompanied by a parent or guardian .....	34
Figure 20: Parents' views on access to restricted content if accompanied by a parent or guardian .....	35
Figure 21: Opinion about the current system for classifying video games in New Zealand .....	36
Figure 22: Importance of classification labels and descriptive notes in adults' viewing/playing decisions for themselves.....	37
Figure 23: Importance of classifications and descriptive notes in adults' viewing and playing decisions for children and young people.....	38

## Index of tables

Table 1: Profiles of frequent vs. non frequent users of selected types of entertainment media.....	13
Table 2: Profiles of frequent vs. non frequent users of selected gaming channels .....	16
Table 3: Knowledge of the OFLC profiled by age within gender .....	21
Table 4: Media coverage of the Office of Film and Literature Classification .....	25
Table 5: Understanding of classification labels .....	28
Table 6: Reasons for saying the classification system is too lenient .....	32
Table 7: Reasons for saying the classification system is too strict .....	33

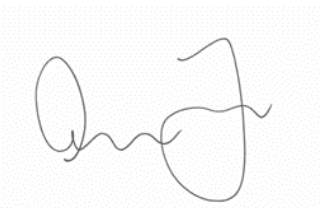
## FOREWORD

I am pleased to introduce you to a report on important research that highlights the value and importance of New Zealand's classification system. The research was carried out by Colmar Brunton to update and expand upon research commissioned by the OFLC in 2006 and 2011. It provides an invaluable snapshot of the New Zealand public's current understanding and perceptions of the classification system and how New Zealanders currently consume audio visual entertainment over a variety of platforms. It also provides a longitudinal picture of trends in relation to the same behaviours.

I am particularly pleased that classification information continues to be important to the vast majority of New Zealanders when making decisions about what young people can watch or play. This finding is consistent with other research<sup>1</sup> showing that most New Zealanders would like to see the classifications administered by the OFLC expanded across the full spectrum of new platforms on which movies, television shows and video games are now available. The value of the classification system in empowering New Zealanders to make informed choices about what they and their children watch and play is recognised by not just the traditional entertainment distribution industry but also by many new entrants including Netflix, Google, Apple, Nintendo, Sony and Microsoft – all of which currently use our classifications when supplying movies, television shows or games to New Zealanders.

I am also very pleased that 84% of the people surveyed knew enough about the OFLC to give an opinion about its performance and of those 82% rated the OFLC's performance as 'good' or 'excellent', and that more New Zealanders than ever believe the classification system is applied appropriately with classifications being neither too strict nor too lenient. This is an especially pleasing result given the rapidly changing way in which New Zealanders, especially younger New Zealanders, are accessing entertainment and the very real challenges that poses for classification in the digital age.

This report provides an excellent contribution to the OFLC's on-going efforts to ensure that New Zealanders, in particular young New Zealanders, are protected from the harm which would otherwise flow from unrestricted access to entertainment content. It provides both reassurance that the strategies currently in place are proving effective in responding to the challenges of the digital age to date, and a sound, evidentially robust basis for the development of further such measures.



Dr Andrew Jack

Chief Censor

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<sup>1</sup> Office of Film and Literature Classification and UMR Research, 2016. *Standardised classifications across different platforms*. Wellington: Office of Film and Literature Classification. Summary available at: <http://www.classificationoffice.govt.nz/news/latest-news/news-single-classification-system-2016-research.html>

## SUMMARY OF KEY FINDINGS

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The Office of Film and Literature Classification (the OFLC) is the government body responsible for classifying films, games and other publications that may need to be restricted or banned. In 2006 and 2011, 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 2016.

This document presents the results of an online survey of 1000 New Zealanders aged 18 years and over carried out between 29 March and 21 April 2016. A random sample of 1,000 people has a maximum sampling error of +/- 3.1% at the 95% confidence level.

### Changing media use in New Zealand

This research represents one of the more comprehensive surveys of media use frequency in New Zealand – revealing differences in how movies, television shows and games are accessed across a variety of platforms. The 2016 survey acknowledges technological convergence by including broadcast and online content for the first time. Use of classifications by online providers varies – a number of providers use OFLC classification labels, while others use alternative classifications. Broadcasters do not use OFLC classifications.

Since 2011 there have been significant changes in people's use of entertainment media – the most obvious being the move from physical formats like DVDs to online video on demand<sup>2</sup> services.

- Almost nine in ten people (87%) watch television shows at least weekly – whether broadcast, online or on DVD – and 65% watch feature films at least weekly.
- Free-to-air broadcast television is the main platform through which people watch feature films and television shows, with 76% watching at least once a week.
- Use of video on demand including online catch-up services (such as TVNZ OnDemand) and paid streaming services (such as Netflix) is now common, with around half (47%) of New Zealanders watching movies or television shows on a video on demand platform at least once a week.
- The proportion of people who go to the cinema at least once a month has remained steady since 2011 at 19%.
- Just 17% of New Zealanders watch movies or television shows on DVD/Blu-ray at least weekly – a significant decline since 2011.
- Frequent use of pirated movies and television shows is relatively uncommon, with 16% of New Zealanders watching pirated content at least once a week. Video game piracy is rare, with just 2% of New Zealanders playing pirated games weekly.
- The overall proportion of people playing video games remains consistent with 2011, with 42% playing at least once per week. The most common way of accessing games is from a mobile app store.

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<sup>2</sup> Video on demand (VOD) services are websites or apps which allow users to select and watch video content online (such as television shows or movies) when they choose to, rather than having to watch at a specific time (like a television broadcast).

The use of entertainment media by children (as reported by adults) appears to have changed significantly since 2011. In particular:

- Primary and secondary aged children are significantly less likely to be frequent players of video games.
- As with adults, the use of DVDs and videos has significantly declined across all age groups for children.
- The proportion visiting the cinema at least once every six months has increased significantly across all age groups.
- Half of secondary school aged children watch movies and shows online at least once a week.

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

The majority of New Zealanders (73%) have heard of the OFLC (down from 80% in 2011 and 94% in 2006). Of those who are aware of the Office a majority (85%) are able to spontaneously name at least one of its functions (compared with 84% in 2011).

To find out how New Zealanders perceive the Office, respondents were given a short description of the OFLC's role, and then asked how well they thought the Office was performing its duties.

- The majority (69%) of New Zealanders believe the OFLC is doing a 'good' or 'excellent' job. This is a decline from 75% in 2011 – however the decline coincides with an increase in people saying they don't know enough about the OFLC to have an opinion, rather than an increase in people thinking the OFLC is doing a only a fair or poor job.
- Of those who knew enough about the Office to say, 82% believe the OFLC is doing a 'good' or 'excellent' job.

### Understanding of classifications

Knowledge of classification labels is generally good, with the majority (57%) of respondents correctly defining at least six of the seven classification labels shown in the survey. On average, there has been a 4% drop in understanding of individual labels since 2011 (down from an average of 82% in 2011 to 78% in 2016).

- The great majority of respondents correctly identified the meaning of the G label (89%), the R18 label (91%), and the R16 label (87%).
- Eighty-three percent of respondents correctly identified the meaning of the R13 label, down from 88% in 2011, and 76% correctly identified the meaning of the PG label, down from 80% in 2011.
- Understanding of the M label remained relatively low, but stable, at 60%.
- A majority (57%) correctly identified the meaning of the rarely used RP13/RP16 labels, down from 63% in 2011.

Overall, the 2016 survey shows a decrease in understanding of six out of the seven classification labels. Lower general understanding of labels this year may relate to a significant decrease in frequency of watching DVDs and videos, which has historically been one of the main contexts for noticing and using the labels. Another factor in the decline in understanding may be the proliferation of alternative labelling systems for movies, television shows and games, particularly in the online space.

## Perceptions of the classification system

Most New Zealanders are happy with the classification system and say the system is 'about right', rather than too strict or too lenient.

- Seventy-three percent of New Zealanders think the system is 'about right' (an increase from 69% in 2011).
- This increase coincides with a decrease in people saying the system is too lenient (down from 19% in 2011 to 16% in 2016).
- Consistent with both the 2006 and 2011 surveys, the primary reason for believing the system is too lenient relates to the depiction of violence (40%).
- Other reasons for thinking the system is too lenient relate mainly to concerns about language (23%) and sexual content (22%), or the belief that the age of restriction is set too low for some content (20%).
- A small minority (9%) believe the classification system is too strict. Those who perceive the system as too strict say that there are too many restrictions (19%), the age limit is set too high (15%), and that it should be up to the parents to decide (11%).

We asked people whether they believe children under the age of 16 years should be able to view R16 movies or play R16 games so long as they have parental supervision or consent. The majority believe that this should not be allowed, however, the proportion saying this has declined since 2016 (films: from 66% in 2011 to 60% in 2016, games: from 74% in 2011 to 68% in 2016).

## Use of the classification system

As seen in the 2011 survey, the classification system is more important when making decisions about films, shows and games for children and young people than for adults themselves.

- When selecting for themselves, 30% of adults rate the classification as 7 out of 10 or higher, with 42% rating descriptive notes at the same level.
- When selecting for children and young people, 92% rated the classification as 7 to 10/10, with 91% rating descriptive notes at the same level.

The proportion rating classifications and descriptive notes at least 7 out of 10 has remained steady since 2011. However a significantly smaller proportion rated the importance of classifications and descriptive notes as 10/10 when choosing for children or young people (from 65% in 2011 to 48% in 2016 for classifications, and 58% to 45% for descriptive notes). The 2016 figures are now more aligned to those seen in 2006, though there is no extra analysis available to explain the large rise and fall in importance over the three surveys.

Again, this lower importance may relate to a decrease in frequency of hiring DVDs and videos, which has historically been one of the main contexts for noticing and using the labels.

## INTRODUCTION

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The purpose of the New Zealand classification system is to protect the public from content that is considered to be injurious to the public good, and to provide guidance to families about what they choose to view or play. The Office of Film and Literature Classification (OFLC) is the government body responsible for classifying films, games and other publications that may need to be restricted or banned to prevent this injury. The OFLC is responsible for classifying a wide variety of publications, including computer files from the internet submitted by enforcement agencies. However the focus of this research is the perception and use of the classification system as it relates to commercially available movies, television shows and video games.

In 2006, the OFLC published research which explored the New Zealand public's understanding and perceptions of the classification system. The research was repeated in 2011.

The 2011 research illustrated some dramatic changes in the way New Zealanders use media. This included an increase in the frequency with which they played video games, and watched DVDs or videos, and a decrease in the frequency with which they attended the cinema. The research also showed that nearly all New Zealanders recognised classification labels, and that the labels and descriptive notes were most often used when adults made viewing decisions for young people.

Since 2011, there have been some significant changes in the way New Zealanders access media content. In particular, the increasing availability of video on demand services (e.g. Lightbox and Netflix) has broadened the contexts within which New Zealand classifications and consumer advice could be displayed and used. Since 2011, the OFLC has classified an increasing amount of online content, while submissions on DVD/Blu-ray have fallen.

These changes mean there is now a need to update the 2011 study, to gain an understanding of public requirements of the classification system now and in future.

The specific objectives of the 2016 research are twofold:

- To update the 2006 and 2011 research to understand the changes in New Zealanders' perceptions and understanding of the OFLC and the classification system, and
- To gain a more detailed understanding of how New Zealanders are viewing movies, television shows, and video games in a rapidly changing media environment.

## METHODOLOGY

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An online survey of 1,000 New Zealanders aged 18 years and over was carried out between 29 March and 21 April 2016.

### Sampling and fieldwork

An online methodology is appropriate for this survey given the need to replicate the 2011 study. This methodology is also ideal as it allows for the presentation of images of classification labels.

Respondents were randomly selected from Colmar Brunton's online panel and invited to take part in the survey. Colmar Brunton maintains an online panel of more than 220,000 New Zealanders, recruited from both offline and online sources (including through random telephone surveys, social media, advertising and the Fly Buys loyalty programme). Panellists are adults aged 18 years and over, and are well distributed on key demographic variables such as age, gender, income and location.

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, ethnic group and location. Not all households have internet access in New Zealand (77% of households had internet access at the 2013 Census), and online panels do not include every New Zealand household, so the survey cannot be said to be truly representative of all groups. Having said this, we are confident that the results provide a reasonably good picture of overall trends and changes since 2011. Detailed respondent profiles can be found in Appendix A.

The maximum sampling error for a sample size of 1,000 is +/- 3.1% at the 95% confidence interval (assuming simple random sampling).

Note that the research in 2011 used a larger sample of 2000 New Zealanders aged 18 years and over. The maximum sampling error for a sample size of 2,000 is +/- 2.2% at the 95% confidence interval (assuming simple random sampling).

### Questionnaire design

The questionnaire content remained very similar to the 2006 and 2011 research; however, we included new questions this year to measure streaming media use, online content, and file sharing sites. The average survey duration was 13 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) and age (18 to 29, 30 to 59, and 60 years and over) by gender. 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 2011 study 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.

## CHANGING MEDIA USE IN NEW ZEALAND

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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 2011. This section examines personal and children's media use.

Since 2011 there has been a proliferation of alternative media sources beyond broadcast television, gaming consoles, DVD/video and cinema films. While streaming content, file sharing sites, and web browser viewing may have existed as options in 2011, they were believed to have relatively low penetration and were therefore not measured by the questionnaire at that stage.

In 2011 survey respondents were asked how often they played video games, watched DVDs, and went to the cinema. In the 2016 survey respondents were asked more detailed questions to determine the entertainment media platforms or services through which they watch feature films/movies, watch television shows, and play video games. This research therefore represents one of the more comprehensive surveys of media use frequency in New Zealand – revealing differences in how movies, television shows and games are accessed across a variety of platforms.

Due to the change in question design in 2016, some results cannot be directly compared to the previous wave.

### Personal media use

#### Films and television shows

Free-to-air broadcast television is the most frequently used media platform, and the main platform for viewing both television shows and movies – 76% of New Zealanders watch movies or television shows on free-to-air broadcast channels at least weekly. The overall picture for both feature films and television shows highlights the rising popularity of online viewing platforms – most notably online on demand catch-up services (such as TVNZ OnDemand) and paid streaming services (such as Netflix or Lightbox) – and the decline of DVD/Blu-ray viewing. See page 10 for a glossary of terms.

#### Feature films/movies

Overall, two thirds (65%) are watching feature films at least once per week, with the most popular platform or service being free-to-air broadcast television (43% at least once per week for feature films), although online on demand catch-up services are also popular (22% at least once per week), as are paid streaming websites (20% at least once per week). Forty percent are watching feature films online at least weekly, if all online services are considered.

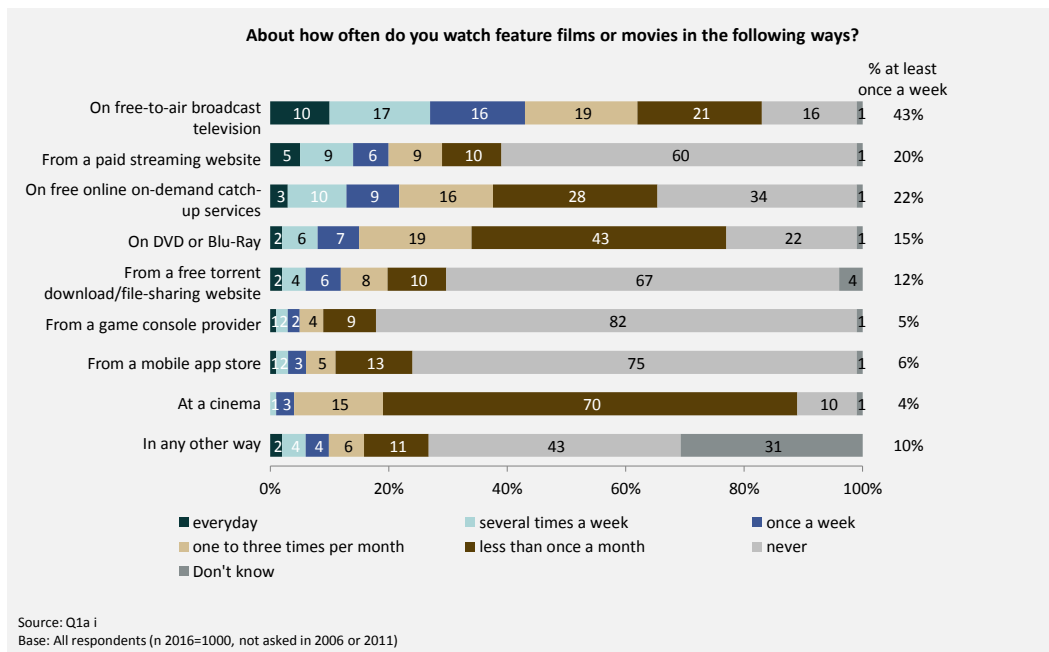
Figure 1 on the next page shows the breakdown of media platforms or services utilised for feature film viewing.

In 2006 and 2011 respondents were asked how frequently they viewed movies at the cinema – this can be compared with the response for feature films at the cinema, asked as a part of the feature film question in 2016. In 2006 25% watched a movie at the cinema at least once per month. This dropped to 20% in 2011, and stabilised at 19% in 2016.

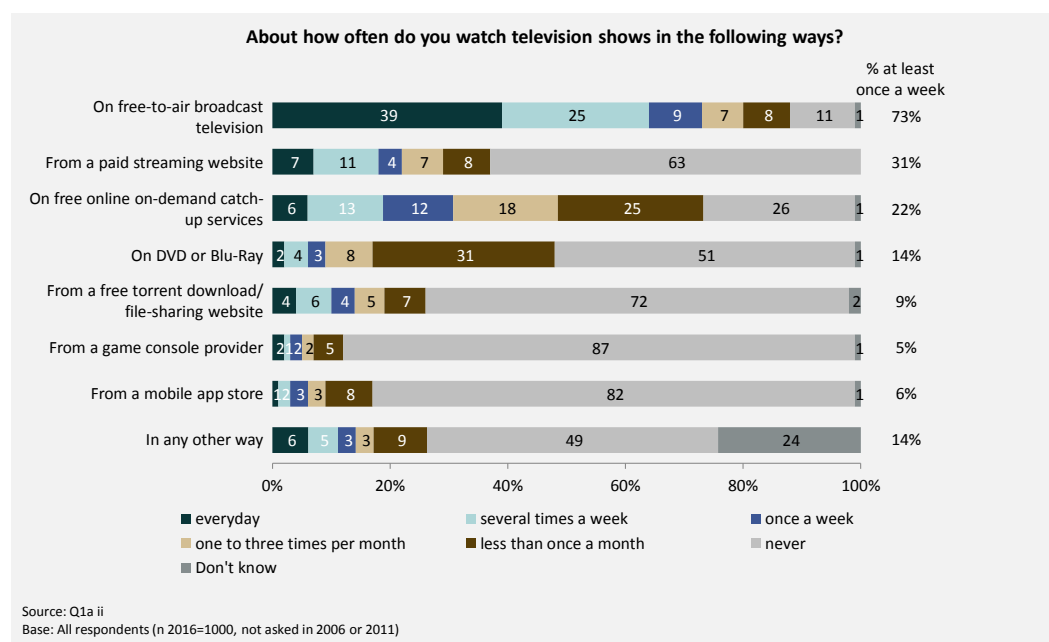
## Televisions shows

Almost nine in ten people (87%) watch television shows at least once per week, and again free-to-air broadcast television is the main media platform utilised (73% watch television shows via free-to-air at least once per week). Online on demand catch-up services like TVNZ OnDemand are utilised by 31% of people at least once per week, and paid streaming websites are viewed by 22% of people at least once per week (see Figure 2). Forty-nine percent are watching television shows online at least weekly, if all online platforms or services are considered). A glossary of terms is on the next page.

**Figure 1. New Zealanders' frequency of watching films/movies via different media platforms or services**



**Figure 2. New Zealanders' frequency of watching television shows via different media platforms or services**



Glossary of terms: platforms or services for accessing movies and television shows	
<b>On free-to-air-broadcast television</b>	Free television broadcast services such as channels on Freeview
<b>From a paid streaming website</b>	A video on demand service like Netflix or Lightbox where television shows or movies can be streamed online for a fee
<b>On free online on demand catch-up services</b>	A video on demand service like TVNZ OnDemand and 3Now On Demand, where people can view television shows and movies online that have recently been broadcast on television
<b>From a free torrent download/file-sharing website</b>	Websites where pirated movies and television shows are shared and downloaded online, such as 'The Pirate Bay'
<b>From a game console provider</b>	A video on demand service such as Xbox Store and Playstation Network, where movies and television shows can be streamed online for a fee via a game console
<b>From a mobile app store</b>	A video on demand service like iTunes or Google Play Movies, where movies or television shows can be streamed online for a fee

### The decline of DVDs and rise of online viewing

Use of DVDs or other disc/physical video formats such as Blu-ray has declined since 2011, while the use of a variety of online platforms or services for viewing entertainment content is now widespread.

- In 2011, 54% of New Zealanders watched DVDs or videos at least weekly;
- In 2016 only 17% of New Zealanders watched movies or television shows on DVD/Blu-ray at least weekly.
- In 2011, just 3% of New Zealanders never watched DVDs or videos;
- In 2016, 20% said they never watched television shows or movies on DVD/Blu-ray.

Though we cannot compare the above statistics directly, the significant decline in use of DVDs and similar media formats over the last five years is clear, and may be a factor in declining understanding of classifications over this period. Adults' reporting of children's media use (from page 17) shows that DVD/video use has also declined significantly amongst young people. For example, among teenagers the proportion viewing DVDs/videos at least once a week has dropped to 35% in 2016, from 73% in 2011.

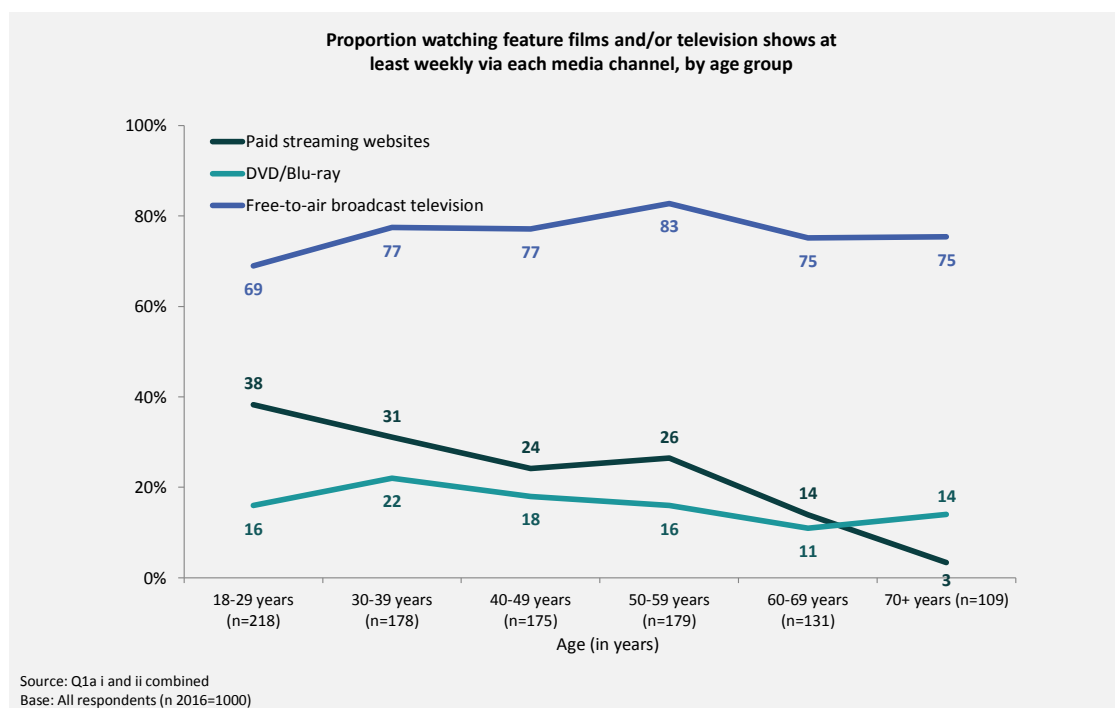
The 2011 survey did not ask about online viewing of entertainment content, however by 2016 online viewing had become commonplace. The 2016 survey shows that 53% of New Zealanders now watch movies or television shows online (from any source) at least once a week – significantly more than the 17% watching DVD/Blu-ray weekly. If illegal file-sharing/downloading is not included, the survey shows that 47% of New Zealanders watch some kind of video on demand<sup>3</sup> service at least weekly.

### Viewing by age group

Figure 3 on the next page displays the proportion watching feature films and/or television shows at least weekly via three media platforms or services, by age group. Free-to-air broadcast television is watched by 76% at least once a week. Paid streaming websites like Netflix or Lightbox are watched by 25% and DVD/Blu-ray are watched by 17% at least once per week. There are some clear differences in watching paid streaming services by age – another indication that video on demand content is likely to become increasingly popular in coming years.

<sup>3</sup> Video on demand (VOD) services are websites or apps which allow users to select and watch video content online (such as television shows or movies) when they choose to, rather than having to watch at a specific time (like a television broadcast).

**Figure 3. Proportion watching feature films and/or television shows at least weekly via each media platform, by age group**



### Profiles of frequent and infrequent viewers

Media use has the potential to influence perceptions and use of the classification system.

Table 1 on the next page shows the demographic breakdown of those watching films or shows on each of paid streaming sites (like Netflix and Lightbox), DVD/Blu-ray, and free-to-air broadcast television at least once per week and compares it to those watching each less often.

Statistically significant differences are shown in red (significantly lower), and green (significantly higher). 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 people who watch paid streaming sites at least weekly are more likely to be male than those who watch these sites less often (54% are men, compared with 46% of those who watch less often).

The table shows that those watching paid streaming sites and free-to-air television at least weekly are significantly more likely to have someone under the age of 18 years living in the home.

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

	Paid streaming sites		DVD/Blu-ray		Free-to-air broadcast television	
	Watch at least weekly (n=252)	Watch less often (n=748)	Watch at least weekly (n=209)	Watch less often (n=791)	Watch at least weekly (n=758)	Watch less often (n=242)
<b>GENDER</b>						
Male	54%	46%	50%	47%	46%	54%
Female	46%	54%	50%	53%	54%	46%
<b>AGE</b>						
18 to 29 years	33%	18%	21%	22%	20%	28%
30 to 39 years	22%	16%	24%	17%	18%	17%
40 to 49 years	17%	18%	19%	17%	18%	16%
50 to 59 years	19%	18%	17%	18%	20%	13%
60 to 69 years	7%	15%	9%	14%	13%	14%
70 years or more	1%	14%	9%	11%	11%	11%
<b>ETHNIC GROUP</b>						
NZ European	66%	71%	69%	70%	70%	69%
Māori	12%	12%	9%	13%	12%	10%
Pacific	7%	5%	6%	6%	6%	5%
Asian	10%	10%	14%	9%	10%	12%
Other	5%	4%	4%	4%	4%	4%
<b>GEOGRAPHIC REGION</b>						
Northland Region	3%	4%	3%	4%	3%	4%
Auckland Region	40%	31%	35%	33%	33%	33%
Waikato Region	7%	10%	8%	10%	9%	12%
Bay of Plenty Region	6%	7%	4%	7%	7%	5%
Gisborne Region	1%	1%	1%	1%	1%	0%
Hawke's Bay Region	3%	4%	3%	4%	4%	3%
Taranaki Region	2%	3%	3%	2%	3%	1%
Manawatu-Wanganui Region	5%	5%	4%	6%	4%	8%
Wellington Region	13%	10%	10%	11%	11%	12%
Tasman Region	0%	1%	1%	1%	1%	1%
Nelson Region	1%	1%	2%	1%	1%	1%
Marlborough Region	0%	1%	0%	1%	1%	1%
West Coast Region	1%	1%	2%	1%	1%	1%
Canterbury Region	12%	13%	15%	12%	13%	12%
Otago Region	4%	6%	5%	5%	5%	6%
Southland Region	2%	2%	4%	2%	2%	2%
<b>HAS CHILDREN LIVING AT HOME</b>						
Under 18 year old living in home	51%	39%	53%	40%	46%	31%
Nobody under 18 years living in home	49%	61%	47%	60%	54%	69%
<b>AGE OF CHILDREN LIVING AT HOME</b>						
Has pre-school aged Children	43%	36%	27%	14%	40%	28%
Has primary school age children	51%	50%	26%	20%	52%	42%
Has secondary school aged children	44%	45%	17%	19%	41%	58%

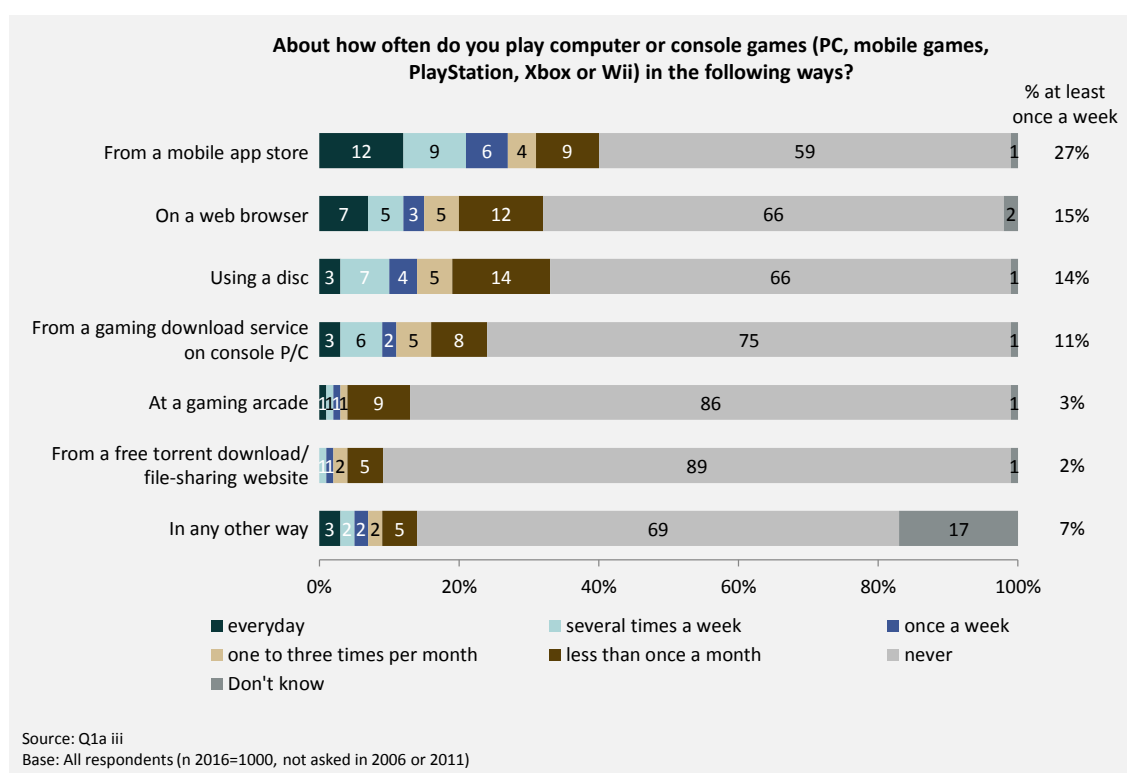
## Video games

Frequency of video game playing has remained relatively stable over the past five years, with two in five (42%) personally playing at least once per week. In 2011, 44% stated they played at least once a week.

Figure 4 shows games are most likely to be accessed via a mobile app store (27% play games from this media platform at least once per week), followed by web browsers (15% at least once per week), and using a disc (14% at least once per week). Unlike games on disc or a game download service on console/PC, games on app stores and browsers do not display official New Zealand classification labels.

Across all platforms or services, 65% of New Zealanders at least sometimes play video games.

**Figure 4. New Zealanders' frequency of playing video games via different media platforms or services**



### Glossary of terms: platforms or services for accessing video games

<b>From a mobile app store</b>	Services like Apple's App Store or Google Play, where games can be downloaded for a fee onto mobile devices like smartphones
<b>On a web browser</b>	Games that can be downloaded from web browsers, like the Google Chrome store
<b>Using a disc</b>	This means traditional console or PC games played using a gaming disc
<b>From a gaming download service on console/PC</b>	Services like Xbox Store, PlayStation Network or Steam, where games can be downloaded onto gaming consoles or PC
<b>At a gaming arcade</b>	Physical gaming machines at public gaming arcades
<b>From a free torrent download/file-sharing website</b>	Websites where pirated games are shared and downloaded online, such as 'The Pirate Bay'

### Profiles of frequent and infrequent viewers

Table 2 on the next page shows the demographic breakdown of frequent vs. infrequent players of games via each of the most popular platforms or services. The structure of the data in the table below differs slightly to that shown for television shows and movies, in that it compares frequent players (at least weekly) via each platform against the total sample. As an example of how to interpret the table, if reading across the first row we can see that people who play games via a disc or a gaming download service are significantly more likely to be male when compared to the total sample.

In the 2011 survey the results showed that frequent players of video games were more likely to be men and aged 18-29 years. That same trend is evident here – with frequent players of games on disc or gaming download service more likely than the total sample to be men.

However, it is interesting to note that there are no significant differences by gender when looking at frequent players of mobile games and browser-based games (at the 95% confidence interval). This suggests that mobile and browser gaming may have moved gaming away from the traditionally male domain to provide a more equal gender profile.

The survey shows that frequent players of mobile games are more likely to be 18-29 year olds (when compared to the total sample). However, beyond the age of 29 years frequent players of mobile games show the same age profile as the total sample across the 30-69 age groups. It is not until the 70 year age bracket that we see a significant difference, with frequent mobile game players less likely to be aged over 70.

**Table 2: Profiles of frequent vs. non frequent users of selected gaming platforms or services**

	Play at least weekly in each platform or service (only platforms or services with at least n=100 weekly players shown)				Total Sample
	From a mobile app store (e.g. iTunes) (n=270)	On a web browser (e.g. Chrome store) (n=149)	Using a disc (e.g. PlayStation, Xbox or PC) (n=142)	From a gaming download service (e.g. Xbox store) (n=119)	(n=1000)
<b>GENDER</b>					
Male	52%	50%	72%	76%	48%
Female	48%	50%	28%	24%	52%
<b>AGE</b>					
18 to 29 years	30%	18%	44%	43%	22%
30 to 39 years	23%	19%	19%	19%	18%
40 to 49 years	19%	23%	21%	21%	17%
50 to 59 years	16%	20%	9%	12%	18%
60 to 69 years	7%	13%	3%	4%	13%
70 years or more	5%	6%	3%	1%	11%
<b>ETHNIC GROUP</b>					
NZ European	66%	61%	69%	68%	70%
Maori	12%	14%	9%	10%	12%
Pacific	7%	11%	5%	6%	6%
Asian	13%	15%	15%	17%	10%
Other	7%	5%	6%	4%	4%
<b>GEOGRAPHIC REGION</b>					
Northland Region	3%	1%	2%	1%	4%
Auckland Region	35%	37%	40%	39%	33%
Waikato Region	8%	8%	9%	10%	9%
Bay of Plenty Region	4%	8%	2%	2%	6%
Gisborne Region	0%	0%	0%	2%	1%
Hawke's Bay Region	4%	4%	1%	3%	4%
Taranaki Region	4%	3%	2%	3%	3%
Manawatu-Wanganui Region	6%	6%	6%	5%	5%
Wellington Region	13%	12%	11%	11%	11%
Tasman Region	0%	1%	1%	1%	1%
Nelson Region	2%	0%	1%	1%	1%
Marlborough Region	1%	2%	4%	1%	1%
West Coast Region	1%	1%	3%	1%	1%
Canterbury Region	13%	11%	13%	10%	13%
Otago Region	5%	6%	6%	6%	5%
Southland Region	1%	1%	2%	3%	2%
<b>HAS CHILDREN LIVING AT HOME</b>					
Under 18 year old living in home	47%	50%	52%	51%	42%
Nobody under 18 years living in home	53%	50%	48%	49%	58%
<b>AGE OF CHILDREN LIVING AT HOME</b>					
Has pre-school aged Children	35%	33%	46%	34%	38%
Has primary school age children	52%	56%	55%	52%	50%
Has secondary school aged children	44%	53%	41%	43%	45%

## Children's use of entertainment media

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 entertainment media by children and young people may influence parents and caregivers' perceptions of the system.

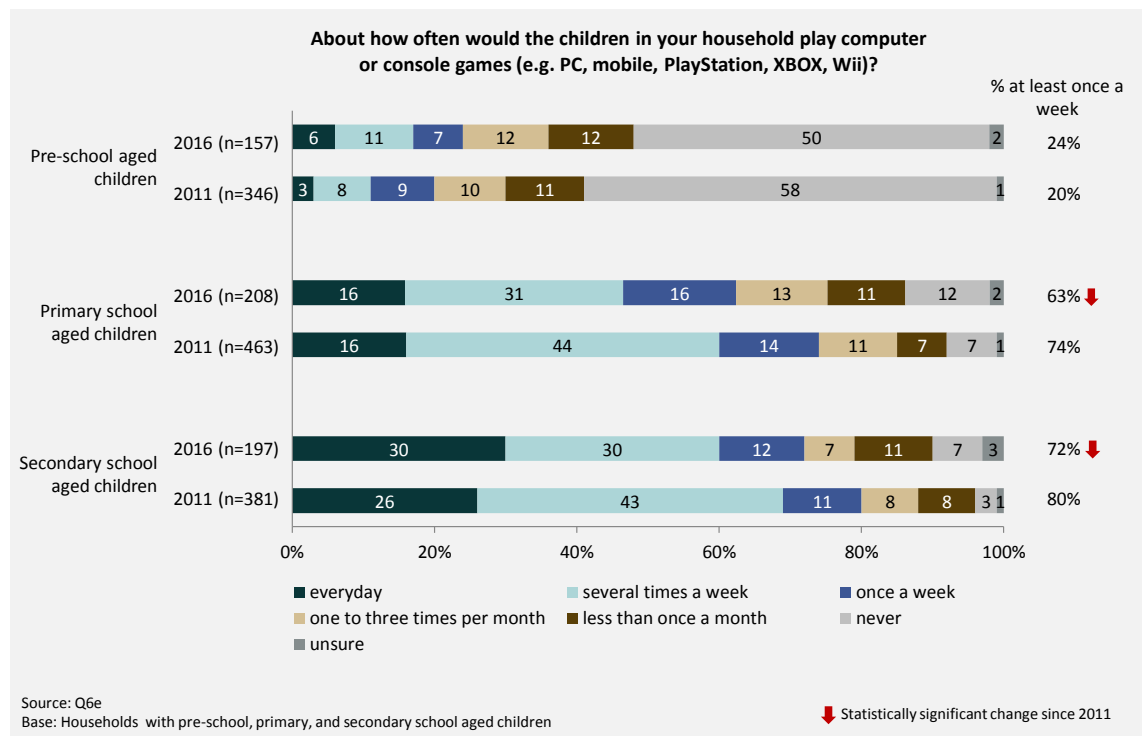
We measured children and young people's use of entertainment media by asking adults living with those under 18 to estimate how frequently their children and young people watch films, DVDs or videos, online movies or shows, and play games. We acknowledge that this does not provide us with a perfect measurement of children's use, however, it does allow us to explore adults' perceptions of how often children and young people use media, and this may impact adults' perceptions and use of the classification system.

### Video games

Figure 5 below shows the frequency with which parents and caregivers say that children and young people play video games. Both primary and secondary school children are more likely than adults to play video games at least weekly (adults are defined as those aged 18 years and over). Overall, 42% of adults play video games at least weekly, compared to 63% for primary school children, and 72% for secondary school children.

While primary and secondary school children are more likely to be frequent players of video games, the proportion of each group who fit into the frequent category (at least once a week) has significantly declined from 2011. Among primary school aged children, 63% play these games at least once a week, compared to 74% in 2011, and among secondary school aged children 72% are frequent players in 2016, compared to 80% in 2011.

**Figure 5: Frequency with which children play video games**



## Videos/DVDs, films and television shows

Adults with someone under the age of 18 years living in their home were also asked about how often the children in their home watch DVDs or other physical video formats, movies at the cinema, and movies and television shows online.

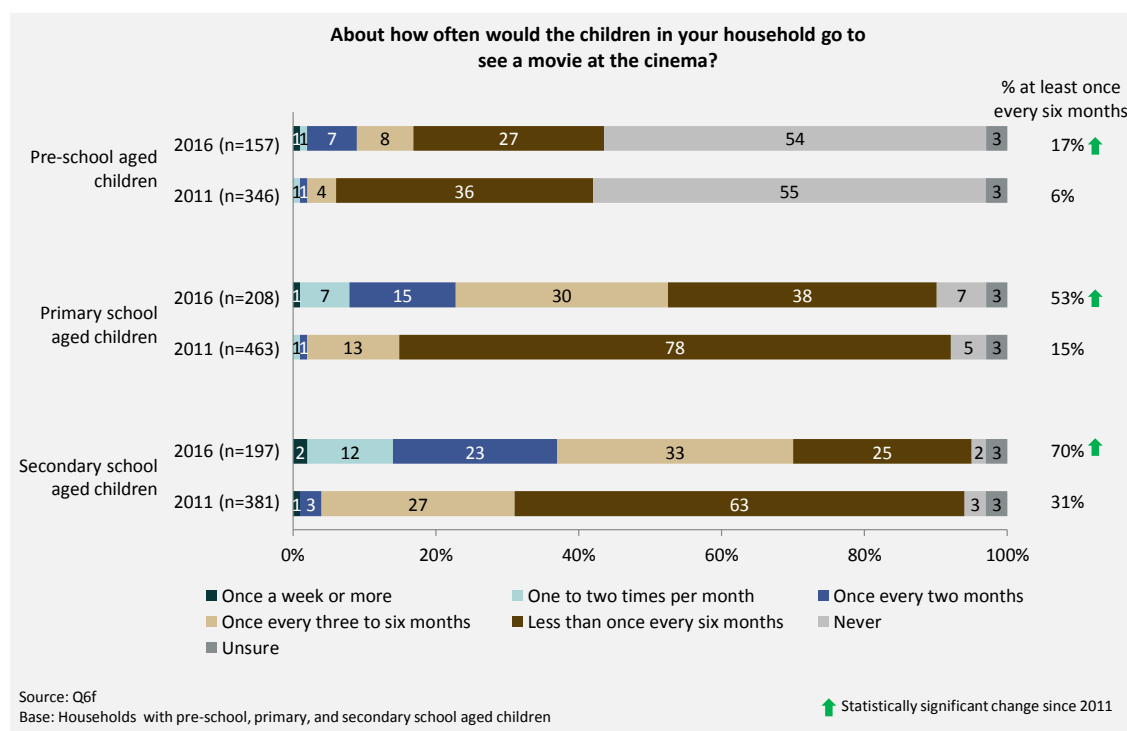
Figure 6-8 below compare the frequency of watching via each of the three media platforms and shows an interesting story – one where the cinema and online viewing are the major winners, while DVDs/videos are dropping in popularity.

Frequency of viewing movies at the cinema has increased significantly since 2011 across all children's age groups. In particular, the increase in cinema visitation (as reported by adults) is large – among secondary school aged children 70% are reported to visit the cinema once every six months, up from 31% in 2011. Similarly, 53% of primary school aged children and 17% of pre-school aged children have visited the cinema in the last six months, compared to just 15% and 6% respectively in 2011.

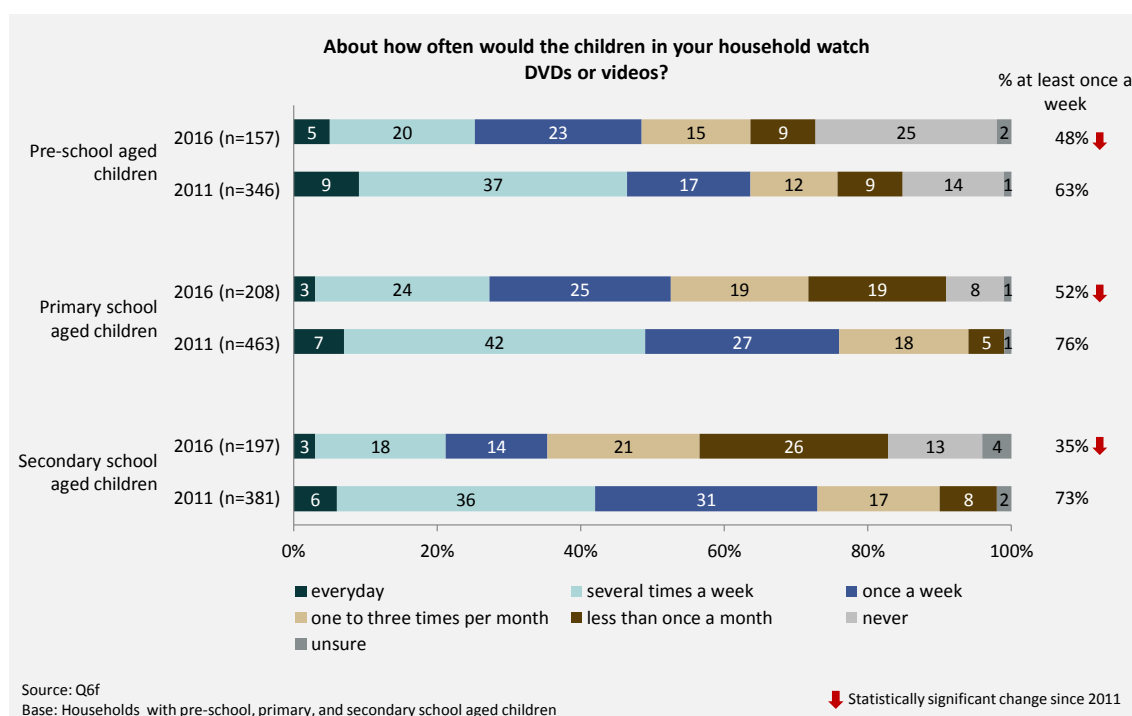
By contrast, reported frequency of DVD/video viewing has declined significantly since 2011, mirroring the decline in DVD viewing for adults. Among secondary school aged children the proportion viewing DVDs/videos at least once a week has dropped to 35% in 2016, from 73% in 2011; among primary school aged children this figure is 52% in 2016, down from 76% in 2011, and among pre-school aged children 48% view DVDs/videos weekly compared to 63% in 2011.

Online viewing may have increased as a result, with 49% of secondary school children watching films and shows online at least weekly, 29% of primary school aged children, and 29% of pre-school aged children. We did not ask about online viewing in 2011.

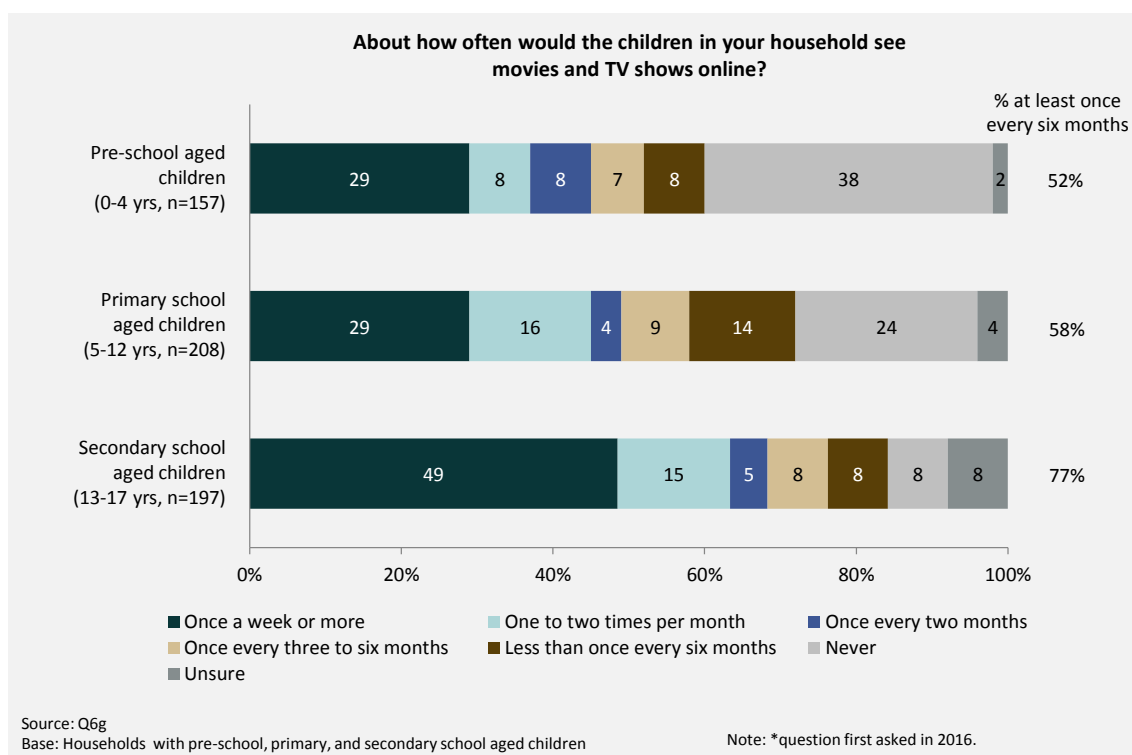
**Figure 6: Frequency with which children visit the cinema to see a movie**



**Figure 7: Frequency with which children watch DVDs/videos**



**Figure 8: Frequency with which children watch movies and TV shows online**

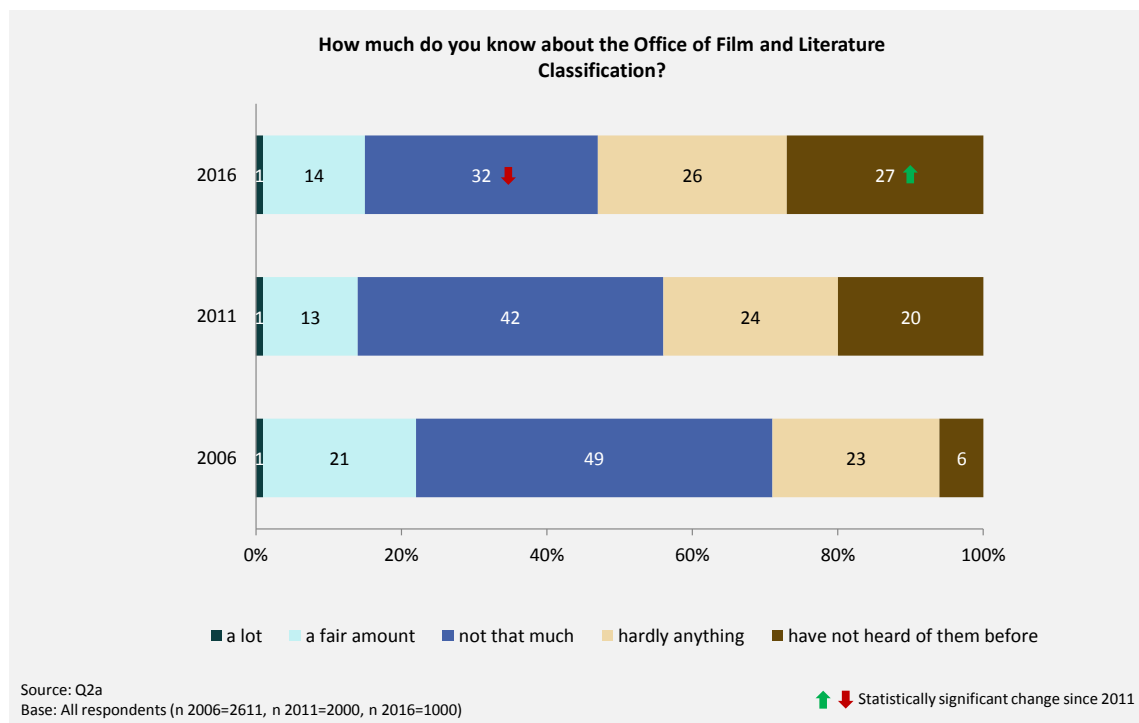


## KNOWLEDGE OF THE OFFICE OF FILM AND LITERATURE CLASSIFICATION

The majority of New Zealanders (73%) have heard of the OFLC. As can be seen in Figure 9, awareness of the OFLC has declined over time – down from 80% in 2011 and 94% in 2006.

For this question participants were given the full official title of the OFLC. Some members of the public who do not recognise this name may have heard of the OFLC under another name, for example 'the Film Censor's Office', 'the Censorship Office', 'the Chief Censor of Films', or simply 'the Classification Office'. When given a brief description of the role of the OFLC, 84% knew enough about the OFLC to give an opinion about its performance (see Perception of the Office of Film and Literature Classification, from page 24).

**Figure 9: Respondents' reported level of knowledge of the Office of Film and Literature Classification**



Age, gender and media use are the main variables that differentiate New Zealanders on their knowledge of the OFLC.

**Table 3** on the following page shows men are more likely than women to have heard something about the OFLC, particularly those aged 30-59 and 60+ (61% and 56% of each group respectively know something, significantly higher than the total sample). By contrast, women have generally lower levels of awareness, with women aged 18-29 years the least likely to know something about the OFLC (22% know something, and 78% know little or nothing).

**Table 3: Knowledge of the OFLC profiled by age within gender**

	Total (n=1000)	Male aged 18-29 (n=102)	Male aged 30-59 (n=242)	Male aged 60+ (n=146)	Female aged 18-29 (n=107)	Female aged 30-59 (n=271)	Female aged 60+ (n=132)
Know something about the OFLC	47%	54%	61%	56%	22%	42%	41%
Know little or nothing about the OFLC	53%	46%	39%	44%	78%	58%	59%

Source: Q2a

Note: Statistically significant differences compared to total sample are printed in red (lower) and green (higher).

In addition, those who are **significantly more likely to say they know little or nothing** about the OFLC include:

- Those who watch feature films less often than once a week (58% of this group know little or nothing, compared to 50% of those who watch at least weekly);
- Those who play video games less than once per week (57% compared to 47% who play at least weekly);
- Those who do not have anyone under the age of 18 years in the home (56% compared to 48% of those with someone under the age of 18 years in the home).

### Perceptions about what the OFLC does

Those who said they'd heard of the OFLC were asked what they think the OFLC does. This was an open-ended question, with responses coded into similar categories. The following three charts (**Figure 10-12**) show the proportion of responses coded to each of the following activities: classification, rating, censorship, reviewing, and decision-making guidelines (alongside the detailed responses within each category). The 'net' percentages give the proportion of respondents who gave at least one of the more detailed responses within that category.

Despite relatively low levels of self-reported knowledge of the OFLC, 85% of those aware of the OFLC are able to correctly<sup>4</sup> name at least one function of the office. As can be seen in the charts, classification was the main activity mentioned (59%), followed by ratings (30%), censorship (13%), reviewing (12%), and decision-making (10%).

*"Watch films/TV shows and play games to assess what classification they should get (i.e. PG, M, R18). They also give feedback to the content producer on what needs to change if they want a lower rating". Male, 18-29*

*"They rate the film or the book and give it what they think is a fair rating e.g. R16, MVL, etc., at least that's what I think they do!" Female, 60+*

*"Censor all written, audio, and visual media" Male, 60+*

<sup>4</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.

Very small proportions of people believe OFLC classifies, rates or reviews TV programmes. Some of these people may be referring to TV programmes available on DVD or through video on demand services.

*"They review movies, TV shows and games and give it a classification according to the violent or sexual content"* Female 30-59

**Figure 10: Role of the Office of Film and Literature Classification (1 of 3)**

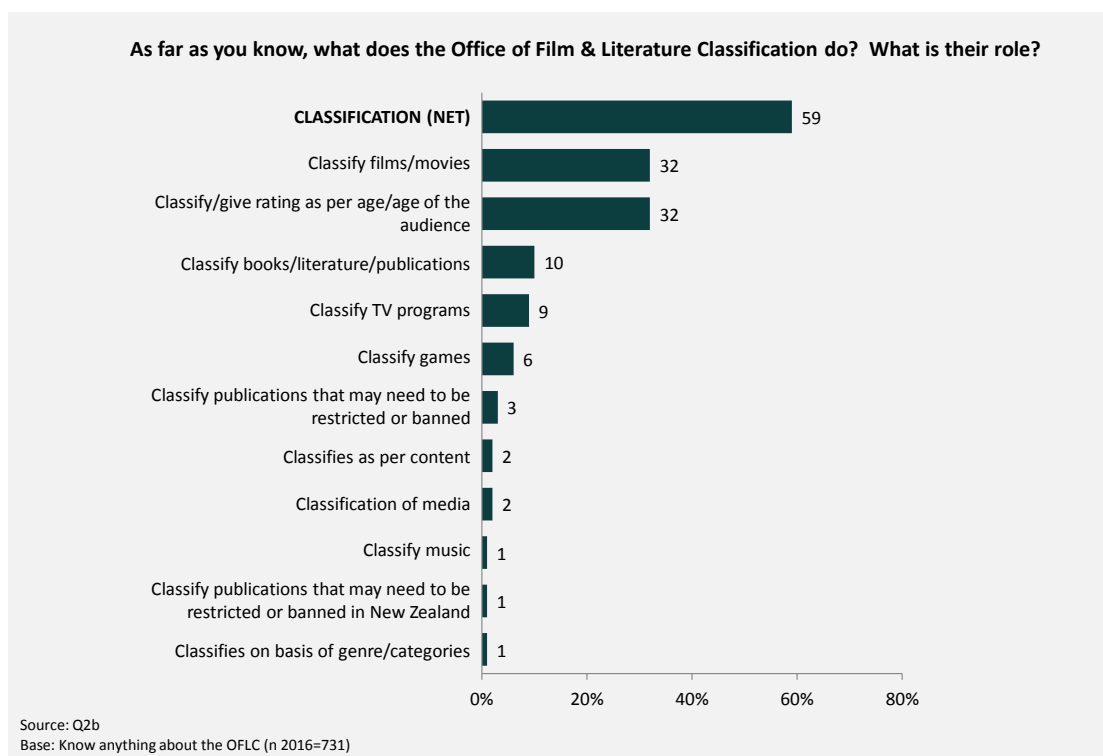


Figure 11: Role of the Office of Film and Literature Classification (2 of 3)

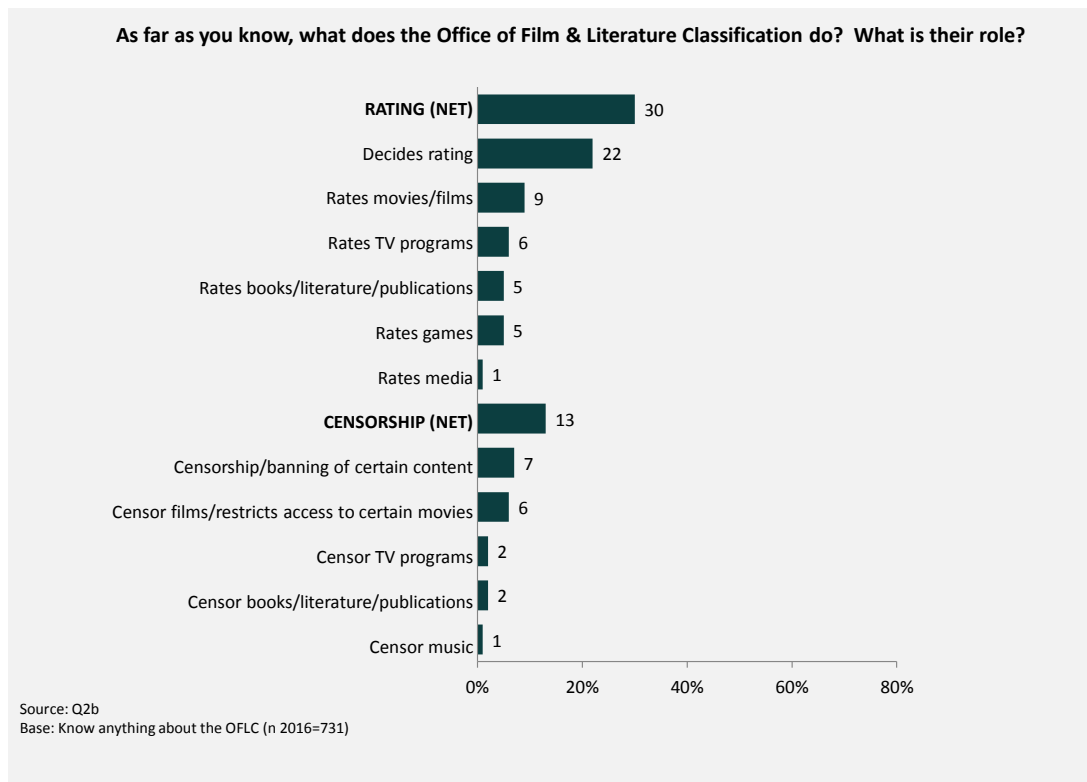
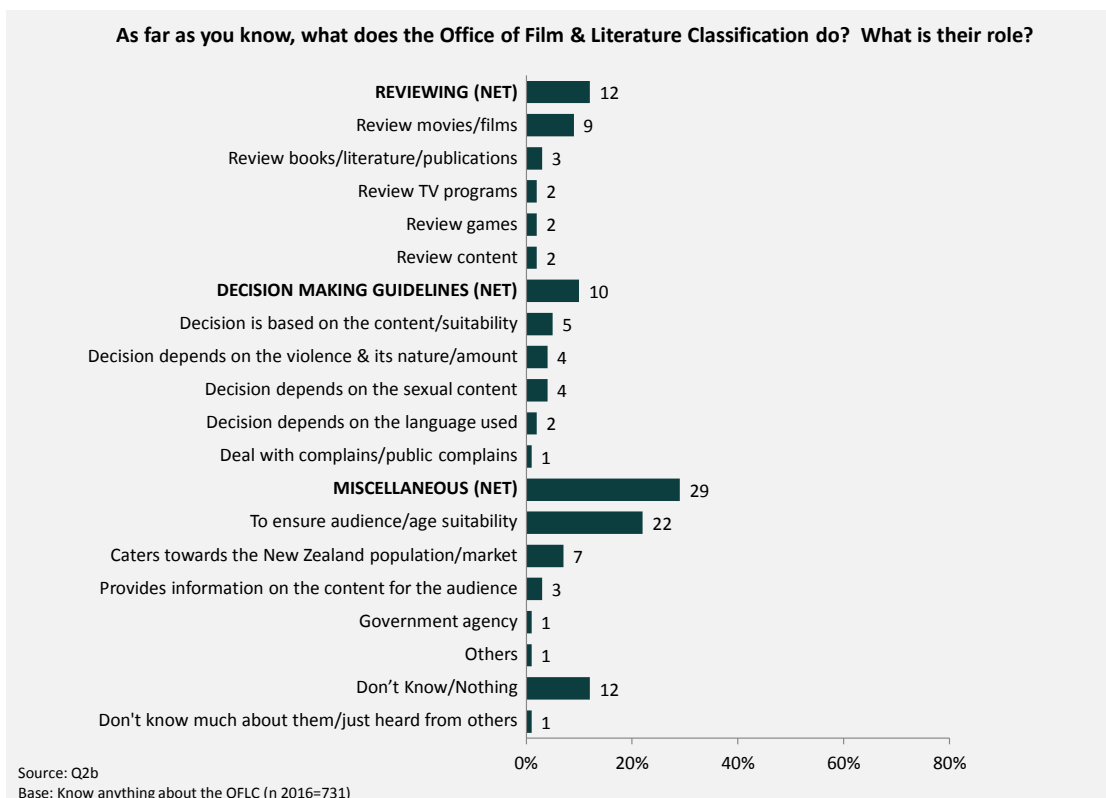


Figure 12: Role of the Office of Film and Literature Classification (3 of 3)



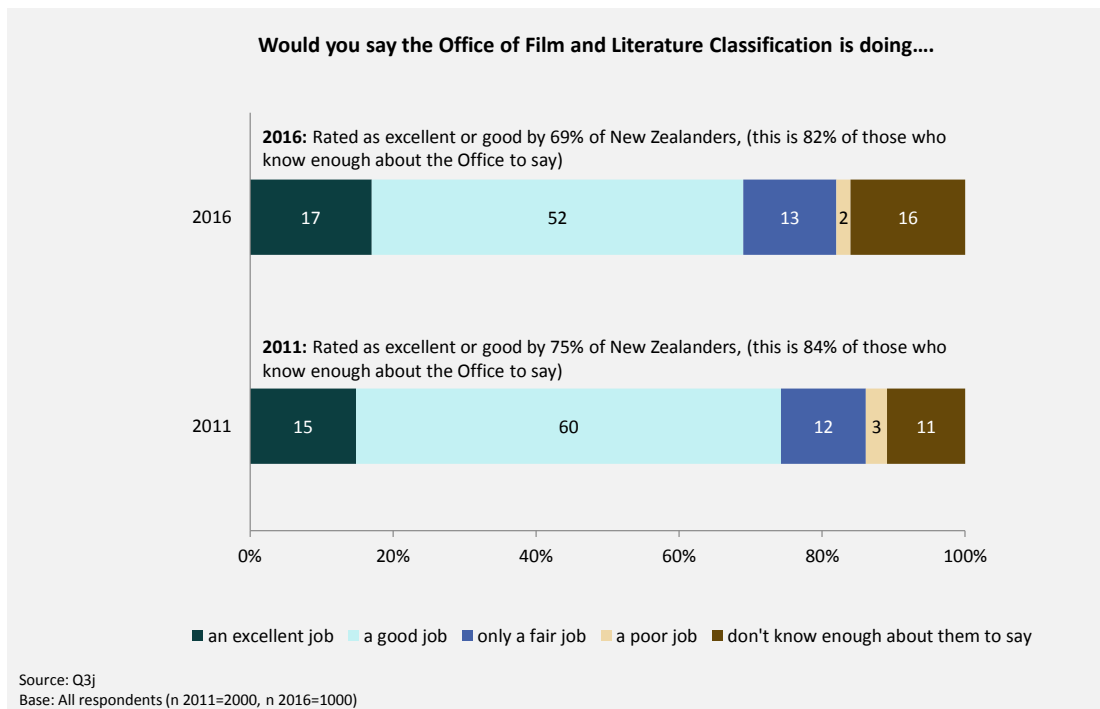
## PERCEPTION OF THE OFFICE OF FILM AND LITERATURE CLASSIFICATION

To find out how New Zealanders perceive the OFLC, 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 13 shows the majority (69%) of New Zealanders believe the OFLC is doing a 'good' or 'excellent' job, however this result has declined since 2011 (down from 75%). The decline coincides with an increase in people saying they don't know enough about the OFLC to say (up from 11% to 16%), rather than an increase in people thinking the OFLC is doing only a fair or poor job (which has remained consistent since 2011).

Among only those who do feel they know enough about the OFLC to say, eight in ten (82%) people believe the OFLC is doing a 'good' or 'excellent' job.

**Figure 13: 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 or less positively. As seen in 2011, there is an association between age and perceptions of the OFLC, where younger New Zealanders are more likely to view the Office positively. Among those aged 18 to 29, 24% say the Office is doing an 'excellent job', compared with 15% aged 30 years or older.

In addition to differences by age, the sub analyses listed below show that those more positive about the OFLC tend to be those who are more knowledgeable about it, frequent players of video games, and those with someone under the age of 18 years living in the home.

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

- Those with a higher level of knowledge of the OFLC (26% of those who know 'a lot' or 'a fair amount' about the OFLC, compared with 17% average);
- Those who play video games at least once per week (21% of those who play video games at least once every week, compared with 14% who play less often);
- Those who have someone under the age of 18 years in the home (19%, compared with 15% of those who do not have someone under the age of 18 years in the home).

## Media coverage of OFLC

The media has the potential to influence perceptions of organisations, so we asked people 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, mostly negative, or both positive and negative. Overall, few New Zealanders recall media coverage about the OFLC.

Table 4 shows that only 5% of New Zealanders recall seeing, hearing or reading something about the OFLC in the three months leading up to fieldwork. Of those who had recalled something in the media, 1% said they had seen mostly positive media, 2% said it was both positive and negative, and 1% said that it was mostly negative.

**Table 4: Media coverage of the Office of Film and Literature Classification**

	No, haven't seen, heard, or read anything	Don't know if seen, heard, or read anything	Yes, have seen, heard, or read something	Of those who have seen something:
2016	86%	9%	5%	<p>The 5% is made up of:</p> <ul style="list-style-type: none"> <li>• 2% have seen both positive and negative</li> <li>• 1% have seen mostly positive</li> <li>• 1% have seen mostly negative</li> </ul>
2011	85%	8%	8%	<p>The 8% is made up of:</p> <ul style="list-style-type: none"> <li>• 2% have seen both positive and negative</li> <li>• 4% have seen mostly positive</li> <li>• 1% have seen mostly negative</li> <li>• 1% don't know if it was positive or negative</li> </ul>

Source: Q6h & Q6i

Base: All respondents (n 2011=2000, n 2016=1000)

## KNOWLEDGE OF THE CLASSIFICATION SYSTEM

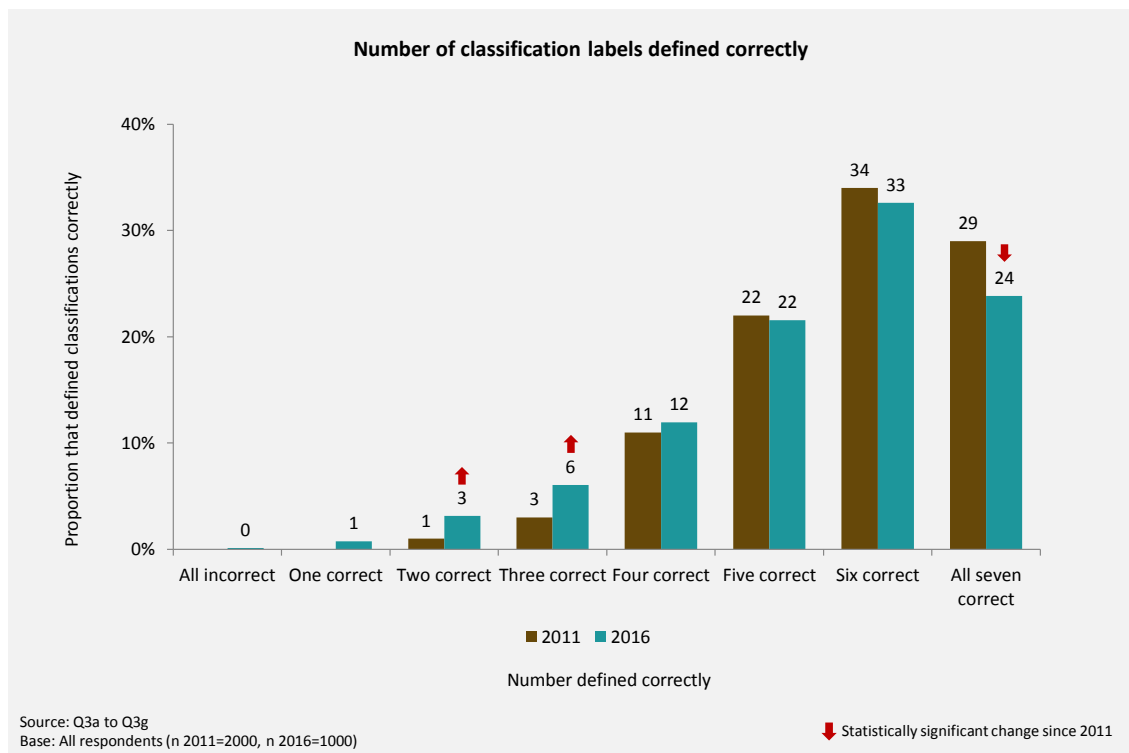
To gauge understanding of the classification system we presented images of classification labels to respondents, and asked them to indicate the meaning of each label from a range of three options. Images were presented for the classifications G, PG, M, RP13/RP16 (asked as a single question), R13, R16, 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 randomised for each respondent.

### Overall knowledge of the classification labels

New Zealanders have a reasonably high level of understanding of classification labels, with the majority (57%) of respondents correctly defining at least six of the seven classification labels shown in the survey, and 79% able to correctly define at least five of the seven labels. However, as can be seen in Figure 14 below, New Zealanders' overall ability to correctly identify the meaning of classification labels has decreased since 2011. On average, there has been a 4% drop in understanding of individual labels since 2011 (down from an average of 82% in 2011 to 78% in 2016).

Lower general understanding of classification labels this year may relate to a significant decrease in frequency of watching DVDs and videos, which has historically been one of the main contexts for noticing and using the labels. Another factor in the decline in understanding may be the proliferation of alternative labelling systems for movies, TV shows and games, particularly in the online space.

**Figure 14: Number of classification labels correctly defined by respondents**



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

Further analyses identified subgroups that have lower knowledge of the classification system. Those who are unable to correctly define at least six labels tend to be those not involved in selecting media for under 18s, those aged 60 or older, and those who identify with an ethnicity other than NZ European.

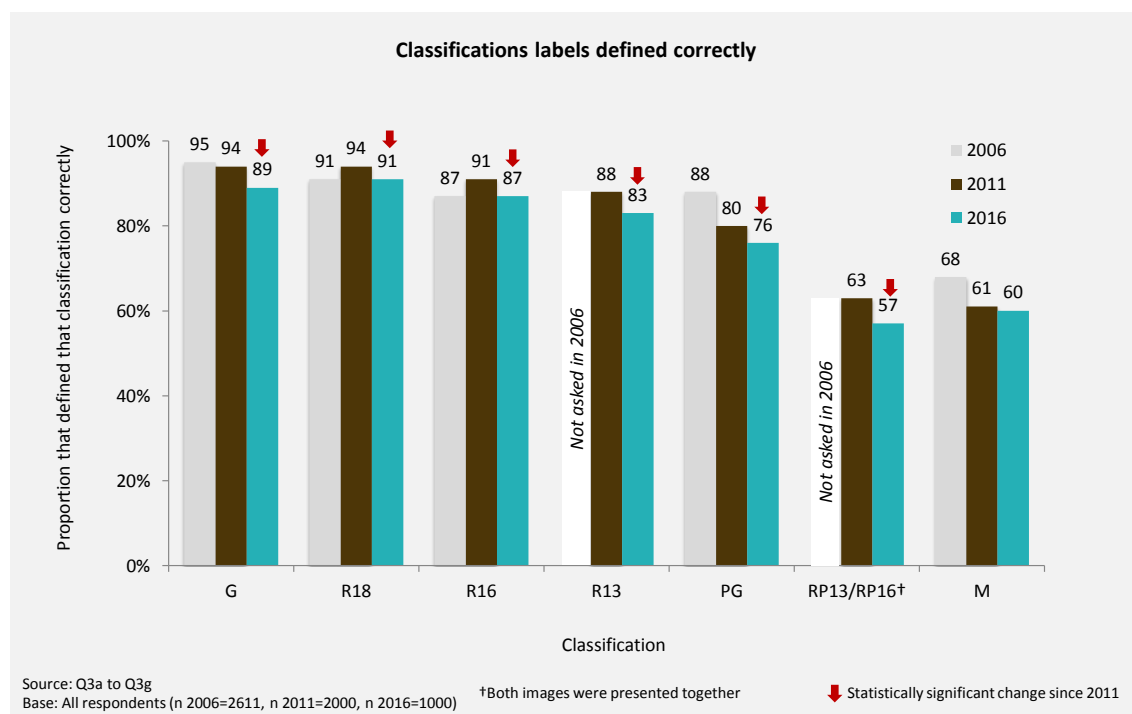
Those less likely to correctly identify at least six labels include those:

- who do not choose films, DVDs/videos, or games for people under 18 years of age (51%, compared with 59% who do);
- aged 60 years or over (47%, compared with 62% of those aged 18-29, and 60% of those aged 30-49 years);
- who identify with an ethnicity other than NZ European (45% for those who do not identify as NZ European, compared to 61% of those who do identify as NZ European).

## Understanding of classifications

Figure 15 shows the proportion of respondents who correctly identified each of the seven classification labels. New Zealanders have a high level of understanding of most classification labels – particularly the unrestricted G and PG labels, and the R labels (R13, R16 and R18). However, for six of the seven labels shown, there has been a statistically significant decline in the proportion of people who are able to identify the correct meaning – this includes G (from 94% correct in 2011 to 89% in 2016), R18 (94% in 2011 to 91% in 2016), R16 (91% in 2011 to 87% in 2016), R13 (88% in 2011 to 83% in 2016), PG (80% in 2011 to 76% in 2016), and RP13/RP16 (63% in 2011 to 57% in 2016).

**Figure 15: Percentage of respondents who correctly defined each classification label**



RP classifications are rare and so a lower level of understanding is not surprising. Results show an increase in those who don't know what the RP13/16 classifications mean (from 11% in 2011 to 14% in 2016).

Unrestricted M labels continue to be confusing to members of the public – mainly due to the inclusion of a recommended age (16) on the label. The level of understanding of the M label remained steady at 60%.

**Table 5: Understanding of classification labels**

	2006	2011	2016
<b>G</b>			
The film is suitable for anyone	95%	94%	<b>89%</b>
Young children may need parental guidance when watching the film	3%	5%	<b>8%</b>
The film is suitable for young children only	1%	1%	2%
Don't know	1%	1%	2%
<b>R18</b>			
Only people 18 years and over can watch the film	91%	94%	<b>91%</b>
People under 18 years can only watch the film with their parents or guardians	6%	4%	<b>6%</b>
Anyone can watch the film but it is more suitable for people 18 years and over	4%	2%	3%
Don't know	-	*	*
<b>R16</b>			
Only people 16 years and over can watch the film	87%	91%	<b>87%</b>
People under 16 years can only watch the film with their parents or guardians	7%	6%	<b>8%</b>
Anyone can watch the film but it is more suitable for people 16 years and over	5%	3%	4%
Don't know	-	*	1%
<b>R13†</b>			
Only people 13 years and over can watch the film	-	88%	83%
People under 13 years can only watch the film with their parents or guardians	-	8%	<b>11%</b>
Anyone can watch the film but it is more suitable for people aged 13 years and over	-	3%	<b>6%</b>
Don't know	-	*	1%
<b>PG</b>			
Anyone can watch the film but young children may need parental guidance	88%	80%	<b>76%</b>
Young children can only watch the film with their parents or guardians	11%	17%	<b>21%</b>
The film is suitable for anyone	1%	2%	3%
Don't know	-	1	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%	<b>57%</b>
Anyone can watch the film but it is more suitable for people over the ages specified	-	22%	23%
Only people under the ages specified can watch the film	-	4%	<b>6%</b>
Don't know	-	11%	<b>14%</b>
<b>M</b>			
Anyone can watch the film but it is more suitable for people 16 years and over	68%	61%	60%
Only people 16 years and over can watch the film	11%	19%	<b>16%</b>
People under 16 years can only watch the film with their parents or guardians	12%	15%	14%
Don't know	9%	5%	<b>10%</b>

Source: Q3a to Q3g

Base: All respondents (n 2006=2611, n 2011=2000, n 2016=1000)

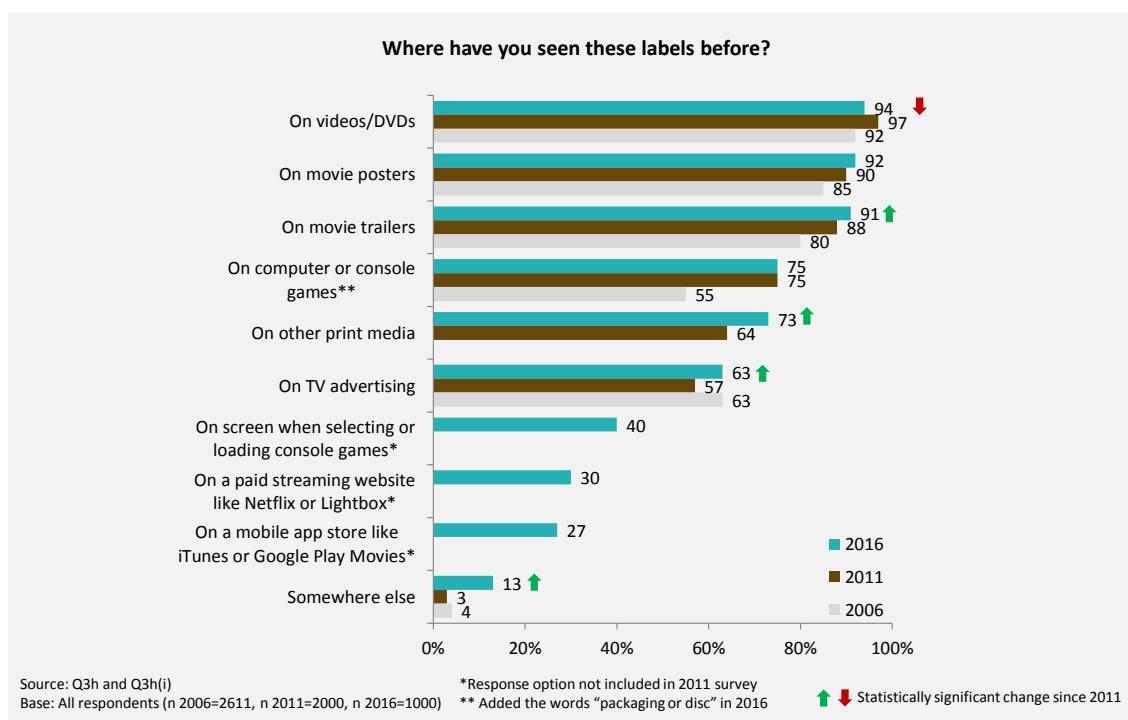
Note: Statistically significant differences from 2011 are printed in bold red (lower) and bold green (higher). †Labels R13, RP13 and RP16 were not included in the 2006 survey. \*Percentage greater than zero but less than 0.5%.

## Location of classification labels

All respondents were asked to indicate where they had seen classification labels. Several new options were added in 2016, including on screen when selecting/loading video games, on a paid streaming website, and on a mobile app store.

As can be seen in Figure 16, there has been an increase in the proportion of people who report seeing the labels on movie trailers (from 88% in 2011 to 91% in 2016), in other print media (from 64% to 73%), and on TV advertising (from 57% to 63%). By contrast, the proportion who have seen these labels on videos/DVDs has declined significantly from 97% in 2011 to 94% in 2016 – not surprising given that people are watching DVDs/videos less often, as reported earlier in this document.

**Figure 16: Location of classification labels**



## PERCEPTION OF THE CLASSIFICATION SYSTEM

This section examines perceptions of the classification system, including whether the system is perceived to be too strict, too 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.

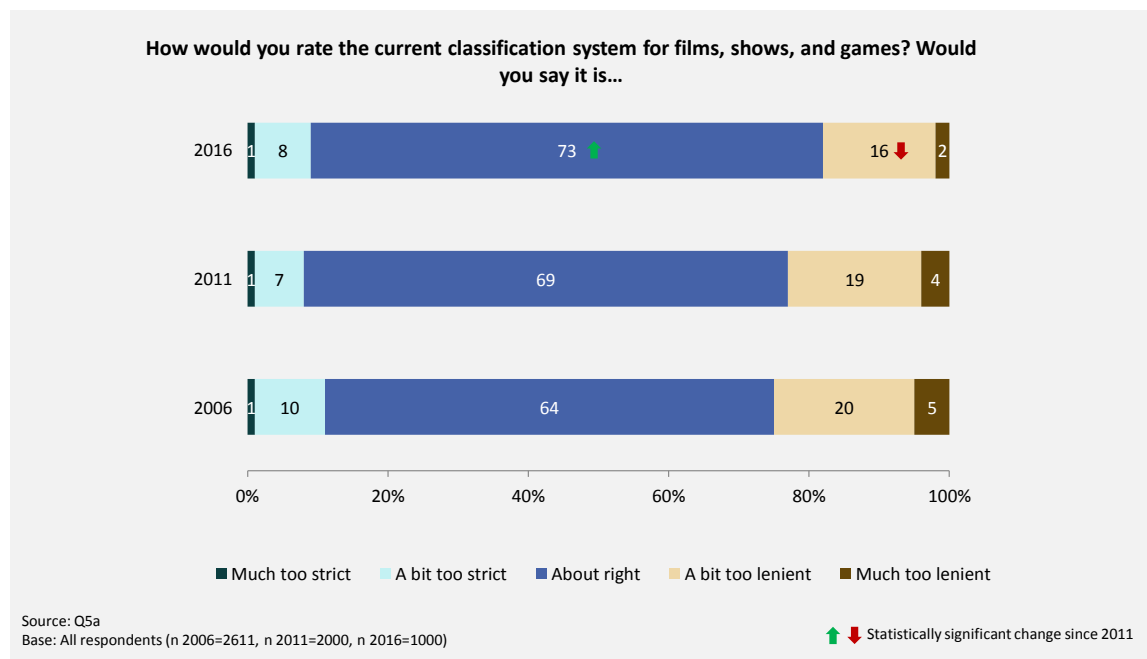
### Whether the classification system is too strict, about right, or too lenient

People were asked to indicate whether they feel the classification system for films, shows, and games is too strict, too lenient, or about right. All were reminded at this point that television broadcasts are not classified under this system.

Similar to previous years, most New Zealanders are happy with the system. In 2016 results show a significant increase in the proportion of people who say that the classification system is 'about right' (from 69% in 2011 to 73% in 2016) – see Figure 17. This increase coincides with a decrease in people saying the system is too lenient (down from 19% in 2011 to 16% in 2016).

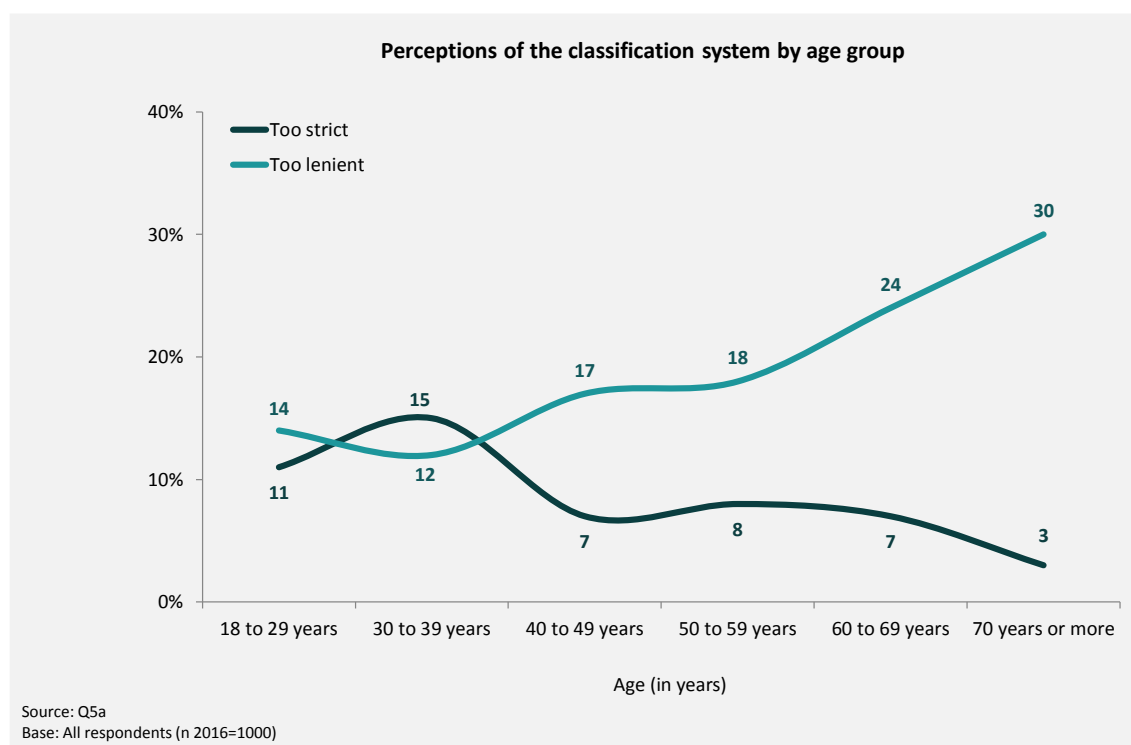
Further subgroup analysis shows that those with lower knowledge of the OFLC (ie, know hardly anything or haven't heard of the OFLC) are more likely to say the classification system is too lenient (18% compared to 14% for those who know something about the OFLC).

**Figure 17: Views about whether the classification system is too strict, too lenient, or about right**



Consistent with 2011, there is a strong relationship between age and perceptions of the system. Figure 18 shows that as age increases the proportion who say the system is 'a bit' or 'much' too lenient also increases. The proportion saying the system is 'a bit' or 'much' too strict drops sharply after the 30-39 year age bracket, and stays relatively stable until 70 years or more (where the proportion saying the system is too strict drops sharply again).

**Figure 18: 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 or strict

Several other factors are also associated with a perception of the classification system as too strict or lenient.

Those who are more likely to believe the system is too lenient include:

- women (22% believe the system is too lenient compared to 14% of men);
- those who play video games less than once a week (22% compared to 13% who play at least weekly);
- those who correctly define five or fewer classification labels (21% compared to 16% who correctly identified at least six labels).

The sub-groups who tend to view the classification as too strict are mostly the reverse of those who see the system as too lenient, these include:

- men (11% see the system as too strict compared to 7% of women);
- those who play video games at least once per week (13% compared to 6% of those who play games less often)

## Reasons for viewing the classification system as too lenient

People who view 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 2016 and 2011 results should be interpreted with some caution (see Table 6 below).

Consistent with both the 2006 and 2011 surveys, the primary reason for believing the system is too lenient relates to the depiction of violence (40%). However, the proportion of respondents mentioning violence has declined significantly from 2011 – from 52% in 2011 to 40% in 2016. Other reasons relate mainly to concerns about language (23%) and sexual content (22%), or the belief that the age of restriction is set too low for some content (20%).

**Table 6: Reasons for saying the classification system is too lenient**

	2006 (n=653)	2011 (n=450)	2016 (n=182)
Violence classified too low	43%	52%	<b>40%</b>
Language classified too low	15%	25%	23%
Sex classified too low	22%	23%	22%
Restriction is too low/lower than overseas	28%	21%	20%
Should have a different/higher rating	-	-	18%
There are no/less restrictions	-	-	8%
Society changing for worse/standards or values eroding	-	12%	<b>6%</b>
Classification should be strict	-	-	5%
Allows immoral content	-	-	3%
Too much of rubbish in the name of entertainment	-	-	2%
Not enforced well enough/underage people able to hire or buy restricted material	12%	8%	<b>2%</b>
Too much graphic/explicit content (no further info)	-	6%	-
Adult themes classified too low	-	4%	-
Scary/horror content classified too low	-	4%	2%
More classification categories/M needs to be reviewed - large gap from PG to R16	6%	3%	<b>9%</b>
Nudity classified too low	3%	3%	-
Drug use classified too low	*	1%	-
Behaviour of children/young people has changed/become worse	-	-	1%
Other	-	6%	4%
Don't know	-	1%	<b>6%</b>

Source: Q5c

Base: Those who believe the classification system is too lenient (n 2006=653, n 2011=450, n 2016=182)

Note: Statistically significant differences from 2011 are printed in bold red (lower) and bold green (higher).

Note: \*Percentage greater than zero but less than 0.5%.

## Reasons for viewing the classification system as too strict

Respondents who viewed the classification system as too strict were asked to give their reasons for holding this view. Again 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 2016 and 2011 results should be interpreted with some caution.

As shown in the Table 7 below, two main themes emerge from the comments in 2016: that the restrictions are too high or strict (34% of comments overall), and that there should be some element of personal or parental choice (20% in total). There is a significant decrease in the proportion talking about the age restriction being set too high (from 31% in 2011 to 15% in 2016), and an increase in those saying don't know (from 3% in 2011 to 17% in 2016).

**Table 7: Reasons for saying the classification system is too strict**

	2006 (n=287)	2011 (n=161)	2016 (n=92)
Too many restrictions/too strict	-	15%	19%
Age restriction set too high/higher than overseas	29%	31%	<b>15%</b>
Parents should decide	-	8%	11%
Social standards have changed	30%	18%	10%
I should be able to decide myself/allow for personal choice	-	4%	9%
Children should be made aware of a realistic society	-	-	7%
Violence classified too high/has increased	6%	12%	6%
Language classified too high/language use	5%	4%	4%
Movies/games are watched/played by young people even though restricted	-	-	4%
Classification is not done correctly	-	-	3%
Classifications are inconsistent	-	8%	-
Against banning/censorship	23%	4%	-
Other	-	8%	7%
Don't know	-	3%	<b>17%</b>

Source: Q5b

Base: Those who believe the classification system is too strict (n 2006=287, n 2011=161, n 2016=92)

Note: Statistically significant differences from 2011 are printed in bold red (lower) and bold green (higher).

Note: \*Percentage greater than zero but less than 0.5%.

## VIEWS ON ACCESS TO RESTRICTED CONTENT

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 people 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 19, the weight of opinion favours not allowing children under the age of 16 years to view R16 films or play R16 games (60% and 68% respectively). However, the proportion saying that children aged under 16 years should **not** be able to view R16 films or play R16 games has declined significantly from 2011 to 2016 (films: from 66% in 2011 to 60% in 2016, games: from 74% in 2011 to 68% in 2016).

**Figure 19: Views on access to restricted content if accompanied by a parent or guardian**

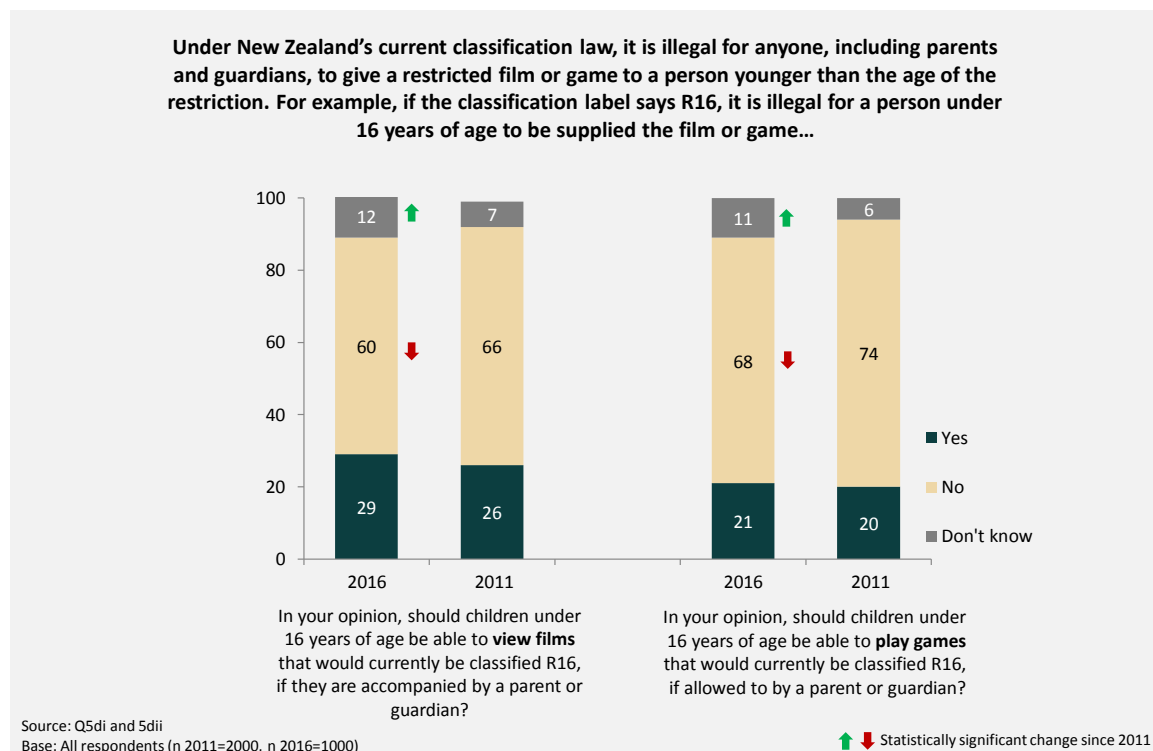
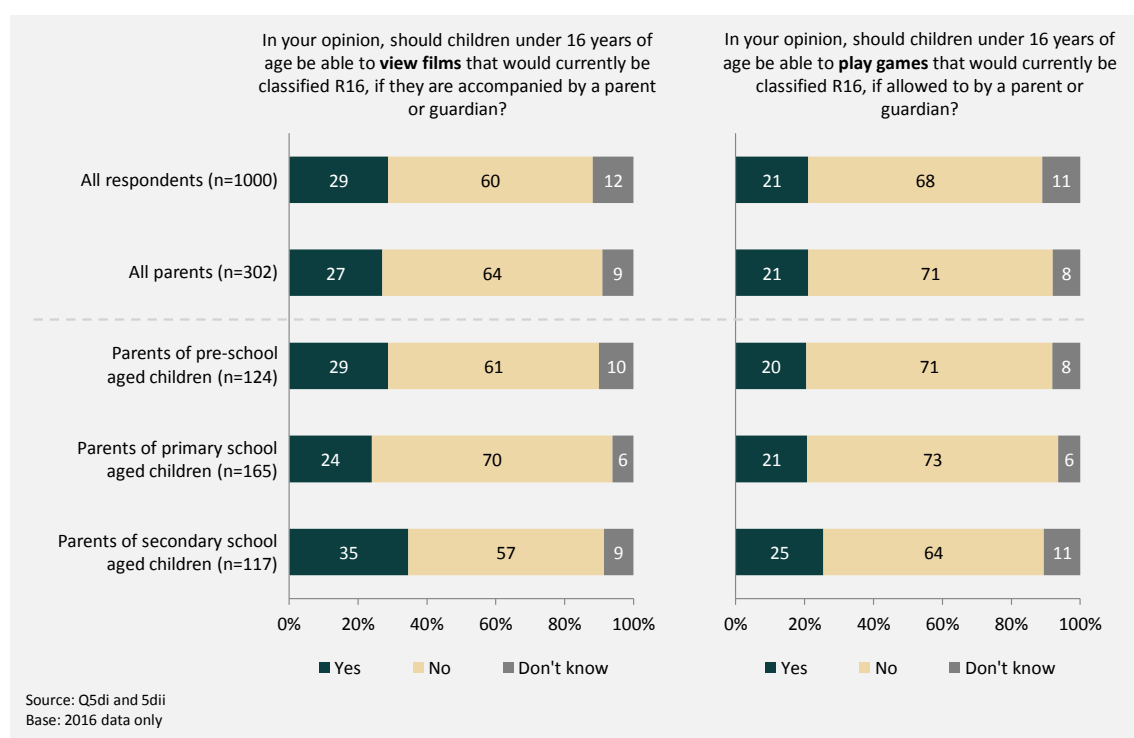


Figure 20, on the next page, displays the views of parents toward access to content that is currently restricted. The views of all parents as a whole do not differ markedly from the general population, although differences do exist depending on the age of their children. Parents of older secondary school-aged children are significantly more likely than those of primary school children to say it is okay for children under the age of 16 years to watch a film rated R16, so long as they have parental supervision (35% compared to 24% for parents of primary children).

**Figure 20: Parents' views on access to restricted content if accompanied by a parent or guardian**



## The classification of video games in New Zealand

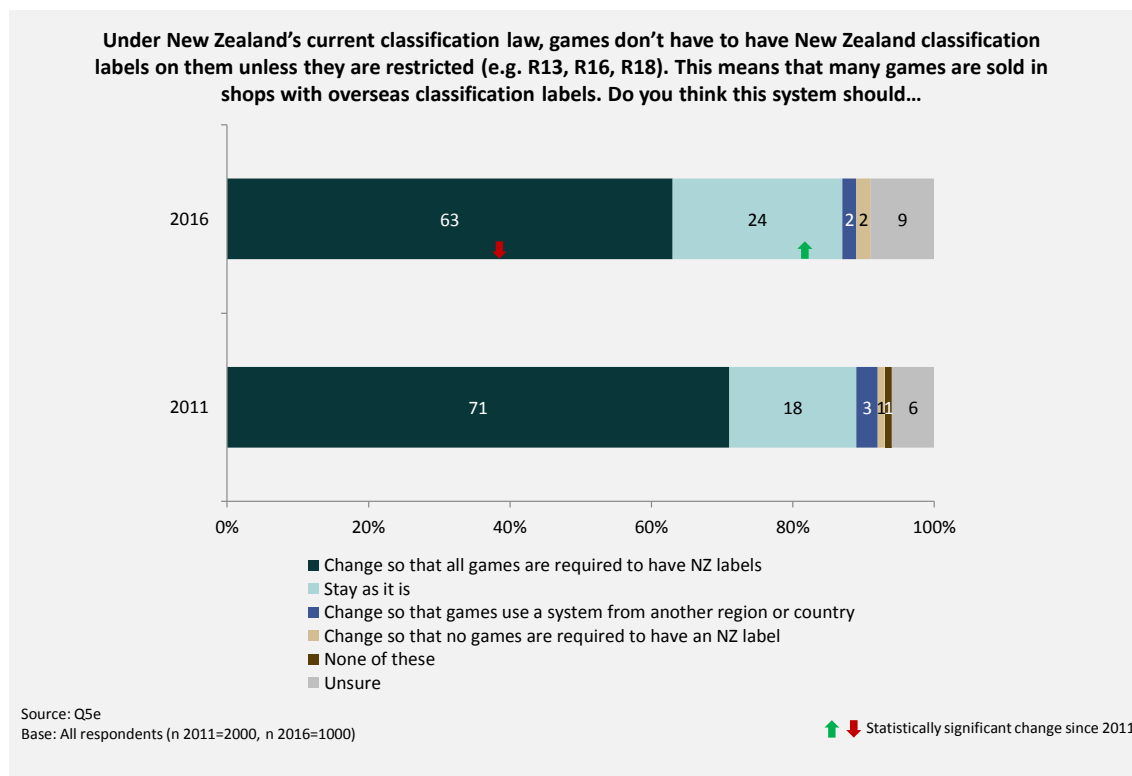
Under New Zealand's current classification law, games don't have to have New Zealand classification labels on them unless they are restricted (e.g. R13, R16, and R18). This means that many games are sold in shops with overseas classification labels. We sought to gauge New Zealanders' opinions of this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

Consistent with 2011, the 2016 data shows that a majority (63%) would prefer that this system change so that all games sold in New Zealand are required to have a New Zealand classification label. However, there is something of a weakening of the opinion in favour of the New Zealand label. This is evident in Figure 21, which shows a decline in the proportion who believe the system should change to require all games have NZ labels (from 71% in 2011 to 63% in 2016). There has been a subsequent increase in the proportion who believe game labelling should stay as it is – from 18% in 2011 to 24% in 2016.

Those who would prefer that the system remain as it is are more likely than average to be male (29%), aged 18 to 29 (35%), play games at least once per week (31%), and think that the classification system in New Zealand is too strict (37%).

It may be that this change has something to do with the increased popularity of mobile or browser games (see Figure 4 on page 14) – the vast majority of which are at an unrestricted level and are generally accompanied by an alternative rating label of some kind.

**Figure 21: Opinion about the current system for classifying video games in New Zealand**



Those who would prefer New Zealand adopt a system from another country were asked which system they would prefer. Only 16 respondents were asked this question, to which five preferred the PEGI system, four preferred the Australian system, and three preferred the ESRB system. Four respondents were unsure which overseas system they prefer.

## USE OF THE CLASSIFICATION SYSTEM

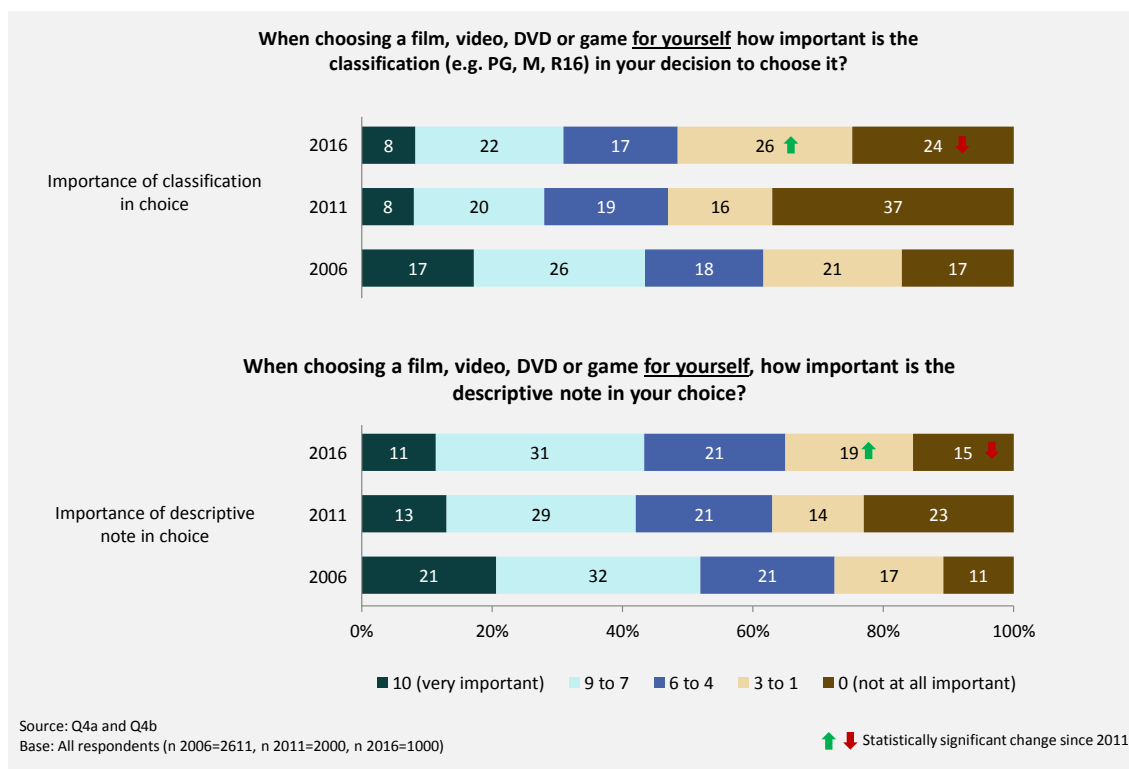
Labels have a classification symbol and usually a descriptive note that explains the nature of content in the film, DVD/video or game that may be of concern to viewers or users. We examined use of the classifications by asking people to indicate how important both classifications and descriptive notes are when they choose a film, DVD/video or game for themselves. We then asked them 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

Results suggest descriptive notes are more useful than the classifications when adults make decisions for themselves: 42% of adults rate descriptive notes as 7 out of 10 or higher, while only 30% rate the classification at the same level (see Figure 22). The proportion rating the importance of the description and classification as '0' has declined significantly since 2011, coinciding with an increase in ratings between 1 and 3 (out of 10). These changes suggest descriptive notes may now be more useful for some.

**Figure 22: Importance of classification labels and descriptive notes in adults' viewing/playing decisions for themselves**



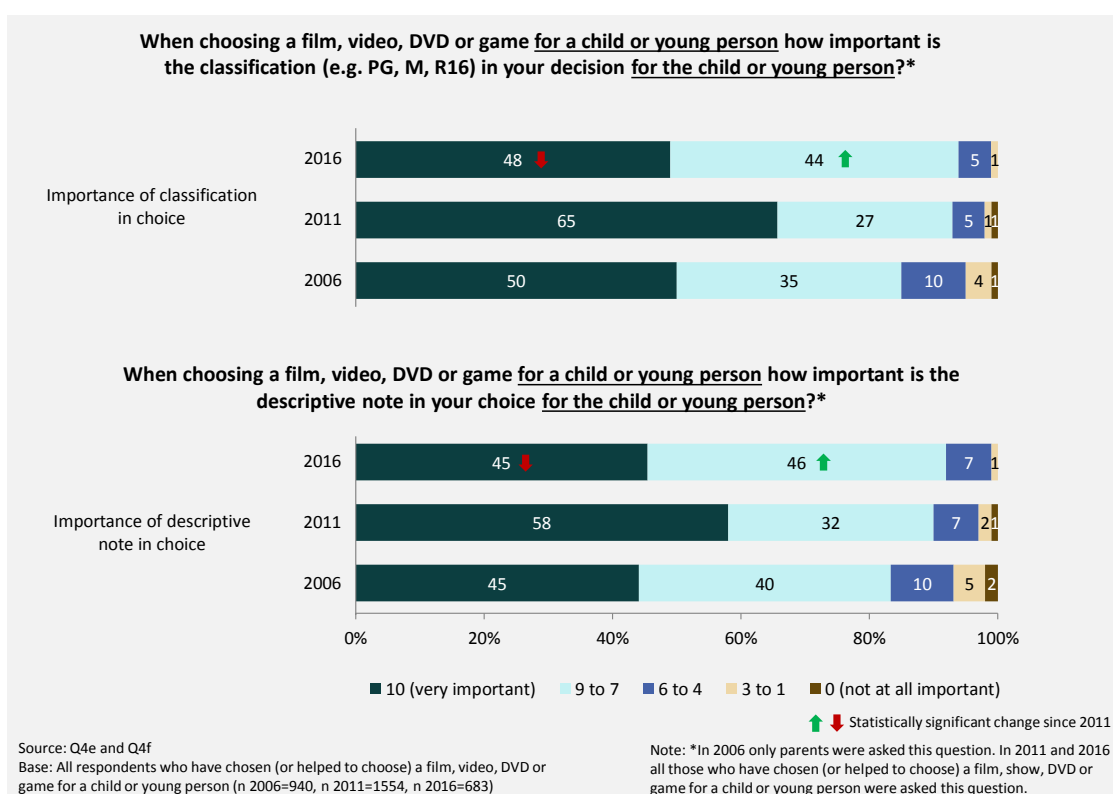
## Use of the classification system when making decisions for children and young people

Overall, two thirds of people (68%) said that they have chosen, or have helped to choose, a film, DVD, or game for a child or young person. Within that group, 73% said they had done so in the last 12 months. This is a significant drop from the 2011 survey, in which 77% had helped to choose a film, DVD, or game for a child or young person, with 80% having done so in the previous 12 months. This may be related to a general decline in the use of DVD/video by both adults and young people over this period.

Consistent with previous surveys, Figure 23 shows that classifications and descriptive notes are considerably more important when deciding on films, shows, and games for children and young people than when selecting for adults. The proportion of people rating the classification and descriptive note as important (7 to 10/10) remained steady at 92% and 91% respectively.

However, while both the classification and descriptive notes are important, there has been a significant decline in the proportion rating their importance as 10 out of 10 in 2016. The 2016 figures are now more aligned to those seen in 2006, though there is no extra analysis available to explain the large rise and fall in importance over the three surveys.

**Figure 23: Importance of classifications and descriptive notes in adults' viewing and playing decisions for children and young people**



## CONCLUSIONS

The primary aims of this survey were to examine the public's perceptions and understanding of the OFLC and the classification system, and to explore in detail how New Zealanders are consuming movies, television shows and video games over a variety of platforms and services. In addition to being a snapshot of people's media use and views/understanding about classifications, the survey also tracks changes over time (we carried out similar surveys in May 2006 and February 2011).

### Changing media use in New Zealand

The most striking findings of this research are about changing media use – amongst adults, children and teenagers. When we last carried out this research in 2011 the use of online video on demand services was relatively rare – while a majority of New Zealanders watched DVDs at least weekly. Since 2011, broadband speed and access has greatly improved, and online streaming of movies and television shows has become mainstream – with Google, Apple, Netflix and Spark, among others, all offering video on demand services to increasing numbers of New Zealanders.

Our survey shows that around half (47%) of New Zealanders now watch television shows or movies using a video on demand service at least once a week. Compare this to the number weekly watching DVD/Blu-ray (17%) and the shift to online use is clear – with younger people leading the way (as seen in Figure 3).

From a classification perspective, the changes of the past five years are the most significant since the Films, Videos and Publications Classification Act was passed in 1993. Until relatively recently, the vast majority of people watching movies or television shows (other than on broadcast television) were doing so in cinemas, and on physical home video formats like DVDs. This meant that classifications were highly visible, and relatively simple to understand and enforce. Classifications *are* used online however, and the OFLC's challenge is to encourage their adoption by distributors, and to educate the public about where to find and how to use these classifications in an online space – where enforcement previously carried out by cinema or retail staff is replaced by parental controls on online services.

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

The survey shows that while three-quarters of New Zealanders are aware of the OFLC, this number has been declining since 2006 (when 94% had heard of the Office). Despite this, actual knowledge is reasonably good – 85% of those aware of the OFLC are able to correctly name at least one function of the Office, and when given a brief description of the role of the OFLC, 84% of the full sample knew enough about the OFLC to give an opinion about its performance.

The general decline in knowledge of the OFLC is concerning however, and more work will need to be done to improve awareness at a time when classification information is generally becoming less visible.

Views about the OFLC remain positive – with 69% rating the OFLC's performance as 'good' or 'excellent' (or 82% of those who know enough about the Office to say). This compares favourably with 22 government departments/organisations listed in UMRs 2016 *Mood of the Nation* survey<sup>5</sup>, in which only the New Zealand Police and New Zealand Fire Service have a higher 'good' or 'excellent' favourability rating than the OFLC (at 75% and 84% respectively).

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<sup>5</sup> UMR Research, 2016. *Annual Review: Mood of the Nation*. Wellington: UMR Research. Available at: <http://umr.co.nz/updates/mood-nation-2016>

### **What are the Public's perceptions, understanding and use of the New Zealand classification system?**

Knowledge of most individual classifications remains high, however there has been a drop in understanding since 2011 (an average of 4%). This is partly to be expected due to the proliferation of alternative online labelling systems (for example on games from mobile app stores) and the decline in DVD/video use. To halt the decline in knowledge of classifications the OFLC will need to encourage distributors to use recognisable and easily visible images of classifications on online movies and games.

Improving understanding of the unrestricted M classification has long been a focus of the Office, and – unlike the other labels – understanding has remained steady since 2011. Nonetheless, the continued lower level of understanding of the M classification is concerning, and will continue to be a focus of educational efforts. The best remedy however would be to amend the labelling regulations to remove the reference to a specific age ('16 and over'), which creates confusion between M and R16 or RP16.

Great care is put into classification decisions to ensure a level of consistency while remaining in line with public opinion, and so it is reassuring that the majority of New Zealanders believe the classification system is applied appropriately – neither too strict nor too lenient – and that there has been a small but statistically significant increase in those who believe it is 'about right' since 2011.

### **What does this research say about the future of the classification system?**

The OFLC acknowledges that this period of bedding in of online distribution services creates difficulties from a classification perspective – with the decline of DVD use classification labels are no longer as ubiquitous as they once were and it is not surprising that there has been a drop in awareness of the OFLC and of classifications. Nonetheless, the message of this survey is hopeful. Despite the decline in DVD use, and the proliferation of alternative labelling systems online, the survey shows that New Zealanders continue to have a high level of trust in the OFLC, confidence in its classifications, and a good general knowledge of the meaning of labels. Crucially, classification information is still important to the vast majority of New Zealanders when making decisions about what young people can watch or play.

Thankfully, many online providers – including Netflix, Google, Apple, Nintendo, Sony and Microsoft – currently use our classifications when supplying movies, television shows or games to New Zealanders. Overall, the use of official classifications online is variable – information can be hard to spot compared with a traditional DVD label, and some providers are not using official classifications at all.

Our 2016 research with UMR<sup>6</sup> showed that 83% of New Zealanders think classifications should be the same for movies, television shows or games, regardless of where/how they are accessed – and of this number, 66% would prefer the classifications currently assigned by the Classification Office.

Together, the research just noted and the current survey demonstrate the relevance and importance of traditional, trusted classifications in the online space. Hopefully the voices of the New Zealand public are heard – and in five years we can look back at this time of transition as a necessary step on the way to a comprehensive, platform neutral classification system. In the meantime, classifications will continue to provide guidance, protection, and peace of mind for New Zealand families.

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<sup>6</sup> Office of Film and Literature Classification and UMR Research, 2016. *Standardised classifications across different platforms*. Wellington: Office of Film and Literature Classification. Summary available at: <http://www.classificationoffice.govt.nz/news/latest-news/news-single-classification-system-2016-research.html>

## Appendix A: Respondent Profiles

	Unweighted Count	Weighted Count	Weighted %
<b>Gender</b>			
Male	490	476	48%
Female	510	524	52%
<b>Age</b>			
18 - 19	17	19	2%
20 - 24	101	103	10%
25 - 29	91	96	10%
30 - 34	81	79	8%
35 - 39	98	99	10%
40 - 44	86	91	9%
45 - 49	83	83	8%
50 - 54	95	100	10%
55 - 59	70	78	8%
60 - 64	80	67	7%
65 - 69	71	64	6%
70 - 74	63	59	6%
75 Plus	54	50	5%
<b>Region</b>			
Auckland Region	334	331	33%
Waikato Region	83	95	9%
Wellington Region	133	110	11%
Other North Island Region	210	222	22%
Canterbury Region	116	128	13%
Otago Region	64	51	5%
Other South Island	60	64	6%
<b>Ethnicity</b>			
NZ European	625	701	70%
Maori	154	118	12%
Pacific	89	56	6%
Asian	165	118	12%
Other ethnicity	660	740	74%

	Unweighted Count	Weighted Count	Weighted %
<b>Personal income</b>			
Less than \$15,000	89	91	12%
\$15,001 - \$25,000	107	105	14%
\$25,001 - \$30,000	60	58	8%
\$30,001 - \$40,000	67	67	9%
\$40,001 - \$50,000	117	111	15%
\$50,001 - \$70,000	147	155	21%
\$70,000 - \$100,000	123	118	16%
More than \$100,000	51	51	7%
<b>Total household income</b>			
\$20,000 or less	7	7	1%
\$20,001 - \$30,000	27	27	5%
\$30,001 - \$40,000	42	39	7%
\$40,001 - \$50,000	54	50	9%
\$50,001 - \$70,000	93	95	17%
\$70,001 - \$100,000	135	138	25%
\$100,001 - \$140,000	114	114	21%
More than \$140,000	75	77	14%
<b>Household composition</b>			
Single, living alone	110	113	11%
Single, living with a child or children	45	43	4%
Single, with a child or children living away from home	4	4	0%
Couple, without children	273	274	27%
Couple, living with a child or children	317	319	32%
Couple, with a child or children living away from home	98	101	10%
Couple, with a child or children living away from home	78	77	8%
<b>Occupation</b>			
Farm manager or owner	13	16	2%
Social welfare beneficiary or unemployed	13	12	1%
Student	67	66	7%
Business owner or self-employed	83	90	9%
Professional or government official	142	141	15%
Technical, Plant or Machine Operator / Assembler	37	38	4%
Other skilled worker	59	59	6%
Teacher, nurse, police or other service worker	89	93	10%
Skilled Tradesperson	23	23	2%
Retired	171	157	16%
Labourer, manual, farm or domestic worker	14	12	1%
Home marker	60	59	6%
Clerical, Service or Sales employee	116	122	13%
General manager or Specialised manager	35	37	4%
Business manager or executive	34	33	3%
Other	10	7	1%

## Appendix B: Questionnaire

# CLASSIFICATION PERCEPTIONS 2016 109108893

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### Introductory email

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, 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 **Thursday 21 April 2016**. This survey may close earlier if our target number has been reached.

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(i) Firstly we have some questions about the things you do.

About how often do you watch **feature films or movies** in the following ways?

**DISPLAY AS STATIC GRID. RANDOMISE ALL EXCEPT LAST OPTION.**

	Every Day	Several times a week	Once a week	One to three times per month	Less than once a month	Never	Don't know
From a paid streaming website like Netflix or Lightbox	1	2	3	4	5	6	7
From a game console provider like Xbox video or PlayStation Network	1	2	3	4	5	6	7
From a mobile app store like iTunes or Google Play Movies	1	2	3	4	5	6	7
From a free torrent download/file-sharing website like The Pirate Bay	1	2	3	4	5	6	7
On free-to-air broadcast television	1	2	3	4	5	6	7
On free online on-demand catch-up services like TVNZ OnDemand	1	2	3	4	5	6	7
At a cinema	1	2	3	4	5	6	7
On DVD or Blu-Ray	1	2	3	4	5	6	7
In any <b>other</b> way	1	2	3	4	5	6	7

Q1a(ii) And about how often do you watch **television shows** in the following ways?

**DISPLAY AS STATIC GRID. RANDOMISE ALL EXCEPT LAST OPTION.**

	Every Day	Several times a week	Once a week	One to three times per month	Less than once a month	Never	Don't know
From a paid streaming website like Netflix or Lightbox	1	2	3	4	5	6	7
From a game console provider like Xbox video or PlayStation Network	1	2	3	4	5	6	7
From a mobile app store like iTunes or Google Play Movies	1	2	3	4	5	6	7
From a free torrent download/file-sharing website like The Pirate Bay	1	2	3	4	5	6	7
On free-to-air broadcast television	1	2	3	4	5	6	7
On free online on-demand catch-up services like TVNZ OnDemand	1	2	3	4	5	6	7
On DVD or Blu-Ray	1	2	3	4	5	6	7
In any <b>other</b> way	1	2	3	4	5	6	7

Q1a(iii) And finally, about how often do you **play computer or console games** (PC, mobile games, PlayStation, Xbox or Wii) in the following ways?

**DISPLAY AS STATIC GRID. RANDOMISE ALL EXCEPT LAST OPTION.**

	Every Day	Several times a week	Once a week	One to three times per month	Less than once a month	Never	Don't know
From a gaming download service like Xbox Store, PlayStation Network or Steam	1	2	3	4	5	6	7
On a web browser, like games from the Google Chrome store	1	2	3	4	5	6	7
From a mobile app store like iTunes or Google Play Movies	1	2	3	4	5	6	7
From a free torrent download/file-sharing website like The Pirate Bay	1	2	3	4	5	6	7
At a gaming arcade	1	2	3	4	5	6	7
Using a disc (for example, disc for PlayStation, Xbox or PC)	1	2	3	4	5	6	7
In any <b>other</b> way	1	2	3	4	5	6	7

**ASK Q1b IF CODE 6 FOR ALL STATEMENTS AT Q1a(iii)**

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

## Knowledge OFLC

Q2a How much do you know about the Office of Film & 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 Q3a**

Q2b As far as you know, what does the Office of Film & 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

Q3h Where have you seen these labels before?  
Please select one only for each the following.

	Yes	No
On DVDs	1	2
On computer or console game packaging or discs	1	2
On screen when selecting or loading 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 a paid streaming website like Netflix or Lightbox	1	2
On a mobile app store like iTunes or Google Play Movies		
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 & Literature Classification is responsible for classifying films, DVDs, 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, show 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, show 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, 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, show 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, show 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, show 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, shows and games? (Remember television broadcasts are 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, 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, 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, mobile, 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**? 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

Q6g(ii) And about how often would they see movies and TV shows **online**? 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 & 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 Maori	2
Samoan	3
Cook Island Maori	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 marker	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

Close

That's the end of the survey. Thank you for your time today.

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